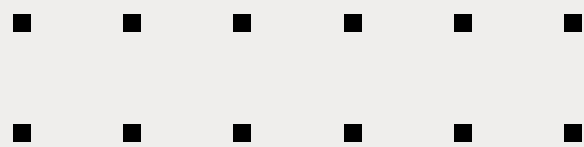
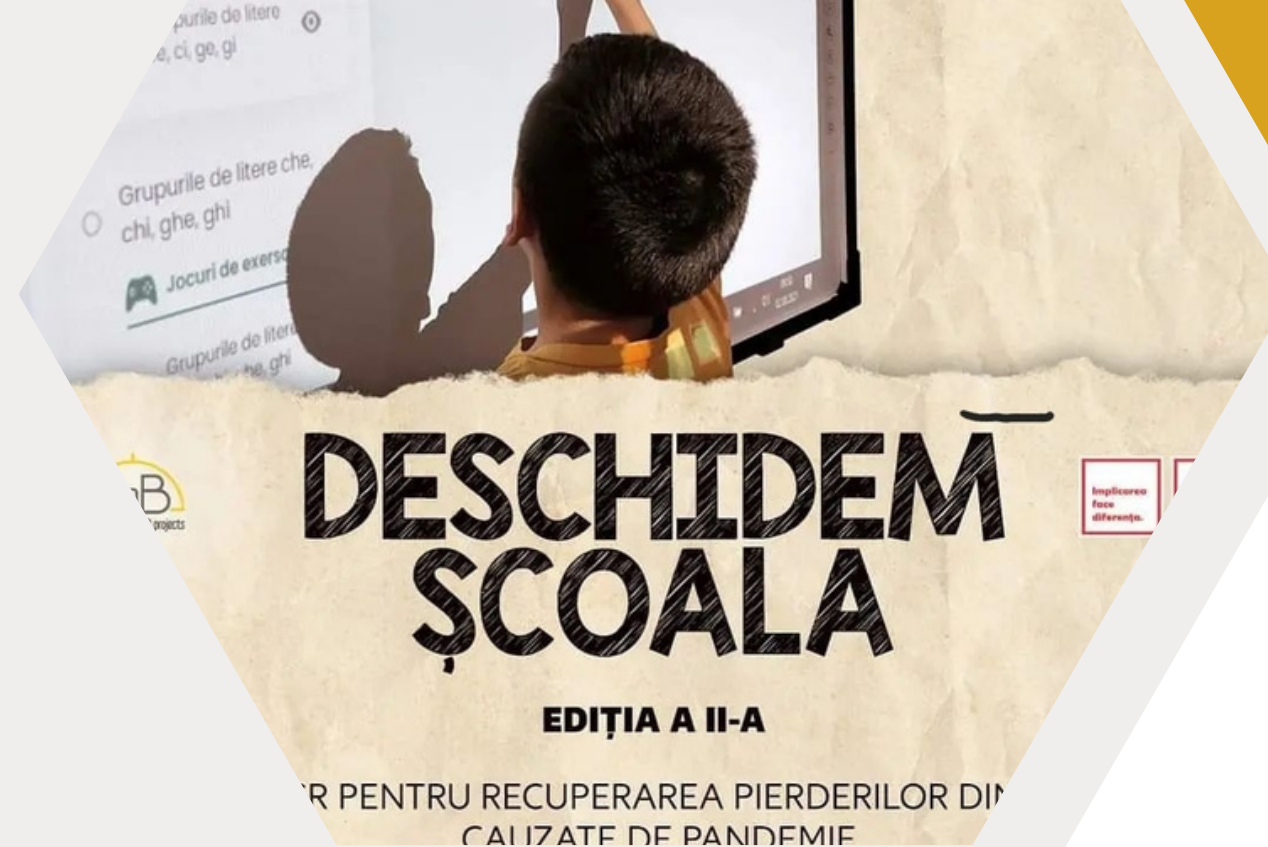


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The President's Message

Plan B is exactly what its name suggests: another way. It represents a different approach to situations. Plan B takes into consideration the social challenges that affect all of us equally, from the business environment to each individual.

