





PROGRAMUL DE COOPERARE ELVETIANO-ROMÂN
SWISS-ROMANIAN COOPERATION PROGRAMME

Alternative Sociale works to defend and promote human rights through prevention, assistance, training, research and advocacy.

Objectives

- Developing prevention activities in the area of human rights protection;
- Assistance for persons at risk;
- Development of professional skills for specialists with attributions in promoting and protecting human rights;
- Community development informing and involving the community in activities developed by the association;
- Research on psycho-social phenomena;
- Lobby and advocacy in the area of human rights;
- Development of inter-institutional collaboration with the purpose of protecting human rights;
- Providing consultancy for public and private institutions;

Contact

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www.singuracasa.ro
www.antitrafic.ro
www.profitpentruoameni.ro
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Cătălin Luca
Executive Director



Dorel Pușcașu
Chairman



About 2014

In 2014 we mark ten years since the experts of Alternative Sociale have reported, for the first time in Europe, the phenomenon of children left home alone as result of their parents going to work abroad. During this decade we have studied the phenomenon, we helped develop the capacity of professionals to assist the children and their families, and we provided direct services to over 2,000 children.

During 2014 Alternative Sociale experts have also continued their work in social innovation. To meet the challenges that the new social phenomena generate, they have been trained in a number of current and new areas to Romania such as social entrepreneurship, social assistance for children with imprisoned parents and assessment of children with divorced parents. The training sessions were held by world renowned experts like Dr. Elizabeth Ellis from Atlanta, U.S.A. who has over 40 years experience in the assessment of children affected by parental divorce.

In 2014 the organization took the first step towards business area by starting a social enterprise which offers specialized services for children with divorced parents. The support program for children affected by parental divorce created by Alternative Sociale, first of its kind in Romania, aims to minimize the impact and the negative consequences of parental divorce on children's harmonious development. The profit is used for providing free social services to the community.

Alternative Sociale organized three media campaigns to raise awareness in 2014. *My parent is in prison. Why do you sentence me for his crime?*, *The attitude is contagious* and *Alcohol becomes a burden to loved ones*. These are the messages we used to raise public awareness of the problems many vulnerable social groups face, some of them invisible to Romanian authorities.

We thank national and international partners for the support given in our efforts aiming for social innovation.

10 YEARS

HOME ALONE

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2004

We are the first in Europe to point out the social phenomenon of children left home alone as result of their parents going to work abroad.

2005

We conduct the study Home Alone in Iasi County on children separated by one or both parents as result of their parents going to work abroad.

2006

We launch www.singuracasa.ro - an online resource for children, parents and professionals, which includes recommendations, forum, studies, and access to specific legislation.

2007

We create *Working methodology for social, psychological and juridical assistance for children left home alone as result of their parents going to work abroad.*

Over 5000 professionals from social services had free access to this publication.

We launch the *Take care of your children wherever they are* campaign aiming to inform the parents going to work abroad of their legal options in order to ensure the physical and juridical protection of their children remaining in the country.

2008

Together with UNICEF Romania we conducted the study entitled *Nationwide analysis on the phenomenon of children left home alone as result of their parents going to work abroad.* Alternative Sociale presented for the first time the number of children affected by migration - 350.000 children.

We sent to the Ministry of Labour, Family, Social Protection and Elderly a proposal of lege ferenda for the Governmental Order 219/2006 regarding the identification, intervention and monitoring of children deprived of parental care during the period in which the parents are working abroad.

2009

The European Parliament quotes the research conducted by Alternative Sociale on the Resolution regarding children of migrants left behind in the country of origin issued on March, 12th, 2009.

We started the international campaign *European allowances. It's your child's right!* developed with the support of the Ministry of Foreign Affairs in the countries with the largest number of Romanian immigrants.

2010

We began the inter-institutional transfer of expertise on the protection of the rights of home alone children in the Republic of Moldova: workshops, experience exchange, discussion forums, trainings, manuals, and guides for professionals.

2012

We launched the study Remigration of Romanian Children 2008-2012, the first in Europe to analyze the return of remigrant children, offering also the first estimate with regards to the number of children affected by this phenomenon – *21.000*.

2011

We continued the training activities for professionals (social workers, psychologists) to improve their skills in assisting and providing social care for home alone children.

2012

We realised the *Working Methodology for social assistance for remigrant children*, an indispensable working toolkit for social workers and psychologists active in this field.

2013

Professionals and volunteers continue to offer assistance to children affected by migration in youth centres managed by Alternative Sociale.

