



2012

Building foundations
for stronger communities



Community foundations contribute to the transformation of local communities, so they can reach their development potential, based on the opportunities, the resources and the ideals of their inhabitants. They help build dynamic, connected and supportive communities, with a higher living standard.

Community foundations are local organizations; they support philanthropy, encourage the community spirit and offer financial support to projects from various areas – education, culture, environment protection, and youth development. Community foundations build funds, starting from the philanthropic interests of donors, which they channel back towards communities as grants and scholarships. At the same time, they also support non-profit organizations, initiative groups and individuals and take leadership in building dialogue and cooperation platforms to address community needs or opportunities.

The first community foundations were established in Romania five years ago in Cluj and Odorheiu Secuiesc. There were six active community foundations at the end of 2011: two were established in 2010 in Alba and Covasna, and another two in 2011, in Bucharest and Târgu Mureş. The community foundations from Iaşi and Sibiu joined them in 2012, when the initiatives

for the future community foundations in Oradea, Prahova, Bacău and Țara Făgăraşului were also launched.

Two regional funds are also established based on local leadership: in Cristuru Secuiesc, hosted by Odorheiu Secuiesc Community Foundations and in Reghin, hosted by Mureş Community Foundation.

The Romanian Community Foundations Federation was created in 2012, as a representation platform for community foundation, supporting the development of philanthropy at a national level. This report presents the framework, participants and results of a national support program to help develop community foundations in Romania. The program was initiated by Association of Community Relations (ARC) and had two main stages so far: 2006-2008 and 2009-2012.

The current stage of the program has been implemented in cooperation with Romanian Environmental Partnership Foundation and PACT Foundation and is supported by C.S. Mott Foundation, Trust for Civil Society in Central and Eastern Europe and Romanian-American Foundation.

The program benefitted from the expertise and participation of existing community foundations. Starting with 2012, the Romanian Federation of Community Foundations also became a strategic partner.

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2012

Building foundations for stronger communities

4,907,000 | people in Romania have access to a community foundation (24% of the population)

\$213,031 | awarded as grants for local community initiatives and scholarships

28,000 | supporters of community foundations' activities, mainly community card users in Covasna and Odorheiu Secuiesc and sport events supporters and donors

936 | volunteers directly involved through community foundations in local, community initiatives

205 | grants given in community by community foundations

96 | scholarships awarded by community foundations

8 | active community foundations

4 | community foundations initiative groups

2 | new community foundations

2 | regional funds in Cristuru Secuiesc and Reghin



How can Romanian communities activate and strengthen their potential? What creates a strong community? Below, I offer ten possible answers:

1. The community is willing and capable to invest in its own future.
2. It can identify and put to use their assets: human, financial, material, knowledge.
3. Leadership/initiative for improving collaboratively the local situation or of a specific problem that may arise.
4. Once this initiative exists, it receives continuous support for its development through locally supportive networks, financial resources or promotion of the initiative.
5. The community can deal creatively and constructively with internal diversity and difference.
6. Enough trust exists so that community members make an initial investment into an idea or a plan.
7. Community members have enough trust and determination to work through with others the details of partnership, teamwork and collaboration.

8. A feeling of success can be achieved through this action and preserved when challenges and setbacks emerge.

9. The results of community work emerge in a reasonable time and can be seen and felt by participants and contributors alike.

10. These results are recognized as a shared effort.

What are those key ingredients that build strong roots in a community and keep it inspired and flexible so it can move, shake and follow its ideals, so it does not become stuck in complaints and is capable to shape its own better future?

It is difficult for me to choose one important answer out of the ten possibilities offered above; probably the reality of community building is influenced by all these factors together with motivated, creative and resilient leaders who want to build a long-term infrastructure of support for community action and philanthropy.

I am deeply grateful that in the Romanian community foundation movement I have the privilege of working with so many energetic, creative and motivated leaders; with those who want to and do build a foundation for their community.

Community foundations movement in 2012

Together with these local leaders, in 2012 alone, we have set the basis for doubling the number of communities in which this infrastructure for local action and

philanthropy exists in Romania. If at the beginning of the year there were six community foundations, we ended the year with eight community foundations and four more initiative groups in advanced stages.

At the beginning of 2012, there were six community foundations: Cluj and Odorheiu Secuiesc were four years old, Alba and Covasna a little over one year, Bucharest and Mureş were just starting their activity.

A very clear development in 2012 relates to new community foundations. Based on the success in the previous years and increased interest from local communities, we have started support for new initiative groups from seven communities who wanted to build their own foundation. These initiative groups were then supported to learn more from the experience of existing community foundations, and five of them successfully managed to activate the local interest and resources in Bacău, Oradea, Prahova, Sibiu and Țara Făgăraşului. Iaşi initiative group carried a strong resource raising campaign at the beginning of the year under the slogan 'Out of love for Iaşi' and successfully involved community supporters and finalized its building process.

At the end of 2012, two new community foundations were registered in Iaşi and

Sibiu, while four more were progressing in promoting the initiative, engaging local stakeholders and gathering ideas and resources for the development of their local community.

How do community foundations help build their community?

Philanthropic (named) funds

A specific way in which community foundations build their local community are the grant-making funds. Community foundations encourage local philanthropy by stimulating the contributions of individuals and companies to causes that are important to them and to their local community through named funds. In this report, you will learn more about innovative individual and family based funds created in Bucharest from a recently married couple, from a six year old girl and from an entrepreneur. Or you might explore the impact of several company named funds in Cluj – Electrogrup and Ursus or the grant-making part of "U Cluj" a local football team fund started in the previous year.

Field-based funds

Issue-based funds allow multiple donors to contribute to a cause that interests them or are based on proactive fundraising efforts of the community foundations. Youth-based funds are the oldest and most distributed type of funds in the community foundations movement. During 2012, community foundations supported 44 youth-led initiatives with grants totaling \$34,656, involving 73 volunteer youth grant-makers and 215 young people as project leaders. Other issue-based funds are focused on provision of scholarships in Iaşi or Cluj or stimulate urban renovations in Iaşi –

Revitalization Fund - and Odorheiu Secuiesc – Urban Volunteering Fund. Specific areas are also supported by Covasna Community Foundation through "Be Active for Covasna", "More than a Spot on the Map" or sports equipment fund. Key areas in which community foundations offer grants in their community include (in the order of value of support): renovation of public/community spaces, education, culture and arts, civic participation, sports, social inclusion, environment, health and minorities.

