

eMAG FOUNDATION

6 Years of Education, Action and Performance

ANNUAL REPORT





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Introduction

2018 has been a year of milestone achievements. We haven't launched new projects, but we continued to invest in performance training courses in mathematics, physics and computer science ("Aiming for the Olympiad"), and we went further with the after-school centers for school dropouts prevention in rural areas ("We Care"). We have further deepened in analyzing the processes and we have sought the best options of action in order to obtain significant results. After six years since we launched the eMAG Foundation, we can finally say that "Aiming for Olympiad" became a mature program. For the "We Care" program, 2018 was the third year and we intervened decisively in how to work with schools that have joined the project, having now a well-defined method that could be replicated in an undefined number of communities.

About the need for such interventions we also mentioned in the previous years' reports, I would only add that the situation of children who study in rural areas is even worse than the statistics show. Only going out there and facing the stories of children who fail to pass the 6th grade, one come to realize that these are not accidents but a social reality which we prefer to ignore. And our relationship with the world beyond the walls of our wealthy cities is an elastic one - the more we try to thrust away of it, the more it pulls us back stronger!

Tudor Vlad
President of eMAG Foundation

Our goals

Aiming for the Olympiad!



support the community of teachers and students who are capable of high performance.

We Care



support children at risk of school dropout, due to social or economic factors

140 Beats per Minute



encourage children to practice sport regularly, as part of a complete education



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 in the country, we have established training centers where students have access to the necessary resources in achieving real performance.

Background

The best jobs in Romania today call for knowledge of mathematics, computer science or physics-jobs from IT/technology, statistics, engineering or construction. 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 the skills, creativity, and passion for science.

Intervention Model

Continuity and performance are the features that have defined our programme strategy in 2018 and such:

- We support talented pupils since the first middle school classes, when they discover their passion for mathematics, physics, or computer science, until the end of high school;
- We assist students passionate about programming by facilitating their participation in several of camps and prestigious international competitions;
- We support the organization of the most important contests in the country;
- We provide physics and computer science laboratories with modern equipment.

2018



351 teachers



11.120 hours of learning at the highest level of performance



5.003 students



36

Centers in 19 Counties
 (Alexandria, Bârlad, Braşov, Bistriţa, Bucureşti, Buzău, Baia Mare, Cluj Napoca, Constanţa, Drobeta Turnu Severin, Hunedoara, Iaşi, Oradea, Piatra Neamţ, Suceava, Târgovişte, Timişoara, Târgu Mureş, Vaslui)



50% of the students that are preparing 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 were prepared in "Aiming for the Olympiad".

2019



The **Romanian Commercial Bank (BCR)** is our partner for performance since 2014. It chose to invest in the training of Olympic students and in building their trust that through ambition and a well-cultivated talent they will become the professionals who will lead Romania in the future. Together with BCR, we continue to extend the "Aiming for the Olympiad" centers.

Our goal

Since we are working with children with a great potential for understanding and since the real professionals can not excel without a comprehensive vision on the economic and social reality, we aim to provide the beneficiaries of "Aiming for the Olympiad" different theme courses-financial education, ethics in business or personal development.

Testimonial

Carmen Tănăsescu Physics teacher at "Andrei Şaguna"
National College from Braşov
Project Coordinator of "Aiming for the Olympiad"
– Physics - Braşov"

“ I believe that the art of the teacher is to awaken the joy of creative expression by giving the experience of knowledge. I hope that through these centers that exist in the country, organized by "Aiming for the Olympiad" program, teenagers will rediscover the passion for science and research. "Aiming for the Olympiad" program started in Braşov four years ago. Four former students are now at Oxford and they chose to specialize in applied physics. By preparing themselves in this center, they learned to study documented and listen to the opinions of other people, they have learned to respect and to thank. We are a team of dedicated teachers and our goal was to turn generations of students into people who believe in knowledge and information. Now, this is possible through "Aiming for the Olympiad" program. ”

2018

Other Actions in the "Aiming for the Olympiad" Program

January

We were partners with Inforena Association to support the participation of the University of Bucharest team at the International ACM Collegiate Programming Campaign Camp in Petrozavodsk (Russia).

February

We financially supported the participation of three students from Polytechnic University of Bucharest at the Moscow Pre-Final Workshop ACM ICPC 2018. This camp is a stage of the largest international student programming contest (ACM-ICPC); We also supported the participation of the team of high school students from Mihai Viteazu College of Bucharest at FIRST Tech Challenge Russia, 2017-2018 Relic Recovery; students are part of the "Aiming for the Olympiad" physics groups.

