

eMAG FOUNDATION

7 Years of Education, Action and Performance

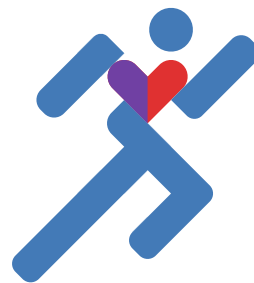
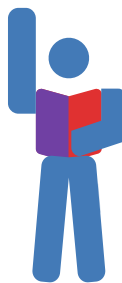
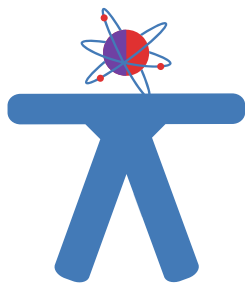
ANNUAL REPORT





CONTENT

| | |
|----|-----------------------------------|
| 4 | Introduction |
| 6 | "Aiming for the Olympiad!" |
| 10 | "We Care" |
| 14 | "140 Beats Per Minute" |
| 18 | Other actions |
| 20 | Budget 2019 |



INTRODUCTION

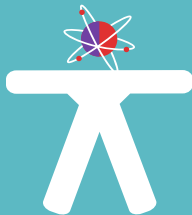
Last year we were saying that 2018 was a year of maturity, that after six years of actions supporting performance and addressing school dropouts we have achieved a well-defined method of intervention that can be replicated in an unlimited number of communities. In 2019 we have doubled the number of schools where "We Care" after-school centers operate and, in the same time, we have implemented new working tools based on technology. For "Aiming for the Olympiad!" we have continued to support the activity of the 48 training centers for performance, and four new centers have been added to the program in the academic year 2019-2020.

At the same time we have tackled to an increasing extent the causes of school dropouts and we have understood that, beyond the material problems and the parents' lack of education, children also drop-out of school because they don't find the motivation to continue. And at least half of this motivation should come from the school. We think that teachers should shed the role of the officials teaching standardized lessons and that they have to get closer especially to these children who don't have the necessary support at home. This kind of teachers do exist, incidentally our programs work firstly because of them. We expect for their message to be better heard and their model to be assumed on a larger scale. It remains to be seen if they will be visible enough and if their numbers will be sufficient to change the paradigm in the romanian schools.

Tudor Vlad

President of eMAG Foundation

OUR GOALS



Aiming for the Olympiad!

Our program supports the community of teachers and students who are capable of high performance



We Care

Our program supports children at risk of school dropout



140 Beats per Minute

Our program encourages children to practice sport regularly



HAI LA OLIMPIADĂ!

AIMING FOR THE OLYMPIAD!

Launched in 2012, the "Aiming for the Olympiad!" program cultivate children's skills for mathematics, physics, and computer science. Together with a group of dedicated teachers from the whole country, we have established training centers where students have access to the necessary resources in achieving real performance.



312
teachers

11,724
hours of learning
at the highest level
of performance

4,750
students

48
centers in

25
cities

(Alexandria, București, Baia Mare, Bârlad, Bistrița, Beclean, Brașov, Buzău, Cluj-Napoca, Constanța, Drobeta Turnu Severin, Hunedoara, Iași, Năsăud, Oradea, Piatra Neamț, Râmnicu Sărat, Rădăuți, Sângeorz-Băi, Suceava, Târgoviște, Târgu Mureș, Timișoara, Vatra Dornei, Vaslui)

CONTEXT

The best jobs today call for knowledge of mathematics, computer science or physics. The study of these subjects at a higher level of preparation gives students the perspective of a better faculty and a career full of satisfaction. Through the program "Aiming for the Olympiad!" several thousands students have the opportunity to achieve their maximum potential, to highlight their skills, their creativity and passion for science.

50% of the students that are training in the **"Aiming for the Olympiad!"** centers participate in the County stages of the Olympiads.



