

Annual Report




HEIFER[®]
INTERNATIONAL
ROMANIA



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Heifer Mission Statement

**Heifer International's Mission
Statement is to work with
communities to end hunger and
poverty and care for the earth.**

letter from chairman of the heifer romania board

The last fiscal year has been an exciting and challenging time for Heifer Romania. New opportunities were explored and fruitful partnerships commenced. We have seen the further development of our relationship with Danone Ecosysteme through the introduction of the “Chance for All” project.

This initiative will help poor farmer families by addressing the entire dairy value chain from production to market. Furthermore we have seen the beginning of airlifts and land-lifts of quality dairy heifers from our partner in Ireland, Bóthar. This has strengthened the impact of the “Milk for Orphans” project and “Genetic Improvement of Cattle in Transylvania” project.

A key funding opportunity comes from the Swiss Agency for Development and Cooperation. Heifer Romania in partnership with other NGOs will submit two projects with focus on the mountain areas. However, the worldwide economic recession has presented us all, with the kind of challenges that were hard to imagine some years ago. We are currently on a quest to obtain funding for our initiatives and keep our commitment towards all poor communities around the world.

Since assuming the Chairmanship of Heifer Romania, I have been greatly heartened by the dedication, enthusiasm and professionalism of the small elite team headed by Dr. Ovidiu Spinu. Being invited to be the first Chairman of Heifer Romania is indeed a great honor for me. Being surrounded by such dedicated professionals on the staff and on the Board gives me great confidence as we go forward in our mission to help more people work their own way out of the poverty trap and build a future for themselves and their families.

It has been both a challenging and rewarding year. We have worked hard to accomplish goals and objectives and most of all to lift people out of poverty helping them find a way to reach self sustainability.

Peter Ireton



letter from country director

Greetings from Romania!



On behalf of farmer families in our rural communities assisted in FY12, I would like to thank you for your continued support and interest in Heifer Romania.

Throughout FY 12, we never ceased to provide some of Romania's most vulnerable rural areas with high quality animals and necessary training in order to improve their living standards and achieve self sustainability. We also worked to encourage women and youth to become more involved in community life and decision making. All our actions have had a strong environment component and efforts were done to educate communities in the spirit of becoming eco-friendly.

With the generosity of our donors and other caring sponsors, we have managed to aid almost 100,000 beneficiaries. We opened new projects in FY12 focused on dairy value chain, mountains areas and partnerships of global impact.

The worldwide economic context has brought times of change upon our organization. Scaling up program impact, expanding outreach to encompass other marginalized populations, and communicating impact rigorously and convincingly, have been defined as the new global space for Heifer's work. Heifer International has in plan to forge partnerships coalitions of governments, private sector, multilaterals, bi-laterals and foundations to find more effective solutions to end poverty and hunger and care for the earth. This will help provide care and support for more and more beneficiaries and spread project impact on wider areas.

At the same time, we have to accept a series of responsibilities, setting clear priorities, using data effectively, relying on others' expertise to make sure we're making the most effective grants and devising the best strategies we can.

**Thank you for
your continued
support and
interest in
Heifer Romania**

At Heifer Romania, we work especially hard to engage a network of partners who bring diverse perspectives to the work we're doing together. We depend on their willingness to challenge us when they disagree with our approach. In the end, this ongoing conversation will enable all of us to increase the impact we're having.

It's difficult for NGO's to find financial balance when there are so many demands to be met. On the one hand, there are exciting opportunities presenting themselves right now. For example, during FY 12 Heifer Romania has planned to initiate three new project in collaboration with a long time strategic partners: Danone Ecosysteme and Swiss Agency for Development and Cooperation.

As we work together to build a strong future, we will all continue to live our values, and apply high standards every day and all of the time. Heifer, communities and partner organizations come together to share their values and positively influence each other. The spirit of Passing on the Gift and with financial support from generous donors will ensure the continuity of our work and the fulfillment of our mission: *End poverty and hunger and care for the Earth*. There is still much to be done and the road ahead is not always smooth, however we are determined and strong willed to reach out to more and more of poor families and children with the kind of programs they need to live full and productive lives.

We welcome you to join our quest towards providing people with the tools necessary to step out of poverty!

If you would like more information about our programs in Romania, please feel free to contact us at hpi.ro@heifer.ro We are always open to share our news with you!

Sincerely,

Ovidiu Spinu Country Director



heifer international statement

Heifer International is a global nonprofit organization.

The mission of Heifer International is to work with communities to end hunger and poverty and care for the Earth.

Since 1944, Heifer has helped more than 13.6 million families in more than 125 countries move toward greater self-reliance through gifts of livestock, plants and training in environmentally-sound agriculture.

The impact of each initial gift is multiplied as recipients agree to Pass on the Gift of their animal's first-born female offspring, along with training, or their equivalent, to another family in need.

Girl from Valea Salciei



history of heifer romania

Heifer International established its first contact in Romania in 1991 and approved the first project, “Angora Goat Production on Family Farms in Romania”, in 1992. Five years later, in 1997, Heifer Romania office opened. Since then, Heifer International has operated an authorized office in Romania and has spread its activity all over Romania and the neighboring countries of Moldova (since 2002) and Bulgaria (since 2007). Heifer Romania Country Program operates through the legally registered Romanian foundation “Fundatia Heifer Project pentru Romania”.

Presently Heifer Romania has 62 projects, mainly characterized by diversity:

DIFFERENT TYPES OF PROJECTS, ACCORDING TO LOCAL NEEDS:

livestock projects; micro enterprise projects; youth projects; gender projects; micro credit projects; agro tourism projects; agro ecology projects; training projects; artificial insemination (AI) projects; reforestation projects

BENEFICIARIES OF DIFFERENT ETHNIC BACKGROUNDS:

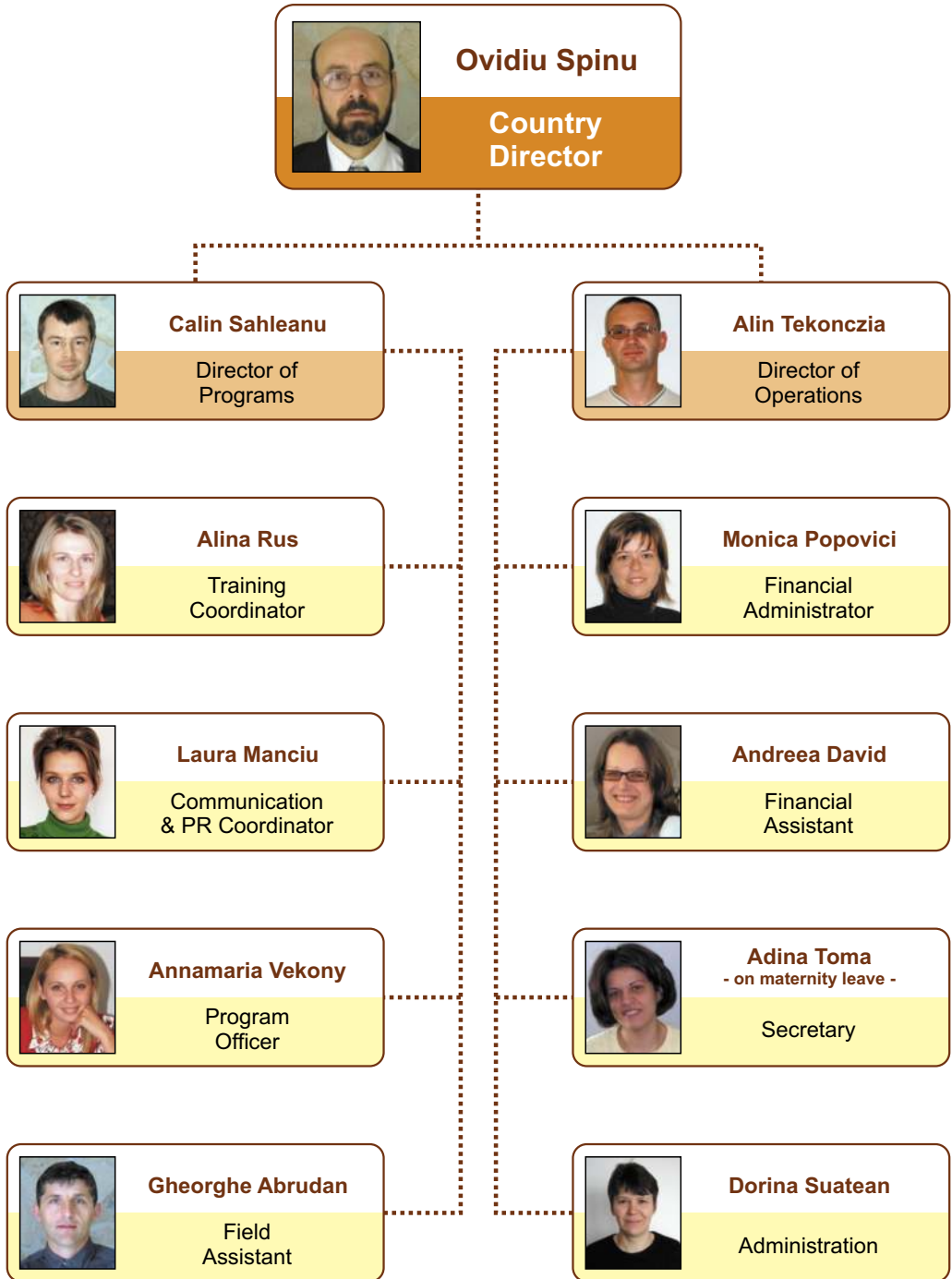
Romanians, Hungarians, Roma people, Turks, Moldavians, Russians, Ukrainians, Bulgarians

A LARGE VARIETY OF LIVESTOCK:

- dairy cows: Romanian Spotted, Holstein, Brown Swiss
- beef cattle: Aberdeen Angus, Belgian Blue
- goats: Carpathian, Saanen, Angora, French Alpine
- sheep: Turcana, Merino, Tigaia and Hampshire
- horses: Furioso North Star
- pigs: Large White, Landrace, Meishan and PIC
- poultry: broilers and laying eggs
- rabbits: New Zealand breed
- fish: trout fish and carp
- honey bees
- water buffaloes



heifer romania team



statement of purpose

Using Heifer International experience and Cornerstones, Heifer Romania focuses on assisting communities in need and disadvantaged groups to improve their living standards, income and nutrition.

In partnership with other organizations, Heifer Romania promotes self-reliance and sustainable community development through:

- Developing sustainable farming systems, addressing the whole chain from production to marketing
- Assisting disadvantaged communities like the Roma people or youth at risk and people belonging to different cultural, ethnic and religious groups
- Strengthening democracy and human rights in rural areas
- Promoting family participation and gender equity
- Improving the environment and promoting agro-ecology
- Expanding activities in Romania and developing projects in Moldova and Bulgaria

priority issues

1. Organizational Development
2. Building Sustainable Livelihoods
3. Development of Resources and Fundraising
4. Influencing practices, systems and policies (youth at risk, women, elderly, Roma people)



program progress

towards strategic objectives

Among Heifer Romania's most important objectives for the past fiscal year was increasing the number of beneficiaries maintaining efficiency and effectiveness and establishing long term partnerships with corporate organizations.

As a result artificial insemination (AI), reforestation, beekeeping, water buffaloes, pigs, heifers and sheep projects are active and developing successfully. Constantly connected to its objectives Heifer Romania increased the number of families and youth at risk assisted in FY2012 and continued to search for new sources of funding in order to maintain constant development.

The development of projects

Milk for orphans project

Heifer Romania and Bothar Ireland have strengthened their partnership through the „Milk for Orphans” project. Heifers provided by Irish farmers are securing income for poor farmers in Rasca and improving nutrition of orphans in child care institutions from Western Romania.

A special cargo plane transported the first pure breed cows, from Ireland to Romania, to be integrated in this food securing program. This airlift landed at the airport in Timisoara, Friday, October 28, 2011 and represents a premiere for Romania.

20 heifers reached „Caminul Felix” orphanage in Oradea and following the passing on the gift cornerstone, each of the children that receive a cow will have to pass on the first female to another orphan. The animals come from Shelton Abbey

The first cargo plane landing at Timisoara Airport





Orphans from "Caminul Felix"

Prison in Ireland, being raised by prisoners living under an „open-prison” concept, having freedom of movement and being allowed to raise animals.

On November 29, 2011, forty two heifers and one male calf reached poor rural families in Rasca 90 km away from Cluj. All community members are deeply thankful to Heifer and Bothar Ireland for this impressive aid. Nistor Dorina was the recipient of a mother cow and a male calf. She was excited and while covering the calf with a blanket she said “God bless the Irish families that made this possible. Such happiness is rarely felt! Thank you very much”.

As the airlift had such a great media impact, journalists were eager to do a follow up on this ceremony to close the cycle of this major event. 8 TV stations and numerous journalists from radio, written press or just independent news hunters came to witness the celebration. The number of people attending has over passed expectations.

The second airlift reached Romania in February 2012 and one month after 45 Irish heifers were distributed, Women’s Day as Heifer gifts, to forty-five women from Rasca.

The Senior Director of Strategy of Bothar, Peter Ireton attended the event together with the beneficiary families, Heifer Romania team and many other guests. He declared:

“It is a pleasure to work again with Heifer Romania team which proved once more professionalism and dedication for social projects”.

Dorina and her new calf





His Excellency, Oliver Grogan and Peter Ireton visiting a beneficiary family

His Excellency, Oliver Grogan offering gifts to young artists who performed Romanian folkloric dances

Another special guest was His Excellency, Oliver Grogan Ambassador of Ireland in Romania who thanked Heifer Romania and Bothar for their support and encouraged the project participants to follow this path and make this project a great success. He wished to meet personally some of the families and visited them at home.

„For Ireland and me, it is a great honor to be invited to this celebration where Irish heifers are offered as gifts to women in Rasca. I want to believe that that these cows will keep a small part of their Irish heritage.” To everyone's surprise these words verbalized in Romanian opened the speech of His Excellency, Oliver Grogan the Ambassador of Ireland in Romania.



“These volunteer activities continue a long time tradition, which started more than 20 years ago by a few families. Irish farmers are filled with a sense of pride when donating animals, feeling highlighted by the fact that some years ago they were just as poor. I am convinced that the farmers that provided the animals would be very happy to know their cows are in very good hands” declared **His Excellency, Oliver Grogan the Ambassador of Ireland in Romania.**

Media representatives (TV, radio, newspapers) were present and the event had an all level coverage- national, regional, local.

“I never believed that anyone will give me such a valuable gift. I will take good care of the heifer and my family is happy to pass on the gift to another family, just as poor as us. I will help others just as I was aided and will donate milk to the orphan children” said Livia Rosu, one of new Heifer beneficiaries.



Crowds gather to see the Irish heifers

The Genetic Improvement of Cattle in Transylvania project will assist 42,500 families, with Artificial Insemination (AI) straws of high quality that significantly improve genetics and performance of the beef and dairy offspring.



The Genetic Improvement of Cattle in Transylvania project

Through this project, the living standards of poor farmers in two Transylvanian villages are improved by revitalizing water buffalo breeding. Heifer International provides 53 families in Aschileu and Mera villages with 39 water buffalo. Project participants in both communities will improve nutrition and income through the consumption and selling of water buffalo dairy products. The water buffalo is the appropriate livestock for poor families and it is also very popular among local farmers in Aschileu and Mera villages. The water buffalo is less demanding than other domesticated herbivores and consumes poor fodder such as wet pasture, straws, or dry corn steams. The breed is strong, and very resistant to diseases. Also its economic life is longer.

