

# Strategic Plan

---

2016 - 2020





## Contents

 Introduction About Myosotis Romania	1
 Our Vision, Mission, Values and Objectives	2
 History of Success	4
 Challenges that we face in Vaslui County	5
 Current Projects: <i>Casa Esme School for Disabled Children</i>	6
<i>House of Roses Home for Disabled Young Adults</i>	10
<i>Myosotis Health Center</i>	12
<i>The Young Volunteers Center</i>	14
 Potential New Projects: <i>St. Martin's Home</i>	18
<i>Sheltered Workshop</i>	
<i>Citizen's Advice Bureau</i>	
<i>Summer Camp and training facility</i>	
 Human Resources	19
 Finances and Fundraising	20
 Partnerships	20
 Contact details	21



# Wind of Change

introduction by **Mihai Popa**, Managing Director



In 1996 Barlad Community welcomed Carol R. Daniel, a British citizen who visited our town and was about to make it all different for the poor, the sick and the disabled. She put “Love in Action” and created for us a strong charity able to provide an opportunity for change in Romania. Twenty years later, driven by a huge experience in social services and education gained from the projects we ran so far, the young management team in Romania is presenting you a glimpse of our humanitarian activity and the direction we want to follow in continuing to create miracles for the people of Barlad.

Firstly, we feel lucky to have a team of dedicated Romanian staff and volunteers, to have adequate premises from which we run our projects, specialized support from abroad, all being part of a solid base for providing an excellent service to the community. It is our intention to continue developing our work, based on the needs of the people in Barlad area but also to secure the future of the charity with the support of local community and friends who, at some point, have been part of the Myosotis world.

We reached a time of change when planning and strategy for the future is highly important. Even while this document was in making, large changes have occurred within our projects. We envisage difficult times for Romania as we think of the number of young people going abroad, the shortfall of doctors, poverty and reduced quality of life especially in rural areas. Everything we do we need to improve and adapt. We have touched and improved thousands of lives and we wish to continue where we are needed most.

We operated with funding from the UK and managed in the last five years to generate in Romania through fundraising campaigns and state allowances approx. 50% of the annual expenditure. As funding from the UK is constantly decreasing we need to secure our projects with funding within Romania from the local community.

*Myosotis works for the community of Barlad, belongs to the community and we invite you to put your love in action and support our work.*

**Forget-Us-Not.**

Sincerely yours, Mihai

## Our Vision, Mission and Values

### VISION.

Our ultimate wish is that each individual in Barlad will have access to information, benefit from their individual rights, take responsibility for their own lives and families, profit from adequate free education and medical care.

### MISSION.

We aim to deliver social, educational and medical care to the neediest of Barlad and surrounding areas and support people with special needs. On the basis of Christian and moral values, we educate the young generation to take responsibility and be proactive in the local community



### Our CORE VALUES

- ❖ **Respect** towards every individual of the community;
- ❖ **Responsibility** and **non-profit integrity** in all actions dedicated exclusively for the community;
- ❖ **Compassion** and **awareness** towards vulnerable people of the society;
- ❖ **Transparency** and **truthfulness** regarding work and resources used;
- ❖ **Consistency** and **devotion** in achieving our mission
  - ❖ **Concern** and **attention** for volunteering.



## Strategic Objectives

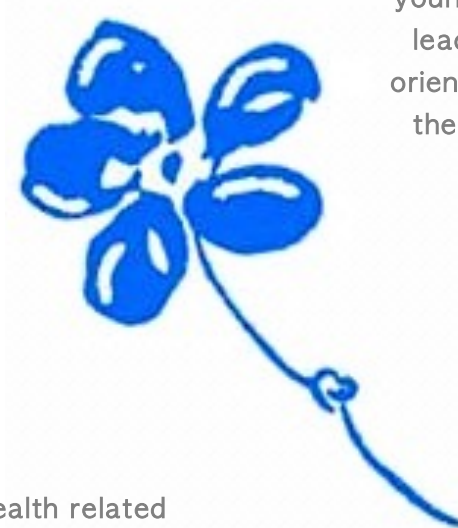
2016 - 2020



1. To consolidate a strong charity that represents the interests of the people in Barlad.

2. To create and run homes where young people with special needs can lead a normal life style in a family orientated enviroment and promoting their interaction into the comunity leading to long life support.