50% of students who qualify at the national stages of mathematics, physics and computer science Olympiads, from the 18 counties where the program is implemented have joined **"Aiming for the Olympiad!"** courses.

WHAT IS NEW

We have extended the program from 36 centers in 19 cities to 48 centers in 25 cities all over the country and we have developed a web platform to optimize its implementation. The online tool facilitates the management of work groups and data exchange between the foundation's team and the teachers involved in the program.



INTERVENTION MODEL

We implement "Aiming for the Olympiad!" training centers for all students who want to study for performance.

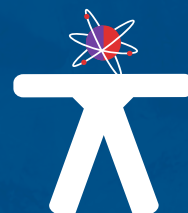
- + We are looking for those valuable teachers from the Romanian educational system and we support them to form teams for the disciplines of mathematics, physics and informatics;
- + In September we invite students to enroll in the program and we select the best of them;
- + Training sessions are held at the end of each week during the school year;
- + We cover the expenses for the necessary teaching materials, the teachers' payment and we use a web portal for managing the activity of each center;
- + In addition, we support the organization of the most important school competitions.



The **Romanian Commercial Bank (BCR)** a fost has been our partner for performance from 2014 to 2019.

They chose to invest in preparing Olympic students and to bring them confidence that through ambition and well-cultivated talent they will become those professionals ready to change the game in Romania.

"Aiming for the Olympiad!" centers



2019

OTHER ACTIONS IN THE "AIMING FOR THE OLYMPIAD!" PROGRAM

JANUARY

We covered the expenses of participating in the international training camp for ACM ICPC competitions (Petrozavodsk, Russia) for a team of 3 students from Iași.

FEBRUARY

We sponsored the organization of the contests Romanian Masters of Mathematics (11th edition) and the FMI No Stress competition (8th edition).

MARCH

We have partnered up with the Catalysts Coding Contest event. This contest, held in Iași, is dedicated to those who are passionate about computer science. The organizing staff are the same teachers handling the students' training at the "Aiming for the Olympiad!" center in Iași.

APRIL

We sponsored the organization of the National Computer Science Contest „Adolescent Grigore Moisil”, in which a total of 23 teams competed. The contest was at its 5th edition and has been organized by students and teachers from the „Spiru Haret” National College in Bucharest;

We awarded prizes to: students who obtained gold medals in the National Mathematical Olympiad; students who obtained bronze, silver and gold medals in the National Computer Science Olympiad (highschool section); students obtaining the best results at the National Computer Science Olympiad (middle school section) and students who obtained 1st, 2nd and 3rd places in Junior, Senior 1 and Senior 2 sections in the National Astronomy and Astrophysics Olympiad.

MAY

We sponsored the online computer science contest "Empowersoft – 5th edition" dedicated to middle schoolers, as well as to highschoolers.

We have supported organizing the national phase of the mathematical contest "Village Olympiad".

Together with BCR we have supported the national maths contest "Traian Lalescu" organized by the Ministry of National Education in partnership with the Technical University in Cluj-Napoca.

Between 5th and 13th of May, the national physics group participated in Asian Physics Olympiad in Adelaide, Australia, and they received our support in the acquisition of experimental assembly and training sessions.

JUNE

We supported the national physics team in competing in the European Physics Olympiad in Riga, Latvia, held in the beginning of the month, between May 31th and June 4th.

JULY

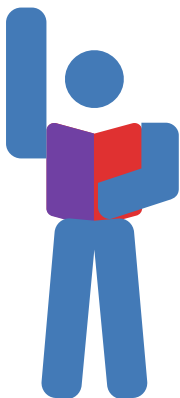
We supported the national maths team competing in the International Olympiad in Bath, UK and the physics national team at the International Physics Olympiad in Tel Aviv, Israel.

AUGUST

We sponsored the national phase of ICPC (Romanian Collegiate Programming Contest).