Community engagement in raising fun

Another specific way of building local community is through supporting community engagement in raising funds for causes that are important to them. Currently there are two highly successful mechanisms used by several community foundations. Swimathon has been introduced by Cluj Community Foundation in 2009 as a platform for engaging people who care about local causes and NGOs to become active fundraisers for these causes in the framework of a sports event. Hundreds of fundraisers-swimmers invite their friends to contribute to a cause based on their swimming performance. This framework was adapted to other multi-cause events, including half-marathon in Sibiu and bike-a-thon in Covasna and several community foundations successfully organized Swimathons. In 2012, \$63,598 were raised through such events.

Another successful framework engages the public to support local causes by using the 'community card' when shopping – this way they both benefit from savings, while local businesses where the card is being used donate 1% of the value of the purchases. Card users are then invited to vote on the projects or causes that they



want to be supported. This mechanism started in Odorheiu Secuiesc and is now successfully implemented in Covasna and starting implementation in Mureş. This mechanism is also supportive in building trust between local businesses, citizens and NGOs and contributes to sustainable sources of support for local projects. In 2012, the community card generated \$53,395.

Community leadership

Another way community foundations build their local communities is by engaging in active promotion of key needs or opportunities and playing an active role in building dialogue and collaboration frameworks for addressing these needs. Examples in this direction include Mureş Community Foundation's involvement in developing an urban mobility strategy, Cluj Community Foundation's involvement with civil society cooperation frameworks for Cluj European Youth Capital 2015 and European Capital of Culture 2021 or initiatives in the field of infrastructure for excellence in education through IQ Iaşi and Edu+ in Reghin, Mureş, which provide young people with increased opportunities for study and building locally supportive networks.

Building a community of foundations

Above we looked mostly at the local role of the community foundations, but we could already see instances in which local practices developed in one community benefitted other communities through the networking and exchange between community foundations.

Stimulating network building, sharing of experience and dialogue between community foundations has been a key feature of the support program since its start-up. A plan for sharing responsibility

in the development of the community foundations movement between community foundations and national support actors has been defined late in 2011. The concept of Federation of Community Foundations in Romania has been also prepared in 2011 by the first four community foundations. The Federation became legally established early 2012 and built its strategy together with the recently established community foundations and national partners. The Federation aims to represent nationally the member community foundations, to develop further the local strategic philanthropy and to contribute to a socially responsible society.

A key moment in the national sharing of experience and building of movement was also the national conference of community foundations organized in October 2012 in Cluj Napoca. The conference created a framework for interesting dialogue on grantmaking, fundraising and philanthropic counseling, governance and community impact and benefitted from the energy and creative ideas of the youth grant-makers.

All these steps created the space for reflection on how far we got by the end of the year and what are key areas where we want to invest for the future development of the community foundations movement. These will be the main themes of a program evaluation and a strategic planning, which took place early 2013. Presenting more on its results will be the theme of 2013 annual report.

In the meanwhile, we wish lots of creativity and success to all community foundations, initiative groups, grantees, supporters and donors!

Alina Porumb

Alina Porumb
Community Foundations Program Director
Association for Community Relations



Why the Romanian-American Foundation is involved in supporting the community foundations?

Because we believe that if we have stronger communities, we will have a better Romania!

Roxana Vitan,
Executive Director, Romanian-American
Foundation, Program Donor



I would be happy to see many more such community foundations in the future, the first step would be to have one such community foundation, that is viable, functional, active, and vibrant, in each big community – and then, why not, expansion in smaller communities as well.

Marius Ghenea,
Entrepreneur, Business Angel, National Program
Advisory Board Member

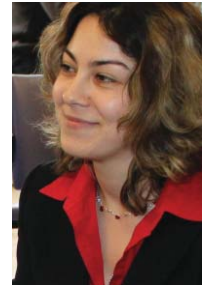
Romania is in a period of profound change, economically and socially. Both businesses and individuals are cutting costs and prioritizing to core investments. Steps such as the launch of Direct Debit and SMS donations systems are building both donation mechanisms and the standards nonprofits need to comply with, in order to raise awareness and trust among the general population. The network of community foundations may play an important role in terms of developing the spirit of involvement at the local level, via fundraising, fund development and philanthropic counseling. Community foundations have a unique positioning, that of catalysts on the local nonprofit landscape. The development of the community foundations movement implies the development of the entire local nonprofit landscape. In the Romanian CFs Movement we are currently articulating a complementary vision and action plan, based on partnership values that include the 12 registered Community Foundations, the Romanian Federation of Community Foundations, the CF National program, led by ARC, donors and partners.

Simona Șerban,
Executive Director, Cluj Community Foundation,
Founder and Board Member, Romanian
Federation of Community Foundations



I see they are people who not only want to grow and help themselves, but they want to help and provide support for others to do the same.

Ruxandra Sasu,
PACT Foundation executive director



You build, you feel that indeed you give back to your community, even more, you also build sustainable institutions, starting from a different set of principles compared to other organizations, because it tries to change the community itself.

Peter Barta,
Executive Director,
Post-Privatization Foundation, National Program Advisory Board Member

A community foundation is in my view the perfect organization. Why? It is an organization that identifies needs within the community and addresses those needs through engaging the respective community. I could not imagine a more powerful sustainability; I could not imagine more efficiency, than that of an organization that involves the community in finding solutions for its own problems.

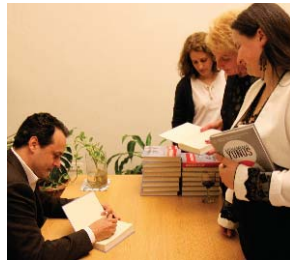
Nicu Scoruș,
ARC consultant



[A community foundation] has the ability to find the most dedicated people in the community, who believe that time has come to contribute to community dreams, besides private dreams.

Laszlo Potozki,
Executive Director, Environmental Partnership Foundation, Program Partner

Community Foundations



9 grants awarded in the community

► Total grants value: \$4,318

Alba Community Foundation continued to support in 2012 the projects of high school students during the third edition of the Alba Youth Bank program. It funded nine projects worth \$4,318. These were initiated by 33 youngsters from Alba Iulia and covered various areas: entrepreneurship, youth professional counseling,, culture, social, and tourist guidance.