5. To deliver educational and therapeutical services to children and young people with special needs.



4. To provide health related services to support short falls in the existing facilities currently available.

3. To raise the younger generation social responsibility and to develop leaders of tomorrow.

## History of Success

Making the difference in the community of Barlad is not an easy path to take, but yet, within the 20 years of activity, Myosotis was able to contribute substantially to the improvements of the community, leading to better life quality of the poor, the sick, the handicapped people and the young generation.

-  In 1998 we started the first youth program designed for highschool students to volunteer;
-  In 2001 have opened the first social – medical Health Center, offering free services;
-  In 2004 we have opened the first day center for disabled children in Barlad;
-  We were the first NGO in Barlad to be accredited by the Romanian Departments in 2005;
-  The first NGO in Romania to distribute free breast prosthesis to ladies all around the country. 1000+
-  The only clinic in Vaslui to offer free contraceptives and the first to have a criocautery equipment;
-  Through our range of services we have been involved with more than 7000 families in Barlad and surrounding areas;
-  We offer training opportunities abroad for our staff, made with international specialists;
-  We create traditions at the annual summer camp and A Smile at Christmas Project which we develop every year;
-  We work in partnership with international organisations to introduce international programs in Barlad: A.G.G.R. (guides and scouts), The Duke of Edinburgh's Award.
-  As a result of our dedication, our excellent work has been recognized locally and nationally:
  - Barlad Performance Gala, award for “Best NGO” in 2015
  - Barlad Performance Gala, award for “Best Impact Youth Program” in 2015
  - People of the Times Gala nominalization for Civil Society in N-E Romania – finalist 2015
  - National Gala of Excellence in Social Services – nominalization for Charity of the Year 2015





## Challenges that we face in Vaslui County

1. High level of poverty. In top 2 poorest regions in EU-28.
2. High rate of infant mortality. 10.8 at 1000 new born babies – in 2014
3. High mortality rate for people diagnosed with cancer. 36% mortality rate after diagnosis
4. Giving up medical care for financial reasons. Over 70% of total population
5. Children from families with financial difficulties. 87% out of total children in Romania
6. Children in high-risk category of leaving school before graduation. 35.3% in total children
7. High number of young mothers age between 15- 19 years. approx. 10% of total mothers
8. High rate of unemployment. 10,53% in April 2015
9. Small number of people with disabilities integrated into work. 377 people out of total 13641 (approx. 3%)
10. Population in decline.(and a large number of elderly people in total population)

---







\*1. UE-28 Eurostat 2012; \*2. Ministry of Health, Infant mortality 2012; \*3. Eurostat; \*4. National Institute of Statistics Romania; \*5,\*6. Vaslui County Council – Strategy 2013-2020; \*7. Eurostat; \*8. Ministry of Work, Family and Social Protection monthly reports; \*9. Evolution regarding people with special needs, Ministry of Work, Family and Social Protection 2014; \*10. Population count 2011.

## CASA ESME Day Center for disabled children

Everybody at Casa Esme strongly believe in its values\* July 2005, when this day center has been established as a result of a major need in the community of Barlad. At the moment, Casa Esme offers its services to 61 children and young people with various special needs, aged between 4 and 18 years. The project aims to improve the educational and social development services of its beneficiaries by using individual personal resources.

*\* Every child that we educate is a person that we gain.*

### Services offered in Casa Esme Day Center:

-  Identifying children's individual needs and resources;
-  Socializing activities;
-  Speech therapy and PECS program;
-  School integration and cultural activities;
-  Counseling and parents support;
-  Movement development and therapy;
-  Working with visual zones;
-  Cognitive development activity;
-  Activity to stimulate creativity;
-  Activities to develop personal autonomy and independent life skills;
-  Recreational and leisure activities;
-  Campaigns to shape friendly attitude regarding disabled people.





According to their knowledge and their learning potential, the beneficiaries are divided into 5 different groups.