March

We supported the organization of the "Adolescent Grigore Moisil" National Contest of Computer Science, at which 23 teams from 14 high schools across the country attended. The contest was at its fourth edition and was organized by students and teachers of the "Spiru Haret" National College of Bucharest; We supported the organization of the regional phase of the Romanian Mathematics Contest "Village Olympics". This event took place in Sînmartin, Bihor County and was carried out with the support of Society of Mathematical Sciences - Bihor Branch. Also we were partners of the Catalyst Coding Contest in Iaşi. This contest is dedicated to all those passionate about IT programming and is organized by the teachers of the training center "Aiming for the Olympiad" from Iaşi city.

April

It has become a tradition to support the organization of Empowersoft - fourth edition; an online computer science contest and we have awarded the winners of the National Olympiads of Mathematics and Physics.

May

Between May 5th, 2019 and May 13th, 2019, the national physics group participated in the Asian Physics Olympics in Hanoi, Vietnam, and they received our support in the acquisition of experimental assembly and training sessions. It is worth mentioning that Romania was the only country outside the Asia-Pacific area, invited at this event. We supported the organization of "Romanian Villages Olympics" for the 5th - 8th grades, an event attended by 148 students from 35 counties.

June

We contributed to the training of the national teams participating at International Olympics of Physics and Mathematics (Cluj, Romania – mathematics & Lisbon, Portugal – physics).

July

We were partners of the International Mathematics Olympics, held in Cluj-Napoca, Romania.

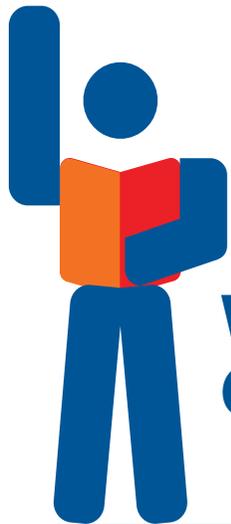
October

We supported the programming contest "Algoritmiada" organized by Infoarena Association.

November

We have assured the costs of participating for a team of 3 students from Iaşi in the Moscow training camp for ACM ICPC contest.





WE CARE

The **mission** of our program is to offer to all disadvantaged children from Romanian rural areas all the necessary conditions to continue schooling.

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 proposals in May-June;
- Select the best applications and visit the schools, to meet the members of the local teams;
- Offer an annual grant of 12.000 EUR for each selected school. This amount covers the expenses with children's meals, 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.



FLANCO is the partner of the program, with the help of this responsible company we managed to continue the development of afterschool centers in 12 rural communities.

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 out of 5 children from rural areas do not graduate from the 8th grade, and about 38% of those who graduate score less than 5 (out of 10) at the National Evaluation tests which are held at the end of the gymnasium cycle. Romania has one of the highest rates in Europe (about 40%) of 15-year-olds children coming from disadvantaged families, who do not have the minimum level of reading, writing and mathematical computing skills.



2018



471
students
(IV-VIII grades)



71
teachers



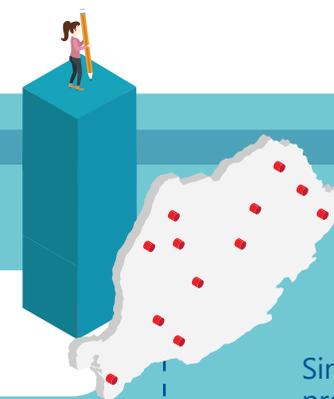
12
Centers in 12 villages
from 8 Counties:

localitățile Cerașu, Slon (jud. Prahova),
Cernica (jud. Ilfov), Jacodu (jud. Mureș),
Limanu, Negru Vodă (jud. Constanța), Măgura
(jud. Buzău), Moldovița, Argel (jud. Suceava),
Putineiu (jud. Teleorman),
Vaduri, Bistrița (jud. Neamț)



2019

Our goals



Since the results after 3 years of the pilot program are conclusive, we will expand the program to at least 25 communities in the school year 2019-2020.