Since 2016, we have been actively involved in addressing societal issues and implementing projects with a real impact. We have focused on disadvantaged areas where many children and youth have minimal chances of accessing quality education. These children face family difficulties, and without specialized support, they have limited opportunities to receive inclusive and quality education.

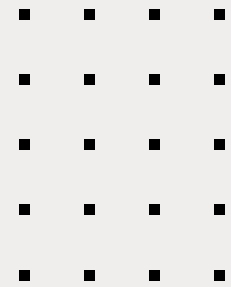
We have conducted remedial activities to help students catch up on missed material, particularly during the COVID-19 pandemic. Additionally, we have provided digital learning equipment to schools and offered psycho-pedagogical counseling on both an individual and group basis, where needed.

In addition to the ongoing projects, the year 2022 brought an additional challenge for us. With the outbreak of the conflict in Ukraine, we established a center for refugee children in Romania and tried to provide them with a glimpse of what they left behind. We never imagined that we would be offering educational solutions for children from other countries, but we are proud and grateful to everyone who supported us.

We hope that this power of goodness, present within each of us, will grow even stronger in the future. Together with our collaborators and supporters, we aspire to provide children and youth with what they truly deserve: a world where they all have access to quality education and real opportunities for a better future.

Oana Dumitriu
President





Our Mission, Vision and Objectives

MISSION

The creation and implementation of concrete and sustainable solutions that generate effective, quality, and inclusive education suitable for all children and youth in Romania.

VISION

A world where children and youth have access to quality education and real opportunities for a better life.

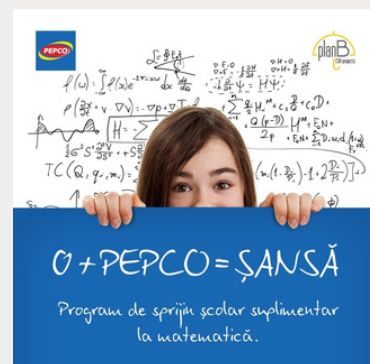
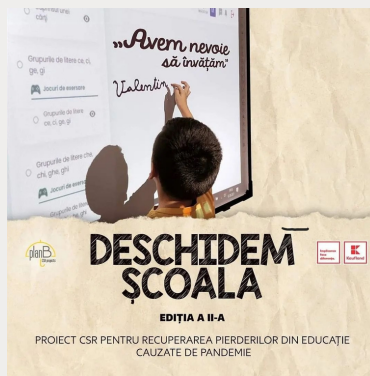
OBJECTIVES

An integrated and innovative approach to communication and fundraising. To successfully implement our strategy, it was necessary for our message to be powerful, memorable, and convey our mission and values. We aimed to promote the idea that quality and accessible education is a fundamental right of every child and youth in Romania, and that we all have a role to play in achieving this objective.

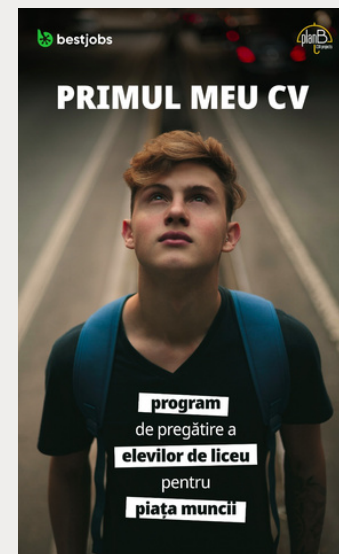
Programs and Projects Implemented in 2022

