

2020

Annual Report



TZUBY'S KIDS ASSOCIATION

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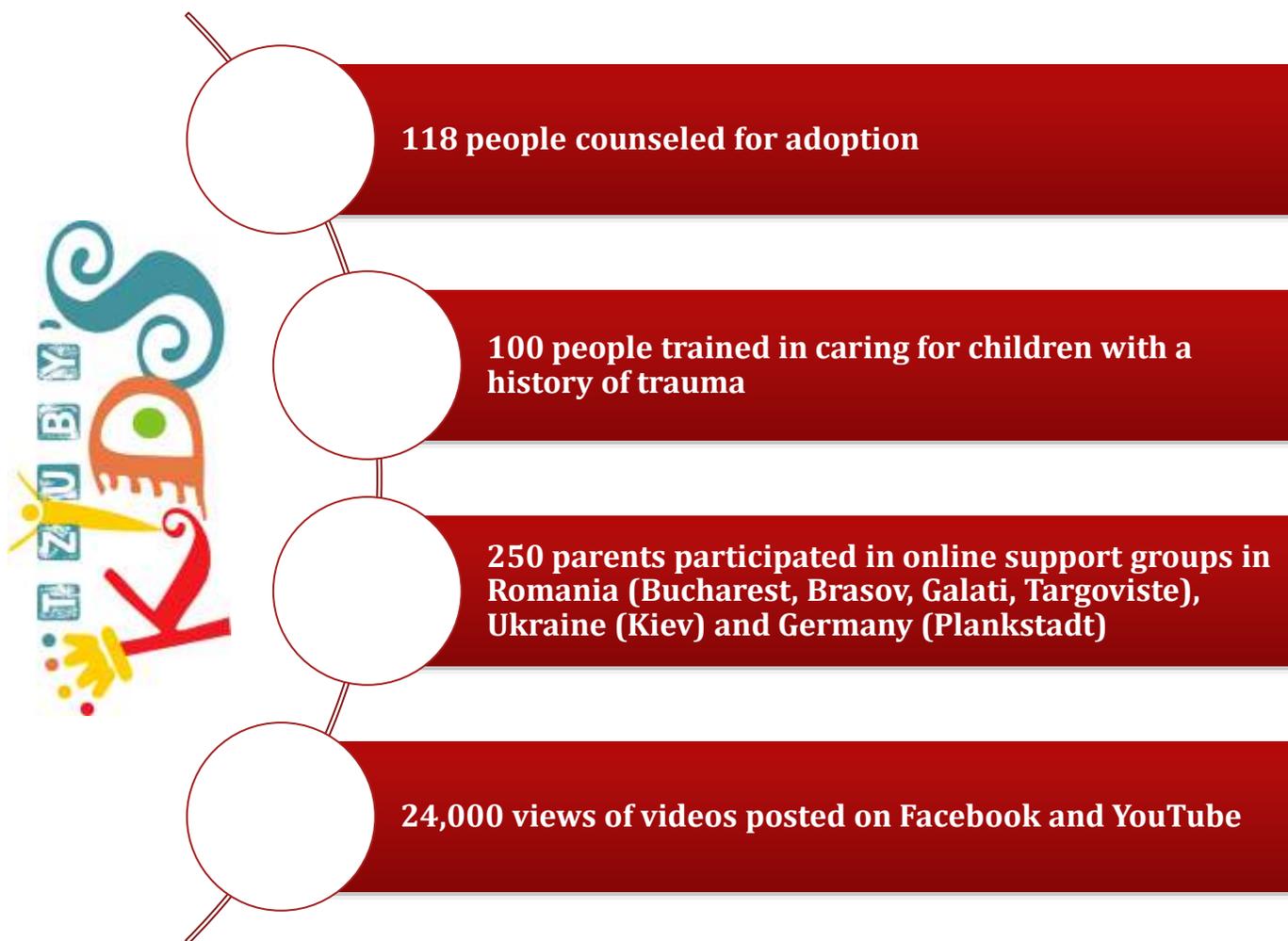
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EXECUTIVE SUMMARY

2020 was the year in which our plans had to be reanalyzed and services reinvented as a result of the COVID-19 pandemic evolution. Despite the unexpected beginnings, the results we see at the end of the year amaze us:



Special thanks to all those who made all this possible, starting with our employees and partners, as well as the sponsors who stayed with us even in the context of the economic and social difficulties of 2020.

Our future plans include a project to develop services in the middle of nature, by arranging a campsite in which training services, therapeutic intervention and support services will have an increased impact on the successful integration of children into families.

Liviu Mihăileanu
President

OUR VISION AND MISSION

#afamilyforeverychild

Our **VISION** is that every child grows up in a family and is cared for with a competent love.



Our **MISSION** is to engage in the promotion of adoption, family placement, and support the integration of children into families.