Children with low knowledge level and small capacity of progress

Children with average knowledge and active learning potential



Children with low knowledge and active learning potential

11+  
Children and young people with severe handicap aged over 11 years

Children integrated in the mainstream

All these services are performed by a devoted team with an extensive professional experience which includes



a psychologist, two social workers, a teacher, a speech therapist, a recovery educator and house keeper.

The team works with all its heart and energy so these children and young people can reach their full potential. They all welcome the great support offered by the young volunteers.

## CASA ESME Day Center for disabled children

PLANS for 2016 - 2020

Strategic Objective: to deliver educational and therapeutical services to children and young people with special needs.



**2016**

**To create a sensory room** within the day center for developing children's sense and facilitate the therapeutic alliance. This type of therapy has a great impact in the smooth running of all the activities. The project will be carried out with the support of Orchid Trust UK.

**2016**

**To create a designated counseling and communication room** in the day center to be used with children's parents. We believe that the relationship between our specialized staff and the parents is very important and helps substantially to increase the good results of the children.

**2017**

**To introduce a yearly oral health plan**

for the disabled children at Casa Esme so they could benefit of free dental checks and basic treatment. We wish to run this project in partnership with a local dental clinic.

**2018**

**To create a dedicated activity area for the 11+ Group**

by acquiring a premises which will incorporate the Young Volunteers Center. We are looking at the volunteers group to organize activities for the 11+ group as one of the objectives is the development of social skills for the disabled young people and create relationships outside their family with similar age youngsters under appropriate supervision.

**2016 - 2020**

**To enrich the working methods with new techniques** such as sign language, music therapy, physiotherapy and focus attention on the beneficiaries family.

We reached the point where it is relevant to work with the family as well as with the child to achieve the development of the child.





*„The specialists at Casa Esme succeed in identifying exactly the needs of my child and are continuously looking for appropriate work methods to overcome these needs.” - Mrs. Violeta B.*

*„My child is very happy since he comes at Casa Esme. He is passionate to tell what he has been doing at Casa Esme, what new things he learnt and can't wait to go there again.” - Mrs. Maria P.*

*„I appreciate the confidence and devotion of the staff at Casa Esme, especially the attention they offer to each child and the ability to understand their individual needs. From what I've seen, the children feel important and come at Casa Esme very excited, with all their love.” - Mrs. Mihaela C.*









## HOUSE OF ROSES home for disabled young people

House of Roses is certainly an excellent example on how people with special needs can have a lovely balanced life. The sheltered home was opened in 2012 and accommodates 6 handicapped young people aged between 24 and 30.

Our objective is to offer young people with special needs the chance to live a normal life where they can integrate socially, culturally, professionally and also develop their personal autonomy.

Services provided at House of Roses home:

-  Social integration / reintegration;
-  Housing and individual care;
-  Medical, psychological, social and educational assistance;
-  Recreational, cultural and educational activities;
-  Exploring work therapy and integration into a sheltered workshop;
-  Optimizing independent living skills such as cooking, gardening, cleaning, looking after pets.



*People with special  
needs want to go  
home too!*



The employees team consists of 3 members of staff with good training and professional experience: a social worker and two social assistants. Daily, the team will increase adding the young volunteers who bring a real support and a lot of joy and enthusiasm among all. To maintain high quality services, a nurse, a psychologist and a speech therapist get involved on a part time basis.

## PLANS for 2016 - 2020



The work inside the home follows an individual plan for each beneficiary and is related to their personal needs and knowledge. The presence of an employee is permanently ensured.

Strategic objective: To create and run homes where young people with special needs can lead a normal life style in a family orientated enviroment and promote their interaction into the community, leading to long life support.

**2016**

**To optimize the outdoor house space** to obtain designated areas for leisure, gardening and keeping pets. Increase the production of own vegetables to encourage healthy food consumption and work as therapy. Gardening equipment will be provided by Stamford Rotary Club UK

**2016 - 2020**

**To organize trips and explorations**

in order to offer beneficiaries unique life experiences and also participation at cultural and educational events in the

**2017**

**To prepare the youngsters for integration** into sheltered workshop where possible and also participate in special training programs to develop new skills and knowledge.

**2018**

**To obtain a small agricultural land** within Barlad area for cultivating fruits and vegetables for own consumption. This will facilitate acquisition of independent living skills.



