



*Annual
Report
2013*

www.aroι.ro

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Our priority, here, at ROI Association, is bringing together leaders and communities so that sustainable development is facilitated. The name ROI comes from „albine” (bees), community, vibration, and our activity in 2013 has resembled a lot with the one from a very active beehive, in a very good year.

The results we obtained throughout our educational program Zburd – Education through coaching were extraordinary. In addition, we made the documentary-film “Yes we can! (Ba se poate!), in order to share our experience with other schools as well. Moreover, along with other organizations which have educational expertise, we initiated the project Adoptă un liceu (Adopt one highschool)

The volunteering team Cycling Romania investigated over 5.000 km on bike throughout 2013 Danube Tour. Coming up next is the 2014 edition, because we want Romania to be on the european cycling map.

The interest for Art in Bucharest – tours of Bucharest’s artists workshops – is growing. Actually, workshops which consist of stimulating creativity and personal development remain one of our strengths.

Our results, based on leadership and on the enthusiastic contribution of our volunteers, represent a very good starting point for the organic grow-up of our activity in 2014. ROI bees count on team-work and partnership and we will continue to do that.

Simona David-Crisbășanu
Executive President



We believe in:
Honor
Courage
Kindness
Harmony
Unity
Evolution

Board of Directors:

Simona David Crisbășanu,
Executive President

Marian Dobrilă,
Vice-president

Mircea Cribășanu,
Vice-president

ROI Association (www.ROI.ro) activates communities in order to facilitate sustainable development. The name ROI comes from bees, community and vibration.

Founded in 2011, the organization is involved in innovative projects, with impact on educational, cultural and leadership areas.

Thus, it contributes to the transformation of society through involvement, action and through taking responsibility. The organization encourages collaboration between leaders and organizations, as well as creating communities, so that the impact of various social actions is multiplied.

ROI Team has expertise in communication, management and project implementing, as well in the field of personal development (through training, coaching and mentoring).



The main project for the educational field, which ROI Association developed, is Zburd-Education through coaching (www.zburd.ro), a project based on volunteering



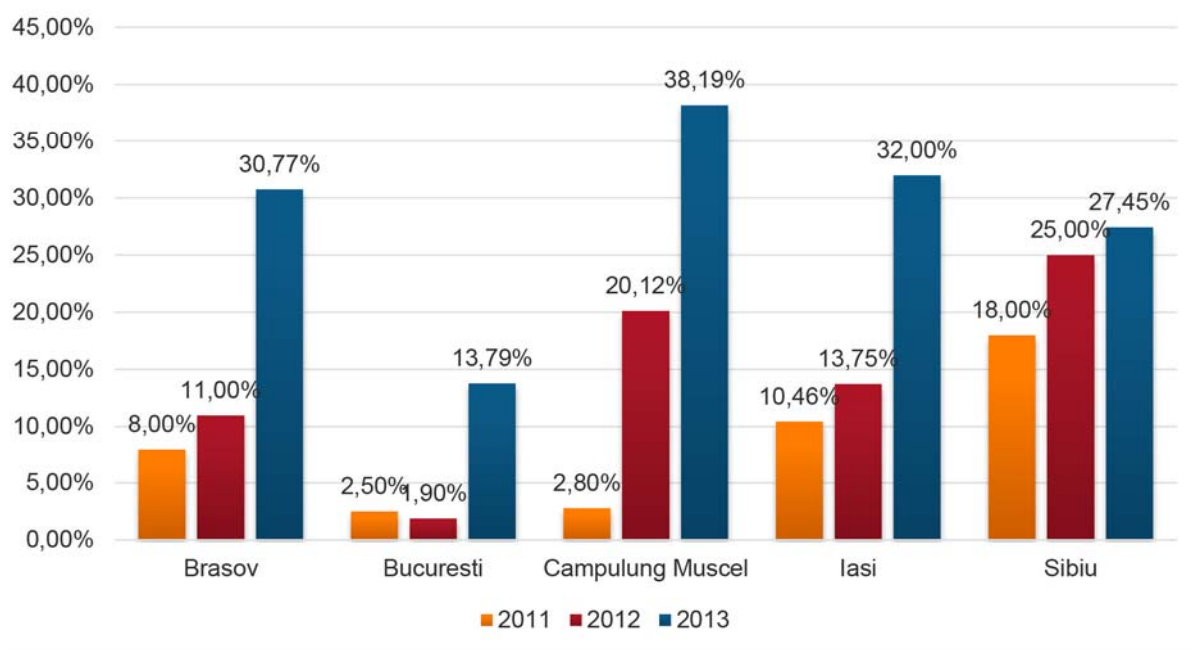
The pilot-project included:

- The Technological College of Transport Brașov
- The Technological College of Food Industry "Terezianum" Sibiu
- The Technological College „I. C. Ștefănescu” Iași
- The Technological College Câmpulung Muscel
- The Technological High-School "Mecanică Fină" Bucharest

We implemented this project with the support of the Ministry of Education and our partners:

- Leadership in International Management,
- Romanian Coaching Association
- Faculty of Psychology and Educational Sciences – University of Bucharest

The passing rate for high-school final exam for 5 technological high-schools included in Zburd-Education through coaching June - July 2011 - 2013 (overall)



The project Zburd-Education through coaching was implemented in February 2012-June 2013 in 5 technological high-schools from Bucharest, Sibiu, Brasov, Iași, Câmpulung Muscel, which had poor results at the high-school final exam (below 20% rate of passing). Also, a significant part of the pupils in such schools come from under-privileged environments. The method can be applied in any school which wants to achieve better performances, but ROI Association aimed that, in the pilot phase, visible results were obtained where they were needed the most.

Throughout a team coaching method, in every high-school a team was formed, which included teachers, pupils, parents and community representatives. This team analyzed the problems, took responsibility, suggested and implemented solutions.

The results were beyond expectations: the passing rate at the final exam was 2-3 times higher in 2013, compared to 2012 (compared to a 22% boost at national level), the absenteeism was substantially reduced and most of the problems regarding violence were resolved. Also, the communication between pupils and teachers improved, as well as the parents involvement in school activities.

This project proves that, when teachers, pupils and parents work together, the results are exceptional, even when most part of the pupils come from under-privileged environments.

The successful stories from the five high-schools are presented in the documentary-film “Ba se poate!” (Yes we can!), directed by Tedy Necula, with the support of the pupils, teachers and parents. The film was made in 2013 and it was launched at the end of the year, with the support of the European Program Youth in Action.

A brief of the film can be watched here: <http://youtu.be/Xi0tUnCt6Ug> . The purpose of the film is to inspire other schools to implement the method of working in teams composed of teachers, pupils and parents and it was watched in the first 3 months by over 4.000 viewers.





What teachers say:

„We have learned to focus not on the negative aspects, but on what we do to make things better.”

„I have learned to listen to my co-workers and to my pupils.”

„We have learned to create a place where pupils feel good, a place where they do not come with fear.”

What headmasters say:

„I have learned that you can also obtain good things from the disadvantaged pupils.”

„The real closeness to the pupils helps them overcome difficulties in learning and catch up with what they do not know, in an easier way.”

„The pupils are motivated when you ask for their support, when they feel useful.”

„I have collaborated more often with mass-media, thus improving the school's image.”

What pupils say:

„I understood that there are extraordinary teachers in this high-school.”

„As soon as you enter the school gate, you can see people smiling.”

„It is extraordinary that your teacher is your friend as well.”

„In order to solve a problem, you must first realize it exists.”



What parents say:

„I understood that the teacher is a partner.”

„The teacher is a vector, first of all, he creates characters.”

„The kids do not see what they learn at school as a subject, they see what there is in the human being in front of them”.

„My child feels safe and he goes to school with pleasure. He does not want to move in another high-school any more.”

„I have a better relationship with my child and he now respects his teachers more.”