Alternative Sociale offered direct support to over **2000** home alone children.

2014

**PROJ
ECTS**

CAREER⁵

GUIDANCE

33.000
children

over 20% of middle school students in rural Moldova region are more likely to succeed in their careers. They participated in counselling and career guidance activities held by teachers and school counsellors trained by Alternative Sociale. Over 21,000 of them received the *Career guidance and counselling - Student Handbook*.

857 teachers attended courses conducted by Alternative Sociale under a training program accredited by MESR in which they acquired the knowledge, methods and tools for career guidance to young people. All course participants received "Career guidance and counselling - Teacher's Guide";

In 2014, Alternative Sociale has completed one of the largest project on career guidance in Romania, developed over the course of four years. The project has involved important institution at regional level: Houses of the Teaching Staff, County Centres for Resources and Educational Assistance, School Inspectorates in the eight Moldovan counties, and Iasi County Labor Agency.

6,700 other teachers in the target counties participated in scientific and methodological activities and benefited from the support of their colleagues to conduct themselves career guidance activities;

20,000 parents participated in awareness raising activities about the importance of career guidance and the need for communication in the triad student- parent-school on the subject.

532 schools were involved in guidance and counselling activities.

3700 business professionals, health, police, local government have presented the challenges of a successful career to student in participating schools.

CHILDREN AFFECTED

BY

6

MIGRATION

In 2014 Alternative Sociale has set the basis of youth centres in three schools where there is a large number of children from Iasi affected by migration. The results obtained by the professionals and volunteers in Alternative Sociale in these centres are:

150 home alone and remigrant children at high risk of developing specific behaviour disorders were helped to develop life skills, to socialize, and to increase their school performance;

159 recreational, educational and social integration activities for children affected by migration;

40 volunteers trained to offer support services in these three youth centres;

1257 volunteering hours in aid of children affected by migration;

3 schools in Iasi actively involved in creating a referral mechanism in the process of psychosocial assistance of re-migrant children;

40 re-migrant children in difficult situations received psychosocial and material support

40 families received counselling services and information regarding the needs of re-migrant children to improve communication and manage conflicting situations.

“

Most of the time, children without parental supervision do not have a strong motivation to achieve academic performance. The activities in the youth centre helped us offer these children a motivation to come to school. I want to emphasize the good training of psychologists who worked with them and listened to the problems of each child, which gave them a foothold and tried to find creative solutions to their problems, said Virginia Arghilopol, principal of “Ion Simionescu” Secondary School.

Among the volunteers I found a friend with whom we played and from whom we learned many new things. Taking part in these activities, I have met many children and I have discovered how fun it is to work as a team, said Marius Iancu, seventh grade student.

”



TRAINING FOR PROFESSIONALS IN THE AREA OF SOCIAL SERVICES

During the programme *Advanced Training Programme on Transnational Families Support*, Alternative Sociale experts have attended together with specialists from Bulgaria, Italy, Poland, Turkey and France, professional meetings with the purpose of creating an European training programme for the specialists in the area of social services and help them approach the challenges caused by children's separation of parents left to work abroad.

The team of Alternative Sociale organized and hosted a visit from the professionals of the above mentioned countries during which the support services for children affected by migration were presented.

During the same period, professionals in Alternative Sociale have organized meetings with parents, caregivers, children with parents working abroad, and other professionals to assess the training needs for social services professionals in the area of developing parental skills for parents who are away from their children.

CHILDREN WITH IMPRISONED PARENTS

30 children with imprisoned parents in Iasi County have been included in a support program and have been helped to overcome their crisis and difficulties by receiving counselling and financial support.

Interactive seminars, workshops, training for child protection professionals, direct assistance to children with imprisoned parents, social policy recommendations. These are just some of the activities carried out in 2014 to improve the quality of life for children with parents in prison.

26 social workers and psychologists from local and county social services, penitentiaries, police and school counsellors in Iasi and Vaslui acquired creative tools for support and understanding in working with children with imprisoned parents. The training was held by Madeleine Lofgren and Stina Charlotta Michelson within Bryggan from Stockholm - Sweden's largest NGO that works with children with imprisoned parents.

alternative sociale, together with representatives of school inspectorates, police, penitentiaries, local and county social services, probation service and NGOs in Iasi and Vaslui, has developed a set of recommendations for children with imprisoned parents, for parents on the outside, and for relevant public institutions.

PREVENTING ALCOHOL

ABUSE

“

Preventing alcohol abuse is an issue that concerns me and that is highly problematic in rural areas where I work and where I often get in contact with people affected by this phenomenon. This seminar gave me the opportunity to update my understanding of the screening tools and to learn how to advise a person who has problems with alcohol.