OCTOBER

We sponsored the robotics team "Experimento" composed of students in VIII – XII grades, from the National College "Nicolae Iorga" in Vălenii de Munte, Prahova, for acquiring necessary materials and equipment for their robotics projects and for travelling to competitions.



WE CARE

The mission of our program is to facilitate the necessary conditions to continue schooling for the disadvantaged children from Romanian rural areas

NOUĂ NE PASĂ



127
teachers

7,496
hours of
remedial
education

792
students
(in II – VIII grades)

24
villages

in

11
counties

Cerașu, Slon, Moara Domnească (jud. Prahova), Cernica, Cernica-Tânganu (jud. Ilfov), Jacodu (jud. Mureș), Limanu, Negru Vodă (jud. Constanța), Buda, Măgura (jud. Buzău), Moldova-Sulița, Vicovu de Sus, Frumosu (jud. Suceava), Putineiu, Salcia, Segarcea Vale (jud. Teleorman), Vaduri, Bistrița, Tarcău, Girov (jud. Neamț), I.C.Brătianu (jud. Tulcea), Vlădeni, Bordușani (jud. Ialomița), Sohatu (jud. Călărași).

CONTEXT

Approximately 45% of the school population in Romania is learning in rural areas, and the results of schools and village students are far below expectations. The available data reveals that 1 in 5 children in the countryside do not graduate from the 8th grade, school dropout rate in rural areas is 26.6%, and 16.4% at national level. Moreover, according to the National Council of Students, the percentage of students in rural areas who obtain grades between 1 and 4.99 at National Evaluation tests, which are held at the end of gymnasium cycle, is more than double the percentage of students in urban areas whose grades were in this range. Romania has one of the highest rates in Europe (about 41%) of children under 15 who don't have a minimum level of reading, writing and mathematical skills.



INTERVENTION MODEL

We select children from families with economic or social difficulties and we bring them to our afterschool centers in order to catch up with the school curricula. We work with dedicated teachers from each community and, beside the after-school program, the children receive school supplies and a warm meal at school.

- + Launch a call for projects proposals;
- + Select the best applications and visit the schools, to meet the members of local teams;
- + Cover the children's meal expenses, the educational materials and teacher's payment;
- + We work closely with the afterschool teachers in orders to implement educational methods that are adapted to our objectives: children's integration in the school community, increased motivation for school participation, as well as improved Romanian language skills and knowledge of math in order for them to promote the National Evaluation exam.

OUR GOALS 2020

We will continue extending the program to new rural communities and, together with the teams of teachers we work with, we will try to find new methods to motivate children from disadvantaged communities.

The logo for Flanco, featuring the word "FLANCO" in a bold, dark blue, sans-serif font. Below the text is a yellow swoosh that starts under the 'F', goes under the 'A', 'N', and 'C', and then curves upwards to end under the 'O'. A small "TM" trademark symbol is at the end of the swoosh.

Flanco is the partner of the program, together with this responsible company we managed to continue implementing new centers, in 2019 we have extended the program to 24 after-school centers.

"We Care" centers



IMPLEMENTATION STRATEGY

EACH AFTER-SCHOOL IS IMPLEMENTED BY A TEAM OF TEACHERS:

- ✓ a coordinator;
- ✓ at least one Romanian language teacher and one Mathematics teacher;
- ✓ primary school teacher/s for students in 3rd to 4th grade.

The coordinator represents the team in relation to the eMAG Foundation and is in charge of all organisation aspects of the activities of the after-school center.

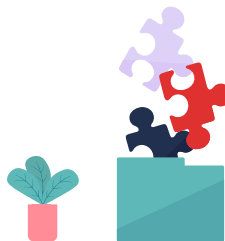
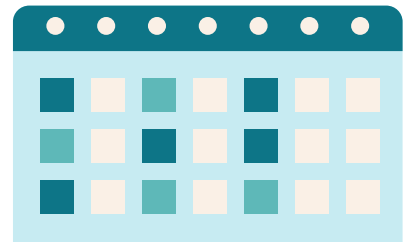
Partner schools use an online platform for communication and data management.

