

Corporate Social Responsibility in Romania

Invest in the future of disadvantaged youth



APEL is an NGO dedicated to supporting disadvantaged youth

In Romania.....

- **Nearly 74,000 children** (out of 4,600,000 children under 18) **are under the care of the state** and 26,599 children are raised in orphanages - most are between 14 and 17 years old (1).
- **2,000 street children in Bucharest and 5,000 in Romania.** But the number of the non-registered street children is much higher.(2)
- **72% of disabled children do not receive any education (42,598 disabled children).** Nearly a third of children with mental disabilities are not accepted by schools offering special education. As a result of this lack of education, only 3,6% of disabled persons are employed. (21,906 out of 554,760 disabled adults).(3)
- **The number of school drop-outs tripled between 2000 and 2007,** and 53% of teenagers have difficulty reading and comprehending a text.
- **Poverty level of Roma families is three times higher (77.2%) than families from other ethnic groups.** As a result, Roma children have a limited access to education and their chances to gain any work skills are narrow.. Approximately 19% of Roma men and 11% of Roma women are employed, compared with 40% of men and 31% of women of other ethnic groups in Romania. (4)

Because of **the absence of specialized government agencies and the lack of adequate vocational education and training**, these groups of people (young people from the child welfare system, street children, disabled people, Roma people and marginalized young people in general) did not have the chance to develop adequate life and social skills and now struggle to integrate professionally and socially into society.

The association APEL is dedicated to supporting disadvantaged youth to (re)integrate into society. Our objective is to develop their work and social skills in order to empower them to take charge of their life, and thus reducing their dependency on the social welfare system.

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❖ The organization

- **History:** The APEL service was established in 2001 in Bucharest, as a service of vocational training and professional integration for young people aged 17-35 years who are in economic or social difficulties.
- **Mission:** To provide these young people with a “personalized professional scheme” to help them reintegrate into the labor market and get them to become actors in their own lives.
- **Staff and Intervention Sites:**
 - APEL has two **Centers for vocational training and professional integration** in Bucharest and Timisoara and a **Resource Centre on labor market marginalization** in Timisoara.
 - Our teams are composed of Psychologists and Counselors who work with our beneficiaries, and Project Coordinators and Administrators in charge of relationships with our partners.
- **Partnerships and Collaborations:** APEL acts within a collaborative network involving institutions, NGOs and employers that support socio-professional reintegration.

❖ Funding

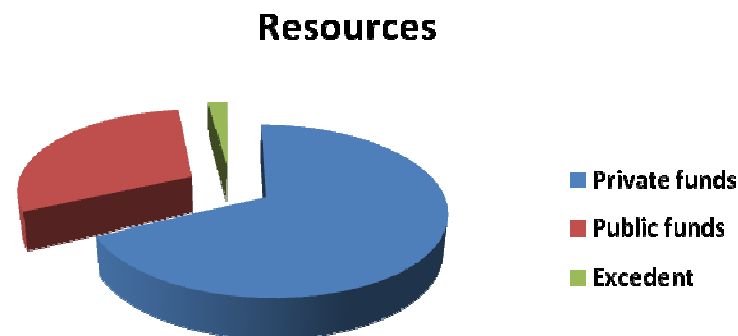
▪ Budget:

Average budget of APEL (2003-2009): 289,020 RON (68,592 €)

Budget APEL in 2009: 597,797 RON (141,859€)

▪ Resources: (2003-2009)

- **68% comes from private funding:** business philanthropy (Foundation UNIDA, etc..), international organizations (UNICEF, IOM, etc..), APEL services for private and public organizations.
- **30% comes from government grants:** intergovernmental organizations (European Union), foreign government agencies (Embassy of France, etc..) and Romanian public agencies (National Agency for Youth Initiative).



APEL's activities focus on 3 areas and have succeeded in supporting 1300 youngsters so far...

APEL activities tailor objectives to support the needs different target groups :

- **Young disadvantaged people:** support them with vocational training and professional integration.
- **Social welfare organizations:** provide training and services to help in dealing with marginalized people.
- **Employers and employer associations:** make the link between businesses and youth development in social and professional reintegration.
- **Media and civil society:** input into events and articles and provide an evidence base detailing the issues surrounding social exclusion and the labor market.