Dr. Maria Pintilie, GP, Raducaneni.

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144 family doctors and community nurses in Neamt, Bacau, Vaslui, Botosani, Suceava, and Iasi have acquired methods and techniques to prevent alcohol abuse during a training held by Alternative Sociale.

6 training seminars with family doctors and community nurses in rural areas of North Eastern region of Romania. The training has been credited by the Medical College and by the Order of Nurses, Midwives and General Nurses.

505 patients identified at high risk of alcohol abuse or as alcoholics have received medical advice and monitoring services from professionals trained by Alternative Sociale.

These seminars respond to a need for training of professionals which appeared as a result of legislative changes that occurred in 2014. Thus, during the seminar, participants acquired techniques for applying the AUDIT questionnaire and have developed skills on counselling patients to reduce or give up alcohol.

”

THIRD COUNTRY NATIONALS AND HUMAN TRAFFICKING

240 police workers from Iasi, Botosani and Vaslui were trained in working with victims of human trafficking and in reducing the vulnerability to trafficking of third country nationals.

These trainings are extremely useful for professionals working in the field of combating human trafficking as they bring more current information, inter-institutional collaboration and knowledge for people behind organizations. Basically, this training gave me an opportunity to update my knowledge on human trafficking, especially that it is a dynamic subject that requires constant improvement of the people working in this field,

said Roxana Magdalena Novenschi , senior police inspector.

20 nurses and social workers were trained in working with third country nationals, victims of human trafficking.

115 third country nationals were informed about the rights of foreigners, received counselling services to facilitate non-discriminatory access to the medical, educational and labor market integration.

6 third country nationals in crisis situations were helped to overcome moments of difficulty they were in, receiving material and psychosocial support.

7 information sessions organized in schools in Iasi with a large number of students from non-EU countries

Alternative Sociale experts have developed a Code of Conduct for third country nationals employees and a Code of Ethics for business companies to prevent human trafficking.

100 national companies assume the principles stated in the Code of Ethics.

The Code of Conduct is available in Romanian, English, Chinese and Turkish.

CHILDREN WITH DIVORCED PARENTS


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The support programme for children affected by parental divorce, created for the first time in Romania by Alternative Sociale, aims to minimize the impact and the negative consequences of parental divorce on children's harmonious development. Thanks to this programme, children with divorced parents have access to services which help them accept and overcome the problems caused by parental divorce.

The support programme for children affected by parental divorce was launched during events organized in Iasi, Vaslui, and Botosani, events which gathered professionals who come in contact with children affected by parental divorce: lawyers, notaries, teachers, school counsellors and social workers.

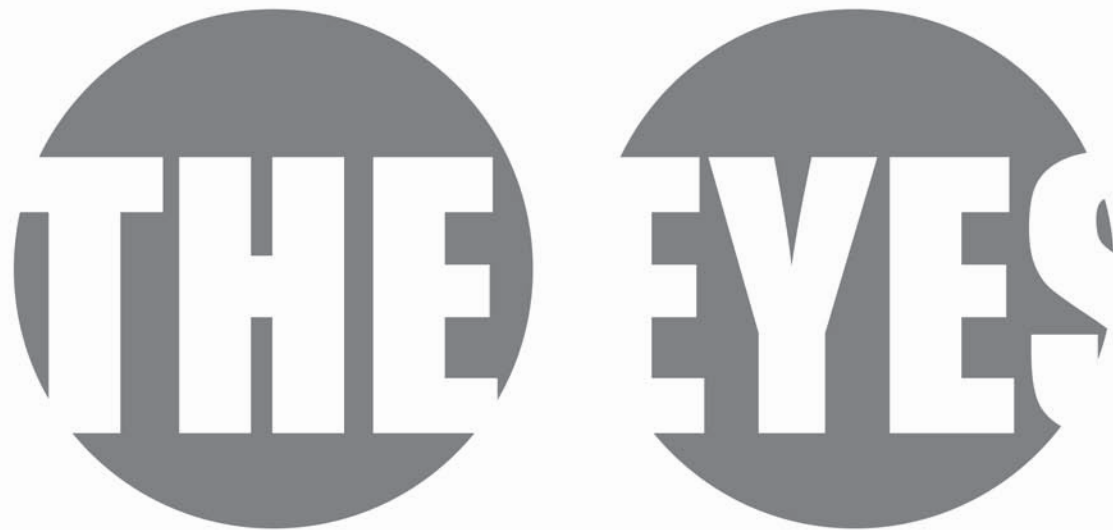
The programme is designed for children between 5 to 11 years of age and includes a set of 12 sessions. Going through this programme, children will acknowledge the reality of marital rupture, will disengage from parental conflict and distress, overcome the feeling of loss and accept the permanence of divorce.