Together with Școala de Valori (School of Values), ROI Association initiated in 2013 the project “**Adopt a high-school**”. This way, we are starting an innovative program. Its purpose is to intervene in an integrative way, on a medium term, in several technological high-schools from the country, starting 2014.

After 3 years of intervention, “**Adopt a high-school**” wants the high-schools that benefit from the program to become centers of excellence, which form other schools that want to obtain better performances in the region.

The initiative responds to issues such as:

- the gap between schools and the labor market;
- the lack of motivation and the low self-esteem;
- the lack of collaboration between teachers-pupils-parents and community;
- the need to improve the educational process and the access to education;
- encouraging initiative in schools.



Over 20 high-schools have applied, at the end of 2013, in order to be included in the project.

The high-school representatives took part, between 22-24 November, in a workshop organized in Păltiniș, with the support of the Ministry of National Education and the Ministry of Youth and Sport.

The selection of a certain high-school depends on the openness of its management and on the resources available, as well as on the support of the local authorities and of the local business environment.

ASOCIAȚIA R C I



prezintă

o producție



Ba se poate!

Rețeta succesului pentru BAC



un film de **Tedy Necula**

Producător **Simona David-Crisbășanu** Director de imagine **Cosmin Nistor** Muzica **Georg Mausolf** **Nicklas Bauske**
Sunet **Marina Bantaș** Editare **Eduard Gârbea** **Tedy Necula**



INSTITUT
FRANÇAIS
BUCAREȘT



DSV

Prisum



MINISTERUL
EDUCAȚIEI
NAȚIONALE



Programul
Tineret
în acțiune

Launched at the beginning of 2012, the project addresses all those interested in developing their creativity and exploring the the artists' universe.

Over 200 participants enjoyed over 20 tours organized in 2013 in Bucharest and around the city in order to visit artists' studios.

Together, we had the chance to discover various artists: musicians, painters etc.

Artists who open the
doors of their workshops
for us:

Silvia Radu
Adrian Naidin
Vasile Murivale
Virgil Scripcariu
Cella Neamțu
Zoița Delia Călinescu
Irina Sârbu



A different personal development

ASOCIAȚIA ROI

In a world of constant moving, often at a speed that is too high, the stress has become a problem which causes risks for our health.

Offering a break to yourself, in order to develop your creativity, has become equivalent to...spoiling yourself. That is why ROI Association has launched "the pampering workshop": a series of events meant to the well-being of the participants through various activities, such as floral design, painting, guidance and coaching sessions.

This kind of workshops were organized both for the public and for the employers of companies. The team that was involved in the project is composed of:
Oana Bernecher, Corneliu Stoian, Irina Toma și Simona David-Crisbășanu.

Bine ați venit la
ATELIERUL
de răsfăț



In-line, Oana Stoianovici, founding member of ROI, leader and transformational coach, launched a series of personal development courses. These are transformational workshops, which lead to a better self-knowledge and to an accomplished life. The topics are related to the inner child or to femininity.



The Cycling Romania Team organizes bike tours throughout the most picturesque routes from Romania



Cycling Romania wants to coagulate a community of passionate bike-riders, to develop the infrastructure for cycling and to support the sustainable development of rural communities.

The purposes of Cycling Romania are promoting Romania as a destination for cycling at a global level and encouraging Romanians to practice more often this form of eco-tourism.

The Danube Investigation Tour on Bike

Together we bring the Romanian Danube on the European cycling map!

First stage: June – July 2013

- 30 young Romanian and Bulgarian volunteers
- 8 teams of research
- Oravița - Călărași Sector



**5000 de km explored on bike in
June – July 2013**

www.turuldanarii.cyclingromania.ro

Le mulțumim
celor care au susținut



TURUL DUNĂRII pe bicicletă!



ORGANIZATORI



SUSȚINĂTOR



PARTENERI



PARTENERI LOCALI



MEDIA



Media's interest for ROI projects is growing, both at the national level and at the local level. This is shown through tens of articles and materials which appeared on-line or in print, as well as on Tv or on Radio.

Zburd - Education through coaching



FINANCIAL REPORT 2013

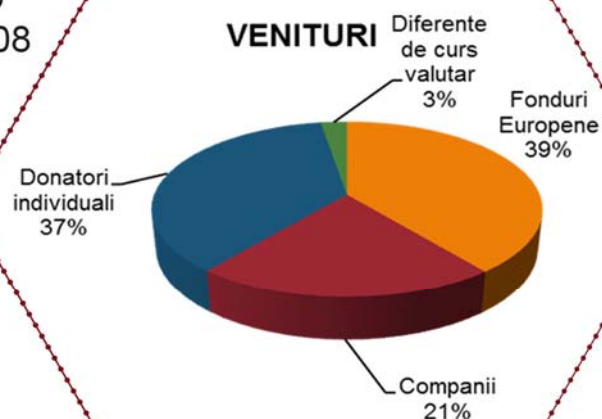
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EARNINGS

RON 428.908

EARNINGS	RON
European Funds	68.630
Companies	92.370
Individual Donators	156.929
Exchange rate differences	10.979
TOTAL	428.908

VENITURI



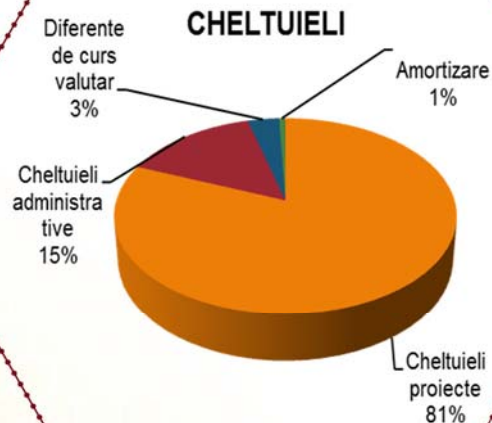
Total earnings	428.908
Total expenses	342.678
Funds for projects	86.230

EXPENSES

RON 342.678

EXPENSES	RON
Administrative expenses	50.503
Project implementation expenses	277.907
Exchange rate differences	11.889
Amortization	2.380
TOTAL	342.678

CHELTUIELI



Our Partners:

Raiffeisen
OMV Petrom
DSV
BCR
Electromecanice SRL
TDP Partners
Watt Distributor SRL
FDI TOP Consult SRL
Aqua Carpatica
Școala de Valori
Asociația Oblio Bacău
PRISUM SRL
AA Card Point SRL
Presage SRL
Delisoft SRL
SC Verla SRL
Colegiul Tehnic Câmpulung
Colegiul Tehnic de Transport Transilvania
Prisum International Trading Co
Habitat for Humanity



Supporters

Ernie Turner
Cătălina Chendea
Cătălina Ulrich
Irina Ștefănescu
Petra Muller-Demary
Tedy Nacula
Augustina și Ioan Dumitrascu
Radu Magdin
Radu Roșu
Călin Ile
Augustin Ioan
Dragoș Nicolaescu
Ștefan Pălărie
Alexandru Ghiță
Marian Staș
Ciprian Stănescu

• Volunteers

Costel Coravu
Ana-Maria Alexandru
Andreea Voroneanu
Elena Căpruciu
Irina Savu
Dan Luca
Cristina Eremia
Carmen Apetrei
Dan Berinde
Cătălin Pascu
Dana Costea
Oana Popa
Teodor Florin Stoica
Alexandra Vasilache
Mihai Bunda
Liliana Culda
Ecaterina Olaru
Ioana Tatu





ASOCIAȚIA ROI



You can contribute to ROI's projects! How?

- You can choose to direct 2% of the revenue tax to ROI Association, at no cost. Thus, you will contribute to our educational, cultural and leadership projects.
- Companies can direct 20% of the profit tax to an NGO (the amount must be lower than 3‰ of the turnover).

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