The funds raised by high school students from the YouthBank team are granted to other youngsters studying in Alba Iulia within a project competition. The youngsters enjoyed personal satisfaction and the acknowledgement of the others for their community projects.

Dorin Sava

Executive Director, Alba Community Foundation

Youth Led Funds for an Active Community



Moreover, in December, YouthBank Alba was designated the education volunteering program of the year, during the Alba Volunteering Gala. At the same time, three youngsters involved in the program won the first prize in the following three sections of the event: The Volunteer of the Year in Education; The Junior volunteer of the Year; The Volunteers' Coordinator of the Year.



"Youth Bank: I would first relate it with opportunity, as it helps you look widely, beyond yourself and your own world; it helps you develop as an individual and also inside the community to which you belong. YouthBank encourages youngsters to contribute to change, but also to be more aware in what concerns life and money; it believes in the ability of each high school student to change something in his community."

Carmina Jibeteau

Team member, YouthBank Alba





www.fundatiacomunitarabucuresti.ro

13 grants offered in the community

► Total grants value: \$14,658

The “Recipe” of Community Involvement

What exactly joins up a newlywed couple, a six-year-old little girl, an entrepreneur and a group of friends who dine together? The answer was discovered by Bucharest Community Foundation during its first year of activity. It is the desire to transform a heterogeneous, mixed city, into your home, to contribute directly to change and to support the others.

It was a quick decision, at least when it came to Oliver. We were together in the city and I was telling him that I would like to travel to Asia and do volunteering at the same time. I always wanted to do this, I knew a lot of people do it and I found it interesting. He said “OK, but I would miss you. Can't we find a way through which you could still do something for the others, but to stay in Romania?” This is how Oliver first brought into discussion the idea of donating the wedding money, and I found it a really good idea.

Cristina Auerbach,
Donor, Bucharest Community Foundation

For the citizens of Bucharest and the city they live in



The Wedding Gift: Pay It Forward

An atypical fund was established at the initiative of the young couple Cristina and Oliver Auerbach, who married at the end of July 2012. The two of them decided to use the money they received from friends and relatives as a capital for their new family life to make others happy, thus they established a fund of over \$11,600, managed by Bucharest Community Foundation. Following a process of philanthropic counseling the couple decided to support projects so that the elderly people in Bucharest could have a more active life. They chose The Princess Margarita of Romania Foundation and funded a part of their activities for almost one year: a Christmas dinner, daytime trips in Bucharest and in the country or

encouraging a group of volunteers to regularly visit elderly people at their homes.

Alexandra's Birthday. And the Fund

The Alexandra Fund was established in 2012 in the Bucharest Community Foundation. At her six-year anniversary, she asked her friends to make a donation for a community project, instead of bringing her presents. This way, she was able to raise approximately \$865, an amount that was directed towards the Alternative Education Club from Ferentari neighborhood, encouraging children from the area to discover and develop their talents.

From the Alexandra Fund, the Bucharest Community Foundation has funded a

children's party in the most disadvantaged neighborhood from the capital, and it has also supported the acquisition of teaching materials for them. Alexandra has also attended the event together with her family and friends, because all children are alike no matter where they live.

Community Entrepreneurship

The Bucharest Community Foundation portfolio comprises also a fund with an entrepreneurial destination. This is the **Dragoș Nicolaescu Fund**, from which the Foundation will award grants comprised between \$865 and \$2,000 to the teams that propose start-up projects that are financially sustainable and produce an impact on the local community.



My name is Alexandra. I am lucky to be living in a country with no wars, to have a beautiful family, with no concerns for tomorrow. Until recently, I thought all children live the way I live. I have actually learned that there are children who do not have enough food, who do not go to school because they need to work and sometimes are not even visited by Santa! And from this year on I decided not to forget about disadvantaged children when my parents organise family events.

Alexandra, 6 years old,
Bucharest Community Foundation donor

Another named fund – this time the Doc Comm Fund – was set up in the Bucharest Community Foundation by the owner of the homonymous advertising agency, who aimed to launch a free dog spay/ neuter program for the pets from her neighborhood, with the purpose to prevent the abandonment of puppies. The fund was built through successive donations made by the company, while the project implementation was managed by the Red Panda Association. At the end of the campaign, 150 dogs were spayed/ neutered.

Through this project, I saw how simple it is to tackle a problem that is important to me and to do something real for my neighborhood. What made me happy was that my donation attracted two other organizations, who contributed to the campaign, thus tripling the resources allocated to the project. And not least, I was also happy to see that many of my neighbors discovered that it is important to have their pets sterilized. I am aware that I did not solve the issue of stray dogs, but I am satisfied that I did something that had a real impact in my community.

Ioana Gherasim,
Donor, Bucharest Community Foundation

"Guess who is coming to diner" is the initiative through which the Bucharest Community Foundation invited during 10 weeks from the 2012 summer 10 individuals



passionate with cooking to prepare a dinner for groups of 30 individuals.

What does the Dinner "recipe" say?

- Somebody takes on the chef role and prepares a dinner for 30 guests from his community;
- The Bucharest Community Foundation provides the location and the ingredients;
- Guests pay their dinner participation (\$29/individual) and the money are directed towards a fund from which community projects are to be supported, through the București.exe Program;
- The raised funds contribute to supporting a community project;
- Guests are invited to vote projects and to get involved as volunteers in their implementation;

The Bucharest Community Foundation approached and invited to get involved public figures, bloggers, companies, and advertising agencies. The dinner became thus the teambuilding event of UPC, of Graffiti PR, a meeting with partners for UPC, a get together of the Erudio leadership program graduates or another opportunity for Băcănia Veche to meet its customers. Moreover, a popular actress, Nuami Dinescu, attended one of these events.

It was awesome to be able to do all these things at once, in just one day. And I have to be honest and admit that it felt so good to do it – to give a hand with cooking and move further to my profession and my passion. I did it wholeheartedly and with love, for the community that will use the funds raised.

Nuami Dinescu, Actress

www.fundatiacomunitaracluj.ro

36 grants awarded in the community

► Total grants value: \$40,622

65 scholarships awarded in the community

► Total scholarships value: \$28,862

I've been close to the Cluj Community Foundation since the very beginning of the organization. And I am talking about the moments of testing and piloting. Those were years during which I discovered enthusiasm and energy in Cluj, valued at CCF and daily transformed into quantifiable resources. These comprise named funds and campaigns through which we activate hundreds of donors, as well as funded projects and scholarships. I am now talking about the initiatives we supported and – going further with this – about changed destinies...