D1. Direction of Information, Education and Social Integration

P1. Programs for preventing school dropout and digitalization



P2. Programs for integration and equal opportunities

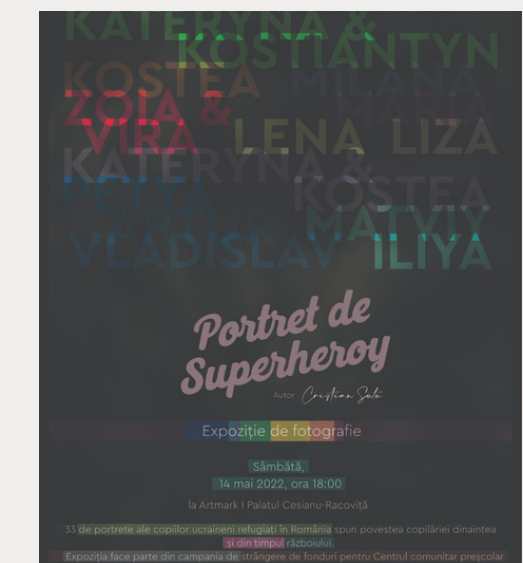


D2. Direction of Health, Environment, and Quality of Life

P1. Programs for nutrition and healthy living



D3. Direction of Emergency Interventions



Deschidem școala (Open Schools)

2nd Edition

Although the pandemic period seemed to be over, the effects on the education of children from vulnerable backgrounds have persisted. Disruptions in the learning process have led to **significant learning losses**. That is why the educational project "Deschidem școala" (Open Schools), initiated with the support of Kaufland Romania, was designed around **3 action directions**:



the digitalization of targeted schools



teaching the curriculum through an inclusive accelerated method



psychological counseling.

The results of the first edition, which took place during the summer vacation and targeted first and second-grade students from 15 schools in Călărași, Constanța, Tulcea, Brăila, and Galați, are the development of interest in active participation in lessons, reduction of absenteeism, acquisition of knowledge, and remediation of learning gaps. We applied the same interactive accelerated teaching methods and psychological support to meet the needs of children who had a disadvantaged start in their middle school education and are at great risk of dropping out of school.

In the second edition, students from the fifth and sixth grades from 16 schools in the counties of Giurgiu, Teleorman, Călărași, Ialomița, Constanța, Tulcea, Brăila, and Galați recovered their losses in the subjects of Romanian Language and Mathematics.



Abandonul școlar generează
șomaj, excluziune socială, sără
și probleme de sănătate.



DE CE MERG COPIII LA ȘCOALĂ?
72% pentru că învață lucruri noi
90% pentru își fac prieteni
pentru că școala le asigură un viitor

DESCHIDEM
ȘCOALA

cincime dintre copiii de la sat (21
consideră că nu sunt niciodată
sau sunt doar uneori fericiți.

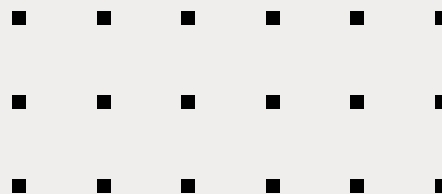


Results

- ✓ **850** direct beneficiaries
- ✓ **1600** indirect beneficiaries (parents and teachers)
- ✓ **850** children who received school supplies
- ✓ **1280** hours recovered
- ✓ **64** hours of psychological counseling

Equipment provided to schools

- 16** smart tables
- 16** projectors
- 16** laptops



ZERO+PEPCO=ŞANSĂ (ZERO+PEPCO=CHANCE)

To assist the students in the town of Frumuşani, we initiated the project "**ZERO + PEPCO = ŞANSĂ**" (**ZERO + PEPCO = CHANCE**) with the support of PEPCO Romania. Through this project, 80 primary cycle students from the Frumuşani Elementary School No. 1 in Călăraşi County received additional support to recover their losses in mathematics.

The social situation of children in Frumuşani has reached a **critical point**, considering that in all four primary classes, there are students under the care of their grandparents, who often cannot assist them with their lessons. These cases are compounded by children coming from families facing social risks (such as single-parent households or unstable incomes).etc.).

