

ANNUAL REPORT 2024



United
Way



United Way România



MESSAGE FROM THE PRESIDENT AND THE EXECUTIVE DIRECTOR

Dear friends,

Thank you for your contributions that help us support children, young people, families, and elderly who are in vulnerable situations. Through education, socio-professional integration and health programs, we offer a chance at a better future to those who need it the most.

The past year was truly special for us,

as we celebrated 20 years of active involvement in Romania — two decades dedicated to building a united and compassionate community. Throughout these years, we have supported more than 100.000 people with the help of over 500 partner companies, 5.000 individual donors, including 140 major donors, and nearly 20.000 volunteers. These figures reveal a simple but powerful truth: together, we change

lives.

We marked this milestone with an anniversary gala alongside partners and friends, where we celebrated the impact we've had on the community. Children and young people who benefited from our help over the years shared their success stories at the Gala, once again showing us the difference the right help at the right time can make in a child's life.

Because education is the foundation of a better future, in 2024 we launched NutriCOOLtura, an innovative project that combines reading with education for health. Through captivating stories, children learn about balanced nutrition, the importance of healthy dietary habits, and a healthy lifestyle. Thus, we help combat poor nutrition and continue the fight against functional illiteracy, two critical issues in today's society.

Looking ahead, 2025 will bring new initiatives. We will launch a new curriculum for teachers focused on non-formal and innovative teaching and assessment methods based on neuroscience in education, a key step toward improving educational quality. Additionally, we are turning our attention to traffic safety education by completely

renewing and updating previous United Way educational materials for primary and middle school students and for parents/teachers to help improve road safety.

The past year was marked by remarkable acts of solidarity. With the support of over 110 companies, 3.800 individual donors, including 41 major donors, and 3.300 volunteers, we were able to provide support to more than 14.500 people in vulnerable situations.

Whether it's children at risk of dropping out of school, parents striving to provide a better future for their children, young people trying to find their path in life or elderly individuals in need of emotional and medical support, each of them has found a ray of hope through United Way.

We want to express our deep gratitude to everyone who supports us: our partners, volunteers, individual donors, all those who choose to do good every day. Through your generosity and involvement, you positively transform the lives of vulnerable people and give them the chance at a better life.

Every act of kindness, no matter how small it may seem, matters greatly, not just for those in need, but for the entire community.

Lidia Fați

President

Adriana Dobrea

Executive Director



COMPOSITION OF THE BOARD DURING YEAR 2024:

United Way's impact is in high measure due to its dedicated volunteers, people who contribute with their time, resources and expertise, such as the members of United Way Romania's Board of Directors. We are stronger because of them.

Lidia Fați

President

Co-founder and Head of Strategy
and New Markets, Dacris

Marius Dragne

Vice-President

CEO, Xella România

Members

Peter Weiss

Board Member, HD Insurance Ltd.

Radu Florescu

CEO South East Europe, Cheil Centrade

Ramona Jurubiță

Country Managing Partner,
KPMG în România & Moldova

Adrian Mihai

Managing Partner, FAN Courier

Dan Ștefan

Managing Partner, Autonom

Christina Verchere

Director Executiv și Președinte al
Directoratului, OMV Petrom

Carmina Dragomir

CEO, Metropolitan Life

Zdenek Romanek

President & CEO, Raiffeisen Bank
România

Former members of the United Way Romania Board of Directors:

Timothy Correll, Wayne Garrett, Anca Harasim, Mary Lubic, Marie Rose Mociornița, Mugurel Rădulescu, Lyndsay Sacre, Umit Subasi, Perry Zizzi, Lynn Wells, Marialaura Ciampoli, Ileana Farmache, Steven van Groningen, Radu Enache, Dana Deac, Cristina Dăianu, Kurt Strohmayer, Jeri Guthrie-Corn, Yorgos Ioannidis, Gary Whitlie, Cristina Simion, Dan Ionescu, Rangam Bir, Stefanos Theocharopoulos, Bill Bowman, Victor Geus, Linda Griffin, Pascal Henssen, Ruxandra Dumitrașcu, Joanne Lemay, Remi Vrignaud, H.E.Philippe Beaulne, Mihai Tudor, Nicoleta Gavrilă, Șerban Toader, Mari Kano Klemm, Andrei Caramitru, Sorin Mîndruțescu, Andre Vivan da Silva, Călin Avram, Mariana Gheorghe, Andrei Pogonaru, Gladys Abankwa-Meier-Klodt, Ciprian Lăduncă, Ioana Hațegan, Fady Chreih, Vladimir Kalinov, Marian Dinu.

ABOUT US

United Way Romania is an independent Romanian foundation, affiliated with United Way Worldwide. Since 2004, United Way Romania has been supporting social programs and initiatives that improve the lives of children, adults and the elderly in difficulty.

The organization's activity focuses on the three directions that lay the foundation of a prosperous community:

- access to a quality EDUCATION;
- good HEALTH services;
- a sufficient INCOME to support a family.

VISION & MISSION

We are all affected, directly or indirectly, by the fate of our fellow men. Each of us has something to gain when a child finishes school well, when an adult finds a job that ensures the livelihood of his family or when as many people as possible can access quality medical services.

VISION

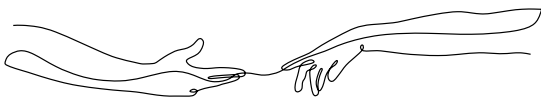
United Way Romania's vision is of a thriving community, one that is capable of supporting its members in reaching their full potential.

MISSION

United Way Romania's mission is to improve the quality of life for members of the communities we serve, by encouraging donations and volunteering.

HOW WE ACT:

- we develop educational, health and integration programs for disadvantaged people in Romania, so that they can have a better life;
- we involve as many partners as possible - organizations, companies, institutions and private individuals in social responsibility, philanthropy and volunteering activities;
- we contribute to the strengthening and consolidation of the Romanian civil society, especially of the social services provided by NGOs;
- we support government institutions in their efforts to build prosperous communities;
- we apply and promote transparency and professionalism.



UNITED WAY VALUES

CARING FOR PEOPLE:

We mobilize communities to change lives and create a better society.

INTEGRITY:

The integrity and credibility of every employee of the organization, members of management, volunteers and beneficiaries are essential to the strength and success of our organization.

TRANSPARENCY:

We are open, transparent and accountable in everything we do.

RESPONSIBILITY:

We take responsibility to improve the lives of those in the community we belong to and, in particular, of those in need.

EFFICIENCY:

We achieve a real impact in the community, responding effectively to the most pressing issues and supporting the most vulnerable groups.



UNITED WAY WORLDWIDE

United Way is one of the the largest private nonprofit organization in the world and annually improves the lives of 48 million people, with the help of 1,6 million volunteers and 5 million donors contributing 4 billion dollars.

The organization is present in more than 1.100 communities in 36 countries and territories around the world. Every year, United Way partner companies and their employees, donors and volunteers, help those in various difficult situations to

have a better life. We develop and support educational, financial stability and health programs - the pillars of a prosperous community.

Our vision is that of a world in which every community is strong, has jobs that ensure a decent and stable income, good schools and a healthy environment. Throughout the world, we involve people and organizations in innovative solutions that turn this vision into reality.



2024 IN FIGURES AND WORDS

Together, in 2024, we helped 14.528 vulnerable people.



7.756

children received educational support (formal and non-formal education activities, literacy activities, education in hospitals or foster care centers) and material support (supplies, warm meals/snacks, clothing, footwear, sanitary products etc.);

570 teachers and specialists from underprivileged communities participated in courses and professional training sessions organized by United Way.



3.055

young people, adults, elderly and parents from vulnerable groups were supported for better social integration, through psycho-social counseling services, professional and vocational counseling in order to access a qualification course or to integrate into the labor market, legal counseling, personal development, mentoring etc.



3.147

children, adults and seniors who suffer from various health conditions, being at a high degree of poverty, received support for improving their quality of life, through access to medical services and medicines; sports and health education activities took place as means of prevention.

EDUCATION

29,6% of children and 24% of young people live in poverty in Romania

The latest data published by Romania's National Institute of Statistics shows that 29,6% of children aged 0 to 17 and 24% of young people aged 18 to 24 live in poverty. These children face difficulties in performing well at school, maintaining good health, and reaching their full potential later in life. They are also at a higher risk of becoming unemployed, lacking the financial means for a decent living, or facing social exclusion as adults.

Over 40% of 15-year-olds score below the minimum level in reading, math, and science.

The latest data published by the European Commission in the Education and Training

Monitor (2024) shows that 40,8% of 15-year-olds in Romania have low reading proficiency, compared to the EU average of 22,5%. Similarly, low proficiency is also recorded in mathematics (46,6% vs. 22,9%) and science (43,9% vs. 22,3%).

16,6% of young people aged 18 to 24 have left education and training early. According to the European Commission, 16,6% of young Romanians aged 18 to 24 have left the education and training system early, compared to the EU average of 9,5%.

Data from the EU Agency for Fundamental Rights highlights that this rate is especially high in rural areas (27,5%), in small towns and suburbs (14,3%) and among the Roma population (European Commission, 2024).

Analyzing these statistics, we observe concerning trends regarding:

- High school dropout rate

The Report on the State of Pre-University Education in Romania, published by the Ministry of Education in 2023, shows that 18.500 children in primary and lower secondary school dropped out of school. According to the same report, cohort analysis of school dropout and learning loss at the primary and lower secondary levels reveals high values: 5,4% of children in a cohort dropped out, and 8,5% experienced learning loss. When analyzing dropout and learning loss by area of residence, a significant gap is observed between children from rural and urban areas. Nearly one-fifth (19,5%) of a rural school cohort is lost during the course of primary and lower secondary education.

- The percentage of children exposed to the risk of poverty and social exclusion

Among children aged 0 to 17 living in poverty, there is a 2,6 percentage point increase compared to the data published by the National Institute of Statistics in 2023 (29,6% vs. 27%). There is also a 1,5 percentage point increase in the poverty rate among people living in households with minors and financially dependent young people aged 18–24 (25,1% vs. 23,5%). Furthermore, the gap between this group and those living in households without minors or financially dependent young people has widened by 3,9 percentage points (9,1% vs. 5,2%).

Additionally, 39% of children, 31,1% of young people and 32,3% of people over

the age of 65 are at risk of poverty and social exclusion. Individuals living in households with minors and financially dependent young people aged 18–24 face a higher risk of poverty and social exclusion (34,2%) compared to those living in households without minors or financially dependent young people (29,4%). (National Institute of Statistics, 2024)

United Way Romania believes in the integrated approach to education - the foundation of a healthy society.

In order for a child or young person to have access to quality education, the involvement of all members of the community is needed.

The main educational programs of United Way Romania are “Reading adventure”, “Learn to succeed” and “NutriCOOLtura”.

READING ADVENTURE

All children have the right to education, regardless of their background, in order to develop to their native potential. Unfortunately, the economic situation of the families they come from and the limitations of the communities they grow up in make their path difficult.