Ioana Căprar,

President of Board of Directors, Cluj Community Foundation



For Five Years for Cluj



In 2012, Cluj Community Foundation reached the 1 million lei (\$290,000) milestone of grants and scholarships awarded in the community. This was the Foundation's fourth year, which proved the potential of community foundations and their positive impact they have on local communities. The Foundation also provided access to the members of the community to dynamic fundraising platforms, designed to support various causes. It also supported innovative projects – starting with those that bring technology in schools, continuing with youth entrepreneurial initiatives or with sports practiced by disabled youth, who had thus the opportunity to attend profile competitions.

200 swimmers entered the 2012 Cluj Swimathon race and swam together 2.444 pool lengths, which is the equivalent of over 122 kilometers. They had thus an input to raising a total of \$29,000 for 19 projects, which covered various areas – education, youth, health and special therapies, environment protection, animal protection, entrepreneurship, professional counseling. The event dedicated to community causes fundraising attracted approximately 1.000 participants in only one day – swimmers, friends, supporters and the general public.

Companies, entrepreneurs, and donors approach us directly, they trust our experience in philanthropy and they ask for our support in discovering the most suitable mechanisms that can contribute to community change. And in this entire energy and resource flow, the amount of the total funding we granted in the community reached the 1 million lei milestone. This is our first million and we hope it is only the first from a long series.

Simona Șerban,

Executive Director, Cluj Community Foundation

In 2012 Cluj Community Foundation also brought technology in schools, through the second edition of the funding program "Collegium. Excellence in Education". It has thus developed a new approach, through which it first identified needs in schools and high schools, after which it selected students who came with technical solutions for tackling those issues. The educational institutions were offered grants valuing \$4,300/project, while students and students' teams received scholarships, of \$1,300/project.

The Funded Projects

- "Online Class book" – an application that manages the educational trajectory of students;
- "Internal wireless system. The XXIst century teacher" – a platform that facilitates the evaluation of students in a modern, interactive environment;
- "Special Schools Interactive Platform" – Inclusive Education School Centre – a suitable working space for the teachers and students of the 12 special schools and 15 integrative schools in the Cluj district;
- "The Robotics Optional Course" – students discover Mathematics with the help of eight Lego Mindstorm NXT 2.0 and of 30 tutorials, which show them how they can put into practice a set of theoretical notions



Youth, Scholarships and Sports

The Cluj Community Foundation implemented in 2012 the sixth edition of the YouthBank Cluj program, through which it funded with over \$5,500 eight projects that were proposed by high school students in various areas – culture, social, entrepreneurship, education and sports.

Cluj Community Foundation Scholarship Program has reached its third edition in 2012, targeting mainly Cluj high school students who were recently accepted to high school. The Foundation supported 65 students in 2012; the total scholarship value reached the amount of \$28,862.

I invested the most of the scholarship I obtained from the Cluj Community Foundation in my study of Biology; I bought books on Cytology and Genetics. Those helped me meet the standards of a reputable high school, through which I discovered a strong passion for this branch of Biology, which gradually gets close to Medicine.

Scholarship recipient, Cluj Community Foundation

Cluj Community Foundation funded three sports projects and offered scholarships to five youngsters active in sports with a total amount of \$3,863, from the "U for Cluj" Fund. This was consolidated through a limited edition t-shirts online auction, which took place online at the end of 2011, on www.upentrucluj.ro. Thus, with the support offered from the "U for Cluj" Fund, the Lamont Centre implements a project through which a team of six swimmers with disabilities is trained. This way they take part in a framework that motivates them to achieve

performance. In turn, with the financial support of the Foundation, the pupils of the Cluj Visually Impaired High School are practicing torbal, which is a sport that stimulates their space orientation skills. And the Active Tourism

By supporting the projects that were proposed by the Lamont Centre and by the Visual Impaired High School, we have the opportunity stimulate the development of specific sports areas and to support young sportsmen who are usually neglected when performance is at stake. Moreover, we are happy to be able to support innovative sports and their practice by youth – for instance, escalade.

Mariana Sălăgean,
Cluj Community Foundation Grants Manager

Association was granted funding for creating a space where youth aged less than 18 years could practice escalade. From the same fund, the Foundation awarded scholarships to three swimmers from the Romanian Paralympics Team and to two athletes from the Cluj Sports High School.

During the pilot-edition of the Youth Social Entrepreneurship Program, which also unfolded in 2012, and was supported from the Ursus Fund, Cluj Community Foundation funded three social business initiatives, directing \$1,240 towards each of these: a student dental practice, an organizational development project designed to support a youth organization and another project, which entailed the launching of a media production house that promoted young artists.



FUNDAȚIA COMUNITARĂ COVASNA

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Grants awarded in the community: 62

► **Total grants value: \$18,600**

Scholarships awarded in the community: 8

► **Total scholarships value: \$10,971**

Urban regeneration projects: 14

► **Total projects value: \$7,347**

In 2012, the Covasna Community Foundation has activated the inhabitants from the region through creative community involvement mechanisms; these offered them the opportunity to support specific community causes from their daily shopping routine or by practicing sports.

17.000 users of the Community Card from Sfântu Gheorghe, Baraolt and Covasna contributed to raising approximately \$43,250. Developed locally starting from the experience Odorheiu Secuiesc Community Foundation, the mechanism entails the use of a shopping card in the partner shops, through which the customer receives a 1% discount for the bought products. In turn, the partner shop doubles this value, contributing to the Community Fund with another 1% from the value of the receipt.



The average number of community card users was comprised between 8.000 and 12.000 per month in 2012, while the average amount redirected towards the Fund was of \$0.29/use.

The Foundation also launched a Coupon that offers discounts to the services of local companies. This also supports local businesses, contributing to community development. There are 14 coupons composing a package. It costs \$4.3 and it covers discounts for food, sports equipment, trainings and exams, craft products or photo services.

In 2012, Covasna Community Foundation launched the "Cycling for a

Creative Mechanisms. Bicycle, Card or Coupon



Good Cause" fundraising action, dedicated to young sportsmen from the community, also aiming to promote the Community Card and the use of bicycle.