The pass rate for the beneficiaries of the "ZERO + PEPCO = CHANCE" project **increased by 80%** after participating in additional mathematics classes. This shows that the targeted intervention had a lasting impact on their academic performance.

The impact of the project:

40% of students have improved their skills in identifying basic geometric concepts and units of measurement in various contexts;

50% of students have developed the ability to determine the perimeters and areas of a square and rectangle, as well as express them in corresponding units of measurement;

55% of students have acquired the skill of performing addition and subtraction operations;

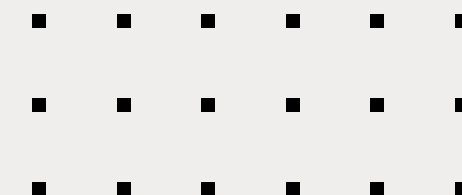
55% of students have developed the ability to compare and order natural numbers;

45% of students have improved their ability to work with mathematical concepts.



Results

- ✓ **80** direct beneficiaries
- ✓ **160** indirect beneficiaries (parents and teachers)
- ✓ **80** hours recovered



Laboratorul de informatică (Computer Science Laboratory)

Our initiative, with the support of Thoughtworks, Logiscool Giurgiu, and Pixellab School, aimed to **establish computer labs** in small rural schools in **vulnerable communities**, allowing children to develop **digital skills** that are relevant to today's society and economy.

With the help of Thoughtworks, who donated computers, and Logiscool Giurgiu and Pixellab School, who provided the necessary furniture, we were able to bring technology to Marin Gh. Popescu Middle School in Gogoșari, Giurgiu County, by creating a computer lab to help children acquire digital competencies.

Equipping small rural schools is a **necessity**, which is why we encourage companies to donate their outdated computers.

Results

- ✓ 20 donated computers
- ✓ 20 pieces of furniture
- ✓ 100 direct beneficiaries



Primul meu CV (My First CV)

Through the "**Primul meu CV**" (**My First CV**) project, developed in partnership with Best Jobs, we conducted several theoretical and practical training sessions for 12th-grade students from two high schools in Giurgiu and Călărași counties, with the aim of career planning and employment preparation.

From **self-awareness and personal development** methods to correct CV writing, interview training, and labor legislation, we covered various aspects related to job search and career development. 100 young individuals discovered valuable insights from employers and learned how to provide the best responses for potential job opportunities.

Simultaneously, they were exposed to fundamental concepts of communication, teamwork, and **civic responsibility**.

In Romania, students in their final years of high school are not sufficiently exposed to concrete situations regarding job market access, and they generally lack programs that offer real work experiences.

We support high school graduates in entering the adult world with confidence and new skills. **My first job starts with #PrimulmeuCV (My First CV)!**

Results

- ✓ 100 direct beneficiaries
- ✓ 200 indirect beneficiaries

BE A SANTA TIGER

Winter Edition of the Humanitarian Campaign for Underprivileged Children:
"Când voi fi mare, eu ce mă fac?" (What I will be, when I grow up?)

Alongside CSM Bucharest, we initiated "**Be a Santa Tiger**", the winter edition of the humanitarian campaign for children from disadvantaged backgrounds called "Când voi fi mare, eu ce mă fac?" (What I will be, when I grow up?).