Testimonial

Daniela Semian

Romanian language and literature teacher
 Director of Vaduri Secondary School, Neamț County
 Project Coordinator of "Vaduri We Care Center"

“ Being a teacher is a great responsibility. Since a teacher first mission is to shape souls, this job can not be fulfilled anyway and that's why the teacher can not afford to waste time and can not accept failure. I chose to dedicate myself to the children that parents and society entrusted me to educate, I chose to give them my respect, to be aware that I influence them.

The opportunity offered by the eMAG Foundation in 2016 to implement after-school centers in rural communities to prevent school dropouts has come to meet our willingness to support socially disadvantaged students who lack the motivation to learn. We have proposed our project with nervousness that our lack of know-how would take away the chance of school students to receive support in remedial education and school counseling.

1st September 2016 brought joy to the entire school community: students, parents, teachers. Since then the school has had an after-school center with an appropriate name: "We Care".

In the three years of activity so far, about 50 students from families who did not encourage their learning effort, for various reasons, were positively influenced by my colleagues. Every semester, every year, was a reason for joy. I found progress, I saw the light of hope in their eyes, I heard the words "I can!".

Our students from the "We Care" after school center in Vaduri are victorious. They have defeated the fear to respond in class, they defeated the prejudices and indifference. ”

2018 Other Actions Supported Through "We Care" Program

January	Students started the second-semester courses in after-school centers. Also this month, we equipped two schools (Buda, Buzău and Cerașu, Prahova) with printers.
April	We visited some of the after-school centers and we offered financial support three trips for all the children enrolled in "We Care" centers from Negru Voda, Cernica and Putineiu.
June	With the end of the school year, the courses in the after-school centers have also ended. In June we financially supported three other centers for organizing trips (in Constanța and Iași) for children in the program.
September	We have developed an online platform that facilitates the organization of after-school groups from all the "We Care" centers and ongoing communication with teachers teams in the country.
October	We organized a workshop in Sinaia, attended by all the local project coordinators and the eMAG Foundation team. The meeting had the objective to discuss the results after two years of program and to train the teams in remedial teaching methods. On the 21st of October, the after-school centers resumed their activity in 12 schools.
November	We equipped the schools from Joița (Giurgiu County) and Ciorogârla (Ilfov County) with laptops, projection screens and video projectors so that students can benefit from modern learning conditions. We supported two schools by offering eMAG.ro vouchers for purchases of supplies, clothes and educational materials.
December	We offered 280 eMAG.ro vouchers to 8 schools from the program to buy Christmas gifts for students.

2018 We care Afterschool Centers

	 No. Students / groups	 Teachers
Argel (jud. Suceava)	25 (3 groups)	4
Bistrița (jud. Neamț)	29 (6 groups)	7
Cerașu (jud. Prahova)	54 (6 groups)	6
Cernica (jud. Ilfov)	35 (4 groups)	9
Jacodu (jud. Mures)	39 (2 groups)	2
Limanu (jud. Constanța)	20 (1 group)	5
Măgura (jud. Buzău)	30 (7 groups)	7
Moldovița (jud. Suceava)	55 (4 groups)	3
Negru Vodă (jud. Constanța)	41 (4 groups)	8
Putineiu (jud. Teleorman)	45 (5 groups)	5
Slon (jud. Prahova)	49 (5 groups)	5
Vaduri (jud. Neamț)	49 (7 groups)	10





In a society dominated by technology where the majority choose a sedentary life, the habit of physical activity in an organized manner should be an important part of the educational process. The "140 Beats per Minute" program is an early intervention that aims to train future adults to embrace a healthier and more balanced lifestyle. We support parents, trainers and teachers in their efforts to reinforce physical activities in the daily routine of children.

Context

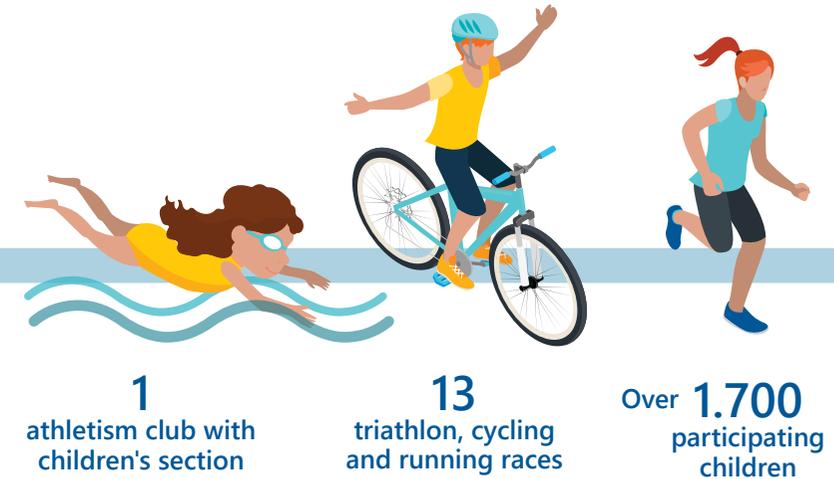


Sedentary behavior has become the predominant climate in Romania, where 81% of Romanians say they never or rarely exercise or play sport, according to the 2017 Eurobarometer. 40% of children in Romania are overweight, and the percentage of children practicing a sport is under 30%. The state school system does not propose a solution to this situation, and we believe that only by educating parents and stimulating private sports clubs we will give children the opportunity of a balanced sporting practice.

Intervention Model

We support the clubs that organize sports sections of athletics for children without performance claims and we encourage organizers of amateur sports events to include children's races in their events.

2018



140 Beats per Minute in athletics

We launched a new way of intervening through the pilot project with Seven Sports Club supporting the athletics section for children. This section aim is to form a new generation of athletes who do not have the pressure for results on their shoulders. (99% of sporting clubs in Romania are aiming the high performance). The club's program aims at the gradual development of children, starting with games and passing through specific physical training sessions and do not work only with gifted children.

Through sport, the child acquires a set of essential skills for future adult life: orientation, fair play, self-evaluation and self-overtaking. Through 140 beats per minute program, we aim to re-integrate sport as an essential element of education.

2019

2018

Competitions Supported Through "140 Beats per Minute" Program

June

1 June - Aquathlon "Fără Asfalt" for Children.

July

7 July - Xsalt triathlon near St. Ana's Lake opened the day of the competition with the kid's race.

August

25 August – Delta MiniTri Triathlon within Romania Delta Triathlon

31 August – Children running race within Dacilor Marathon Event

September

9 September - Children running race within Ciucaș X3 (trail running event)

15 September - Duathlon Trikids Mamaia

22 September - Children running race within Plopeni Half-marathon

18-23 September – 5 children races within Cycling Tour of Romania - Romanian Cycling Federation:

Stage 1: Alba Iulia

Stage 2: Sibiu

Stage 3: Brașov

Stage 4: Buzău

Stage 5: București



Map of eMAG Foundation Programs



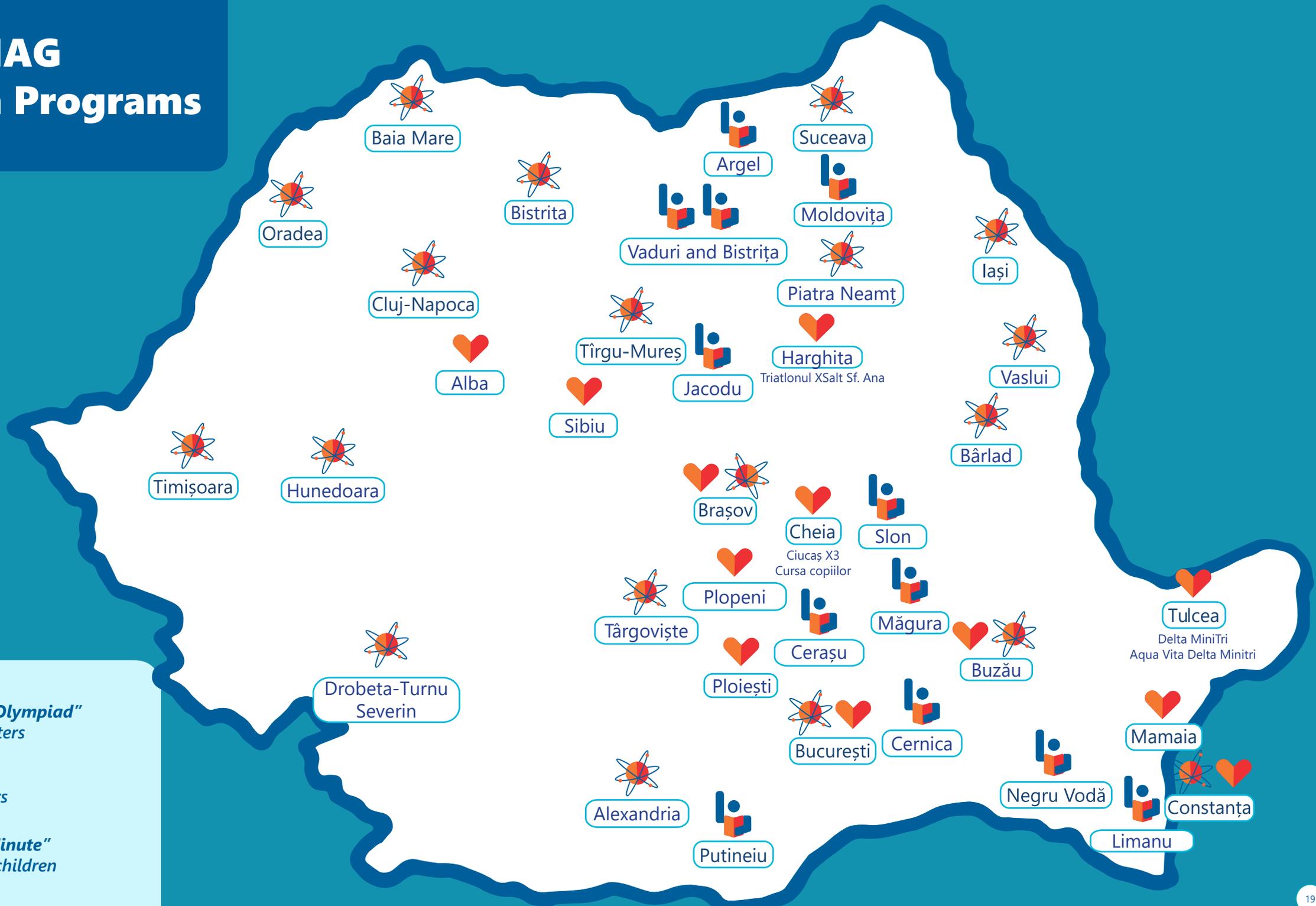
"Aiming for the Olympiad"
performance centers



"We Care"
afterschool centers



"140 Beats per Minute"
sports events for children



BUDGET 2018

Sponsorships
received in 2018
(RON)

INDIVIDUAL

- Donations through emag.ro website: 449 468 RON
- Flanco: 909 886 RON
- Other individual donations: 265 086 RON

IN KIND

- eMAG equipment, logistics
- Depanero equipment
- Smart Point PR services
- Conviv Media events

CORPORATE

- MYRIAD INTERNATIONAL HOLDINGS: 900 000 RON
- NOD: 850 000 RON
- BCR: 200 280 RON
- FLANCO: 443 953 RON
- FAN Courier: 162 200 RON



"Aiming for the Olympiad" program
1 445 670
RON



"We Care" program
784 929
RON



"140 Beats per Minute"
238 592
RON

SPENDINGS
2018 (RON)

ADMINISTRATIVE
549 767 RON

**SPONSORSHIPS
FOR RELATED PROJECTS**
93 507 RON

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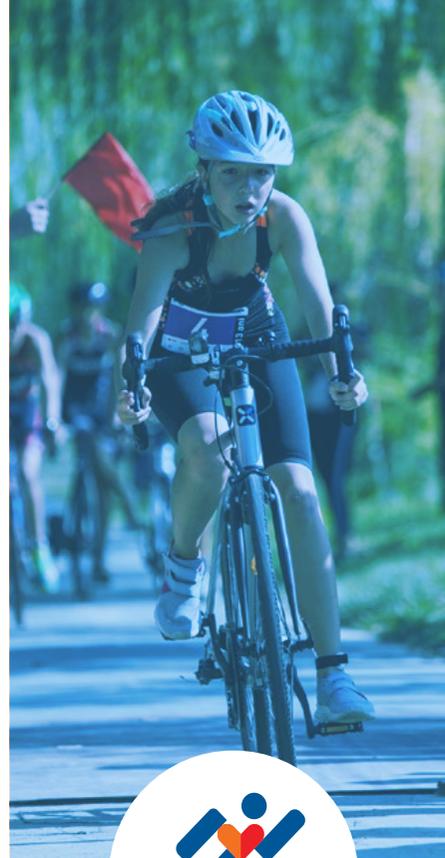
RON Bank account: RO31 RNCB 0073 1453 1247 0001, opened at BCR
EUR Bank account: RO74 RNCB 0073 1453 1247 0003, opened at BCR



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