Actors Involved in "Cycling for a Good Cause"

- The nominee or the sportsman for whom funds are being raised
- The cyclist*, who represents the nominee
- The sponsor, who supports the nominee, naming one or more cyclists, according to their evolution

**The cyclist is also a donor*

In 2012, Covasna Community Foundation continued the “Be Active for Covasna” Program, through which it is to support projects and development programs that are useful to the local community, have an innovative character, efficiently involve inhabitants and activate volunteers.

The value of the fund was of \$5,800 and the value of the grants was comprised between \$430 and \$720/project. The Foundation was thus able to support 10 initiatives.

I am convinced that personal well-being cannot exist without the well-being of the entire community. A person can have a happy and fulfilled life only if s/he lives in a prosperous community.

Kinga Bereczki,
Executive Director, Covasna Community Foundation

What I like about this foundation is that our activity produces a visible impact in the community.

Zsombor Tulit,
Board Member, Covasna Community Foundation



The Foundation also launched the funding program “More than One Spot on the Map”, for supporting thematic trips in the Covasna district. The value of the fund amounted to \$7,785; 1.056 students and 56 teachers from 16 educational units from four towns were the beneficiaries of 28 trips that took place in 2012.



71 registered cyclists

2.000 km cycled in 4 hours

\$3,023 raised from donations

21 grants awarded in the community

► Grants value: \$11,166

16 scholarships awarded in the community

► Scholarships value: \$8,304

Iași Swimathon, IQ (Iași) Club and “Your Ideas Change Iași” are amongst the successful initiatives of Iași Community Foundation. And they are just some of the directions proving that the Foundation has energetically started its first year of activity, activating individuals and the entire city.

Excellence in Education and Under Water Success

Iași Community Foundation organized the first edition of the Iași Swimathon in 2012, attended by 103 swimmers. The participants had their supporters involved and invited them to make donations for 12 causes; they swam together 856 pool lengths – the equivalent of 43 kilometers. They were thus able to raise \$14,091 from over 550 supporters. The projects registered at the Iași Swimathon cover areas such as civic involvement, social services access or public health.

Making Waves for Community



The Foundation launched in 2012 also the IQ (Iași) initiative, through which it aimed to stimulate the achievement of excellent results in education. And it organized in November the IQ (Iași) event, attended by entrepreneurs, and also by public administration and media representatives. Thus, over 100 participants contributed to the mobilization of \$6,568. In this manner, the Foundation established the IQ (Iași) Club, which is a performance-stimulating centre, with a modern infrastructure, that aims to facilitate the access of students to additional education resources. The initiative is also supported by Iași Cărturești Bookshop, which will provide the newest materials from their study

sections. At the same time, the Foundation will also facilitate the access of students to various databases of the most renowned universities in the world.

When the pen keeps sliding on the paper and the hour hands move on the clock face, when entire months of efforts and perseverance focus on ideas and solutions, the Olympiad makes room to a self-improvement desire. The competition idea just fades when there is only you and the exam paper, with the only objective of being better than yourself, better than yesterday.

Laura Ștreangă,
International students competition participant

Moreover, besides international students competition participation, the Foundation also supports performance amongst gymnasium students. In 2012 it has established the Scholarship Fund, designed to support students who have good results at various disciplines. Accordingly, it selected 11 students, who are to be granted a monthly funding of \$43 during the 2012/2013 school year.

I have been acquainted with the Community Foundation from its idea stage. And from the beginning I found it one of the best ideas for Iași. I wish them to keep growing and to change things for the better.

Irina Șubredu

Donor, Iași Community Foundation

The amounts were raised from corporate and individual donors, but also during the 2012 edition of the Swimathon and the 2012 "Out of love for Iași" Gala.

Supported projects

Parents' Workshop and the Colourful Stairs – a new street infrastructure will be arranged in the area of the Psychology Faculty, by cleaning and painting the stairs, the benches and the walls, and also by separating green spots from the traffic zone

Urban Crew and the Graffiti Hall – the hall from the Unirii Square and the Republica Cinema area is reconditioned, through lights, walls painted in a modern fashion, including special walls for street artists.

Coffee and a Vivid City

In August 2012, the Foundation also launched the Urban Revitalization Program, through which it invited citizens, organizations and initiative groups to come up with proposals for the creative renewal of public spots. The funding value was of \$1,300/project.

In 2012, Iași Community Foundation organized five editions of the Public Coffees, events which bring together individuals who are interested to support community projects through dialogue and donations. Healthy diets, socio-cultural projects and business opportunities are included amongst the topics brought into discussion.



Although I've been living in Iași for almost three years, it was only last year that I felt there was a change. And that came from the Iași Community Foundation, through its projects that have an impact on the entire community. I strongly feel that the Foundation is the current engine of the Iași community.

Nicu Enache

Swimmer, Iași Swimathon

Grants awarded in the community – 21

► Total grants value – \$6,405

Urban regeneration projects – 2

► Total projects value – \$13,355

The Mureș Community Foundation organized in 2012 the second edition of the fundraising event **Swimathon.ms.** With this occasion, 11 teams that comprised 55 participants swam for community projects. These raised around \$2,353 from 101 supporters, of which over \$700 was raised cash, during the event. The swimmers cumulated 596 pool lengths, which is the equivalent of over 30 kilometres. Amongst them, there was also a senior competitor, aged 81, and there

The first project we want to develop with the Reghin Fund is the Urban Laboratory Edu+. We are now trying to identify very talented youth that win international contests but with time we plan to discover other unknown talents, giving them a chance to grow.

Ștefan Molnar
Member of the initiative group, Reghin Community Fund

On bike, in the water, for the community



were also two disabled children who took on swimmers role.

The Foundation also invited inhabitants to get on their bicycles through the social responsibility program “HEINEKEN for Communities” and to recommend locations for establishing special bike parking lots. The program **MureșOnBike** aimed to set up 300 spots and it encouraged also the contribution of inhabitants: with time, volunteer work and donations.

In 2012, managed by the Mureș Community Foundation, the YouthBank Mureș team launched the first edition of the call of proposals, dedicated to the initiatives put forward by high school students. The call targeted the projects



that had a specific social entrepreneurship dimension, which aim to produce a long-term impact in the community and have a financial sustainability potential.

The youngsters also launched the Community Coupons, which offer discounts for products and services, amounting to 25%. The cost of coupons set is \$5.7, and the total raised from their sale is directed towards the **YouthBank Mureș Fund**.