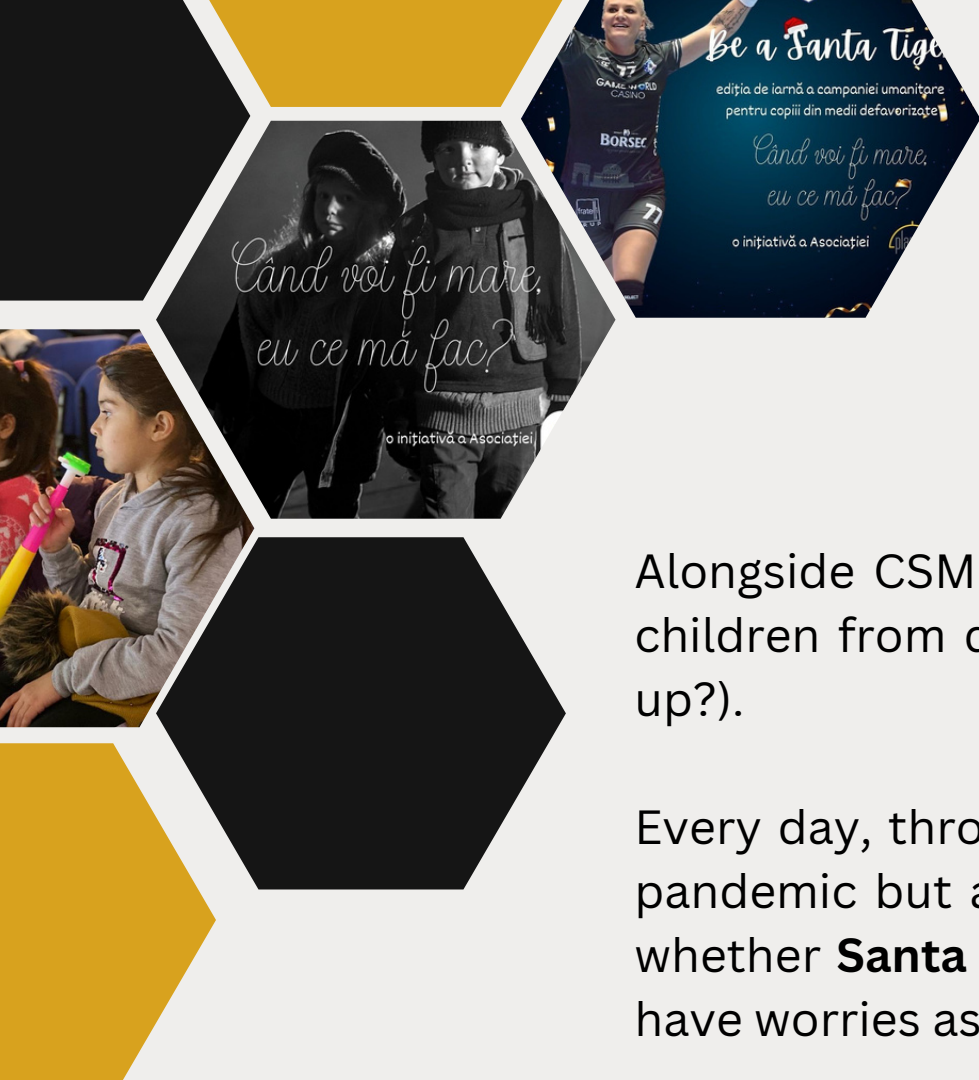
Every day, throughout the country, there are children near us, unseen, for whom school stops not only during a pandemic but also when there is a lot of work to be done at home. These are children who haven't questioned whether **Santa Claus exists or not** because it's harder for them to understand why he doesn't reach them. They have worries as numerous as the adults around them, and **nobody takes care of their everyday joys**.

We are conducting educational projects for **100 children**, aiming to make their vacations and holidays better. Because we see them and we know that they matter.

Nearly **70 children** had the opportunity to attend a women's handball match of CSM Bucharest at the Polyvalent Hall and truly became an enthusiastic crowd for our team. For most of them, it was their **first visit to the Capital city**, and their excitement was visible and audible. They also had the chance to **meet Crina Pinte**, the campaign ambassador, who shared their joy.

Until December 22, 2022, during the Liga Florilor MOL match against HC Dunărea Brăila, a donation box awaited donors at the main entrance hall of the Polyvalent Hall, filled with books, toys, and winter clothing for children aged 7-14, either new or in impeccable condition—anything that could be deemed necessary for a child and bring them joy.