About functional illiteracy - notion that refers to people who know how to read, but they do not understand what they read - we hear more and more often and the statistics constantly give us alarming news.

PISA Results (2023) revealed that nearly half of Romanian students are functionally illiterate, with significantly

higher rates in disadvantaged environments. Moreover, the gap between students based on socio-economic background has widened compared to the 2018 assessment.

In addition, the BRIO Report (2023), based on 14.796 valid applications of a literacy assessment test for students in grades 1–8 across 8 regions of the country, shows that 42% of tested students fall into the non-functional literacy level, 47% fall into the minimally functional literacy level and only 11% of students in grades 1–8 demonstrate functional literacy.

This reality compels us to take action to prevent and overcome the issue among the most affected children, students from rural and disadvantaged areas. The program "Reading Adventure" is designed to prevent and combat functional illiteracy among children in difficulty by ensuring access to specific literacy activities.

The program focuses not only on children, but also on teachers and parents. Specifically, reading stimulation activities conducted with children are complemented by professional training in literacy and working with vulnerable groups for teachers, as well as information sessions for parents about the importance of reading in the family environment.

We do this through:

■ **Equipping and setting up reading clubs in schools** to provide pupils with access to a modern library filled with age-appropriate and engaging titles, to be enjoyed in a non-formal, relaxed and attractive setting;

■ **Organizing literacy training courses for teachers** and offering ongoing support throughout the implementation of the project;

■ **Assessing each child's literacy level** in order to plan and adapt activities accordingly and to monitor their progress;

■ **Organizing small-group reading stimulation activities.** During these sessions, a warm meal is provided, which serves as essential support for families in economic difficulty;

■ **Tutoring**, where pupils support each other, fostering a sense of community and mutual help;

■ **Thematic one-day trips**, giving children the opportunity to step outside their everyday environment and visit bookstores, libraries, or other reading-promoting spaces;

■ **Informational and engagement activities for parents** to raise awareness about the importance of education and reading in their children's development and future;

■ **Reading sessions with volunteers**, supporters of the program's mission, who read with the children and contribute to their development.

In 2024, United Way Romania and BRD Groupe Société Générale brought "Reading Adventure" to all corners of the country

Together with BRD Groupe Société Générale and the company's volunteers, we brought books closer to children

from disadvantaged backgrounds. Volunteers read stories, set up reading spaces, and encouraged children to engage with books. Parents took part in parenting education sessions to better understand the importance of reading, while teachers received training to

interact more effectively with children. In 2024, there were 34 initiatives across 17 vulnerable communities, impacting 2.325 children, with 728 volunteers involved. Nine reading spaces were created and 433 children benefited from weekly literacy workshops.



An evening spent at school – stories, family, and the joy of reading

A number of 16 students and 7 mothers gathered at school for a unique activity: an evening dedicated to stories and quality time together. One of the mothers even came with her one-month-old baby, eager to share the experience with her older child.

The aim of the activity was to strengthen the relationship between children and parents, as well as to encourage reading as an important part of education. The mothers read stories chosen by the children and the little ones had the chance to discover new characters, develop their imagination and share

emotions with their loved ones. Through stories, the children interacted with different ways of thinking and nurtured their emotional side in a warm and friendly environment.

This activity was part of “Reading Adventure” project, which brings positive change to the community, promotes reading and supports children in discovering the joy of books. The students from this school have access to three specially designed reading areas created by United Way and by the volunteers from the foundation's partner companies, as well as two outdoor study spaces.

The impact of the evening was visible in the children's enthusiasm. For one of them, the fact that his mother spent time with him at school and read him a story about a little bear who didn't want to sleep alone was a special moment. "It was the most beautiful evening of my life!" he said excitedly.

A little girl came from home with her favorite toy and a book she wanted to share with her classmates – "Who tells me goodnight?". Her mother was impressed by the activity and admitted

she had never taken part in anything like this before.

"We put our phones aside and focused on exploring stories. It was quality time spent together", said the mother of another pupil.

The activity had a positive impact on both children and parents. The students felt appreciated and reading became a moment of connection and joy. In the end, everyone agreed they would like to repeat the experience – and even involve the fathers next time.

A 35-year-old classroom has been transformed into the most beloved place in the school



Since we took our first steps into "Reading Adventure", I've seen a genuine joy in the children's eyes, and their smiles have become brighter. The joy of having a beautifully arranged reading space has

made us the happiest. The children eagerly await Wednesdays—not only for the literacy activities but also because they receive a warm meal. Alongside them, I feel joy too, and sometimes I still can't believe the dream has become

reality: a library full of books, a place where we can relax and read together.

Through this project, the children have discovered the magic of reading and developed cognitive skills, imagination, problem-solving abilities and decision-making capacities. A boy shared with me that all the activities we do are the most interesting experiences he has ever had. A fourth-grade girl, who had never received a storybook before, cried tears of joy when she realized that beyond reading sessions, she could also read during breaks or even borrow a book to take home.

For me, this project has been a joy and a great honor to work alongside a wonderful team and dedicated volunteers. They are people with big hearts who not only brought books and toys, but also managed to transform a 35-year-old classroom into a modern reading room, fully equipped with everything needed to make reading a real adventure.

The activities, games and interactive lessons have made children more interested in books. There are so many things to tell that I think I'd need an entire book to describe the lives of children in a small, forgotten village where kind-hearted people created a reading space. Who could hold back emotions seeing the happiness in the eyes of these children as they step into the magical world of books, discovering their emotions and beautiful feelings?

Thank you from the bottom of my heart to United Way Romania's team, the foundation's volunteers and everyone who made this project possible. I wish for you to remain just as warm-hearted,

wonderful and dedicated, because thanks to you, these children now have a place where they can dream, learn, and grow through reading.

**With respect and admiration,
Primary School Teacher Forea Cătălina,
Iazu Vechi Village, Șipote Commune,
Iași County**

Education sessions for environmental protection within the educational programs of United Way Romania

United Way Romania's educational programs also contain a component of education for environmental protection. Thus, within the educational projects, the children participated in theoretical and practical sessions on the importance of respecting the environment. Activities dedicated to the environment took place monthly, and during the summer, in some centers, even more often.

United Way has made available to specialists a methodical guide developed by Viitor Plus Association, an organization with extensive experience in creating education programs for environmental protection. The material contains 10 thematic sessions (adapted for grades 0-2 and 3-4) about climate change, reducing consumption, reuse and recycle methods etc.

In 2024, we continued the series of environmental education training sessions for specialists from the educational centers supported by United Way Romania. Thus, 40 pedagogues and educational instructors learned new concepts about multifunctional gardens and eco-tourism and received useful resources for working with children, on

these topics.

Throughout the year, a total of **1.342 children** from the centers and schools supported by United Way Romania participated in environmental education

activities, through which they gained new theoretical knowledge and also had the opportunity to put what they learned into practice.



“Reading Adventure” became, for one day, “Nature adventure”

Autumn doesn't just mark the beginning of a new school year—it's also the perfect opportunity for students in rural areas to discover the beauty of nature and learn about environmental protection. The children from the “Reading Adventure” project in Cluj, enjoyed a special experience, where reading intertwined with action, turning them into little ecologists for a day.

A team of 60 children, accompanied

by teachers and parents, embarked on an important mission: cleaning the mountain areas and valleys near their school. Everyone aimed to win the title of “the best waste hunter”. Success was measured by the number of bags they filled.

But the activity went beyond just collecting garbage. The children learned about different types of waste, its decomposition time and the importance of recycling. The entire event unfolded

in a joyful atmosphere, filled with songs, games and meaningful discussions that helped the children understand their impact on nature.

Their efforts were rewarded at the end of the day with warm pies and freshly baked bread from the village bakery. The most eagerly awaited moment was the “leaf shower”, where the children played with delight and celebrated their work.

Back at school, the students created informative posters for villagers and tourists, highlighting the importance of protecting nature. “Reading Adventure” program did not only help them explore the world through books but also become more responsible toward their community, proving that every small act matters when it comes to protecting the environment.

LEARN TO SUCCEED

The program prevents school dropout in poor urban and rural communities, where it is not the education of children that is a priority, but the daily struggle of parents to find the resources they need to survive.

“Learn to succeed” has an integrated approach, in which actions are focused on the needs of the child. Parents, teachers, volunteers and local non-governmental organizations work together to solve the problem of school dropout, which is not one of the child, but of the entire community.

“Learn to Succeed” program aims to improve children's lives through access to education, and its main objectives are:

- increasing school attendance among children from vulnerable backgrounds;

- improving the academic performance of children enrolled in the program;

- enhancing the teaching and empathetic communication skills of teachers working with disadvantaged children;

- increasing the number of teenagers who continue their education and prepare for integration into the labor market;

- raising parents' awareness of the importance of education.

Main Activities

1. After-School Program

- Children receive personalized assistance and educational support in day centers and after-school social programs. They receive help with homework and in bridging educational gaps, thereby improving their academic performance.

2. Material Support for Children

Poverty is the main cause of school absenteeism. That's why we support school participation for children from disadvantaged backgrounds in the following ways:

- In the project, children receive a daily warm meal or a healthy snack, as well as financial aid through the provision of school supplies, clothing, footwear, hygiene products and medicine.

- During summer holidays, we ensure their continued participation in activities in the centers or provide educational kits to prevent the loss of knowledge gained during the school year.



3. Teachers' Academy

- The Academy's activities are based on a curriculum developed by experts from United Way programs. The topics include: communication and relationship-building in the school environment, positive management of difficult behaviors, the parent-child-school relationship, classroom management in inclusive schools, the school's role in the community, collaboration with local institutions and other methods to stimulate active learning;

- The courses help teachers improve their methods of working with children from disadvantaged backgrounds.

4. Activities with tutors and volunteers

- Volunteers support children with reading, writing, math and homework, both during the school year and in the summer holiday

- The tutors are students who support their classmates with homework, using their knowledge and skills. It is a form of learning, self-discovery and also of increasing self-esteem.

5. Parents' Academy

- Every month, parents take part in Parents' Academy meetings, where they improve their parenting skills. These meetings are facilitated by psychologists or social workers and aim to strengthen the relationship between children, parents and the school.

- Topics addressed during these sessions include: managing stress and anger, building a trust-based relationship, child development stages, effective communication, positive education and discipline and parent-child educational activities that encourage the expression of emotions, experiences, fears and wishes, in a safe environment.

Raiffeisen Bank supports the "Learn to Succeed" program

"Learn to succeed" is a program supported by Raiffeisen Bank, the company being a strategic partner of the United Way Romania since 2004. Thus, Raiffeisen Bank helped children from disadvantaged backgrounds not to drop out of school and have a chance for a better future.

Thanks to the donations of Raiffeisen Bank employees, and the generous support from the company, in 2024 we provided support for 1.125 children from vulnerable families, 150 teachers and 50 teachers.