The **Reghin Community Fund** was established in 2012, with the desire to stimulate the philanthropic spirit in the region, contributing to a better coverage of the district by the Foundation.



www.szka.org

Grants awarded in the community – 40

► Total grants value – \$62,739

Urban regeneration projects – 3

► Total projects value – \$1,336

Community cards, online polls, activated rural communities, the urban volunteering and... apple juice. The Odorheiu Secuiesc Community Foundation had a full year, with community members involved at all levels, starting with online polls for selecting the supported initiatives, continuing with voluntary work, donations and local support for companies that encourage the consumption of local products.

They Decide through the Community Card

A successful program is the Community Card, launched in 2009, through which the owners of customer cards receive, for each use, a 1% discount from the purchase value. This is matched with another 1% from the total due amount by the partners of the initiative and directed towards the "You Decide" Program. There were 5.500 card users in 2012, contributing together to raise over \$11,000.

It has been thus launched the third round of funding of the program, which extended its coverage area. This was open to organisations from Odorheiu Secuiesc and from the region, which were

Handy Solutions and Active Inhabitants



Foto: Erdely Balint Elod



supported to buy materials and instruments, to develop efficient marketing and PR campaigns, allowing them to carry out activities that have an impact in the community.

The public selected seven organizations, after 4.200 inhabitants expressed their options through a poll. The Community Card project has been adopted also by the foundation from Covasna and it is currently developed also by the Mureș Community Foundation.

When you believe in your project idea and when this comes as a natural solution to a community problem or need, you will certainly find supporters for it.

Odorheiu Secuiesc Community Foundation Beneficiary



Among the projects voted and supported

- Promoting floor ball (a version of indoors hockey), basketball and volleyball amongst pupils
- Supporting the visually impaired in using the computer as a communication means.
- Buying an automated candle making machine for youth with Down syndrome.
- Promote traditional Hungarian martial arts – *Baranta*.

The Unitarian Community Fund

Together with Harvest Hope Foundation, the Foundation launched a call of proposals amongst the Unitarian communities from Transylvania. It has thus supported 15 projects from rural communities with a total of \$42,673. Voluntary work, the mobilization of local resources and the sustainability of the initiatives were considered in the selection of the supported projects. Accordingly, a total of \$26,526 was raised within the funded projects, including voluntary work and financial resources. The number of volunteers who got involved amounted to 388.



submitted by the members of the community were presented within a public event. This took place in the city centre and was followed by an online poll. The winning idea was proposed by the Odorheiu Secuiesc Creative Club, which gathered 321 votes. At the same time, also as a part of the Urban Kalaka initiative, approximately 70 volunteers from the city worked at the establishment of a sports field. The youngest volunteer was 3 years old, while the oldest was 74.



Urban Volunteering and the Apple Juice

The Foundation launched in 2012 a new call of proposals in the Urban Volunteering (Kalaka) Program, which is developed around the concept of community mutual support work, reactivated by the organisation in 2008. The call aimed to support the establishing of a park, funded with over \$5,760, offered by Raiffeisen Bank, while the plans

Under the "Have a glass of apple juice for Odorhei" and in partnership with Székelygyümölcs Association, the Foundation launched a campaign through which it stimulated the consumption of local products. The object of the campaign was the natural apple juice, prepared by hundreds of farmers from the Odorheiu Secuiesc region. In this manner, a community fund was established, from which the Foundation will be able to support rural projects from the area.

In October, Odorheiu Secuiesc Community Foundation hosted an international fundraising workshop. Representatives of community foundations from Bulgaria, Czech Republic, Poland and Romania attended the workshop.

Grants awarded in the community: 5

► Grants value: \$5,410

Officially established in 2012, Sibiu Community Foundation aims to transform the city into a place where inhabitants, entrepreneurs and local authorities work together to create a strong and responsible community. The role of the Foundation is to support and facilitate the social change process, to support community initiatives and to cultivate the philanthropic spirit.

The Foundation started with the 2012 Half marathon, which is a fundraising sports event, aiming to establish a fund for supporting projects proposed by individuals, organisations and initiative groups from Sibiu. During its first edition, the Sibiu Community Foundation raised \$9,919 for 13 community projects. The number of registered runners amounted to 173, and the supporters' to over 300.

We consider including the Half-Marathon in a calendar and to have it organized every year. Personally, I hope that this mix is going to stay, where besides the important aspect of attracting funds, the massive and direct involvement of the community will play an important role.

Ciprian Ciocan,
 Vice-president Board of Directors, Sibiu
 Community Foundation

Sibiu! Off to a Running Start



Moreover, in the fall of 2012, the Sibiu Community Foundation began to locally manage the Sibiu YouthBank program. The first youth team comprised 15 high school students, actively involved in fundraising campaigns.

What I found extraordinary and what makes me happy is that an innovation and a completely new event for the city, a new concept of running for a cause was adopted with such an ease and enthusiasm. To me, this is the proof that such events are needed. People want to get involved and they just need a setting.

Anabella Târnovan,
 Board member, Sibiu Community Foundation

The Half marathon Projects

1. Support for operations carried out by mountain rescuers in the Bălea Lac area.
2. Raising awareness with regards to preventive driving amongst young drivers.
3. Support for the Sibiu Emergency Service, SMURD, with the aim to supply the ambulance with special medical equipment and to hire an extra paramedic.
4. Expanding the network of special arranged areas for parking bicycles.
5. Support for Roma children from Roşia village.
6. Raising awareness with regards to drug consumption amongst youngsters.
7. Support for abandoned pets.
8. Access to camps in the Sighişoara area for children from disadvantaged families.
9. Promoting basketball in schools together with the players from the CSU Sibiu.
10. Valuing the cycling potential of the Sibiu district.
11. Launching a children's publication on the topic of Sibiu history.
12. Support for Sibiu Children's Hospital
13. Support for Sibiu Hematology Ward

Community Foundation Initiative Groups





www.fundatiacomunitarabacau.ro

Bacău Community Foundation emerged as the expression in reality of a dream to have a Bacău community aware of its needs and engaged, to build a sustainable future, together with the community leaders.

Developed during 2012, the Initiative Group for the establishment of the Bacău Community Foundation set the basis of the future foundation through the "Jump for the Community" event, raising \$5,530. This was designed after the Swimathon



www.fundatiacomunitaraoradea.ro

In 2012 the basis of the future Oradea Community Foundation was also set, as the initiative group launched its first programs and got involved in initiatives dedicated to the community.