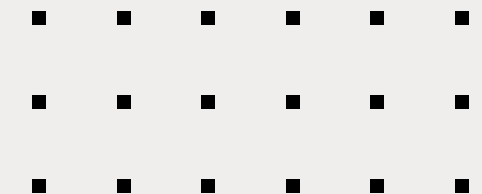
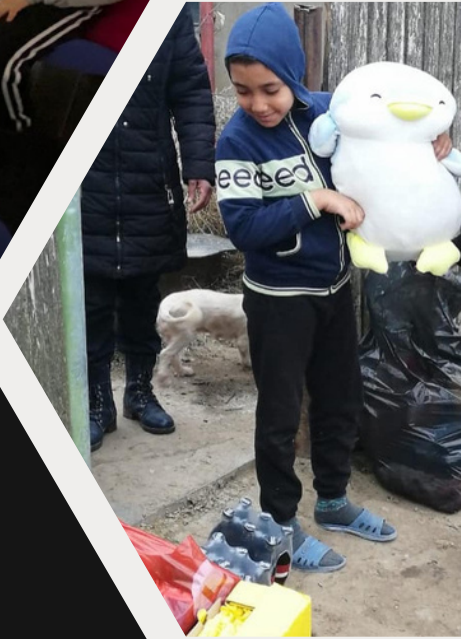
The proceeds from ticket sales for the match on December 22, 2022, were used to provide warm and joyful gifts.





Results

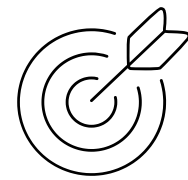
- ✓ **100** direct beneficiaries
- ✓ **200** indirect beneficiaries (parents and teachers)



Caravana Akademia Kinderland (The Akademia Kinderland Caravan)

Incorrect eating habits transmitted to children represent a **national emergency** due to their long-term effects on children's health.

The mobile nutrition school, Akademia Kinderland, which teaches children about healthy eating, reached the southern counties of the country last year as part of a multi-year program conducted in collaboration with Kaufland Romania.



Târgu Jiu: 24 June – 3 July
Craiova: 5 - 14 July
Slatina: 16 - 25 July
Alexandria: 28 July - 6 August
Râmnicu Sărat: 9 - 18 August

In the fall, the mobile nutrition school visited the cities of Hațeg, Oradea, and Cernavodă.

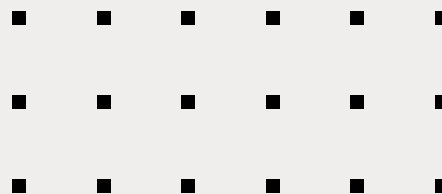
Props, giant fruit and vegetable exhibits, exploration stations, tablet games, information, and curious facts about all food categories – all of these were available in the caravan, where children learned about proper nutrition through **non-formal and interactive methods**.

"The Sugar Detective," "The Ideal Plate," "Superhero K," and "Kinder Bike" are some of the games that children discovered, along with many informative modules such as "The Food Pyramid," "Digestive Tubes," "Sugar in Beverages," and K, the Superhero of healthy nutrition.



Results

- ✓ **3500** direct beneficiaries
- ✓ **7000** indirect beneficiaries
- ✓ **8 cities**



Jocul educativ/Aplicația (Educational Game/Application) Akademia Kinderland

The AKADEMIA KINDERLAND app is a unique digital program in Romania that supports adults in teaching children to develop healthy habits. In addition to games that educate children about healthy eating, they also explore the campus and receive simple tips on sustainability and ecology.

Akademia Kinderland is the only nutritional education app in Romanian. Super K's games have transitioned from the physical space to the virtual world and are now available to all children in the country and in the diaspora.