**2017**

**To explore the possibility of obtaining a vehicle** so all activities that require transportation will be more accessible.

*„Those who experienced living in dreadfull conditions during childhood can understand the importance of the work at House of Roses. I had such an experience and, as a withness, I can say that what happends in this place is no less than a miracle. I recently visited The House of Roses with a coleague of mine and she was also impressed by the professionalism of the staff and volunteers, by the warm and friendly enviroment and by the solid structure of the charity. My coleague also mentioned that this place would be envied by many similar homes in the UK.”*

Mr. John Amos








Romanian Crestin Trust – Reg. Charity No. 1062964

## Myosotis HEALTH CENTER – A Successful Story

One of the major lines of action of Myosotis Romania has been to offer good quality medical support to poor and vulnerable people of Barlad and surrounding area.

Starting year 2000, through the Health Center we offered a wide variety of medical and health education services.

### Services provided from the Health Center :

-  Family Planning Clinic and free distribution of contraceptives;
-  Ante and Post natal Educational Program;
-  Gynecological Clinic;
-  Health Promotion campaigns in Barlad and nearby villages;
-  Distribution of free breast prosthesis donated by companies in the UK for women who suffered from breast cancer;
-  Psychological counseling and group meetings for the sick;
-  Gift packs with baby personal hygiene products, toiletries and clothing for young mothers at birth.

Due to change in the legislation, the contract with the Health Insurance Department in Vaslui couldn't be renewed in 2015 and the Gynecological Clinic has stopped as we were unable to claim for our services which result in lack of funding. The provision of free contraceptive have stopped for the same reason. We currently employ a nurse and a trainee nurse who offer support in our other projects.

*Quality of life and  
happiness have a thing  
in common...  
good health*



## Future plans



Currently we are continuing to distribute free breast prosthesis on a 2 days per week program. The Romanian state have introduced in 2015 a national program by which women can benefit from free breast prosthesis through Health Insurance Department so we anticipate that shortly we will stop our program as we do not intend to double medical services that operate succesful in Romania.

We look at our Health Center now like as a project that reached its full potential – a succesfull story – that at a time when it was needed we provided free high quality medical services for the



Strategic objective: To provide health related services to support short falls in the existing facilities available if supported by government or community funding.



2016 - 2020

### To explore the needs of medical related services in the community

- Citizens Advice Bureau to assist people to access their rights in partnership with Local Council
- Medical service for awareness, early detection and support against breast and cervix cancer
- Medical Center for minor interventions to provide care in changing dressings, injections, checks
  - Healthy Life Campaigns
  - Loan of medical equipment

*„This Health Center offered me the support I was looking for, it helped me to rebecome ME, to enjoy what I am – to feel woman again.”*

Mrs. B. Georgeta from Bucharest – beneficiary of breast prosthesis

*„Helping me with this breast prosthesis, you have succedeed in giving me the smaile on my face again and my self confidence .”*

Mrs. C. Mihaela from Vaslui



## YOUNG VOLUNTEERS' Center

From the beginning, Myosotis has implemented and developed programs that involved young volunteers, the results were excellent and motivating for everyone involved. The first activities started in 1998 in the Neuropsychiatric Children' Ward of the TB Hospital in Barlad. Under the guidance of a coordinator, young volunteers were working with children with special needs abandoned in the hospital doing activities such as drawing, music, games and psycho-motor development.

*Volunteers are paid in  
the most sincere  
currency...  
SMILES.*

We AIM to develop the potential of the young generation by offering the possibility of active involvement in supporting their community. Also, we encourage young people to be responsible and take action on issues that are part of their society.

The Young Volunteers work with children from schools in Barlad and nearby vilages, children and young people with special needs who are benefiting from Casa Esme and House of Roses services and also high-school young people.

Myosotis colaborates with more than 30 young people every year who organize and lead programs for more than 90 children with different social backgrounds.



## Programs that Volunteers run



Proud to deliver



"A step closer" –  
educational  
program for  
children in  
Baltateni village

"11+"  
Children and young  
people with severe  
handicap aged over  
11 years

"Blue Clover"  
activities group for  
children – in  
partnership with  
Guides and Scouts  
Romania

"MYO kinder"  
group of children  
with special  
needs attending  
school

House of Roses  
group of people  
with special  
needs living in  
sheltered home

Casa Esme  
Offering support  
through working  
with special needs  
children

### Annual Summer Camp

Every year the volunteers organize summer camps for all children and young adults that participate in our programs.