I have read about other similar initiatives in Romania and I found the idea [of community foundation] to be fantastic, absolutely necessarily to be also implemented in Oradea!

Radu Silaghi,
Supporter, Oradea Community Foundation

Jumping for the Community

model, through which 350 supporters offered fix or variable amounts for competitors' water jumps, who brought various causes in the event, covering areas such like elderly, social or health. The program became thus a general platform where local initiative groups propose causes that can be supported by the Bacău Community Foundation.

Later on, the initiative group continued to raise locally the remaining amount in order to reach the \$10,812 threshold, which represented half of the patrimony necessary for establishing the future

Bacău Community Foundation. More than two thirds of the amount comes from local companies, and approximately one third, from individuals who believe in the community foundations mechanism.

We broke the ice, we are now known in the community, people understand much more what we stand for.

Mihai Căprioară,
Founding Member, Bacău Community

A Beginning: For Youth and Innovation

The initiative group organized in May the 11even Oradea event, which is a part of series of manifestations taking place in the entire country. Conceived as a personal development space, it gathers individuals who went through extraordinary experiences, through challenges and failures that are worth to be shared.

In September 2012, the initiative group attended the Oradea Half marathon Running Day, under the slogan "We Run for Community". In this framework, the runners who represented the group raised funds for four community initiatives from different areas – social, house rehabilitation and professional counseling. And in October 2012, the

group started to implement locally one of the best non-formal education initiatives in the country – YouthBank Oradea.

Launching the Oradea Community Foundation was an experience per se, which involved both pleasant and difficult moments. It can be difficult to persuade someone to support a foundation that does not exist yet. After exactly 12 months, together with our colleagues and with the help of the Association for Community Relations, we made it... I am very proud of us.

Sorin Constantin,
Founding Member, Oradea Community Foundation



fundatiacomunitaraprahova.ro

Prahova Community Foundation has the explicit mission to increase the life quality of the inhabitants from the area by transparently raising and awarding resources, supporting local development initiatives launched by non-profit organisations.

Prahova Community Foundation Initiative Group

Launched in 2012, the initiative group for the establishing of the Prahova Community Foundation has built the "Adopt a Value" Scholarship Fund, designed to support talented children from the district. Together with the

Chapeau for the Community!

Prahova Teachers' House, the group aims to support 10 youngsters from disadvantaged environments, aged between 7 and 18. With this support, they will be able to make a valuable use of their talents in their performance areas – arts, sports or sciences.

Prahova Community Foundation recognizes the talent, passion, effort and determination and considers that talented young people with excellent results are an important value for Prahova and they should be promoted as examples to follow.

Isabela Mihăilă,
Founding Member, Prahova Community Foundation

The Fund was created after the "Chapeau for the Community, Mon Cher", which

brought together approximately 80 managers, entrepreneurs, opinion leaders, artists and volunteers in June 2012. They got involved in an unbuyable-objects' auction, through which they could own for one day a personal chef, a personal trainer and a luxury car with no kilometres limit. The total amount raised through this event amounted to \$1,594.

The Initiative Group also organized in 2012 the philanthropic event "VIS Party – Volunteering. Involvement. Sustainability". This reunited the members of 27 of the most talented artists groups from the district. At the end of the event, the VIS CJE Fund was established, from which the initiatives of high schools will be supported.



www.fundatiactf.ro

Țara Făgărașului Community Foundation has the mission to increase the quality of life in the region through understanding and engaging the community.

**Initiative Group,
Țara Făgărașului Community Foundation**

Nurturing Local Community Spirit and Initiative!

The Initiative Group aiming to establish the Țara Făgărașului Community Foundation met for the first time in November 2012.

The community foundation aims primarily to contribute to the revitalization of the local civil society.

Daniela Elena Graură,
Initiative Group, Țara Făgărașului Community Foundation



General Information about the National Community Foundation Program

2018: Vision

Until 2018, the Romanian Community Foundation Movement will increase to 15 foundations, generating and supporting initiatives in the areas it covers. These will become philanthropy active centres, supporting the involvement of private donors; they will respond to local needs and opportunities, having plentiful resources to grow as actors with an important input to local development.

2006-2012: History and stages

Up to present, the Program covered two stages. The pilot stage, unfolding between 2006 and 2009, entailed a proactive approach for testing the interest of Transylvanian communities to build local funding institutions, using locally available resources. At the end of this stage, two community foundations were created, through the initiatives from Cluj and Odorheiu Secuiesc. After this stage, starting from the success of the created community foundations, we developed a program vision for the next ten years and a strategy for the next four. The second phase unfolded thus between 2009 and 2012, when we aimed to consolidate the already existent community foundations and to support the setting up of four-up to six new community foundations. Two next stages of the program are planned for 2013-2015 and 2015-2018 intervals. In 2018, we plan to end the program proactive phase, continuing to respond to needs, opportunities and leadership emerging from the community foundations movement.

2012/2013: Aims

Original aims for phase two of the program (2009-2012) included:

Support the strengthening of successful existing community foundations;

Support the development of 4-6 new community foundations;

Support the development of an active national movement that brings together resources and vision of community foundations, national opinion leaders, support partners and donors.

Expansion based on success and local interest

Based on the success of the program in the 2010-2011 phase and a strong emerging interest from local communities, we decided to extend the program frame by mid 2013, with the aim to reach 8-9 new community foundations by mid 2013.



2010-2012: Key-results

The community foundations from Cluj and Odorheiu Secuiesc continued to develop, covering the following areas through the funding they offered: education, youth involvement, social entrepreneurship, social inclusion and volunteers' involvement in the rehabilitation of community spaces.

In 2010 two community foundations were created in Alba and Covasna, and a regional fund was established for Cristuru Secuiesc, managed by the Covasna Community Foundation. Other two community foundations were established in 2011, covering the Bucharest and Mureș regions, while in Constanța a community fund was consolidated.

The community foundations from Iași and Sibiu were launched in 2012, and promising community foundations initiatives developed in Bacău, Oradea, Prahova and Țara Făgărașului.

In the period 2010-2012, the community foundations involved in the Program offered 400 grants, 192 scholarships and directly supported 40 community based projects with materials, equipment and support for volunteers taking action.

During 2010-2012, community foundations direct support \$536,615, out of which \$365,824 for grants, \$120,924 for scholarships and \$49,865 for community based projects.