Activities focus on 3 main areas

Centers for vocational training and professional integration

- Provide information on labour market and vocational training
- Conduct competency assessment of individual skills
- Provide 'personalized professional' approach to competency building
- Monitoring progress
- Provide training for social workers

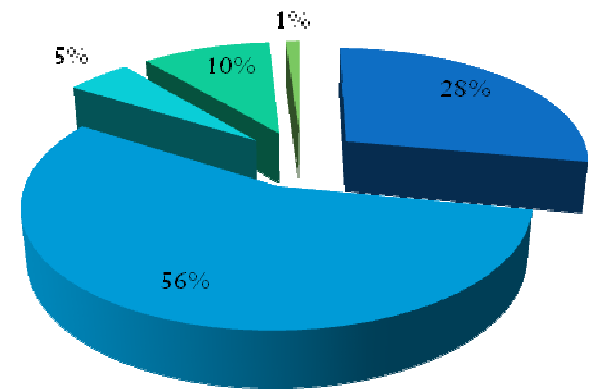
Services to employers

- Assist employers in providing work experience schemes aimed at young people
- Propose individuals to corporate recruitment
- Monitoring work placement
- Counseling & advice

Resource Centre on exclusion on the labour market

- Analysis and studies
- Awareness campaign

Results (2001-2008): 1312 youngsters have been supported



- Youngster trained
- Youngster employed
- Youngster trained on entrepreneurship
- Social workers trained
- National awareness conferences

Your company can help disadvantaged youth by becoming an APEL social shareholder

What is Social Shareholding?

APEL proposes a new formula for sponsorship, "**social shareholding**".

This formula allows companies and individuals to get involved in a social project by **acquiring "shares" to finance the professional reintegration course** of one or more disadvantaged young people. Each share provides funding for an activity or a step in the reintegration scheme.

The rights of the social shareholder

- **Right to be informed** of the progress of activities and projects as well as receive all materials produced by APEL.
- **Right to express your opinion** on APEL activities through the communication tools of the association.
- **Right to participate at the general assembly** of shareholders (once a year) and to express your views on activities, make suggestions and proposals for action.

What are the benefits of social shareholding?

Shareholders

Turn your company into a socially responsible business

Benefit press coverage through APEL's communication tools and events

Unite your employees around a common project

Enhance your company's image among your employees and potential recruits

Strengthen and extend your professional and social networks

Benefit from a favorable tax law: financial donation to associations are deductible from income tax

APEL & its beneficiaries

Ensure a guaranteed funding for a given time

Develop closer links with key members of the labour market

Share knowledge and experiences about the labour market

APEL social shareholding offers different formulas

APEL will annually issue **1500 shares** to fund its activities. Shareholders can choose the form of shareholding that suits them best among the different formulas. APEL offers:

- 500 shares of 100 € each, and 1,000 shares of 50 € each.
- The shares are **subscribed for a period of 3 years**.
- The shares are recorded and marketable.

EXAMPLE

The reintegration scheme of a person within APEL costs 1260 RON (**300 €**) per year. Each share allow:

Share	Amount	Activity	Example
1 share	50 €	2 months follow-up of a beneficiary by APEL	Introductory meeting, competency assessment
1 share	100 €	4 months follow-up of a beneficiary by APEL	Competency assessment, mediation toward employment
2 shares	150 €	Half year follow-up of a beneficiary by APEL	Training, mediation toward employment
3 shares	300 €	A year follow-up of a beneficiary by APEL	Personalized professional scheme, mediation toward employment, monitoring

APEL annually supports an average of **350 marginalized people per year** and follows them during their reintegration scheme.

If you or your company wish to be more involved in APEL's activities through corporate volunteering, donations, etc. or if you want to learn more about APEL, please contact us at:

Make a donation

Asociatia Serviciul APEL
Tax code: 18868630
Address: Str. Rasuri nr. 17, sector 2, Bucuresti
Bank: Banca UniCredit Tiriac S.A. Sucursala Magheru, nr 24, sector 1
Accounts:
- Account RON: RO74BACX0000004505199002
- Account Euro: RO47BACX0000004505199003

CONTACT

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Past & Present Partners contributing to the success of APEL

Partners



European Union
European Social Fund
Investing in jobs and skills



Awards

2002 UNICEF Romania: APEL was appointed Centre of Excellence

2002 Visit to the APEL office by of the current French President Nicolas Sarkozy

2003 Special Award of the National Authority for Child Protection - USAID

2007 The weekly magazine Bucharest Business Week rewarded APEL of a special price for the continued promotion of a partnership between the social and economic

2010 Francesco Aloisio, president of APEL, was appointed Knight of the Order of the Star of Italian Solidarity

Dozens of appearances in the press, radio and television helped publicize our activities throughout the years.