NutriCOOLtura

The "NutriCOOLtura" project, carried out in 2024 alongside Edenred and Kaufland Romania, aims to inform and promote the development of healthy eating habits

among students in Romania, through storytelling and hands-on learning experiences, while also providing educational resources for teachers and parents.

"NutriCOOLtura" supports children's education through four sets of six illustrated stories, tailored for different grade levels (kindergarten–1st grade, 2nd–3rd grades, 4th–5th grades and 6th–8th grades), a total of 24 books. These stories present basic concepts of healthy eating in age-appropriate language.

The stories and accompanying materials for teachers and parents are valuable not only for cultivating healthy eating habits, but also for strengthening the connection between teacher-student-parent in the educational process and, for the first time, these resources form a national educational kit available online, for free, on the United Way website.



#NutriCOOLtura

RESULTS OF EDUCATION PROGRAMS

7.756 children from disadvantaged backgrounds received support:

- **2.468 children from poor communities** had access to integrated services aimed at preventing school dropout.

- **1.228 children from disadvantaged backgrounds** benefited from literacy activities.

- **2.123 children hospitalized for long periods** participated in educational programs and art therapy;

- **989 children from residential care centers** had access to educational activities;

- **500 children** from vulnerable backgrounds participated in awareness activities for the development of healthy

eating habits. They received food boxes with healthy snacks and storybooks specially created for the nutrition project.

- **448 children from vulnerable communities** took part in creative and literacy workshops;

1.646 parents participated in the Parents' Academy to develop parenting skills, were supported in understanding the importance of education and reading in their children's lives, and received psycho-social counseling according to their needs;

532 teachers and specialists from disadvantaged communities attended various training courses and sessions designed to support their work with children from vulnerable backgrounds, to help prevent school dropout;





With the Right Support, Andrei discovered the joy of learning and reading

Andrei is a 4th-grade student enrolled in United Way's "Learn to Succeed" program. He lives with his mother and sister in his grandparents' house, along with the families of his mother's two sisters. His father left the family and offers no support, a situation that has left marks on Andrei's life.

At the beginning of the program, Andrei struggled to manage his emotions and interactions with others. He often faced moments of frustration and reacted impulsively, influenced by the difficult circumstances at home. However, the project team stood by him, offering patience and a safe

environment. Through tailored activities and consistent support, Andrei gradually developed self-control, became more considerate of those around him and began to enjoy being involved.

A key part of his progress was the support he received with homework and bridging educational gaps. Initially, Andrei had trouble organizing tasks and understanding instructions. But with the help of the project team, he began to improve noticeably. Over time, he developed his own work rhythm and became more independent. Now, he completes his homework on his own and actively asks for more materials.

His efforts started to pay off at school. His grades improved significantly, especially in Romanian language, where he made remarkable progress. Although math remains a challenge, Andrei continues to work hard for better results. Another crucial support is the warm meal he receives at the center. This not only ensures the nutrition essential for his healthy development but also provides him with a sense of security and stability.

One of the most beautiful changes has

been his newfound love for reading—something that once felt foreign to him, but gradually became a source of fascination, especially books about history and biographies of important Romanian figures.

Andrei's transformation has been visible not only in his attitude toward school but also in how he interacts with others. He has become more patient, affectionate and eager to help. His teachers have noticed his progress and praised him for the strides he has made.

INCOME

According to Eurostat data, in 2023, 19,3% of young people aged 15 to 29 in Romania were neither employed nor enrolled in any education or training program, while the European Union average for this age group was 11,2%.

Eurostat also shows that in 2022, Romania had the highest rate among EU member states (37,9%) of young people aged 15 to 29 at risk of poverty or social exclusion.

The same report reveals that in 2022, one in four young people (25,4%) in Romania aged 15 to 29 were experiencing severe material and social deprivation.

Additionally, according to the "Education at a Glance 2024" report from the Organisation for Economic Co-operation and Development (OECD), in 2023, 25% of Romanian adults had not attended or had not completed high school

education. Furthermore, in Romania, only half (48%) of young people aged 25 to 34 who did not complete high school managed to find employment. In contrast, the employment rate among youth in the same age group who completed upper secondary or post-secondary education was 79%.

Young people coming from foster care, single parents, people with disabilities or the homeless have no real chance to break the cycle of poverty and face several types of social exclusion, either because of their low level of education or because they lack legal documents necessary for employment and access to information.

The integration programs carried out by United Way are: **"InnoMate - Innovation for future"** and **"On the Road to Self-Reliance"**.

INNOMATE – INOVATION FOR FUTURE

It is not a secret that many of the high school subjects fail to keep up with the times and needs of teenagers. If parents have the opportunity to offer their children new learning contexts, they manage to be competitive in the labor market. However, if the young person comes from a disadvantaged background, they lose the chance to find a much-needed job that help them break away from the environment in which they grew up.

Starting from this reality, United Way Romania supports vulnerable young people, through the "InnoMate - Innovation for Future" program. The program is aimed for young people who are at socio-economic disadvantage, in a situation of social vulnerability or with school difficulties. It focusses on bridging the gap between what

young people learn at school and the knowledge they need to successfully access the labor market.

The program offers teenagers new contexts to develop their communication skills, to correlate information in order to find innovative solutions to various problems, to interact with peers, to negotiate, but also to effectively manage the resources they have: time, knowledge, skills, information. All with the aim of helping them to become more employable and more adapted to current professional requirements.

Starting from the needs of students to grow and plan their professional path, United Way Romania has developed and adapted, in collaboration with United Way Hungary, the **InnoKit** curriculum.

Students in their final years of high school benefit from:

- Vocational and career counseling services at individual and group level;



- Activities to develop entrepreneurial skills, soft-skills and meta-skills;
- Meetings with professionals from various fields.

In order to effectively support the activity of the teaching staff and to have the desired result in working with young people, the teachers are supported to

attend courses in the field of vocational counseling, which are accredited by the National Qualifications Authority, and are trained to use the InnoKit curriculum.

Through all these activities of the "Innomate - Innovation for Future" program, we offer young people the opportunity to develop initiatives that will support their future journeys.

The InnoMate program helped us turn an entrepreneurial dream into reality



Then I found out that a project focused on entrepreneurship education and career counseling was going to be implemented at my high school, one that could help me develop my economic knowledge and skills, as well as define my professional path, I was very excited and signed up immediately. I was especially motivated knowing that, at the end of the program,

I would get to form a team to work on a business plan, which we would then present to a jury and compete against other teams like ours.

Throughout the project, we were guided by our teachers, who, even though they didn't normally teach economic subjects, had undergone training to support us. They stood by us and instilled in us a

sense of confidence and belief that we could succeed if we set our minds to it. During the weekly entrepreneurship club, we learned a great deal from the teachers about how to start and manage a business, how to create a business plan, how to sell and promote a product, and how to work efficiently as a team.

The knowledge we gained during the entrepreneurship sessions was reinforced by insights from actual entrepreneurs, successful people in their fields, who shared their personal experiences with us. Another benefit of the program was the visits we made to a research institute and a personal care product factory. These experiences helped us better understand how such organizations operate.

Creating the business plan and participating in the competition was a very interesting experience for me. At first, I had mixed feelings, I wasn't sure how I'd manage to share and merge my ideas with other teenagers who might not share the same vision. The first step was getting to know each other better so we could build a solid foundation for our business idea. Choosing our field of activity was the most challenging part, as our team included students from different specializations: I was studying to be a chemical lab technician and my teammates were in the stylist program. The first idea came to me quickly, inspired by the question: "What do these two professions have in common?" The answer was simple: hygiene, personal care and attention to details. My teammates understood what mattered in personal care while we, chemistry students, knew how to formulate a product using the right ingredients to

achieve an effective and appealing result.

The idea of the "IRREZISTIBIL" lip balm came to me when I remembered we had learned how to make such a product in school. Once we had the concept, we spent several weeks working on the business plan and preparing the presentation for the competition. Everything we had learned throughout the year came together in this project.

I believe our team had one of the most inspired ideas, and this was proven when we won first place. I'm grateful to the people behind this project who helped me develop my interest in entrepreneurship and gave me more confidence in my own abilities. Because of them, my next step will be to attend a course in financial education, entrepreneurship and business.

Miriam, student at "Ana Aslan" Technical College, Cluj-Napoca and member of Team IRREZISTIBIL

ON THE ROAD TO SELF-RELIANCE

The social and professional integration program provides real job opportunities and financial independence for vulnerable young people and adults, through vocational counseling, qualification courses and financial education.

It is designed as an integrated intervention program, meant to transform the beneficiary from a vulnerable individual, dependent on social assistance, into an active member of the community, financially

independent. The activities in the program include: training courses, vocational and career counseling, skills development trainings, workshops and individual work sessions on practical topics (such as how to write a CV, how to look for a job on the internet, how to present yourself at an interview etc.) or job shadowing activities in which a young fellow from the program accompanies an employee from a company during their workday.

United Way Romania and Societatea Națională Nuclearelectrica are changing lives!

"On the road to self reliance" project implemented by United Way in partnership with Societatea Națională Nuclearelectrica, throughout 18 months, offered support and personal and professional development opportunities for 134 young people and 37 single

mothers from vulnerable communities in Bucharest and Ilfov.

During the project, through integrated services, including counseling, vocational training, material and psychological support, participants took a step toward becoming fully active members of the society. As a result, 17 young people completed various vocational training courses and 23 single mothers accessed social services that significantly improved their socio-economic situation. Moreover, 35 young people and 18 single mothers obtained employment, gaining financial independence.

The support provided to mothers also positively impacted the quality of life for their children. Thus, 7 children benefited from services in a residential maternal center, 10 children received educational support and all 17 children involved in the project received psychological counseling.



Thanks to the support he received, Alex faces life's challenges with determination



Alex, a 20-year-old young man, faced many hardships before joining the integration program supported by United Way.

Raised in an unstable environment, without support from his family and lacking the resources to build a future, Alex encountered numerous challenges. He had no safe place to stay, didn't know how to find a job and felt overwhelmed by the uncertainty of tomorrow. The absence of constant support had led him to lose confidence in himself and in his chances to succeed.

Everything began to change when he was welcomed into the support program. With help from the multidisciplinary team, Alex received vocational counseling, which helped him discover

his strengths and learn how to search for a job. He was supported in preparing employment documents, an essential step, as he previously didn't know how to organize his papers or present himself in an interview. He also had access to psychological counseling, which helped him rebuild his self-confidence and overcome his fears about the future.

In addition, Alex benefited from financial counseling, where he learned how to manage his money and save for future needs. He attended educational sessions where he learned about responsibility, teamwork, communication and various forms of addiction. Beyond this, he also received material support in the form of food supplies, hygiene products and transportation, allowing

him to focus on his goals without worrying about basic needs.

Today, Alex is a changed person. If he used to live in worries, now he has a stable job and he is learning to manage his income. Where he once felt alone and directionless, he now knows there are people who support and guide him. He has become more confident, more

organized and more determined to build an independent life.