Information is updated in real time by teachers with all necessary data for carrying out the project: students' charts, the center's timetable, timesheets of sessions etc.



Students initially enrolled in the program are in grades 3rd to 5th, with poor school results and at risk of dropping out school.

The most of them come from families with socio-economical difficulties. Each group of pupils is made up of a minimum of 3 and a maximum of 10 students.



The after-schools propose a 3 days/week timetable with an average of 3 maths lessons and 2 Romanian language lessons.

The teachers work individualized, they use adapted methods in order to make the classes more attractive to children.



On the days they attend the after-school classes, the children have a warm meal at school.

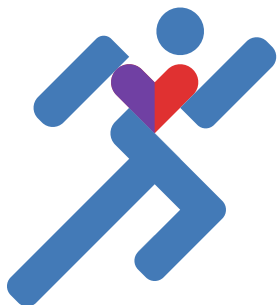


To ensure the impact of our intervention, each child enrolled in the program should follow the after-school center's courses for a minimum of 3 school years.



Each after-school center budget counts the teachers' payment, supplies and necessary didactical materials, as well as certain amounts for some related activities like small Christmas gifts for the children, trips on summer vacations and IT & C resources for schools.





140 DE BĂTAI PE MINUT

140 BEATS PER MINUTE

We aim to reintroduce sports practice into the children's program. We believe that in the modern society, dominated by technology and sedentary lifestyle, the habit of physical activity must be an important component of the educational process.



50

children

are training, twice a week, at the Seven Sports Club in Bucharest, as part of our pilot project.

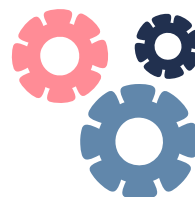
2,600

children

have taken part in

17

triathlon, cycling
an running races
thanks to the program.



CONTEXT

According to a 2015 study, of the National Institute of Statistics, the percentage of children with weight problems is over 25, which places Romania as the second country in Europe in terms of childhood obesity.

The results of a 2018 study for all the 28 European Union Member States conducted by the World Health Organization, estimate that in Romania only 23% of children and teenagers aged 11, 13 and 15 years perform sufficient physical activity.

The public school system does not offer a solution for this situation therefore we believe that the childrens' sport practice should be encouraged by parents and by private sports clubs.

INTERVENTION MODEL

We support clubs that develop athletic branches for children with an innovative method and we motivate the organizers of amateur sport events to implement dedicated races for children.



140 BPM IN ATHLETICS

We have launched a new method of intervention by supporting the Seven Sports Club Bucharest for developing an athletic branch for children.

The objective of this branch is to bring the children to the trainings and to form them as athletes without aiming performance in the national contests.

The club's program aims to develop children skills gradually, starting with games and going through specific physical training courses.



OUR GOALS 2020

Since the intervention model we have tested in last years with "Seven Athletics Club" had good results, we intend to scale the program by launching new partnerships in this field. Our common goal is to grow the childrens' interest in sports without aiming top performance.

2019

THE CALENDAR OF THE RACES

140 BEATS PER MINUTE

FEBRUARY February 14th -15th – Junior ski cup "Șoimii"

MARCH March 16th – Kids race within the contest "Cros pentru viață"

MAY May 25th – Kids race at "Brașov International Marathon"

JUNE June 1st – "Jocurile Cartierului" (including the Neighborhood Cross, the Schools Relay-race and Sport Games)
June 1st - Obstacle course racing for kids at "Fără Asfalt Triathlon at the seaside"
June 15th - Kids race within the contest "Cozia Mountain Run"

JULY July 6 th – Kids race within the "Buftea Triathlon"
July 31st – Kids race within the "St. Ana Lake Exterra Triathlon"