EVENTS

THE CAREER THROUGH



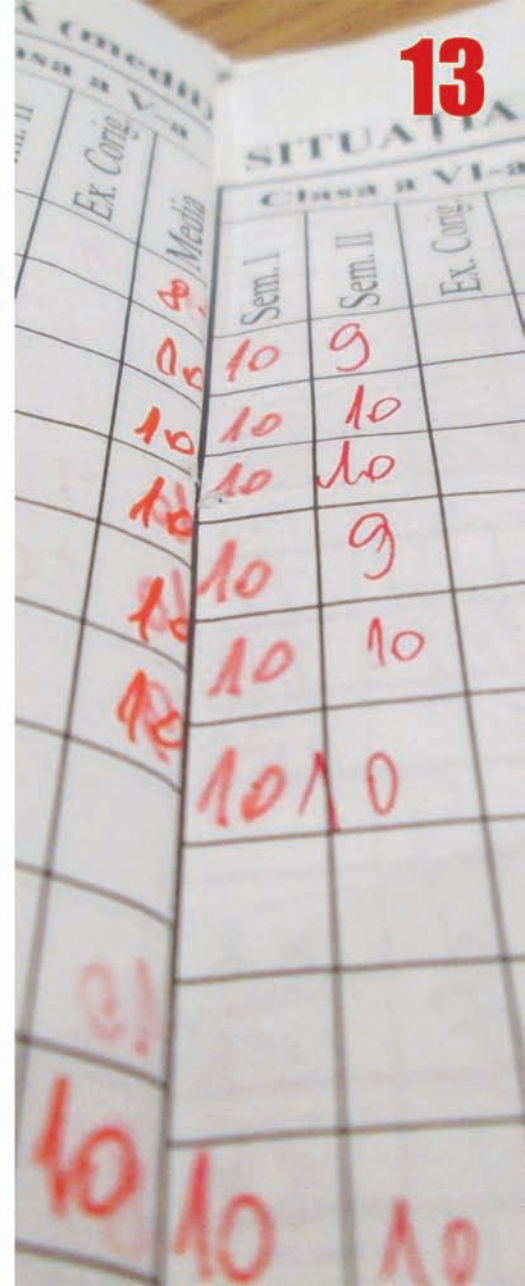
OF CHILDREN.PHOTOVOICE EXHIBITION

Children have recounted in pictures their concerns and actions related to career guidance and preparation for the adult life.

Under the Photovoice program I learned the basics of colour, contrast, and about photography in general. Then I applied this knowledge. I have tried to illustrate in pictures my plans, my dream career. I really want to be a doctor. I know I have a lot to learn, but it does not scare me. I'm among the most diligent students in the class, I'm graded 10 in all subjects, Camelia L. Seventh grader at the School with grades I-VIII No. 1 of Lunca Cetatuii.

Camelia is one of the 12 children who participated in the Photovoice program developed during December 2013 - March 2014. Children of 14 to 16 years old have made friends with the camera and tried to capture in images their prospects on the career they desire.

Their work has resulted in a collection of 20 images that were displayed at the House of the Teaching Staff in Iasi and at Palas Mall Iasi.



THE ROLE OF SOCIO ECONOMIC ACTORS IN STUDENT CAREER GUIDANCE

This is the title of the regional conference attended by over 100 teachers from eight counties of the region of Moldova. This created the context of a real dialogue between the school and the business environment. It was an attempt to translate the formula for success based on which was developed a series of recommendations for improving the quality of career guidance approach in primary education.

Over 20 professionals from institutions relevant for the subject debated on the ingredients of an efficient career guidance, the paradigm of learning, and the relationship between entrepreneurship and education.

Career guidance should start early. Early career guidance increases the chances of success in adult life. The best environment for the career guidance is school, Ina Stan, school counsellor, CCREA Vaslui

Children are aware of equity. Children want to become what they see in others who are successful. Thus, they become competitive, Letiția Lucescu, Evolutionary Consultants Network

Teachers in schools should adopt entrepreneurial principles, so they can practice what they teach, Teodora Popa, Moldova Iași Integrated Products.

I left education for business. But I will always remain a teacher. I wish all teachers understand the major role that they have in guiding students toward a particular profession, Paul Lupu, Hotel "Sofia".