While he still faces challenges, Alex is no longer the uncertain young man he once was. With the support of the team and his own determination, he has made remarkable progress and proven that, with the right help at the right time, you can completely change your future.

RESULTS OF INCOME PROGRAMS

858 disadvantaged young people, adults and elderly, received socio-professional counseling to help them access vocational training, employment and better social integration, as follows:

- **627 people** benefited from counseling for employment and integration into the labor market;
- **434 people** completed vocational training courses or participated in various skill development workshops;
- **379 people** received support in obtaining various documents, as well as other social benefits;
- **134 people** were employed;
- **27 young people** received scholarships for up to three months and participated in internships or job shadowing programs;
- **54 single mothers** received shelter or social assistance to help them overcome difficult situations;

■ **61 seniors** received social assistance and material support and were involved in various socialization activities.

1.646 parents in the educational programs received support in obtaining identification documents or social benefits, psycho-emotional support in difficult situations (such as divorce, the death of a family member, loss of employment etc.), as well as guidance on how to handle challenges faced by their children or advice on enrolling in vocational training or finding a job.

551 high school students from vulnerable backgrounds, included in the entrepreneurial skills development program, participated in sessions on vocational counseling, personal development or career mentoring. The youth were supported in developing various competencies and skills necessary for planning their professional paths, with guidance from **38 specialists**, trained in these areas, through courses provided by United Way.

HEALTH

We work to help every person in every community live a healthy life. This means access to nutritious food, participation in physical activities and ensuring care for both physical and emotional health.

Through United Way's health programs, children with serious illnesses or those requiring long-term hospitalization receive psychological counseling, art and play therapy, as well as basic medical support, rehabilitation, physical therapy and speech therapy. Through information and the provision of comprehensive social, psychological, and educational services that complement medical care, sick children and their families improve their emotional resilience in the face of illness and its challenges—contributing to a higher life expectancy for the patients.

Individuals with special medical needs, particularly elderly people living alone, who are unable to move and rely on the help of others, receive regular visits from medical teams in the form of home-based medical-social care. This kind of support gives them a chance to live a dignified life, as independently as possible.

Children, adults and seniors in need, suffering from various illnesses and living in severe poverty, are also supported materially, receiving food and medicine.

In Romania, 1 in 4 children has weight problems.

According to estimates from the World Obesity Federation, by 2030, in the absence of prevention and treatment measures, nearly 500.000 children aged 5 to 19 will suffer from obesity, due to unhealthy diets and lack of physical activity. These concerning trends reflect both the lack of education among parents and children regarding a healthy lifestyle and insufficient physical activity.

This alarming reality led us to develop, in 2023, a comprehensive sports and health education program called **"Learn to be healthy"**, which we implemented during 2023–2024 in partnership with the UEFA Foundation for Children.





LEARN TO BE HEALTHY

Through this program, aimed at promoting and supporting a healthy lifestyle among children from disadvantaged backgrounds, we create favorable contexts for practicing of individual and team sports, organize information sessions on topics such as the importance of a balanced diet, fair play, teamwork, and anti-bullying and we provide healthy snacks.

Main activities within the "Learn to Be Healthy" program:

- **Information and education sessions** on the importance of a healthy lifestyle. During these sessions, children learn by playing about: the importance of hydration, the nutrition pyramid, the short- and long-term negative effects of alcohol and tobacco on the body, proper sleep habits, the importance of physical activity, emotional health and managing emotions and more.
- **Thematic information sessions** on fair play, teamwork and anti-bullying. Children read stories related to these topics and learn through others' examples what sportsmanship is or is not, how to defend themselves from

bullying and how to be valuable team members.

- **Sports workshops:** football, volleyball, badminton, basketball and ping-pong, organized weekly. Over the course of the year, children take part in sports workshops. To ensure smooth operations, we have purchased the necessary equipment based on the sports practiced.

- **Provision of healthy snacks** fresh fruit, cereal bars, dietary supplements, yogurts, whole grain biscuits etc. – along with quality drinking water for all children in the program.

■ Organization of "Sports Days" events.

In the summer and throughout the school year (e.g., during "Different School Week" or "Green Week"), children take part in unique and engaging team activities such as relay races, archery, target throwing, field hockey and more.

■ Information sessions for parents

Parents of children in the program attend awareness sessions on the importance of healthy eating and physical activity in their children's lives.



Dorin rediscovers his love for football, thanks to "Learn to be healthy" program

Dorin is a boy from a rural area, passionate about football since childhood. He always dreamed of playing for renowned teams, pursuing his place on the field. Although health problems altered his plans and doctors advised him to give up professional sports, Dorin never lost his love for physical activity.

The chance to rediscover the joy of sports came with the "Learn to Be Healthy" project, implemented in his school. There, Dorin had the opportunity to show his talent and determination in several sports—table tennis, basketball, badminton, volleyball—but especially football, his greatest passion. On the field, he was always the team leader, playing with the same energy and

dedication. Through participation in various activities, Dorin not only continued to play football, but also discovered his interest in other sports. Thanks to them, he developed new skills and gained a broader perspective on physical activity. His motivation and perseverance did not go unnoticed, and his teacher chose him to represent the school in competitions.

His greatest moment of joy came recently when the project's partners—the UEFA Foundation for Children—invited him, along with his mother, to attend a Champions League match in Bulgaria at the beginning of 2025. For Dorin, this unique experience is proof that passion and the right support can bring him closer to his dreams.

RESULTS OF HEALTH PROGRAMS

2.038 children, adults, and elderly people in distress, suffering from various health conditions and living in extreme poverty, received support to improve their quality of life: basic medical care, consultations, treatments, recovery services, home care, food, hygiene products and medicines, as follows:

- **1.799 individuals** received social counseling to access medical services and health education;

- **817 beneficiaries** were provided with material support for access to medical investigations and treatments;

- **588 individuals** benefited from complementary therapies (e.g.: art therapy for hospitalized children);

- **492 children**, adults, elderly people, and their family members received psychological counseling and support;

- **207 individuals** benefited from basic medical services (consultations, medical tests, prescriptions, recovery services etc.);

- **77 individuals** received home care services;

1.006 children from vulnerable backgrounds took part in sports activities and, together with **103 parents**, participated in educational sessions promoting a healthy lifestyle.



The road to independence is difficult, however Gina perseveres



Gina came to the Center in the health program supported by United Way, together with her mother. She was a child who carried a heavy burden with dignity: spastic tetra-paresis, a rare neurological condition that affected her mobility and coordination. Despite all the difficulties, Gina had an extraordinary will to overcome her limitations and to live each day with optimism.

Her mother, her greatest source of support, shared with us that her daughter's dream was to be able to do simple yet essential things on her own—like moving her legs more easily or walking without fear, even if she needed assistance.

The physical therapy room became the place where Gina took her first steps toward fulfilling her dream. At first, each exercise was a challenge—exhausting

and sometimes painful. Still, Gina never let herself be discouraged. Day by day, she learned to better understand her body and build the strength needed to face the effort. And results began to show. Gina managed to move her legs more, improve her balance, and take her first small steps with support. Each victory, no matter how small it seemed, was celebrated with joy by the whole team—but especially by her mother, who supported her every step of the way.

Today, Gina is a 16-year-old girl who inspires everyone around her—her mother, her schoolmates, and our team. Her progress in mobility has been accompanied by a profound change in her emotional state. Gina smiles more often, dreams bigger, and most importantly, never gives up. Her story is living proof that through perseverance, support, and love, even the toughest obstacles can be overcome.

UNITED WAY VOLUNTEERS

United Way's mission is fueled by the passion of 1,6 million volunteers worldwide. They come from different countries and backgrounds, but share a great passion for improving their communities.

In 2024, United Way Romania was supported by **3.324 volunteers who donated over 10.744 hours of their time** to children, youth, adults, seniors and professionals through activities such

as literacy, social interaction, tutoring, career-related discussions, renovation projects, they offered gifts, and more.

We also express our gratitude to the runners at sporting events, who dedicated their time and energy to support the United Way cause.

Thank you all for your involvement, dedication and enthusiasm!



Sara, the example of a young woman changing the world through volunteering



At a time when many young people are captivated by technology and focused on developing their careers, Sara, a 21-year-old student from Barcelona, proves that generosity and active involvement in the community can bring real change. A fourth-year student at ESADE, where she studies Business Administration, Sara has dedicated part of her time to volunteering in United Way programs, finding motivation in her desire to contribute to the well-being of society and to bring smiles to children's faces.

"I want to contribute to society, especially because I really love children. It motivates me to know that I can make a difference, to feel that I've contributed to something bigger than myself", says Sara, explaining what drives her to be active in volunteer initiatives.

Involvement in United Way activities

In 2024, Sara participated in various activities organized by United Way. From data analysis and document translation to hands-on actions like setting up and renovating a classroom for children from vulnerable backgrounds. Together with other volunteers, she assembled tables and chairs, decorated the classroom, organized educational materials and spent quality time with the children, offering them the joy of a more welcoming learning space.

"It was a wonderful experience to see the kids enjoying their new classroom. I remember their reactions – touching the new tables and chairs with amazement and joy, their happy exclamations and sincere smiles. It was a priceless moment", recalls Sara.

A deep connection with the beneficiaries

Beyond the logistical activities, what impressed Sara the most was the direct interaction with the children from the United Way program. After completing the classroom renovation, she developed a special bond with two children, with whom she drew and participated in educational activities. “I was impressed by their need for connection, and I’m glad I managed to give them that moment of attention and affection”, she says.

The impact of volunteering was not only felt by the children but also by Sara herself. “This work filled my heart with joy. I discovered how simple the things that make children happy really are and how important it is to give your time to make a difference”, the young woman affirms.

Another important moment was her participation in running events, where, alongside other volunteers, she managed the first hydration station for runners. Although it seemed like a simple task at first, things turned out to be much more challenging once the runners started arriving quickly and in large numbers. With water spilled on clothes and shoes, but with a remarkable team spirit, Sara and the other volunteers managed to handle the challenge and provide the needed support to those running for a noble cause.

A role model for children

Sara is the living proof that success is not measured only by academic or material achievements, but also by the positive impact you have on those around you. In a world where time is

a precious resource, she managed to organize her schedule in a way that allows her to dedicate energy to activities that also fulfill her on a personal level.

“When you see the pure joy of a child entering a new classroom, your heart can’t help but be filled. So much happiness from such a small gesture” she says, trying to inspire other young people to get involved in volunteering. Through everything she does, Sara reminds us that every act of kindness, no matter how small, can have a huge impact on those around us. She is an example of perseverance and empathy and shows that each of us has the power to change the world for the better.



VOLUNTEERING EVENTS

Metropolitan Life Volunteers Transformed Four Educational Spaces Through Color and Creativity

In May and November, two remarkable events brought together teams of Metropolitan Life volunteers to make a meaningful difference in the lives of children from vulnerable backgrounds.

May 17 was a day of impressive mobilization at United Way. A total of 133 Metropolitan Life volunteers split into three teams to bring a joyful and fresh look to three educational centers that support children from disadvantaged backgrounds. In addition to transforming the outdoor areas, they also joined the children in drawing and creative activities. Through their artwork, the children illustrated how they imagine the world 25 years from now.

The conclusion from the workshops: the future will be full of color, hope and flying cars.

Then, in November, a group of 17 Metropolitan Life volunteers came together to bring a touch of magic to a rural school in Giurgiu.

With paintbrushes in hand and open hearts, they turned a dull and faded courtyard into an explosion of color and life. With energy and dedication, the volunteers planted flowers and thuja trees, creating a space where children can learn and play, surrounded by beauty and nature. These unforgettable moments were possible by the effort and enthusiasm of each volunteer, who brought a ray of light into the lives of these children.



Raiffeisen Bank volunteers inspired children to dream

Raiffeisen Bank volunteers joined us in two reading activities held in Bucharest and Cluj, bringing energy, enthusiasm and much inspiration to the children. Through the way they read the stories, the open discussions and their personal example, they encouraged the little ones to dream further, to want more and not to give up when facing difficulties. For many of the children, these meetings were more than just simple reading activities – they were moments that opened new perspectives and showed them that education and perseverance can make a difference.

The magic of stories comes to life with Deloitte volunteers

Reading is not just about going through words on paper – it is a gateway to imagination, emotion and learning. Thanks to the dedication of Deloitte volunteers, several children from United Way's educational programs had the opportunity to discover the charm of

reading in an interactive and engaging way.

An ordinary afternoon turned into a real adventure for 16 children from the "Learn to Succeed" program. "Fram, the polar bear", "Apolodor, the penguin" and "Heidi, the mountain girl", came to life through the voice and enthusiasm of the 10 Deloitte volunteers. From mere listeners, the children transformed into little actors, playing scenes from stories and drawing colorful characters.

The tradition continued with other reading sessions in which new Deloitte volunteer teams explored the world of books with the children. Some read about dinosaurs, others about the adventures of "Puss in boots". Although they were initially nervous, the volunteers managed to capture the attention of the little readers, offering them an unforgettable experience and showing them that each story hides a valuable lesson. In these warm and curious moments, not only the love for reading was nurtured, but also authentic connections were built between the volunteers and the children.



KPMG volunteers transform a kindergarten into a colorful and joyful playground

Every year, KPMG Romania volunteers engage in renovation activities that bring smiles and revitalize communities. In 2024, 34 KPMG employees traveled to a kindergarten in a village in Dâmbovița County, where they set up a playground. Neither the late June heat nor the considerable distance from Bucharest deterred them from gathering all their strength and good spirits to get the job done. Now, the kindergarten's yard has a paved path and the windows, benches and playground set are freshly painted in cheerful colors. The huge trampoline and a wooden house have been installed and tested by volunteers and the courtyard has been brightened up with flower planters.

DB Global Technology volunteers spent days full of creativity and discovery with children

Two groups of DB Global Technology volunteers organized unforgettable experiences for children in our educational programs. The children discovered fascinating worlds, either with the help of books or through virtual reality animations. In both cases, they accessed new realms with the help of their imagination.

Thus, 14 volunteers activated their artistic talent to read engaging stories to children, taking them into fantastic worlds and teaching them about friendship and courage. Then, the



children and volunteers unleashed their creativity, using scissors and colors to turn paper into multicolored butterflies that filled the space with life and joy.

Another group of 9 volunteers accompanied 21 children from the United Way educational program on an adventure to the Immersive Art Museum (MINA). In this unique journey through virtual reality, the children guided the adults and made sure their companions had fun, exploring all the museum's rooms! The mission was successfully completed. The children and volunteers played, slid on the slides, jumped on the trampoline, did climbing or travelled with the balloon helped by technology. But they didn't just play—they also learned about dinosaurs through captivating animations and projections on all six surfaces of the room.

Day of Action with Forvis Mazars and a record number of volunteers

Around June 21 (Day of Action), people worldwide volunteer alongside United Way to bring about positive change in their communities. This year, we were pleased with the record involvement of employees from a single company, in one place.

Over 110 people from Forvis Mazars Romania gathered at a school near Bucharest to improve the outdoor courtyard. Volunteers painted two gazebos, 20 benches, 6 picnic sets, 3 arches, outdoor play furniture, part of the school fence, and tree trunks. Others set up 10 trash cans, picnic sets, and several arches, while another group transformed the nearby forest into a welcoming space where pupils can read, relax, or join classmates in activities. Every volunteer worked hard, while also enjoying a day outdoors—making a lasting difference for the children supported by United Way.



EY Romania: Volunteering for the magic of reading

EY Romania volunteers brought the magic of reading closer to children in the “Reading Adventure” program, dedicated to combating functional illiteracy. 15 volunteers transformed three classrooms into welcoming spaces, painted the walls, set up shelves and organized the children’s favorite books.

The new atmosphere of the reading rooms and the children’s enthusiasm were reflected in the following EY activity, where 10 volunteers read captivating stories in Romanian and English. From “The Lion King” to “The Legends of Olympus”, the little ones listened fascinated, and after the reading, everyone went out to play, enjoying a day full of energy and good cheer.



ASEE Romania creates a green educational space for children in the "Reading Adventure" program

Together with 25 dedicated volunteers from the ASEE Romania team, we managed to transform the courtyard of one of the schools in our functional illiteracy prevention program, "Reading Adventure", into a colorful and lively space. Our volunteers planted thuja trees, fruit trees and flowers, created unique planters from recycled tires and built a gazebo, ideal for outdoor literacy activities on sunny days.

With the generous support of ASEE, the school was equipped with new benches and trash cans and the children were actively involved in all activities, giving them the opportunity to learn about ecology during "Green Week." Teachers interacted with United Way volunteers and learned how to use virtual reality glasses to add interactivity to lessons.



Fun and work in the Air Liquide team: new furniture for children at the educational center

Who said teamwork can't also be fun? Together with 4 super heroines from Air Liquide, we assembled 24 chairs, 12 tables and two cupboards that will be used by the children coming to the United Way educational center for homework help, non-formal education activities and socializing.

After so much effort, the volunteers had lunch with the children. They were delighted with the new friends and the help they received.

Bosch Romania volunteers transformed the library of the Pișchia school

With much enthusiasm and a desire to bring positive change, 28 volunteers from Bosch Romania chose to spend a day away from their offices and computers, dedicating themselves to a special project at the Pișchia School Library, located near Timișoara. The



library, which had not been renovated in years, underwent a complete transformation thanks to their involvement. The volunteers began by clearing the room of old books, tables, and shelves, repaired the walls and carefully painted them. The old furniture was replaced with new pieces and soon the shelves were filled with books donated by Bosch employees, who wished to bring new stories for the more than 200 children in the school.

More than just the visual transformation of the library, the most important change took place in its soul. The library was reborn and the gesture of the Bosch volunteers reaffirmed the importance of education and access to information as fundamental values that deserve investment of time and energy. Later, 23 of the volunteers continued to contribute to the education of the children from Pișchia by participating in a literacy activity with 21 children benefiting from the "Reading Adventure" project. The children listened to stories and poems read with great love by the volunteers and created characters from the books they had heard.

Eli Lilly, an emotional day for the elderly

25 volunteers from Eli Lilly brought smiles to the faces of 38 elderly people, giving them a special day at Moara de Hârtie – Comana. The volunteers not only offered companionship to the seniors, but also dedicated their time to preparing food packages and essential products for those present, as well as for 22 other elderly people. Each small gesture meant a lot for these people, who face loneliness daily. At the end of the day, around the lunch table, the laughter and gratitude in their eyes reminded us of how important it is to be there for one another



Morningstar Sustainalytics volunteers renovated an educational center

34 dedicated volunteers from Morningstar Sustainalytics Romania gave new life to an educational center supported by United Way in Timișoara. The space benefited from a remarkable transformation thanks to the volunteers' efforts. The first day was dedicated to cleaning and preparing the space for renovation. The second day was filled with action, the volunteers repaired the walls, painted the space, painted doors and window frames and thus restored freshness and light to the center. Additionally, plumbing repairs were completed, worn-out flooring was replaced and new tables were purchased for the center's kitchen. Thanks to the volunteers' involvement and the company's support, 20 children will now have the chance to participate in educational and recreational activities in a modern and welcoming space.



Ursus Breweries: volunteering with impact alongside people with disabilities

Spring is the perfect time to bring positive changes to the community and the volunteers of Ursus Breweries once again demonstrated that, together, we can do good things. In four activities held in Timișoara, Cluj, Bucharest and Brașov, 57 volunteers actively contributed to improving the lives of people with disabilities.

In two residential centers, they selected the right tools and completely transformed the spaces where the beneficiaries live. Painting the walls, painting the doors, installing furniture and changing the linoleum gave these centers a fresh and welcoming atmosphere. It wasn't just about renovation, but also about connection – at the end of the day, the volunteers shared a meal with the project



beneficiaries and enjoyed relaxing moments outdoors.

In two other activities, Ursus Breweries volunteers spent time with adults in support centers, participating in creative and sports activities. In addition to the beautiful experiences shared together, the volunteers offered hygiene product packages and gift cards for the purchase of sports equipment.

NXP Romania transforms a support center into a place of hope and healing

With hearts full of compassion and hands ready to work, a team of 23 volunteers from NXP Romania created a warmer space for the beneficiaries of a support center for people in difficulty. Thanks to NXP's involvement, new and comfortable furniture was purchased, which was skillfully assembled by the volunteers, giving the space a fresh appearance. The previously neglected garden is now welcoming and clean, starting from the entrance to the yard, thanks to the volunteers' efforts. The counseling room's floor was cleaned and painted, providing a sense of familiarity and comfort. The sanitized walls have freshened the air throughout the center and the windows cleaned by the volunteers now let more light into the space. The empathic gesture of the NXP volunteers transformed the center into a more welcoming and safer place where those who have suffered trauma can find healing and support. Here, hope and compassion can bloom, offering a new chance for a better life.



Transformation through volunteering: LSEG and United Way, together for education

On April 20, for "Volunteer Recognition Day", United Way celebrated the involvement of volunteers through a special action at a school where 200 children from disadvantaged backgrounds learn. 10 employees from LSEG Romania transformed an ordinary room into a vibrant space where imagination and curiosity are encouraged. Through teamwork, they painted, assembled furniture, planted and brought life to a place dedicated to learning and creativity. At the end, with enthusiasm, they exclaimed: "Goodbye, sad room! Welcome, new experiences!" The children's joy and their access to technology, creative workshops and online courses were the greatest reward for this remarkable initiative.

Deichmann: two days dedicated to reading

For two days, Deichmann volunteers left behind their usual office activities to reading with children. Some of the volunteers focused their efforts on setting up a friendly reading space filled with books by assembling shelves, brightening the room with colorful cushions and stickers. Another group inaugurated the center with a special reading session. Upon entering the refreshed center, the children could not take their eyes off all the new elements. After studying each book in detail, they sat around the volunteers to listen to stories filled with adventures of fantastic characters. Each of them were transported through imagination into the story, once again confirming the magical power of books.



A day of change and inspiration for the community with Citi employees

We are always happy when volunteers inspire their friends, children and other family members to become volunteers themselves. Such examples were seen at the volunteer event organized with Citi employees, who invited their close ones to join them in arranging and renovating an educational center supported by United Way. Here, 31 children from vulnerable backgrounds come daily to do their homework, learn new things, socialize with other children and receive a warm meal. Thus, 20 hardworking and caring individuals worked on a warm summer day to give the center a new look. They painted the walls of the dining room and the window frames of the center, cleaned large trees of dry branches, planted thuja trees, installed shade pavilions, built playhouses and fenced the playground with a colorful fence. At the end of the day, all the volunteers were equally tired and satisfied with the meaningful day spent.

Waterford Research Romania inspires the future: A renovated classroom for students

Eight volunteers from Waterford Research Romania transformed a classroom into a space that inspires learning. They completely renovated and sanitized the classroom where 5th-grade students learn. They repaired and painted the walls, laminated the door and cleaned the furniture.



Visit to the InteRo Showroom. A day full of color, inspiration and bold dreams!

Recently, our partners at InteRo Property Development offered a wonderful day for 12 children from our educational programs. The children let their imagination soar through creative activities – from spring greeting cards to colorful paper houses. A truly special moment was the presentation of a model of a building that will be constructed by the InteRo team.



The children were fascinated, and one of the girls said: "I want to become a little architect!".

The joy did not stop there, the colorful balloons, pizza and donuts made the atmosphere even more cheerful and at the end, each child went home with fruits, gifts, something sweet, but most importantly with the inspiration to dream and believe in their own potential.

Greening and community involvement: Wolters Kluwer Cluj

In November, 29 volunteers from Wolters Kluwer Cluj, together with middle school students from a rural school, participated in an environmental clean-up of the mountain trails in their village. With trash bags and enthusiasm, they cleaned valleys and paths, contributing to environmental protection and providing a cleaner space for both locals and tourists. As a sign of appreciation, Wolters Kluwer rewarded the 39 involved students with sports equipment, including tracksuits and hiking backpacks.

Entrepreneurship in action: dialogue with young people from the "InnoMate" Program

Bogdan Bob Rădulescu and other Cluj entrepreneurs were invited to participate in an interactive session with young people from the "InnoMate" program. They answered questions from 50 students about the challenges of entrepreneurship, work-life balance and ways to grow businesses. The young people also had the opportunity to attend workshops on developing essential skills, such as public speaking, teamwork and time management.

Visit to ACI Worldwide: "InnoMate" youth in front of a success story

15 young people from the "InnoMate" project visited the headquarters of ACI Worldwide, where the employees presented the company's offices, its

specifics and their career paths. This was an excellent opportunity for the participating youth to learn about the diversity of the business environment and the career paths that led employees to their current roles in the company.

VOLUNTEERING ACTIONS DURING SPECIAL MOMENTS OF THE YEAR

BACK TO SCHOOL CAMPAIGN

Deloitte

11 Deloitte employees offered support by purchasing fully equipped backpacks for 11 children from the United Way educational program. This donation ensured an easier and more hopeful start to the school year for the children,

who received all the necessary materials to start school with enthusiasm and confidence.

Energobit Cluj

The company Energobit and its employees brought smiles to the faces of 66 students from rural areas in Cluj County. They provided backpacks and



school supplies for a worry-free start of the school year. With materials needed for school, from notebooks and pencil cases to kits for creative activities, the children were greeted with much enthusiasm and gratitude. Parents facing economic difficulties were relieved from the worry of purchasing school supplies and the support provided by Energobit made a significant difference in their lives.

CHRISTMAS CAMPAIGN

BRD

180 BRD employees transformed into Santa's elves and gave gifts to children from three rural communities, beneficiaries of the "Reading Adventure" program. The children received substantial gifts, including winter clothing and shoes, toys, fruits and sweets, bringing the magic of Christmas closer.



Deloitte

For 87 children from the educational centers helped by United Way, the magic of the winter holidays was brought by Deloitte volunteers. The company's employees became Santa's elves and prepared generous gifts with toys, sweets, clothing and winter footwear. The children's joy was indescribable and the wishes written in letters came true.

HEINEKEN

For 60 elderly people, the holidays were brighter thanks to Heineken volunteers. They provided food packages, ensuring that nothing was missing from their Christmas table.



Ayvens

Six Ayvens volunteers chose to spend St. Nicholas' Day with 16 children from a school in Cățelu, Ilfov, part of the United Way "Learn to Succeed" program. Together, they read Christmas stories, sang carols and created a huge colorful garland. At the end, each child received sweets and fruits, purchased from the funds donated by Ayvens employees.

Dino Social Fotbal Club

Over 150 students from the 1 Decembrie commune had a special meeting with volunteers from the Dino Social Football Club Association, who talked to them about the benefits of sports and the importance of team values. Călin Avram, President of Dino FC, explained to the children how math is reflected in football statistics, which fascinated the little ones. The children were curious, asked questions about their favorite athletes and also about how they could improve their performances through discipline and training.

Volunteers offered advice for an active and healthy lifestyle and at the end, each student received a gift: clothing, sports items and sweets. With the help of the Dino FC team, 226 children received Christmas gifts, bringing joy and smiles to the children.



Colliers

60 children from two rural communities received the long-awaited gifts thanks to Colliers volunteers. In addition to toys, they also received warm clothing and footwear, specially prepared to help them get through the cold winter more easily.

InteRo

20 children from the educational center in Buftea caroled InteRo employees at the company's headquarters in Bucharest. Then, together, they made Christmas cards and decorations, enjoyed pizza and sweets and the highlight was the appearance of Santa Claus, who gave them gifts. Additionally, InteRo employees prepared gifts for 30 more children from the Buftea center.

Haleon

15 children from a school in Dâmbovița County, beneficiaries of the "Reading Adventure" program, received Christmas gifts with the support of 15 Haleon volunteers. The packages contained clothes, shoes, books, toys and sweets, giving the children a warmer and happier Christmas.

Emerson

Santa's elves from Emerson brought joy to children from the Pata-Rât community, one of the most marginalized areas in Cluj-Napoca. Through their generosity, 114 children living in extremely difficult conditions received gifts that turned the holidays into an unforgettable moment. Boxes full of warm clothes, footwear, games and sweets were eagerly opened and the smiles and enthusiasm of the children were the most beautiful reward for this act of kindness.

Mothers Stronger than Google

With the generous support of the group members of “Mothers Stronger than Google - MMTCG”, St. Nicholas provided gifts for 485 children from disadvantaged backgrounds in Timiș County. The little ones received new boots, warm winter clothes, and, of course, sweets that brought smiles and excitement on the holiday's eve.

Continental Automotive, Schaeffler, Eviden, Atos, HUF, Bosch, Bâldea Clinic and Hilfe für Kinder Romania

Like every year, Santa reached 497 children from Timiș County with clothes, games, toys, books and sweets. Employees from Continental Automotive, Schaeffler, Eviden, Atos, HUF, Bosch, Bâldea Clinic and Hilfe für Kinder Romania contributed to this initiative, turning the holidays into unforgettable moments for the little ones.

UNITED WAY EVENTS AND CAMPAIGNS

United Way Romania's Board of Directors Honored with the “Board of the Year” Title

In October 2024, United Way Romania's Board of Directors was awarded the title “Board of the Year” by Envisia – Boards of Elite, at the 2024 Future of Boards Awards Gala! This recognition

is a tribute to the remarkable work of our entire team of top-level managers in our Board, whose vision and guidance help us make a consistent impact in the community. We thank each member for their essential contribution!

United Way Anniversary Gala – 20 Years of Community Impact

In 2024, United Way Romania celebrated two decades of activity, during which it supported over 100.000 vulnerable individuals through projects in education, socio-professional integration and health.

The 20 years of community impact were marked by an anniversary gala, with the message “For 20 years, United for a better future”, dedicated both to recognizing the merits of the partners who have been by our side over these 20 years and to the contributions made in the past year.

Speakers at the event included Her Excellency Kathleen Kavalec, United



States Ambassador to Romania; Dr. Sonya Anderson, Executive Vice President of United Way Worldwide's International Network and Lidia Fați, President of United Way Romania.

During the Gala, three anniversary trophies were awarded, celebrating 20 years of involvement. The recipients were individual donors Steven and Valeria van Groningen, the company Raiffeisen Bank and the Joyo Foundation. Additionally, awards were presented on stage to the 2024 corporate partners at the Platinum, Gold, Silver and Bronze levels, individual donors at the Tocqueville and Leadership levels and non-governmental organizations that were especially involved in the foundation's flagship projects in education, integration and health.



The Anniversary Gala was the moment when we celebrated together the results achieved over the 20 years of United Way in Romania: 106.702 unique individuals supported

United Way Romania develops and implements programs that improve the lives of children, adults and elderly in need. The foundation operates based on three strategic directions: access to quality education, socio-professional integration to ensure sufficient income to support a family and access to quality healthcare services.

Education

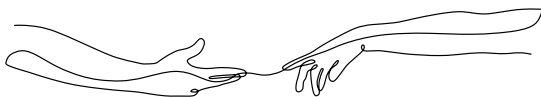
■ **54.940 children** received educational support (formal and non-formal education activities, literacy programs, education in schools, hospitals or foster care centers) and material assistance (school supplies, warm meals/snacks, clothing, footwear, hygiene products etc.);

■ **13.009 parents** were supported in becoming aware of the importance of reading and education, participated in the Parents' Academy to develop parenting skills and received assistance entering the labor market, when needed;

■ **4.309 teachers** and specialists from disadvantaged communities participated in various training courses and professional development sessions, including those based on curricula developed by United Way.

Integrare socio-profesională

■ **13.719 young people**, adults and elderly were supported for better social integration through psycho-social counseling, professional and vocational



guidance, assistance in accessing vocational training courses or entering the labor market, legal counseling, personal development and mentorship.

Health

■ **20.725 children, adults and elderly** facing hardship, suffering from various health conditions and living in severe poverty, received support to improve their quality of life through access to medical services and medications. As preventive measures, sports activities and health education programs were also carried out.

Volunteers

■ **19.968 people** were involved in volunteer activities;

■ **83.287 volunteer hours** were offered.

The United Way Gala, held on October 1, 2024, at Radisson Blu Hotel, was hosted by Maria Chiriță and Mihai Rădulescu, TVR journalists.

The organization of the gala was made possible with the support of sponsors: KPMG, Regina Maria – Rețeaua Privată de Sănătate, Deloitte, Hellas Direct, Raiffeisen Bank, Xella Romania and in-kind partner Dacris.