Results

- ✓ **10.000** direct beneficiaries
- ✓ **20.000** indirect beneficiaries
- ✓ **10** games and demonstrations included in the app



Superheroyi de Ucraina (Superheroyi of Ukraine)

In partnership with the Comic Opera for Children and with the support of Kaufland Romania, Foundation de France, Electronic Arts, Oxfam, OTP Bank, and the Bucharest Community Foundation, we have opened SUPERHEROYI of Ukraine on March 28, 2022, a **support hub** and activity center for **refugee children from Ukraine**.

Ukrainian children who arrive in Romania have been uprooted from the only safe and familiar space they knew: their homes and families. The vast majority of these children find themselves in a new country accompanied only by their tired, traumatized mothers, who bear the immense responsibility of deciding their next steps.

The impact of war on children is complex and difficult to assess while we are still in crisis. What matters in the medium and long term is for these children to **feel safe** and be able to experience childhood. Beyond being "refugees" and providing them with food, shelter, and clothing, they need **to be children**.

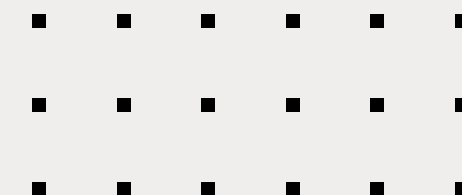
This is what we aimed to do for them: provide a generous and beautifully arranged space where they can experience moments of normalcy. They can meet other Ukrainian children, hear their language, be accompanied by their mothers, participate in workshops, enjoy themselves, move freely, be mischievous, cautious, daring—however they need to be.

The story of the Superheroyi of Ukraine hub was briefly shared during the visit of First Ladies Jill Biden and Carmen Iohannis at the "Uruguay" Primary School in Bucharest by the coordinator of educational activities at the center, Ann Sushko.



Results

- ✓ **100** direct beneficiaries
- ✓ **400** indirect beneficiaries
- ✓ **100** children have acquired basic knowledge of the Romanian language
- ✓ **9 months** of operation
- ✓ **360** educational workshops
- ✓ **5400** hot meals



Portret de Superheroyi (Superheroy Portrait)

"Superheroy Portrait", a photo exhibition with fundraising for the Community Preschool Center, "Superheroyi de Ucraina".

The "Superheroy Portrait" photo exhibition was organized as part of a fundraising campaign for the Community Preschool Center dedicated to Ukrainian children seeking refuge in Romania.

The exhibition, hosted by A10 by Artmark and featuring the work of photographer Cristian Șuțu, could be visited during the Night of the Museums 2022 event.

33 portraits of Ukrainian children who have sought refuge in Romania told their stories before and during the war.

The childhood of Petya, Maria, Matveiy, Zoia, Masha, and the other little ones is now connected to their daily presence at the Community Preschool Center. And how the story of these children unfolds also depends on us. Without funds, the "Superheroyi de Ucraina" Community Preschool Center would have closed down.

Donations were necessary for:



- Providing warm meals for children
- Paying salaries for Ukrainian educators
- Specialized workshops for psychological support and integration
- Supply of consumable materials for daily educational activities, necessary for the emotional, intellectual, and physical development of children.