Volunteering is a key activity in career guidance because it brings students to practice tangible things, to see how real life looks like beyond school walls, Cezar Gumeni, Cake Expert.

THE TEAM OF ALTERNATIVE SOCIALE TRAINED BY **dr. Elizabeth Ellis** from U.S.A.

In March, the team of Alternative Sociale took part in a training on children affected by parental divorce conducted by dr. Ellis in Atlanta, Georgia, USA. Dr. Elizabeth Ellis has over 40 years of experience in this field.

I was very open to come to Iasi and to conduct this training because I had no idea about Alternative Sociale, about its doings and its interests to work in the field of assistance of children affected by parental divorce. I did not know the history or culture of Romania since the revolution, nor about the tendencies regarding marriage, divorce and family Courts. The team of Alternative Sociale was very cordial and welcoming.

I found this people creative, with modern thinking, innovation, progress and passion. They are fully committed to the goal of making the country a better society for families and children.

Dr. Elizabeth Ellis.

CHAMPS

ANGNS

SOMETIMES TOMMOROW IS TOO LATE! GIVE UP NOW!

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This is the message of the campaign to prevent alcohol abuse in rural areas, developed by Alternative Sociale at regional level of Moldova.

20,000 people were informed about the consequences of excessive alcohol consumption through informative material distributed to 2180 family doctors and community nurses in Suceava, Botosani, Neamt, Iasi, Bacau, and Vaslui.

300,000 people in the North East region of Romania have received the key message of this campaign Alcohol becomes a burden to loved ones. Give up Now!, disseminated via a radio spot.

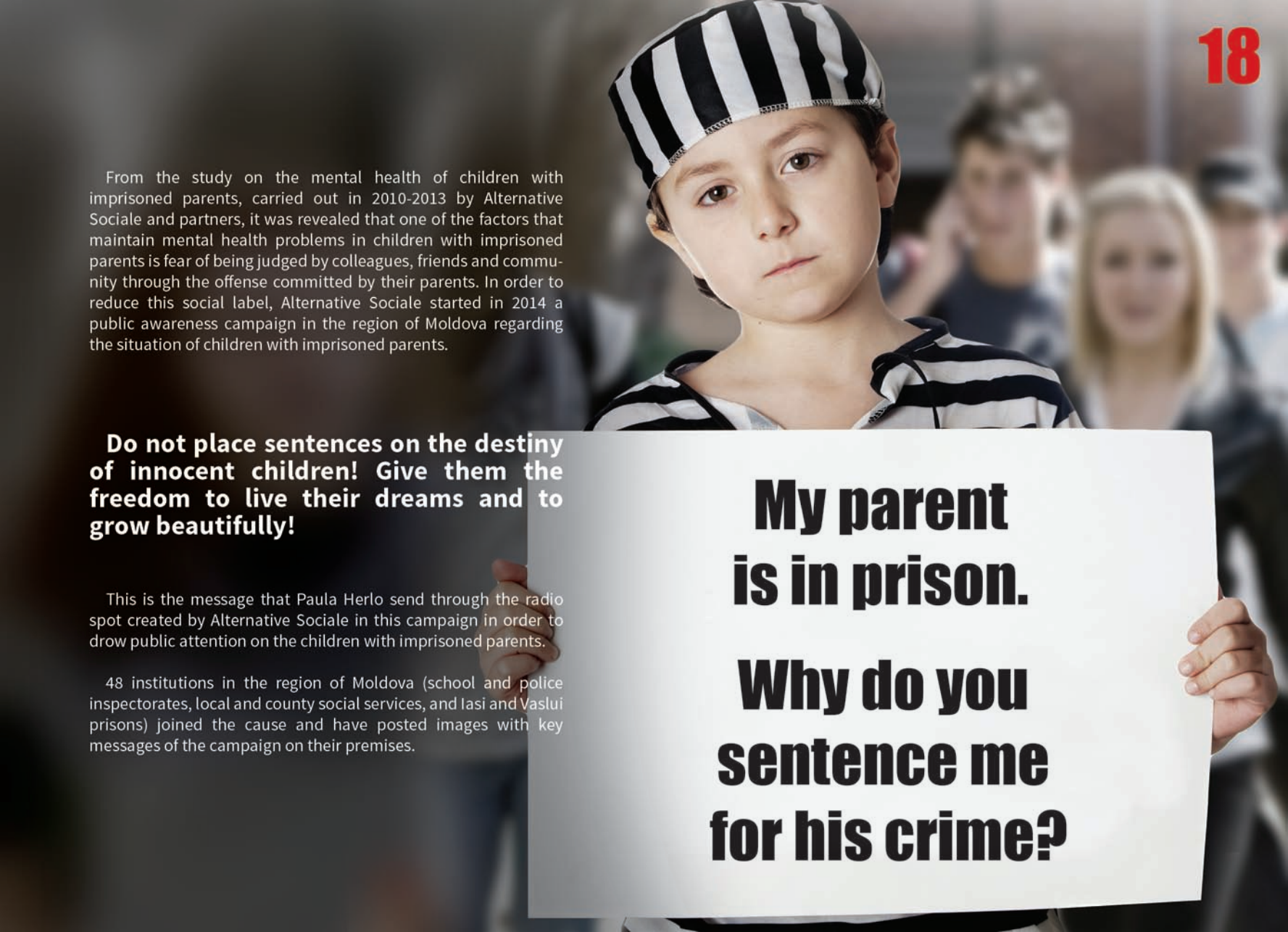


From the study on the mental health of children with imprisoned parents, carried out in 2010-2013 by Alternative Sociale and partners, it was revealed that one of the factors that maintain mental health problems in children with imprisoned parents is fear of being judged by colleagues, friends and community through the offense committed by their parents. In order to reduce this social label, Alternative Sociale started in 2014 a public awareness campaign in the region of Moldova regarding the situation of children with imprisoned parents.

Do not place sentences on the destiny of innocent children! Give them the freedom to live their dreams and to grow beautifully!

This is the message that Paula Herlo send through the radio spot created by Alternative Sociale in this campaign in order to draw public attention on the children with imprisoned parents.

48 institutions in the region of Moldova (school and police inspectorates, local and county social services, and Iasi and Vaslui prisons) joined the cause and have posted images with key messages of the campaign on their premises.



**My parent
is in prison.
Why do you
sentence me
for his crime?**

The team of swimmers for Swimathon Iasi, July 4 2014



THE ATTITUDE IS CONTAGIOUS!

Alternative Sociale together with the Romanian Society of Dermatology, sponsored by AbbVie, started in 2014 a national campaign entitled *The attitude is contagious*. The aim of this campaign is to draw public awareness on the social problems faced by people with psoriasis.

On the occasion of World Psoriasis Day, Alternative Sociale and its partners have organized the event *Swimmers Night*, a special invitation to the community to join the cause of psoriasis patients.

The Swimmers Night was held in Bucharest and stars like Dana Rogoz, Cornel Ilie, Diana Dumitrescu, Dan Opreș, Emil Renga, and also former athletes, journalists and bloggers supported the cause of psoriasis patients.

1,300,933 people have learned about the social problems this disease generates and about the stigma faced by the people with psoriasis.

30 swimmers (public figures, actors, doctors) in the cities of Bacau, Bucharest, Cluj, Iasi, Ploiesti, and Oradea took part in the Swimathon events to draw attention to the stigmatization of people with psoriasis.

20,000 lei was raised in 6 events of the Swimathon. These funds will be used to develop a pilot program of professional social reintegration of people with psoriasis, implemented by Alternative Sociale.

ONLINE

Alternative Sociale expanded its **online presence** by launching a series of platforms in various topical areas.

www.prevalcool.alternativesociale.ro

An online platform dedicated exclusively to the topic of alcohol abuse, a useful resource for both prevention specialists (doctors, social workers and psychologists) and for people affected by this phenomenon.

www.copiiinvizibili.alternativesociale.ro

A useful online resource for children with imprisoned parents and for professionals who come into contact with such children - teachers, social workers, psychologists.

www.suport.alternativesociale.ro

Launched by Alternative Sociale in 2014, the platform introduces the support program for children affected by parental divorce and presents the negative consequences of divorce on child development.



FINAL

Extract from the censor's report with regards to the verification and certification of financial situations for 2014.

As commissioned by **ALTERNATIVE SOCIALE Association** with regards to examining its accountancy, elaboration and presentation of annual accounts for the financial exercise during January 1st 2014 and December 31st 2014 and based on Accountancy Law no. 82/1991, republished, with ulterior amendments and on Order no.1969/2007 issued by the Minister of Economics and Public Finances regarding the approval of accountancy regulation for legal entities with no patrimonial purpose, I have accomplished this mission in accordance with the norms approved by the Body of Expert and Licensed Accountants of Romania.