In women's month, we gave hope to single mothers and their children

Traditionally, during women's month, we focused our efforts on mothers raising their children without support—women who cannot afford to give up, who stand strong despite hardships and who make immense sacrifices to provide their children with everything they need. United Way Romania stands beside

them, offering support through therapy, career counseling, continuing education, assistance with legal issues, as well as shelter, food and basic medical services. In addition, their children are enrolled in schools and kindergartens, where they receive psychological counseling to help them rediscover the harmony and security they need.

The 3.5% tax redirection campaign – Helping disadvantaged children go to school

The 3.5% tax redirection campaign was dedicated to supporting children from disadvantaged backgrounds, offering them access to education and a real chance for a better future.

In communities where daily challenges put education in second place, United Way Romania acts to prevent school dropout through an integrated approach. This includes material support, homework assistance, non-formal educational activities, school supplies, clothes, shoes, and a warm meal. Through the involvement of parents and teachers, this intervention has a long-term impact. Each redirection has contributed concretely to changing these children's lives for the better, offering them more than just resources, it has offered them hope.



Sporting Events: Timotion, Marathon, Half Marathon and Night Run

Every spring and fall, we participate in the main running events in Bucharest and Timișoara and in 2024, the support raised through these events went toward our education and integration programs. At Timotion, our supporters ran to help children from disadvantaged backgrounds discover the joy of reading through the „Reading Adventure” program. Meanwhile, in Bucharest, during the OMV Petrom Bucharest HALF MARATHON, BCR Bucharest 10K GRAND PRIX and Raiffeisen Bank Bucharest MARATHON, we promoted the “Innomate – Innovation for Future” program dedicated to vulnerable high school students.

We were happy that in Bucharest, 709 runners from 15 companies ran a total of 7.426 kilometers. In Timișoara, there were 103 donors and runners from 21 companies who supported the children in „Reading Adventure” project.

Among the runners were members of the United Way Board of Directors: Dan Ștefan, Managing Partner of Autonom Group and Marius Dagne, CEO of Xella Romania.



The “Edelweiss for a warm meal” campaign and the Viennese Ball in Timișoara

The Hațegan Foundation, a long-time partner of United Way, organized the Viennese Ball in Timișoara for the eleventh consecutive year, alongside its traditional campaign, “Edelweiss for a warm meal”, aimed at supporting children in educational programs in Timiș County. In exchange for a donation that helps provide disadvantaged children with a warm meal, donors received a brooch shaped like an edelweiss flower. “The Viennese Ball is not just a one-night event, but a months-long program where we bring together education, culture and generosity. In its 11 years of existence, this project has grown, managing each year to increase its impact at the community level. A tradition revived in the ‘Little Vienna’, the Ball is a charity event that promotes causes and initiatives related to educational projects for children and youth. Through involvement in the projects of our charitable partner, United Way Romania, we try to give children who lack this chance an opportunity for education,” said Ioana Hațegan, President of the Hațegan Foundation.





THE ALEXIS DE TOCQUEVILLE SOCIETY OF UNITED WAY ROMANIA

The Tocqueville Society acknowledges philanthropic leaders in all United Way communities. Membership is provided by offering an annual donation of at least 10.000 euros. At European level, the Alexis de Tocqueville Society has the largest number of members in France and is chaired by Jean-Guillaume de Tocqueville d'Hérouville, a descendant of Alexis de Tocqueville and a champion of philanthropy himself.

Internationally, the Society was founded in 1984 and now has over 25.000 members worldwide.

Its aim is to increase the engagement of the most generous investors, to acknowledge and honor those concerned with the community, who have accepted a leading role in terms of financial contributions to United Way.

In Romania, the Alexis de Tocqueville Society was established in 2011, when Mr. Steven van Groningen made a personal donation of over 10.000 dollars.

After more than a decade with Steven van Groningen serving as President of



the Tocqueville Society, starting in 2024, the responsibility has been passed to two Co-Chairs, **Ioana Hațegan** and **Radu Florescu**.



CURRENTLY, THE TOCQUEVILLE SOCIETY INCLUDES:

Ioana Hațegan

Managing Partner, Hațegan Law Office

Radu Florescu

CEO, South East Europe Cheil Centrade

Michael K. Hayde

CEO, Western National Group

Marian Dinu

Country Managing Partner, DLA Piper

Peter Weiss

Board Member, HD Insurance Ltd

Laura Khouri

President, Western National Group

Lidia Fați și Dan Fați

Founding Partners, Dacris

Dan Ștefan

Managing Partner, Autonom

Adrian Mihai

Managing Partner, FAN Courier

Neculai Mihai

Managing Partner, FAN Courier

Felix Pătrășcanu

Managing Partner, FAN Courier

Horia Manda

Managing Partner, Axxess Capital

Vladimir Kalinov

Vicepresident, Raiffeisen Bank

Christina Verchere

Chief Executive Officer and President of the Executive Board, OMV Petrom

Bogdan Ion

Country Managing Partner, EY România and Moldova and Chief Operating Officer for EY Central Europe and South-East and Central Asia Region

Ramona Jurubiță

Country Managing Partner, KPMG in Romania & Moldova

Octavian Radu și Anca Radu

Octra Holding

Michael Topolinski & family

Edwin Warmerdam & family

Aspasia Weiss

mother, wife, ilustrator

Fady Chreih

CEO, Regina Maria

Tocqueville Society members enjoy the following benefits:

- They receive information about our results in the community: regular notifications, newsletters and our annual reports;
- They are acknowledged as top philanthropists, holding a place of honor among those that improve life in our communities through generous contributions;
- Membership is visible and acknowledged at events such as the Annual Gala or exclusive events dedicated to the members of the Society.

If you are interested in becoming a member of the Tocqueville Society, please contact us: Adriana Dobrea, Executive Director of United Way Romania,

adriana.dobrea@unitedway.ro.

For more information about United Way Romania's Tocqueville Society:



LEADERSHIP GIVING DONORS

Belonging to the leadership-level donor group refers to people who donate 1.000 dollars or more annually to the United Way cause.

Joining the MAJOR GIVING program does not only mean being a philanthropist, but being part of a group that cares, is responsible and has the desire, power and ability to shape the future and improve life in communities.

We thank our Leadership Givers in 2024:

Bogdan Bibicu, Carmina Dragomir, Ileana Farmache, Alexandra Florea, Cristina Grigorescu, Victor and Meela Geus, Mechtild Gollnick, Florin Lincaru, Cristian Ioan Popescu, Cristina Popescu, Irina Kubinschi, Ciprian Lăduncă, Felix Negoită, Zdenek Romanek, Adriana Sângeorzan, Adriana Stoica, Monica Udrescu, Nicolas G. Weiss and two donors who wish to remain anonymous.

Community change requires commitment and leadership. United Way Romania thanks the most generous of its collaborators, who become an example in today's Romania.

For more information about Leadership giving:



PARTNERS

Year after year, we bring positive change to disadvantaged communities and this is only possible through an integrated approach involving non-profit organizations, private companies, public authorities, as well as individuals who care about the well-being of society. The success and sustainability of United Way projects are due to our unique way of addressing challenges and we are able to create the change we envision only with the support of our partners.

In 2024, we collaborated with over 110 companies, more than 80 organizations, institutions and authorities and over 3.800 individual donors, including 41 major donors.

PLATINUM PARTNERS

With an annual sponsorship of over 100.000 euros:

BRD - Groupe Societe Generale, Metropolitan Life, Raiffeisen Bank



GOLD PARTNERS

With an annual sponsorship of over 50.000 euros:

Deloitte, Edenred, Fundatia Hategan, KPMG in Romania, Societatea Nationala Nuclearelectrica, UEFA Foundation for children



SILVER PARTNERS

With an annual sponsorship of over 25.000 euros:

Ayvens, DB Global Technology, EY, Forvis Mazars în România, HEINEKEN România, Kaufland România, Mercedes Benz Romania, Raiffeisen Asset Management, Xella Romania



BRONZE PARTNERS

With an annual sponsorship of over 10.000 euros:

Air Liquide Foundation, ASEE Solutions, B & B Collection, Bosch Timișoara, Centrul de Proiecte a Municipiului Timișoara, Eli Lilly, Flex Foundation, Franklin Templeton, Fundația Comunitară Timișoara, Novainterm, Morningstar Sustainability, NXP Semiconductors Romania, Patria Bank, Profi Rom Food, Schneider Electric, Ursus Breweries



PARTNER COMPANIES, UP TO 10.000 EUROS ANNUALLY:

Accenture Group, ACI Worldwide, AGMI, Agridor, AIM HR Outsourcing, Alimentara Târgoviște, All4Ventilation, Allianz Țiriac Asigurări, Ami Expres Cargo, Argenta, Arobs Transilvania Software, Art Instal, Artisan Ingredients, Asociația Dino Social Fotbal Club, Baupartner Bautechnik, Benefit Systems, BNP Paribas, Castrol, Centrade Cheil, Citi Bank, CMS Cameron McKenna Nabarro Olswang, Colliers Group, Comiga, Cordia Parcului, Crinexcom, Custom Tanks, Dacris, Danco Pro Communication, Deltatel, DLA Piper Grup, DSM Nutritional, Electromec, Electronic Arts, Electronic Security Systems, Energobit, Excel

Services, Fatum Grup, Filtration Group, Genco 93, Genpact, Get Fit Prod, Green Global Future, Greiner Packaging, Grup Nico Trans Construct, Haleon, Haulotte Argeș, HD Insurance, IBM, Inej Com, Jiffy Packaging, Matricia Solutions, Multi Dent, Neutronix, Prime Rent Logistic, Raiffeisen Leasing, Regina Maria - Rețeaua Privată de Sănătate, RO Image 2000, Robital Industrial, Rolmis, Romanian United Fund (RUF), Romaqua Group, Royal Trans, Sismad Agro, Smith & Smith, Societatea Companiilor Hoteliere Grand, Tec Software Solutions, Total Soft, Transilvania Impact Import Export, Traun Guard, VitalMotor, Viva Credit, Waterford Research, Wikisped, Win Impex, Wolters Kluwer, Yalos Software Labs.