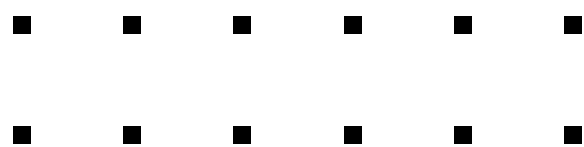
FINANCIAL REPORT 2022

INCOME

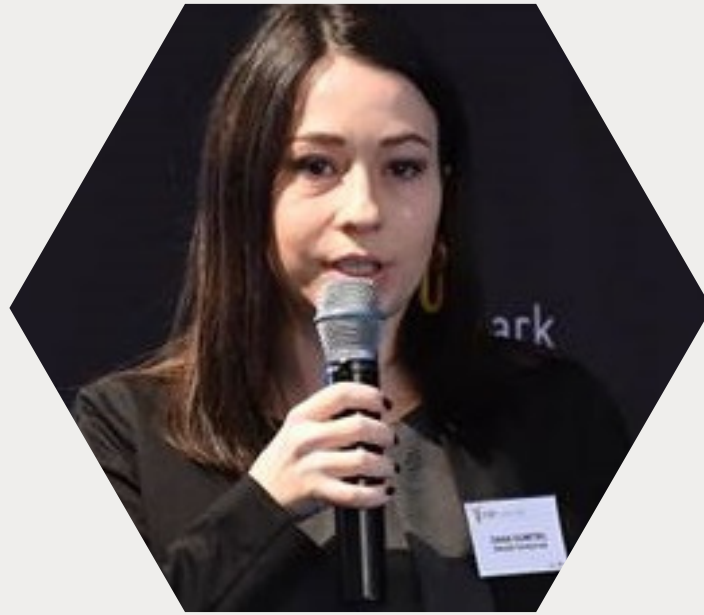
Funding from international organizations	€80.000
Funding from national companies	€176.000
TOTAL	€256.000

EXPENSES

Project expenses	€215.000
Administrative expenses	€26.000
PR and communication expenses	€15.000
TOTAL	€256.000



THE TEAM



Oana Dumitriu
President



Bogdan Costache
Executive Director



Raluca Costache
Project Manager



Andreea Dragne
Project Manager

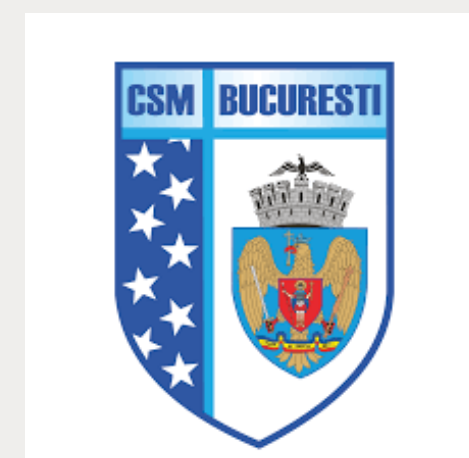


TESTIMONIALS

"Through <Deschidem școala> (Open Schools), we will be able to help even more children from vulnerable backgrounds to continue their studies and develop the skills necessary to pursue their dreams. There is no greater satisfaction than giving a child an extra chance at the bright future they deserve." - Katharina Scheidereiter, CSR Manager Kaufland România.

"The educational project 'O+Pepco=șansă' (O+Pepco=Chance), initiated by Pepco Romania and the Plan B Association, implemented in our school, brings about a significant positive change in the lives of these students. They have improved their attendance, actively participate in lessons, communicate more easily with their classmates, achieve better academic results, have learned to appreciate their successes as a result of their own effort or abilities, and have gained greater confidence in their own abilities." - Prof. Liliana Cepoi, Director of Elementary School No. 1 Frumușani, Călărași County.

INSTITUTIONAL PARTNERS



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<https://www.itsybitsy.ro/deschidem-scoala-proiectul-care-ajuta-copiii-din-medii-vulnerabile-sa-recupereze-orele/>

<https://www.itsybitsy.ro/strangere-de-fonduri-pentru-copiii-ucrainieni-refugiati-la-bucuresti/>

<https://www.libertatea.ro/stiri/cum-explica-parintii-ucraineni-vacanta-din-romania-copiii-stiu-ca-armata-rea-a-venit-in-tara-noastra-si-ca-armata-noastra-ii-cearta-4087326>

<https://www.garbo.ro/articol/Cultura/29812/noaptea-muzeelor-la-palatul-cesianu-racovita.html>

<https://csmbucuresti.ro/stire/2297-be-a-santa-tiger-campania-umanitara-dintre-csm-bucuresti-si-asociatia-plan-b>



MEDIA APPEARANCES