AUGUST August 25th – MiniTRI at Delta Rowmania Triathlon
August 31st - Kids race at "Dacians Marathon"

SEPTEMBER September 1st - Câmpina MTB
September 6th- 8th - Ciucaș X3 for kids
September 6th- 8th – Carpathian Lightning Orientation Contest
20th -22 September – "Mamaia Trikids"
28th September – Kids race at "Half Marathon of Joy"
29 September – Kids race at the "Plopeni Half Marathon"

DECEMBER Basketball Club Lions Association – training camp 2020

"140 Beats Per Minute" program



2019

OTHER ACTIONS

Each year we sponsor a series of actions that are in line with the mission of our programs.

MARCH

We supported Merito Awards, organized by the Romanian Business Leaders, where 11 outstanding teachers from pre-university education were awarded.

APRIL

We sponsored the Step by Step Center for Education and Professional Development Association for the purchase of IT and peripheral equipment, necessary for carrying out the activities and projects of the association.

MAY

We supported the Instruction-Creativity-Art Foundation, in order to organize the "Iosif Sava" National Music Contest, for children from art schools and high schools.

JUNE

We supported the European Chronicle Association for the free delivery campaign of 3000 copies of the magazine "Chronicles - Governance Course".

JULY

We sponsored the Romanian Guitar Foundation for the organization of the International Guitar Festival in Sinaia.

OCTOBER

We sponsored the "Ioan Petruș" Theoretical High School from Otopeni, Ilfov and the "Mihai Viteazul" National College from Ploiești for the purchases of IT and peripheral products necessary for the educational units.

NOVEMBER

We financially covered two projects for middle school students: "Talents from school 78" in Bucharest and "Educați(on) in the center" implemented by the Eșelnița Cazanele Dunării Community Association in partnership with the Education and Development Center in the village.

DECEMBER

We responded to the requests of the Emergency Clinical Hospital for Children "Grigore Alexandrescu" and the Emergency Clinical Hospital Floreasca for purchases of products and services necessary for the practicing of medical activities.



BUDGET 2019



SPONSORSHIPS

individual

eMAG website 657,847 lei

FLANCO stores 829,601 lei

Other individual donations 166,985 lei

corporate

NASPERS 1,693,933 lei

FLANCO 954,600 lei

FAN COURIER 470,000 lei

NOD 400,000 lei

BCR 226,350 lei



SPENDINGS

AIMING FOR THE OLYMPIAD! 1,240,573 lei



WE CARE 992,091 lei



140 BPM 204,972 lei



OTHER ACTIONS 194,279 lei

ADMINISTRATIVE 743,243 lei

SUPPORT eMAG FOUNDATION

YOU CAN SUPPORT eMAG FOUNDATION'S PROGRAMS:



Redirect **3.5% of the income tax** to the eMAG Foundation



Redirect up to **20% of the company's income tax**.

For further information please contact us at *office@fundatiaemag.ro*



Donate online through the Foundation's website

www.fundatiaemag.ro/implicare

www.nouanepasa.ro/doneaza

www.hailaolimpiada.ro



Add a donation in your eMAG.ro shopping cart,
to support the foundation's programs.



Donate directly in the Foundation's account

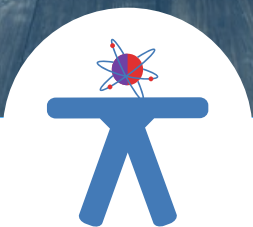
and mention the specific program what you wish to support:

✓ **eMAG Foundation for Education**

CIF: 31026680

RON Bank account: RO06 BRDE 450S V071 7891 4500, opened at BRD

EUR Bank account: RO47 RNCB 0073 1453 1247 0004, opened at BCR



hilaolimpiada.ro



nouanepasa.ro



140bpm.ro

eMAG FOUNDATION

➞ www.fundatiaemag.ro

✉ office@fundatiaemag.ro



We are grateful to our 2019 partners:

