



**STRONG PARENTS.  
HAPPY CHILDREN.**





If you would like to redirect 3.5% of your tax to Tzuby's Kids Association, you can fill out this online form <http://formular230.ro/tzubys-kids>



**You can make donations to: Asociatia TZUBYsKIDS**, CIF: 34573800, IBAN (RON): RO93RNCB0083160556380001 opened at Banca Comercială Română (for foreign currency [click here](#))



Companies can offer tax-deductible sponsorships. Tzuby's Kids is registered by ANAF in the register of eligible entities - for details, write to us at [office@tzb.ro](mailto:office@tzb.ro)

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# Looking back at 2023

2023 marked the first step towards TzubyLAND - a therapeutic complex where children with a history of trauma and their families can benefit of support in healing and recovery. We consider it essential for the success of integration and the resilience of adoptive and foster families.

Thus, we purchased a plot of land that meets the requirements. Located in the center of the country, it will be able to serve a large part of Romania's counties at a maximum distance of 3 hours driving distance. The acquisition was possible thanks to PwC Romania

During the past few years we have seen record numbers of adoptions compared to the last 20 years and it is increasingly evident that the need of support services for the integration of children into adoptive and foster families becomes more and more critical.

Huge thanks to our sponsors, employees and volunteers who make everything you read here possible. Without them, the following tabs would be empty and all the families that were helped during the year would not have had that support. As you read this report, please have in mind that next to each number there is a child who is now enjoying the love of a family or (s)he is better cared for in a more resilient adoptive or foster family.



**Liviu Mihăileanu**  
Tzuby's Kids President

# Vision & Mission

*„Strong parents. Happy children”*

10 years ago, tens of thousands of children were stuck in the protection system in Romania. Family placement was at the limit of legality, there were no deadlines for reintegration into the biological family and the declaration of adoptability was made too late or never.

These issues have been addressed from a legal point of view resulting in a record number of adoptions and children declared adoptable. The challenges of integrating older children with complex traumatic histories into adoptive or foster families call for an acute need of specialized support services.

Tzuby's Kids has been an active part of the lobbying efforts to change the child protection system during the last 8 years and it addresses a number of challenges that adoptive and foster families have regarding the integration of children into their families. Specialised training, support groups and therapeutic camps have been offered by Tzuby's Kids in order to develop strong parents who, through competent love, can raise happy children. **Thus, our ultimate goal is “Strong Parents. Happy children”.**

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

Our **MISSION** is to support the integration of children into families.

In this context, we enjoy the partnership with **LIFE.ro** through which the success stories, challenges and dynamics of the process of integrating children into families are known to future adoptive and foster parents in order to be both inspired and better prepared.



How do you end up adopting a premature baby with only a functioning heart and that with malformations? The story of the "Tzuby's Kids" association, born from the desire for every child to grow up with a family that loves him unconditionally.

[Read here](#)



They knew abandonment, rejection, beatings and loneliness, and now they smile: the story of the children adopted by Andreea Canea and her husband and who today learn to trust "big people".

[Read here](#)



Adoption, a journey to a happy family: the extraordinary story of the three brothers adopted by Sami and Maria Chelu. How they built a special house to fulfill their dream of giving a future to children from hard places.

[Read here](#)



After many attempts, lost pregnancies and many disappointments, the two parents found their children: "they were the sun in a storm". How the little ones came to call them "mummy and daddy" and how they felt.

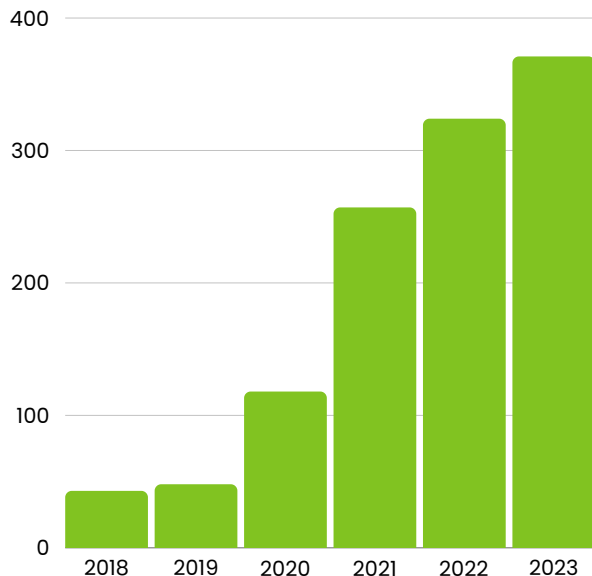
[Read here](#)



# Impact of 2023 in figures

The year 2023 confirmed the growing need for training and support, with our most concentrated efforts directed towards this purpose.

## PEOPLE COUNSELLED FOR ADOPTION & FAMILY PLACEMENT



**371** people counselled for adoption and family placement



**241** people trained in Trauma-Competent Caregiving (TCC) and Trust-Based Relational Intervention (TBRI) by Tzuby's Kids accredited trainers.





**253** participants received training and therapeutic support by attending Tzuby's Kids support groups and therapeutic camps.



**115** children attended group therapy interventions.



**35** volunteers supported Tzuby's Kids programs and activities.

“

*I think these kids need a lot of dedication to help them make connections with other kids and play, so I think my support is helpful. This is the first time I volunteer at Tzuby's Kids and I would love to repeat the experience.*

**Oana, student (volunteer)**



*I didn't think I was the best person to work with children, but I'm surprised at the connection I made with the little ones, and nevertheless, it's a way to thank God for the family I grew up in.*

**Emi, student (volunteer)**



”

# Moments of change

- In a forever family

*“My mother has dark brown curly hair. She has a smile...that makes my day. I love her a lot. Having a family means feeling safe, I feel happy! It's fulfilling to have someone to call mom and dad. And it's a lot of fun!”*

**Luisa Denisa Stoica , 13 years old**



*“Any child would want to have a loving family like I have now. We are three brothers, there is a lot of fun and joy in our family. We are happy. This is what I wish for all children: to have a loving forever family.”*

**Florin Chelu, 11 years old**

## Chelu Family



*“We attended Tzuby's Kids training programs, we volunteered in one of Tzuby's camps and we met some of the adopted children. In this way, we better understood their traumas and life stories, so we better prepared for this challenging process. We understood that adoption means doing good, giving care, serving these children, so we wanted to adopt more than one child. It's just that we lived in a studio apartment so, with God's help, we also prepared for this mission by building a house. And so it was: we now have a home for three wonderful children.”*

**Merry & Sami Chelu, adoptive parents**



- The love of a biological child in an adoptive family

*“Although I have a biological brother, I dreamed of another brother or sister when I was a little child. In the same time, my parents also had the idea of adoption in their hearts. Therefore, with consistency, I reminded them of my desire. After some years, my parents realized that it was time to take this step and things went in an unexpectedly wonderful way for me: five children between the ages of 7 and 1 came in our house one after the other , all adopted. I'm 18 years old, I spend quite a lot of time at school, but when I'm at home, I get involved a lot: I put them to sleep, feed them and we play a lot. It's something extraordinary to be able to give love to a child who doesn't know this feeling, but when you give, it comes back to you even more... they are so nice, I love them!”*

**Naomi Opreanu, 18 years old**





## Opreanu Family



*"Although we have two biological children, the support, information and especially the connection with other parents that we have had at Tzuby's Kids camps helps us in our adoptive family journey. For us it is encouraging to learn that other adoptive parents also face difficulties, have crises to manage, etc. We find ourselves in these stories and they charge us positively. The passion for abandoned children is from youth, and when our biological children became teenagers, we felt it was time to invest in other souls. We were thinking that we would adopt one or two children, but we ended up with five children, all siblings. Now we are a large, cheerful and, of course, noisy family. "*

**Monica & Emanuel Opreanu, adoptive parents**

# Events

## **Timișoara, European Cultural Capital - Shine your light project**

In February, more than 30 artists "lighted up" the city with the beauty and craftsmanship with which they were endowed. Tzuby's Kids, together with the IMAGO DEI Association and the musician Cristian Cazacu, supported the integration of children into adoptive families through color, sound and light.

[Details here](#)

## **Romania Without Orphans Alliance (ARFO) Summits**

In May and November, we supported the organization of the ARFO Summits in Bucharest, Oradea, Sibiu and Timișoara where Tzuby's Kids specialists held workshops and plenary interventions for the 800 participants from the four locations. Now in its 11th edition, ARFO 2023 is the most important event in the field of adoption in Romania.

[Details here](#)





## AUTENTIC Conferences

Tzuby's Kids, together with professor Dumitru Borțun and the moderator of the Autentic podcast, Costi Gogoneață, addressed the topic of happiness and reason at the Dalles hall in Bucharest. Tzuby's Kids was invited to share with the participants of the Autentic conference every child's dream: belonging in a forever family. It is crucial to understand that the optimal environment for a child's development is the family. We cannot talk about ensuring a child's happiness without giving him a family where one feels safe and loved. The event was for charity and the money from ticket sales was donated to Tzuby's Kids.

CONFERENCELE AUTENTIC   
POWERED BY YOUTUBE CHANNEL

# RAȚIUNE ȘI EMOȚIE

## CÂND AI FOST ULTIMA DATĂ FERICIT?

•••

•••

- 21 NOV
- 19:00
- SALA DALLES  
Bd. Nicolae Bălcescu 18



**TZUBY'S KIDS**

**PREȚ BILET: 35 LEI\***

Invitat:  
**PROF. UNIV. DR. DUMITRU BORTUN**  
Gazda evenimentului:  
**COSTI GOGONEAȚA**

Așa cum v-am obișnuit, evenimentul este caritabil, banii obținuți din vânzarea biletelor fiind donați către „Tzuby's Kids” - Părinți puternici. Copii Fericiți. Scopul „Tzuby's Kids” este ca fiecare copil să beneficieze de o familie în care să fie îngrijit cu o dragoste competentă. În acest sens, asociația oferă informare și consiliere în vederea adopției și a plasamentului familial, instruire în îngrijirea competentă a copiilor cu istoric de traumă și sprijin integrarea copilului în familie prin grupuri de suport pentru părinți, terapie de grup pentru copii și tabere terapeutice.

\*biletele pot fi achiziționate de pe [ticketstore.ro](http://ticketstore.ro), de la casa de bilete a sălii Dalles sau de la casa de bilete a Teatrului Național de Opereta și Musical „Ion Dăciian”.

Parteneri



## „Adoption week”

In 2023, Tzuby's Kids marked an "adoption week" starting June 2nd – The National Adoption Day. We kicked off with an event in Herăstrău Park where we connected with almost 600 people. The event was designed as an interactive route entitled "journey into the world of adoption", we organised workshops for children on various themes, modelling, podcast, sensory areas, sports games. We also listened to the life stories of some adoptive families in an interactive way.





Beautiful moments of joy and connection through music were offered to us by the musician Cristian Cazacu. He even composed a play on the topic of adoption and sang it on the stage:



*“By composing this song, I lingered over those statements from the Holy Scripture, which speak of the fact that we were adopted, and we’ve been given a spirit of boldness that makes us say Abba Father. When I sang this song in the church, I was taken by surprise when some orphans came to me humming «we are not orphans, Abba Father», but they really were orphans, they lived in the canals. I was overwhelmed by this dimension of the song.”*



The adoption week continues with specialized trainings and therapy camps for adoptive and foster families.

[Details here](#)







## Outdoor festivals CamperVan Fest & Outdoorz



Dozens of falling stars - the Perseids and hundreds of campers, caravans, 4x4 cars, expedition trucks turned the CamperVanFest 2023 and Outdoorz festivals into memorable experiences. During July and August we spent a few days together, offline, in communities of vanlife and outdoor lovers in Romania that gathered over 1500 participants. Our creative workshops brought images, colors and stories to life on paper, under the open sky and in the shade of old trees. Moreover, we had adoption counseling sessions with participants from both festivals, unforgettable experiences in the middle of nature.

*“The thought of adoption has been planted in my heart for a long time... I know many of us want to have biological children, but I believe that all children are equally important, so I encourage all those suffering infertility, to stop experiencing this stress, because there are so many children waiting for a family.”*

**Participant, CamperVan Fest**



[tzubycampers.ro](http://tzubycampers.ro)



# Tzuby's Kids in mass-media

During 2023 Tzuby's Kids appeared in nation-wide news, talk-shows and magazines:



Tzuby's Kids message reached almost 1.000.000 Romanians during 2023!



# Tzuby Toys in 2023



Tzuby TOYS emerged from the desire to have in Romania therapeutic toys for children, to address a range of symptoms triggered by traumatic factors (accident, divorce, separation, abandonment, abuse, severe neglect) but also associated with other factors. Tzuby TOYS is an initiative through which we support the Tzuby's Kids Association and we contribute, in this way, to the integration of children in families.

Tzuby TOYS is a dream come true: to have those products used by American therapists also available in Romania, which are of great help in the therapeutic intervention that every parent can do at home. **We set out to make the highest quality products, looking for the most meticulous suppliers with the best materials, both from Romania and Germany. We design and produce in Romania, environmentally friendly products from ecological, non-toxic and safe materials for children.**



The products created are based on Tzuby's Kids Association's vast experience in working with children with a history of trauma, research and therapeutic programs developed by it. From symptoms such as ADHD or sensory processing disorder, to more specific symptoms such as social phobias, **Tzuby TOYS products have been designed both as a help at home for parents, as well as for individual work at the psychologist's or psychotherapist's office, or for group therapy activities.**

During 2023, in addition to parents of children with a history of trauma, several private schools and therapy offices have chosen to equip their premises with Tzuby Toys products.

The first thing a child with a history of trauma needs when they arrive in a family is to feel safe and reduce their stress levels, and the TZUBY weighted blanket stimulates children's proprioceptive senses through the weight it provides. **This therapeutic stimulation provides the feeling of a hug, which helps relieve fears, relax, and calm their body.**



Go to [www.TzubyTOYS.ro](http://www.TzubyTOYS.ro) to see the entire range of products and learn more about their use!



## Reviews:



### Shoulder Pillow

"I work with children with special needs and have really noticed a difference during activities. They feel calmer and safer when using them. They are very good when doing homework and improve the child's well-being."



### Heavy Pillow

"I ordered this product for my autistic little boy, for sensory stimulation, and for better awareness of his own body when sitting at the table. He accepted it from the first try; loved both the texture of the filling and the very soft material on the back of the pillow. The product was delivered very quickly, and the staff was very responsive and prompt. Highly recommended!"



### Heavy Blanket

"My autistic child has already been using this blanket for 1 month, and the quality of his sleep has improved considerably. It also has a calming effect during the day if he has more hectic days, and it is also useful for sensory stimulation exercises."



# Our aims for 2024

Our plans remain **focused on the process of integrating children into the family** and we aim **to take it a step further with TzubyLAND**, a therapeutic complex where many children and their families can be supported in their healing process. After the purchase of the land in the center of the country sponsored during 2023 PwC Romania, we aim to move to the design and utilities stage.









## Sponsors and partners

Next to each number there is a child that is now enjoying the love of a family or a better prepared and more resilient parent. Thank you for supporting our support programs to integrate children in adoptive families, the therapeutic camps and support groups.

**Together we can carry forward the vision: "Strong parents. Happy children!"**

**Many thanks to our sponsors:**



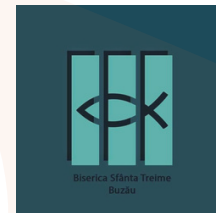
**pwc**



**UTILBEN**



A FAMILY FOR  
EVERY ORPHAN



**Parteneri:**

**RATIU & PARTNERS**  
Societate de avocați

**LIFE.ro**

**FAMILYLIFE**  
România



DIRECȚIA GENERALĂ DE  
ASISTENȚĂ SOCIALĂ ȘI  
PROTECȚIA COPILULUI SIBIU



**OUTDOORZ**  
EXPO CAMP FEST



# Tzuby's Kids Team



**Mirela Mihăileanu**  
Executive Director



**Paul Dîrmon**  
Psychologist



**Veronica Tuțu**  
Social Worker



**Anca Baloc**  
PR & Communications Manager



**Estera Diumea**  
Tzuby Toys Director



**Ionela Ceobanu**  
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# Happy families. Meaningful moments.