Tzuby's Kids Association is authorized to carry out domestic adoption services by the National Authority for the Protection of Children's Rights and Adoption (ANPDCA), it is a member of the Romania Without Orphans Alliance (ARFO) and part of the Alliance Trauma Consortium with accredited trainers.

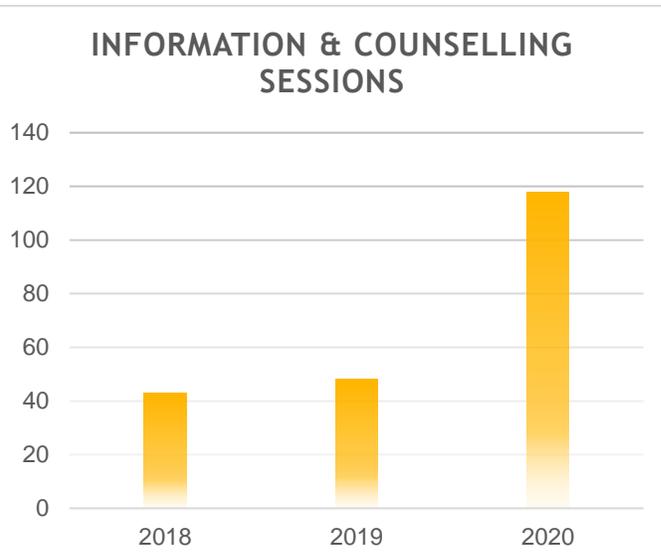
FIELDS OF ACTIVITY

1. Counselling and Information in Adoption and Family Placement

During 2020, we directly counseled 118 people for adoption and family placement, more than double the previous year. Since March, the services offered have been carried out exclusively online and have included information on the adoption process depending on the specifics of each case.

Regarding information events, even if we could not organize public events as in previous years, we considered it

appropriate to use online media. Thus, we supported the **ZiuaAdoptiei.ro** project initiated by the Romania Without Orphans Alliance (ARFO) which was accessed by over 200,000 accesses



and in which we provided information to all persons who requested clarifications regarding adoption. At the same time, the information was disseminated in the morning show of Speranța TV and on prime time at Prodocens Media.



*Thank you for your support,
it was very important to us,
you were the only people
who encouraged us
and gave us the information
we needed so much!*

*(Adoptive family
beneficiary of Tzuby's Kids services).*

2. Support Groups for Adoptive and Foster Families

Support groups have been an integral part of Tzuby's Kids services shortly since its inception given the growing need for adoptive families to receive support, as well as the lack of such services at Child Protection level. On the other hand, we note that participants are more open to us than to evaluators, especially during the entrustment and monitoring periods.

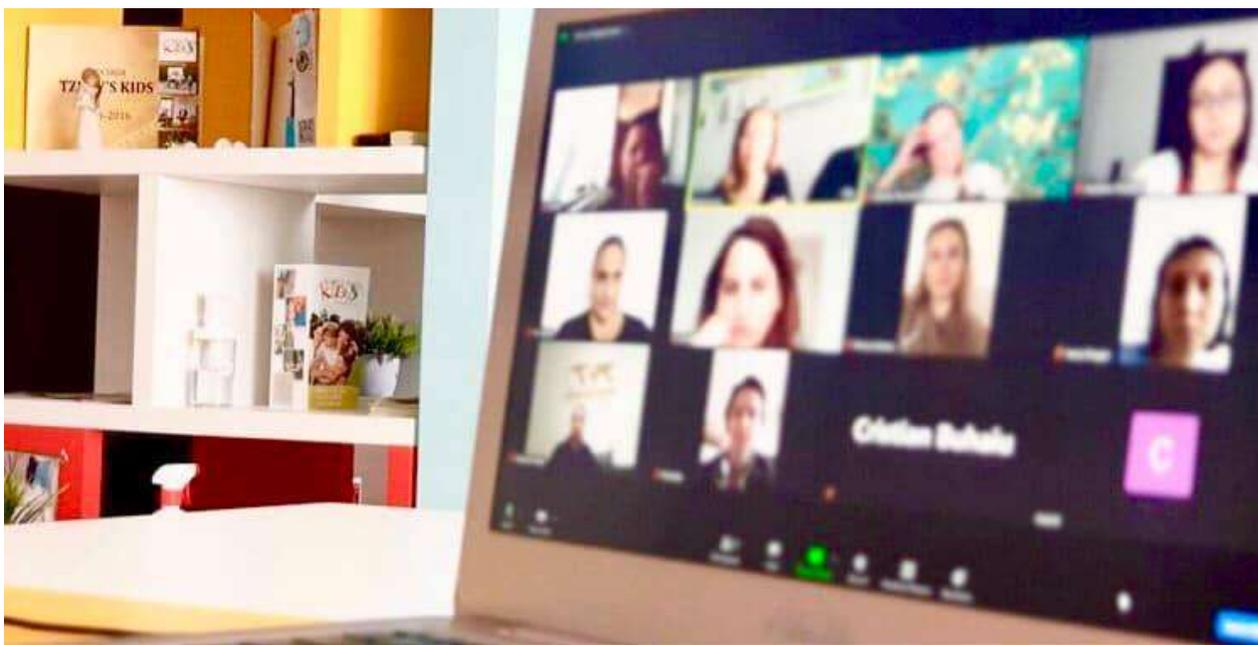
If by March 8, 2020 we managed to have these meetings face to face, the evolution of the COVID-19 pandemic determined us to reinvent this type of service in order to offer it online.

Last year you helped us and gave us a lot of confidence that we can. Today, we thank God that we met. You have united families who didn't even know they could exist. The girls are wonderful, and we all blossomed!

(Family with children in foster care in the process of adoption)



March 8, 2020, the last physical meeting of the year in which we celebrated adoptive mothers



Thus, starting with April, we used the Zoom platform to offer **specialized support for 250 participants from Bucharest, Brasov, Galati, Târgoviște, but also Kiev (Ukraine) or Plankstadt (Germany)**. We created separate virtual rooms for parents and children, parents had emotional support and training (especially needed during periods of isolation), and children had therapeutic games with our psychologist, so that later the psychologist could "Come" to the parents' room to give them feedback and suggestions for working with children.

#isolated_but_not_alone

In this context, we produced a video material through which we share our experience in organizing online support groups, and, together with the Romania Without Orphans Alliance, we produced a practical guide made available online to all those interested. In this way, we try to multiply best practices in order to increase the capacity of other organizations to provide professional services in this field.

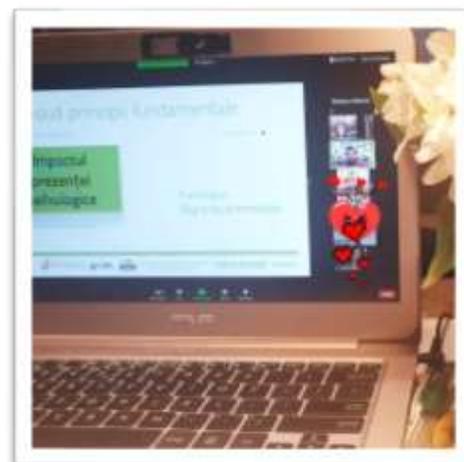
Practical Guide for Pre & Post Adoption Services ->



3. Training Academy for Trauma-Informed Caregiving

Even though we moved the programs of Tzuby's Kids Training Academy online, during 2020 we trained over 100 people in:

- *In-depth trauma-competent caregiving courses* delivered by authorized Tzuby's Kids trainers;
- *The Circle of Security course* delivered by Paul Dîrmon, Tzuby's Kids psychologist, authorized by "Circle of Security International".



In addition, we supported the production of the online course "Case Management in Child Protection Services" conducted under the auspices of the Alliance Romania Without Orphans (ARFO) and the Center for Continuing Education and Assessment of Skills in Social Work (CFCECAS).

The training is available online for free, in the form of video recording and covers the essential elements that a case manager must master being performed by Liviu Mihăileanu from Tzuby's Kids / ARFO, Ana Rădulescu and Adela Șetet from CFCECAS, with contribution by Dr. Amanda Howards, Professor at Samford University.

CURS MANAGEMENT DE CAZ

În serviciile de asistență și protecție a copilului



ALIANȚA
ROMÂNIA
FĂRĂ ORFANI
o familie pentru fiecare copil



CFCECAS



**Conf. univ. dr.
Ana Rădulescu**
Director Executiv și
Fondator CFCECAS



Adela Șetet
Asistent Social și
Manager CFCECAS



Liviu Mihăileanu
Formator acreditat și
Președinte ARFO



Dr. Amanda Howard
Assistant Professor
of Psychology,
Samford University

The course was sent to all the General Directorates for Social Assistance and Child Protection in Romania and over 600 people attended it during the year.

4. Therapeutic Camps for Adoptive and Foster Families

During February 2020 we managed to organize one of the three camps scheduled for adoptive and foster families. Parents benefited from group therapy sessions, training in therapeutic intervention in children with a history of trauma and an individual time with the psychologist to clarify the various challenges encountered in daily life. During all this time, the children benefited from therapeutic games and a time to connect with their parents. The rest of the camps have been rescheduled since the end of 2021 due to COVID-19 restrictions.



5. Lobbying & advocacy

As every year, we have continued to actively support the lobbying actions of the Romania Without Orphans Alliance (ARFO) and we enjoy both achieving a significant part of our lobbying objectives and the appreciation of the Public Relations industry. Thus, during the PR Award Gala held on Wednesday, November 25, 2020, our lobbying actions received the "Gold Award" for the best lobbying and advocacy campaign of the year.

Over 370 projects from 32 categories were analyzed by an international jury bringing together over 80 top international specialists in communication and public relations, as well as directors of agencies in the USA, UK, Germany, Italy, Spain, Austria, Czech Republic, Netherlands, Greece, Russia and Romania.



Our actions aimed to change the intervention philosophy in the field of child protection from a philosophy that protects the system into one focused on the best interests of the child with a priority for family-based care, not care in institutions. We used a mix of tools, from working groups at parliamentary and governmental level, to court actions and events that brought politicians into direct contact with those who needed this change.



6. Tzuby's Kids VLog

During 2020 we developed the VLog part of our YouTube channel and used our Facebook page to interact more with our beneficiaries. The VLogs published on the two communication channels accumulated 24,000 views.



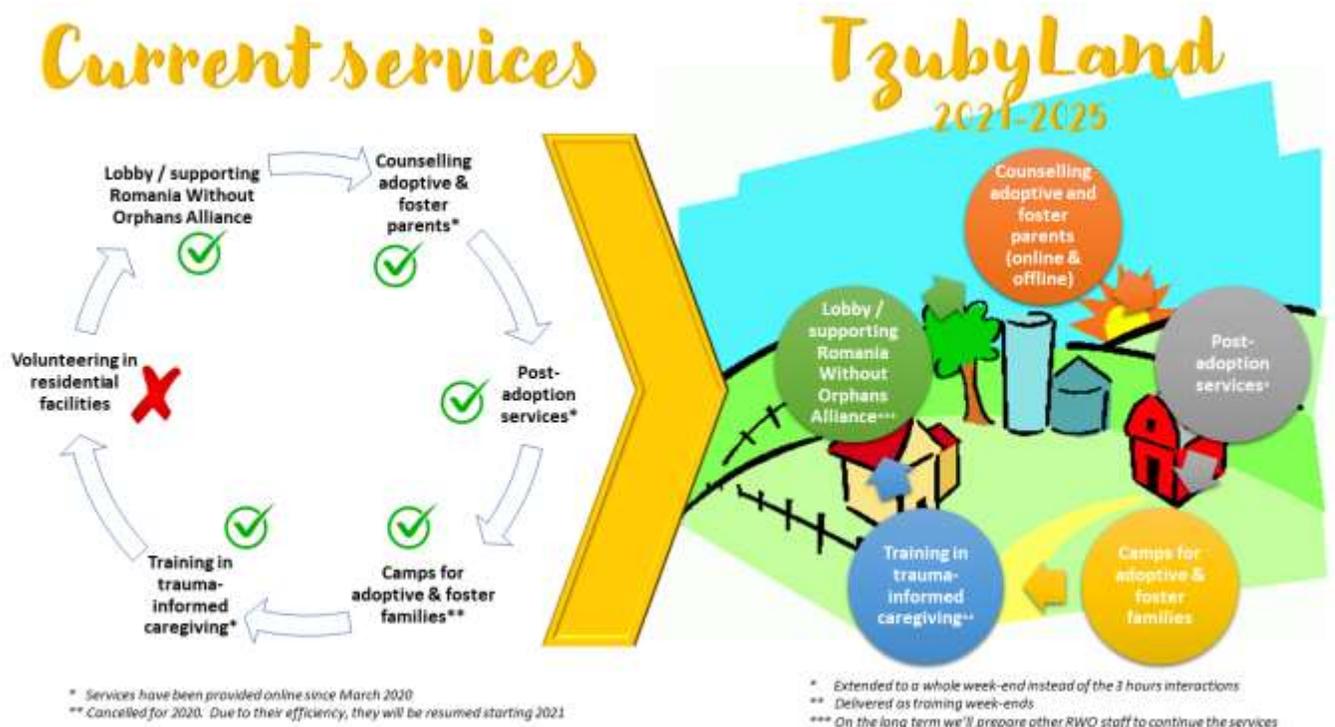
WHAT'S NEXT IN 2021?

In order to focus on the activities with the greatest impact for the purpose of the association, we consider as an opportunity focusing our efforts on opening **TzubyLand** a campsite which we hope to be a place of healing, restoration, and support for many children and their families.

Until the acquisition of a property, and the realization of the functional infrastructure for such a space (showers, toilets, tents / light constructions for accommodation, training room and children's therapy space, reception / storage, kitchen), we will continue the services online or as before (once COVID-19 restrictions will be lifted up).

Once we acquire the property, we can start organizing tent camps with minimum / mobile infrastructure and develop the project as we go.

*This is how we expect the transition to **TzubyLand** to look like:*



So that every integration of a child into a family is successful!