## YOUNG VOLUNTEERS' Center

### PLANS for 2016 - 2020

Strategic Objective: to raise the younger generation social responsibility and develop leaders of tomorrow.

**2016 - 2020**  
**To run the personal development program**

*The International Duke of Edinburgh Award*  
International youth program developed in more than 140 countries

**2016 - 2020**  
**To organize summer camps, leadership trainings, team building events, experience exchange and annual training.**

**2016**  
**To create a rewarding scheme with monthly and yearly honorific awards for outstanding volunteers**

**2017**  
**To offer help at home for vulnerable elderly people**

This project involves conducting weekly visits in order to undertake activities such as shopping, chats and tasks inside the house

**2018**  
**To set up an youth club in Barlad**  
where young people can develop skills and abilities, socialize and have fun in a friendly environment

**2016**  
**To develop relationships between Myosotis and the families of the volunteers** by organizing various joint events to support our work.

**2018**  
**To implement GAP Year concept**  
One year of professional experience with Myosotis before university

All these actions and projects will be based on Christian moral values that we would like to inspire in the young generation.





*„The five years I spent as volunteer with Myosotis meant learning about empathy, respect, competition, devotion, love offered unconditioned but also fun and friends that last forever and many unforgettable memories. This is why, today after 15 years I can say with emotion: Thank you Myosotis for the person I am today!”*

Mrs. Simona Dumitriu

*„In 2009 I was given with open arms the opportunity to volunteer and I sign up having no idea what was ahead this challenge. Shortly I begun to realize that it is not only about ourselves is about others as well. I have participated in many activities through which I was able to help the ones in need but I also received, being able to discover myself, becoming more responsible, with lots of friends around, and more responsive to the needs of people around me ”*

Mr. Dragos Popa

Based on the current community needs, using our experience and dedication, we would like to develop new projects with the support of the local community, sponsors and supporters.

### Saint Martin's Home for disabled

Based on our successful model represented by the *House of Roses Home*, Myosotis Romania intends to set up a second home for people with special needs in Barlad. As a result of experience and good reputation of the Charity in its activities, a generous family with a great sense of involvement and devotion, is offering to provide a premises so we could accommodate and support people with special needs. This future home will host 6 disabled people who will be cared for by 3 employees and young volunteers. The building is centrally located in Barlad and will require modifications, upgrades, furniture and house-hold appliances.

*Everyone is invited to support this project as we are looking at the home to become operational to provide a safe and happy environment for its beneficiaries starting 2018.*

### Sheltered Workshop for people with special needs

Myosotis has always been concerned about integration into work of people with special needs so we consider as appropriate to set up a special working environment for this category of disadvantaged people.

The premises will be adequate to the needs of the people with handicap and equipped with working tools and dedicated equipment, stock of materials and accessories. The work will be supervised and run by a manager who will develop realistic and sustainable business plan based on features and characteristics of the market in Romania. As a main activity it is envisaged production of decorative items, household goods like towels, aprons, bags, crafts, cards, various accessories, knitting textiles etc.

The workshop is planned to be functional and provide professional support for people with special needs starting 2017.

### Citizens' Advice Bureau

We explore the means by which we could facilitate advice for the community of Barlad in partnership with the Local Council. We envisage The Citizen's Advice Bureau to run from the Myosotis Center – a central located premises – starting 2018.

### Summer Camp and Training Facility

Myosotis is going to explore and pursue the possibility of acquiring a dedicated area of land suitable for organizing educational camps for young people of Barlad as well as comfortable for children and adults with special needs.



## Human Resources

*An exceptional vision is  
useful if supported by  
exceptional people*

Myosotis values its human resources and understands that the whole charity activity and outstanding results are dependant on its CREATIVE, DRIVING force.

In 2016, the organization is proud to have a wonderful team of 16 employees and over 30 volunteers who are very passionate about their work.

We appreciate and treasure that some of the team members are involved with the charity since the beginning for more than 17 years. Succes is also achieved by having staff who once were part of the Young Volunteers Program, they grew up within the organization, went away for studies and returned to improve their own community. We see in them the key resource for the future.

In order to form, develop and motivate our staff, we organize annual team building events and summer camps, the employees are encouraged to participate in varous training courses. All our work emphasis on teamwork, solidarity, respect, responsability, integrity, proactivity and devotion. The charity believes in promoting a friendly and pleasant working enviroment where people can communicate easily and well.

In 2016 – 2020 Myosotis continues to look after this precious resource by creating individual development plans for all members of staff, yearly reviews and rewards based on remarkable results, team building events and training courses, annual general meetings, recruiting new members of staff according to the strategic development.

We take a moment to say A BIG THANK YOU to all members of staff and volunteers for being part of this wonderful TEAM, often called The Myosotis Family, and for all your efforts and hard work shown along the years.





## Fundraising

Ensuring that the charity can cover the running costs for the existing projects and to create the basis for the future, Myosotis Romania intends to complete fundraising activities. These actions are going to be conducted by a member of staff, with the objective to bring financial independence and support so that the projects undertaken are not threatened or stopped because of lack of funding.

Myosotis Romania is keen to explore new sources of funding that are in line with its values and principles. It is concerned only legal sources which are transparent and appropriate to the image of the charity.



## Advertising Campaigns

Myosotis Romania acts only in the interest of the local community and considers important that the population of Barlad and surrounding areas are familiar with its projects, actions and ways in which citizens and organisations can get involved and support our initiatives. This will be achieved through a series of actions such as newsletters, website, facebook page, events like The Myosotis Week in Barlad, a stall in the market, etc.



## Collaboration and Partnerships

Myosotis Romania believes that team work generates success not only within the organization but also in all connections with institutions, organizations, state departments and local companies in achieving our goals. Our intention is to create and develop strategic partnerships with key players of the community.

We thank our partners:



St. Martin's Church Ruislip UK



R.A.K.E. Charity UK



ORCHYD Trust UK



Rotary Club  
Stamford St. Martin's UK



URB Company  
Romania





## Contact



Address: Str. Stefan cel Mare Nr. 6, Bl. B1-3, Sc. B, Ap.21, Birlad, Jud. Vaslui, Romania, cod: 731005  
Tel: +40 235 421 955  
Managing Director, **Mihai Popa** – Tel: +40 730 145 145, e-mail: [office@asociatiamyosotis.ro](mailto:office@asociatiamyosotis.ro)  
Financial Manager, **Monica Tazlaoanu** – Tel: +40 743 477 577, e-mail: [financiar@asociatiamyosotis.ro](mailto:financiar@asociatiamyosotis.ro)



Address: Str. I.L. Caragiale Nr. 10, Birlad, Jud. Vaslui, Romania, cod: 731070  
Tel: +40 235 423 888  
Project Manager, **Loredana Dobrin** – Tel: +40 741 069 380, e-mail: [casaesme@asociatiamyosotis.ro](mailto:casaesme@asociatiamyosotis.ro)



Address: Str. 1 Decembrie Nr. 76A, Birlad, Jud. Vaslui, Romania, cod: 731149  
Tel: +40 335 803 032  
e-mail: [casatrandaafirilor@asociatiamyosotis.ro](mailto:casatrandaafirilor@asociatiamyosotis.ro)



Address: Str. Stefan cel Mare Nr. 6, Bl. B1-3, Sc. B, Ap.21,  
Birlad, Jud. Vaslui, Romania, cod: 731005  
Tel: +40 235 421 955,  
e-mail: [sanatate@asociatiamyosotis.ro](mailto:sanatate@asociatiamyosotis.ro)



Address: Str. I.L. Caragiale Nr. 10,  
Birlad, Jud. Vaslui, Romania, cod: 731070  
Tel: +40 235 423 888  
e-mail: [voluntariat@asociatiamyosotis.ro](mailto:voluntariat@asociatiamyosotis.ro)