During 2010-2012, community foundations raised \$209,399 from Romanian individuals and \$361,742 from companies.

2009-2012: Support actions

Between 2009 and 2010 we focused on developing a specific framework for the functioning of community foundations in Romania. We opened a dialogue with the existing community foundations, with the partners and supporters of the Program with regards to the principles and standards of community foundations. These aimed to provide a shared national framework for stimulating professionalism, transparency and the comparability of community foundations on a national level.

In 2010 we nationally promoted community foundations and the support granted through the Program, inviting local initiatives to join us. Accordingly, ten initiatives were selected; these were provided access to consultancy services and a national introductory seminar, while the most advanced of them attended a study visit in UK. Moreover, the initiative groups that raised locally half of the launching patrimony were granted the remaining amount through the Program and could register legally as community foundations.

We supported the operational capacity building of initiative groups also in 2011, providing them information and technical assistance. At the same time, we facilitated the connexion within the Community Foundations Movement, which allowed exchange experiences between foundations.

During 2011, we organized three meetings of the Community Foundations Network and of the initiative groups, during which we drafted the foundations' operating principles and standards. With this occasion, we agreed upon the development priorities of the Community Foundations Movement. April 2011, was also the moment of the first conference of

community foundations organized in Bucharest, under the title "Envisioning and Shaping the Future: With the Community, for the Community". A new call for initiative groups was launched at the end of 2011.

In 2012, the main focus of the program was supporting new initiative groups to learn about the community foundation concept, plan and implement local action. 7 new community foundation initiative groups were supported in this phase, out of which 5 registered a community foundation at the end of 2012 or in the first part of 2013. These include Sibiu (registered in 2012) and Bacău, Oradea, Prahova, Țara Făgărașului (registered in 2013).

During 2012, we continued to invest in community foundations capacity (knowledge, innovation and sharing) to help generate and raise local resources through sustainable community involvement mechanisms and philanthropic counselling. A second community foundations conference with the theme "Leadership for local communities" was organized in Cluj Napoca at the beginning of October. Also, we have prepared for a program evaluation and strategy planning process to be carried in the beginning of 2013 and renewed a partnership framework with the Romanian-American Foundation (RAF). RAF Challenge Fund will support the community foundations to raise resources from individuals in the period 2013-2015.

ARC offered legal and financial support to the fundraising campaigns that were carried out previously to the legal establishment of the foundations from Alba, Iași, Mureș, Oradea, Sibiu and Țara Făgărașului; PACT Foundation supported those from Bucharest, Constanța and Prahova; the Odorheiu Secuiesc

Community Foundation supported the campaigns of the initiative group from Cristuru Secuiesc, while Mureș Community Foundation supported the development of the initiative group in Reghin.

The program offered, through Romanian Environmental Partnership Foundation, a start-up financial support of around \$10,000 to match the locally raised resources for the initial patrimony of the new community foundations. Also, new community foundations had access to a general purpose grant for the first two years of activity, which varied between \$30,000 and \$50,000 depending on the moment of registration. More established community foundations received program financial support to build a reserve fund and share their expertise.

Within the Program, we regularly collect information about the progress of community foundations and we make it available to the public and to the national supporters of the foundations.

The Program Budget

The expenditures budget of the Program in 2012 was \$382,775. Out of this, \$167,811 were grants disbursed to community foundations. 2012 program costs were audited by KPMG.

KPMG carried out a financial audit of the Program from June 1st, 2009 to May 31st, 2013.

ARC is in charge with managing the general administration budget of the Program by the Partners and with the cost covering of national meetings, seminars, study visits, conferences, national communication and evaluation sessions. The grantmaking budget is managed by the The Romanian Environmental Partnership Foundation.

The Program Initiator and Coordinator



ASOCIAȚIA PENTRU
RELAȚII COMUNITARE

ARC contributes to the efficient mobilization of private resources for public interest causes. With this purpose, it develops the capacity of the actors involved in the philanthropic process, raising and providing funds. It also creates and develops new entities specially designed to meet this objective, and stimulates the development of a philanthropy favorable environment in Romania. In the last 10 years, ARC has been supporting nonprofit organizations in raising funds from communities, and companies, to invest in a durable manner. Moreover, it creates mechanisms that stimulate social impact projects and that support the existing ones.

ARC is the leader of the National Program; it coordinates the partnership, the awareness and capacity building component as well as the fundraising and the evaluation parts. ARC shares with the partners and with the communities its knowledge from the area of community foundations development, gathered between 2006 and 2009, in the pilot-stage of the Program and supports community foundations to share their knowledge. Also, it brings its own experience in programs that develop the fundraising capacity of nonprofit organizations, community involvement programs, designed for companies and programs to stimulate individual philanthropy, through donor circles and philanthropic counseling.

Partners of the Program



FUNDAȚIA PENTRU
PARTENERIAT

Romanian Environmental Partnership Foundation has awarded over 450 grants in the last years and had a proactive approach for building a permanent fund. In the Program, it is the partner for the grant making component, supporting the setting up and consolidation of community foundations. At the same time, it brings its own expertise in the matter of local grant making and the establishing of permanent funds.



PACT Foundation is active in the area of community foundations development, particularly in the south of Romania, being accountable in the Program with relating with the initiative groups in the area. PACT also contributes with its personal community development experience.

The Consultative Council of the Community Foundations Program supports with free expertise the activity of the Program and the development of community foundations. Its members are: Andreea Roșca, communication consultant, Dan Pascariu, president of UniCredit Tîriac Bank, Marius Ghenea, entrepreneur and business angel, Peter Barta, Post Privatizare Foundation director and Gabriel Biriș, partner of Biriș-Goran.

Supporters of the Program



Charles Stewart Mott Foundation is a supporter of community foundation at a global level, having an expertise in supporting the development of community foundation in various regions of the world, respectively in the Central and Eastern Europe.



Trust for Civil Society
in Central and Eastern Europe

Trust for Civil Society in Central and Eastern Europe has also supported the development of community foundations in countries from Central and Eastern Europe, such as Bulgaria, Check Republic, Slovakia, Slovenia, Poland and Hungary.



Romanian-American Foundation endeavours to support the private sector in Romania. It offers grants for education, entrepreneurship and community development programs.



A program initiated by



In partnership with



With the financial support of



And participation of the community foundations



www.fundatiicomunitare.ro