The Financial Balance sheet for Alternative Sociale on December 31st 2014, comparing to the previous financial exercise is introduced as follows:

Indicators	2013		2014	
	RON	%	RON	%
A. Assets	34.577	0,45	19.025	2.25
Non-corporal assets	1.353	0,01	4.968	0.59
Corporal assets	33.024	0,43	13.857	1.64
Financial assets	200	0,01	200	0.02
B. Circulating assets	7.716.477	99,50	822.394	97,42
Reserves- total	53.638	0,70	18.823	2.23
Debts - total	6.856.424	88,40	64.453	7.64
Financial investment/short term	0	0	0	0
Availabilities	806.415	10,40	739.118	87,55
C. Advance expenses	3.800	0,05	2.793	0,33
Total net assets	7.754.854	100,00	844.212	100,00
D. Capital and reserves	18.256	0,23	18.256	2,16
Capital	0	0	0	0
Reserves from reassessments	14.621	0,18	14.621	1,73
Reserves	3.635	0,05	3.635	0,43
Reported result balance C/D	1.071.545	13,82	1.257.865	148,99
Exercise result - balance C/D	221.317	2,85	476.861	56,48
Profit allocation	0	0	0	0
Total own capitals	1.311.118	16,90	799.260	94,67
E. Risks/expenses previsions	0	0	0	0
F. Debts over 1 year	0	0	0	0
G. Debts under 1 year	5.910.057	76,22	44.952	5,33
Total debts	5.910.057	76,22	44.952	5,33
H. Advance income	533.679	6,88	0	0
Total capitals	7.754.854	100,00	844.212	100,00

Analyzing the data in the above table we can draw the following conclusions:

In the current financial exercise there is a decrease comparing to the previous year in circulating assets, respectively 6.894.083 lei (representing a decrease of circulating assets in total net assets with 2.08%), the decrease being due mainly to a pronounced decrease of debts in total circulating assets (80.76%);

The non-corporal assets have decreased with 15.552 lei (at the same time being registered an increase by 1.80%), the decrease being due mainly to the loss in value of fixed assets in the association's patrimony purchased in the previous financial exercises, considering that the entity has made low budget investments in the current year;

The own capitals have registered a significant decrease in 2014 (by 511.858 lei) comparing to 2013 in the context of a deficit in the current year of 476.861 lei comparing to the previous year profit of 221.317 lei;

As well, it is noticed that in the period under analysis the decrease in own capitals has resulted also in a major decrease of debts under 1 year (by 70.89% smaller than the previous year), bearing in mind there was no advance income registered in 2014.

Income and expenses situation at the end of 2014 comparing to the previous year is as follows:

Indicators	Financial exercise		Deviations (±Δ)	Percents (%)
	2013	2014		
TOTAL INCOME from which:	2.175.085	1.259.078	-916.007	-42,11
Income from foreign and national non-refundable loans	2.110.178	1.063.290	-1.046.888	-49,61
Income from sponsorships and donations	29.661	54.546	+24.885	+83,89
Income from economic activities	0	12.653	+12.653	+100,00
Financial income	29.244	20.855	-8.389	-28,69
Income from contributions	0	0	0	0
Other income	6.002	107.734	+101.732	+1.694,96
TOTAL EXPENSES, from which:	1.953.768	1.735.939	-217.829	-11,15
Expenses for services provided by third parties	298.520	517.430	+218.910	+73,33
Material expenses	157.668	93.010	-64.658	-41,00
Personnel expenses	1.241.241	984.977	-256.264	-20,65
Expenses for non-refundable loans transferred to other institutions without patrimonial purpose	135.690	63.742	-71.948	-53,02
Financial expenses	32.725	30.801	-1.924	-5,88
Expenses from the economic activity	0	8.057	+8.057	+100,00
Other expenses	87.924		-50.002	-56,87
Result of the exercise	+221.317		-698.178	-315,46

Analyzing the indicators in the table we can draw the following conclusions:

The total income registered by the association from the developed activities has significantly decreased by 42.11% comparing to the previous year, respectively 916.007 lei. This decrease is due to the significant decrease of non-refundable foreign and national income (49.61% smaller than the previous year);

It is also noticed that in 2014 the expenses on total activities have decreased comparing to the previous year with 11.15%. This decrease is due to a decrease in expenses with the employees and various collaborators (20.65% smaller than the previous year), in material expenses (41% smaller than in 2013), and in expenses with help and non-refundable loans transferred to third parties (53.02% smaller than 2013);

The result of the financial exercise for 2014 has decreased comparing to 2013. During the period under analysis there was a deficit of 476.861 lei, this being due to the significant decrease in income registered by the association compared to a smaller decrease in registered expenses, bearing in mind that the expenses have partially been funded from existent financial resources of the association.

In 2014 Alternative Sociale Association has developed economic activities taxed for profit resulting in income of 12.653 lei and in expenses of 8.057 lei.

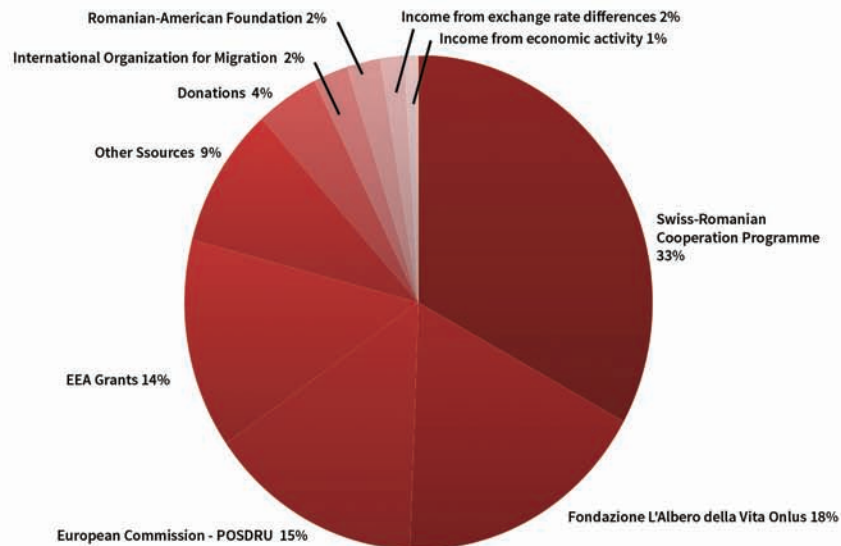
Analyzing the economic indicators we can conclude that the activity of the association in 2014 was developed under optimum conditions but with inherent generated by the macroeconomic context. The aims that were set and reached by the entity was to contract non-refundable funds and to implement projects mainly aiming at developing strategic capacity of social economy and, at the same level, at supporting economic growth and social exclusion by offering services to minors affected by migration or parental imprisonment, and training professionals in working with victims of trafficking and other social services.

There were no aspects questioning the frequency and honesty of annual accounts, nor the image of the financial situation and of the result of the entity at the end of the financial exercise.

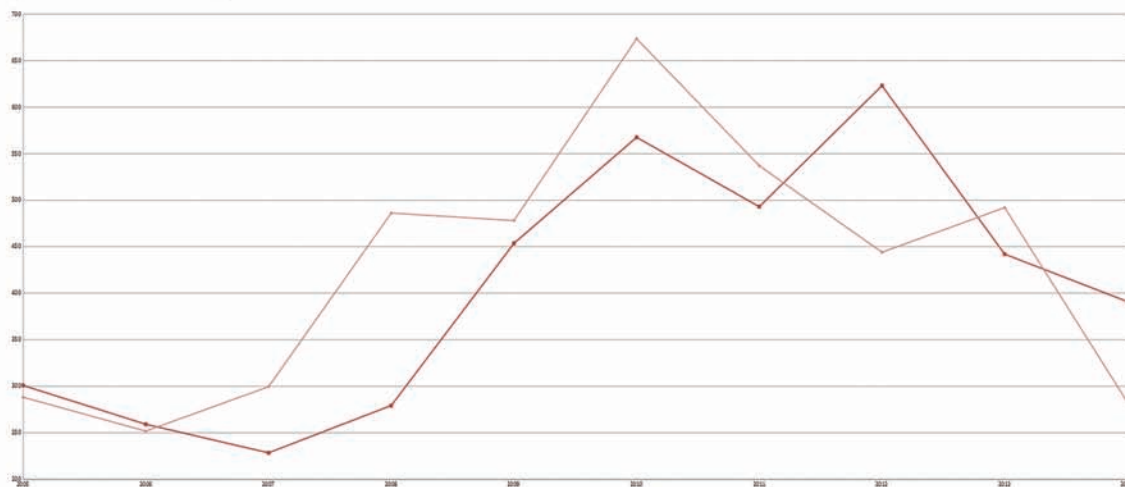
The annual accounts on December 31st, 2014 are in accordance with the Norms for financial auditing and certification of the balance sheet, as well as with legal provisions and those foreseen by the statute of the association.

CENSOR, Expert Topa Mariana Loredana

Funding sources 2014



Legend:



Evolution of Income/ Expenses 2005 - 2014