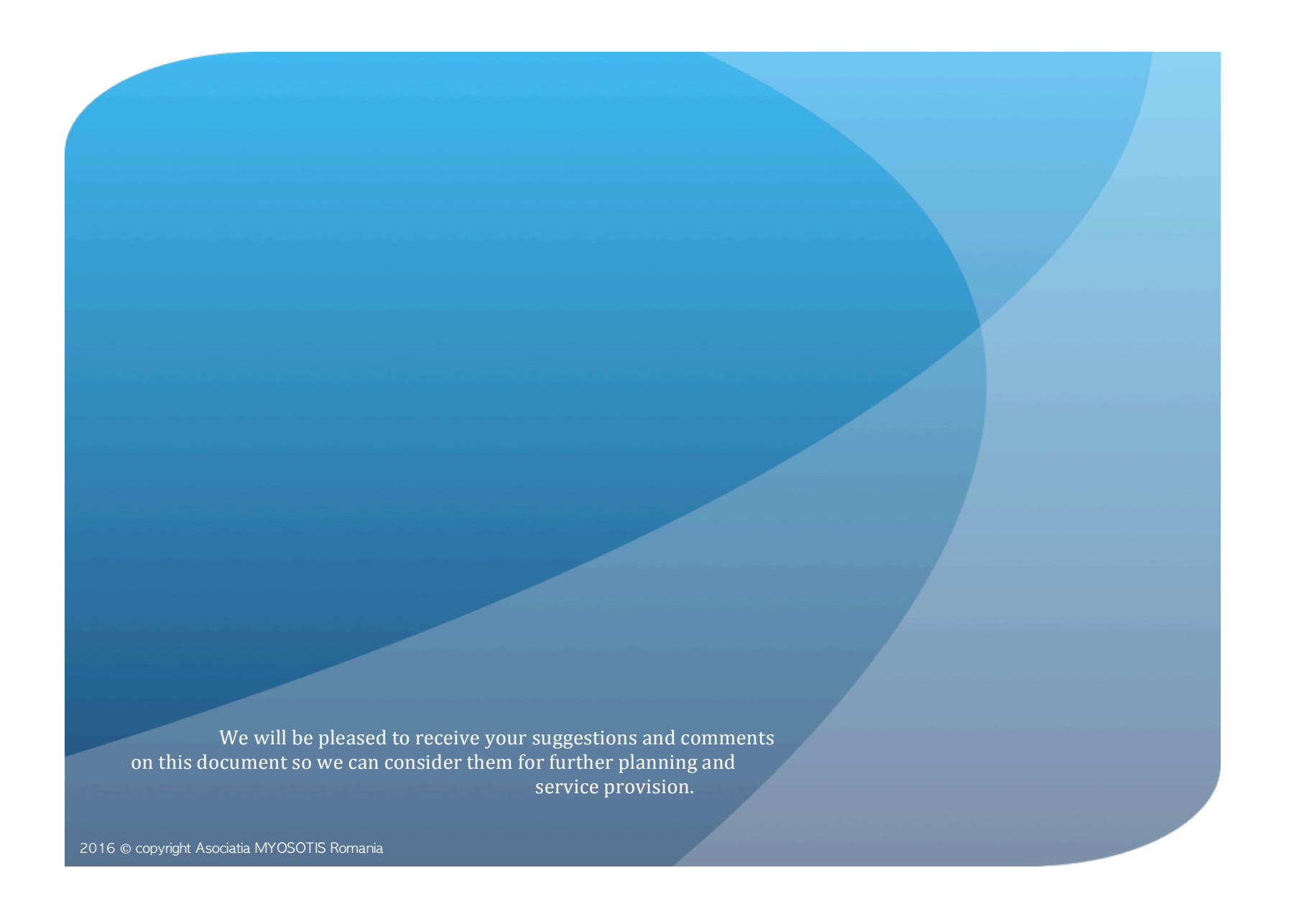
To support our work, donations can be made to:

**Asociația MYOSOTIS Romania**

Reg. Charity No. 15432619

IBAN: RO53 RNCB 0260 0031 1376 0001



The background of the slide is a solid blue color with several large, overlapping, curved shapes in varying shades of blue, creating a modern, abstract design. The shapes are rounded and flow from the top left towards the bottom right.

We will be pleased to receive your suggestions and comments  
on this document so we can consider them for further planning and  
service provision.