PARTNER NGOs

EDUCATION

A.C.T.O.R. - Asociația Culturală pentru Teatru și Origami din România (Bucharest), Asociația Ana și Copiii (Bucharest), Asociația FDP Protagonisti în educație (Bucharest), Asociația Lindenfeld (Bucharest), Asociația Sprijinirea Integrării Sociale (ASIS) (Bucharest), Asociația Valentina România (Bucharest), Fundația Inocenți – Filiala București (Bucharest), Fundatia Joyo - Sprijin Socio-Educativ pentru Copii, Tineri și Familii în Dificultate (Bucharest), Fundația Providența (Bucharest), Asociația Hercules (Ilfov, Dâmbovița and Argeș counties), Asociația Think Big (Dâmbovița and Prahova counties), Asociația Four Change (Ilfov, Giurgiu and

Dâmbovița counties), Asociația EduAct (Călărași county), Fundația Serviciilor Sociale Bethany (Iași county), Asociația CREATIV (Centrul de Resurse pentru Educație, Animație, Training, Inițiativă și Voluntariat) (Brașov county), Asociația Inimă de Copil (Galați county), Fundația Romanian Angel Appeal (Dolj county), Societatea pentru Copii și Părinți (Timiș county), Asociația COPII (Timiș county), Asociația TIMAR (Timiș county), Asociația Inițiativa în Educație - InEdu (Timiș county), Fundația română pentru copii, comunitate și familie - FRCCF (Cluj county), Asociația Life Education For All (Cluj county)

SOCIO-PROFFESIONAL INTEGRATION

ADPARE – Asociația pentru Dezvoltarea Practicilor Alternative de Reintegrare și Educație (Bucharest), Asociația Casa de Ajutor Reciproc a Pensionarilor „Omenia” (Bucharest), Asociația The Social Incubator (Bucharest and Giurgiu), Asociația Touched România (Bucharest), Organizația Umanitară Concordia (Bucharest), Asociația TIMAR (Timiș county), Fundația de Abilitare Speranța (Timiș county), Asociația Life Education for All (Cluj county), Fundația Estuar (Cluj county)

HEALTH

Fundația Crucea Alb-Galbenă (Bucharest), Asociația M.A.M.E. (Bucharest), Asociația P.A.V.E.L. – Primind Ajutor, Viața este Luminoasă (Bucharest), Fundația Providența (Bucharest and Ilfov county), Asociația Filantropică Medical-Creștină Christiana-Centrul de Asistență Medico-Socială ”Sfântul Pantelimon (Cluj county), Asociația pentru Apărarea și Ajutorarea Handicapaților Neuro-Psihici Cluj-APAHNP (Cluj county)

INSTITUTIONS AND AUTHORITIES:

Școala Gimnazială ”Ion Dumitriu”, Sector 6, București; Colegiul Tehnic ”Iuliu Maniu”, Sector 6, București; Colegiul Tehnic Energetic, Sector 5, București; Liceul Teoretic ”Nicolae Cartojan”, Giurgiu; Colegiul Tehnic ”Mihai Bravu”, Sector 3, București; Liceul Tehnologic ”Nikola Tesla”, Sector 2, București; Școala Gimnazială ”Prof. Ion Vișoiu”, Chitila, Ilfov county; Școala Gimnazială nr. 1, 1 Decembrie, Ilfov county; Școala Gimnazială nr. 2, Jilava, Ilfov county; Școala Gimnazială nr. 1, Cosoba,

Giurgiu county; Școala Gimnazială ”Nicolae Crevedia”, Crevedia Mare, Giurgiu county; Școala Gimnazială nr. 1, Vânătorii Mici, Giurgiu county; Școala Gimnazială nr. 1 Plătărești, Călărași county; Școala Gimnazială ”Smaranda Dumitru Roman”, Vizurești, Dâmbovița county; Școala Gimnazială Bilciurești, Dâmbovița county; Școala Gimnazială nr. 2 Picior de Munte-Boboci, Dâmbovița county; Școala Gimnazială Brănești, Dâmbovița county; Școala Gimnazială ”Ile Stoenescu”, Botești, Argeș county; Școala Gimnazială Tăricești, Prahova county; Școala Gimnazială Comana de Jos, Brașov county; Școala Gimnazială Șipote, Iași county; Școala Gimnazială ”Tudor Segărceanu”, Goicea, Dolj county; Școala Gimnazială nr. 1, Grivița, Galați county. Școala Gimnazială nr. 4, Timișoara; Școala Gimnazială nr. 13, Timișoara; Școala Gimnazială nr. 27, Timișoara; Școala Gimnazială Carani; Școala Gimnazială Bencecu de Sus; Școala Gimnazială Cenad; Școala Gimnazială „Emilia Lungu”, Izvin; Școala Gimnazială Pischia; Școala Gimnazială „Maria Brindea”, Pesac; Școala Gimnazială Satchinez; Liceul Tehnologic „Petre Mitroi”, Biled; Liceul Teoretic „Alexandru Mocioni”, Ciacova; Liceul Tehnologic „Sf. Nicolae”, Deta; Liceul Teoretic Gătaia; Liceul Teoretic „Iulia Hasdeu”, Lugoj; Liceul Tehnologic „Valeriu Braniște”, Lugoj; Liceul Teoretic Special „Iris”, Timișoara; Liceul Tehnologic Transporturi Auto, Timișoara. Școala Gimnazială „Răchițele”; Colegiul Tehnic „Ana Aslan”, Cluj-Napoca; Școala Gimnazială „Liviu Rebreanu”, Cluj-Napoca; Școala Gimnazială Călățele; Școala Gimnazială „Octavian Goga”, Ciucea; Centrul de zi „Țara Minunilor” Cluj-Napoca; Asociația de Dezvoltare

Intercomunitară „Zona Metropolitană Cluj”; Facultatea de Sociologie și Asistență Socială, Universitatea Babeș-Bolyai, Cluj-Napoca.

PRO-BONO AND IN-KIND PARTNERS

Every year, many companies and private individuals offer their pro-bono services to United Way Romania, thus helping our organization to work better. Our partners also provide in-kind products to support vulnerable communities. We thank them for their generous contribution.

Aninoasa (school supplies for children), Atos IT Solutions and Services (school supplies and Christmas gifts), Bâldea Clinic (school supplies and Christmas gifts), Bitdefender (Bitdefender Business Security licences), Bosch (books for children), Cheil Centrade (graphics), Class IT (IT support), Colliers (laptops), Continental Automotive (boardgames, sports supplies and Christmas gifts), Dacris (printing, office supplies and event gifts), Deloitte (censor services), DLA Piper (legal consulting services), Eviden (school supplies and Christmas gifts), Fan Courier (courier services), Fatum Group (school supplies), Flex (school supplies for children), Flowerdipity (flowers and floral arrangements), Freen Restaurant (furniture), Fundația Autonom (equipped schoolbags), Fundația Îmi Pasă (books for children), Gauss (office space and support for Timisoara office), Haleon România (sports equipment), HUF (Easter gifts, schools supplies for children, Christmas gifts), KPMG (accounting, payroll services, laptops and furniture), Mega Image (basic food supplies and school supplies), MINA Museum (free admission for children),

PricewaterhouseCoopers (audit services), Raiffeisen Asset Management (investment advisory services), Raiffeisen Bank (office space and full logistical support for the Bucharest office), Regina Maria - Rețeaua Privată de Sănătate (medical services), Respiro Dental (medicale services), Upswing (digital native advertising services and SEO optimization), Waterford Research Romania (educational software, backpacks, and school supplies for children).

MEDIA PARTNERS

RFI, TVR

PRIVATE PERSONS

Alina Buzatu, Roxana Ciuhulescu, Maria Chiriță, Alex Damian, Georgiana Ilie, Daniela Palade Teodorescu, Valentin Panduru, Mihai Rădulescu.



FINANCIAL INFORMATION

In 2024, United Way Romania raised funds amounting to 10.181.190 to develop and support long-term programs and initiatives in Bucharest, Timiș county and Cluj county, but also other counties in the country.

The financial information below is part of the 2024 financial statement, developed pro-bono by KPMG, reviewed pro-bono by Deloitte, and audited pro-bono by Pricewaterhouse Coopers. The full audit report is available at www.unitedway.ro, immediately after completion, in August.

UNITED WAY REVENUES IN 2024 (RON)

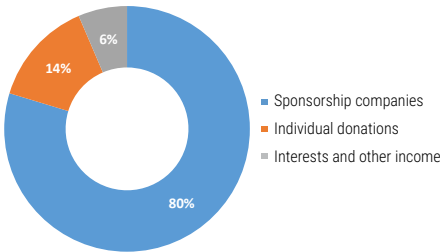
Corporate sponsorships represent funds and products donated by companies to support the mission of United Way

Revenues	10.181.190 RON	%
Sponsorship companies	8.115.237 RON	80%
Individual donations	1.411.533 RON	14%
Interests and other income	654.419 RON	6%

Romania and its programs that promote education, socio-professional integration and the health of disadvantaged individuals.

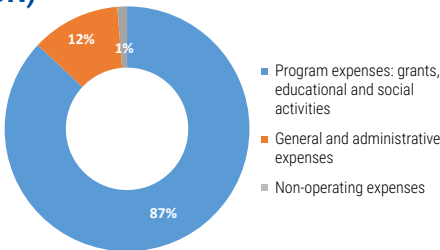
Donations from individuals consist of payroll donations from employees of partner companies, substantial donations from members of the Alexis de Tocqueville Society and Leadership donors, who choose to make significant personal contributions to our programs, as well as donations received directly via bank transfer or online, donations from the 3.5% campaign or donations collected through SMS or direct debit campaigns organized by United Way Romania.

Interest and other income are generated from investments and related activities, currency exchange differences and provisions.



UNITED WAY EXPENSES IN 2024 (RON)

Expenses	9.675.792 RON	%
Program expenses: grants, educational and social activities	8.395.686 RON	87%
General and administrative expenses	1.138.609 RON	12%
Non-operating expenses	123.496 RON	1%

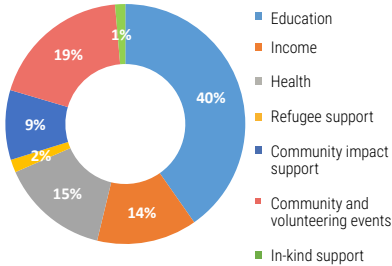


Program expenses include grants and products provided by United Way Romania to local organizations implementing social projects, including human resources dedicated to activities with vulnerable individuals, community engagement and community support, as well as financial support allocated to community events.

General and administrative expenses include administrative, financial, legal services, fundraising-related activities, human resources for administrative or fundraising activities, IT and other services necessary for the smooth functioning of the organization. Non-operational expenses include membership fees, currency exchange differences and provisions.

EXPENSES DETAILS SUPPORTED PROGRAMS (RON)

Supported programs	8.395.686 RON	%
Education	3.380.808 RON	40%
Income	1.134.462 RON	14%
Health	1.230.083 RON	15%
Refugee support	146.006 RON	2%
Community impact support	789.138 RON	9%
Community and volunteering events	1.599.727 RON	19%
In-kind support	115.461 RON	1%



DETALIERE CHELTUIELI PROGRAME EDUCAȚIE (RON)

Educație	3.380.808 RON	40%
Învățã să reușești	1.642.330 RON	20%
Educație pentru viitor / Educația, centrul schimbării în comunitate	1.212.259 RON	14%
Program inovativ: Aventură prin lectură	301.137 RON	3%
Alte programe de educație	225.082 RON	3%

UNITED WAY TEAM MEMBERS IN 2024:

BUCUREȘTI

Executive Director
Adriana Dobrea
adriana.dobrea@unitedway.ro

Deputy Director
Marcela Borteanu
marcela.borteanu@unitedway.ro

Community Impact Manager
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