Revitalization of water buffalo breeding in Aschileu and Mera villages



Pigs Project for Rebricea village



Original Placement in Rebricea Community - "Pigs Project for Rebricea"

Rebricea is situated in the Eastern part of Romania close to the republic of Moldova and is located in the middle of the Moldavian plateau on the Rebricea River. The local life standard is affected by deficient infrastructure, lack of investment and one of the largest rates of unemployment in Romania. The project goal is to increase farmers' income and improve nutrition by promoting small scale swine breeding. Heifer will provide through the program 150 families with 150 Large White sow and 6 families with 6 White boars. Through the passing-on process the project will be extended in the neighboring communities, increasing the project's impact. More than 600 families will be part of the project increasing their incomes through the selling of piglets and pork products, and improving their nutrition.

Sheep, Fruit Trees and Reforestation Project, Buzau County, Valea Salciei village

Reforestation



Milking the sheep



Targeted groups are formed by farmers' communities from Valea Salciei, Modreni and Valea Salciei-Catun. The project will be extended in the neighboring communities through the passing-on process and the reforestation component of the project. The project first objective is to increase farmers' income and improve nutrition by promoting traditional farming activities such as sheep breeding and fruit trees. The traditional Red Face Tigaia sheep breeding will be revitalized as the local conditions allow this breed to thrive. There is a demand for sheep meat and sheep dairy products in the region. Women, youth and children will be involved in fruit trees part of the project. They will receive: apple, pear, plum, cherry and European walnut trees. The fruits and nuts will be consumed fresh, but most of them will be preserved as dry, compote or jam. The second project's objective is to improve the environment through reforestation. Farmers are determined to plant thousands of fir trees on the highlands.

Heifer Romania will provide 72 farmer families with 720 Red Face Tigaia sheep and 72 Tigaia rams. Another 150 farmer families will receive 1,500 fruit tree saplings (apple, pear, plum, cherry and walnut) and 90 families will receive 9,000 fir tree saplings.

The project activities will be supervised by Heifer Romania and the project holder (The Mountain Farmers' Federation - FAMD). The Federation and its staff members will follow the project activities and make sure that the objectives of the project will be carried out. All beneficiaries will be offered the same opportunities nationality, gender, religion, social status, etc. will not influence the selection criteria when choosing the participants in the project. Gender equity will be respected in the project, as girls and women will participate as much as boys and men.

BENEFICIARIES IN 2012:

BENEFICIARIES	FISCAL YEAR 2012	
	Directly	Passing on the Gift
# of families and youth at risk	12,062	8,882
TOTAL	20,944	

BENEFICIARIES TO DATE:

BENEFICIARIES	TOTAL TO DATE	
	Directly	Passing on the Gift
# of families and youth at risk	31,910	66,369
TOTAL	98,279	



Roma People family - one of Heifer Project Beneficiaries

TRAINING SESSIONS ORGANIZED DURING FY 2012:

Accountability	Advocacy	Agricultural Products	Agro ecology	Cornerstones
4	0	9	3	10
Enterprise Development	Gender / Family Issues	Livestock Health	Organizational Strengthening	Project Management
13	7	45	10	23

Resources provided by Heifer Romania during FY2012

Livestock:	OP	POG
Heifers	136	27
Goats	0	15
Sheep	264	387
Rabbits	0	0
Trout fish	0	60,500
Bee hives	80	0
Beef cattle	0	4
AI	9,177	6,639
Pigs	53	25
Buffaloes	21	0

Other resources:	OP	POG
Chicken meat	0	1,315 Kg
Beef	0	2,500 Kg
Milk	0	14,790 liters
Milking machines	4	0
Trees	8,350	0

Farmers from Valea Salciei



During 2012 Heifer Romania worked on increasing visibility and awareness for the mission and vision of the organization. Heifer's work has enjoyed media attention.

Events, project development and press releases were broadcasted on national televisions, radio stations, written press and new media. Increasing the visibility is the first strategic instrument in order to developing fundraising.

Heifer Romania Program has followed the need for diversification, continuing to address:

- artificial insemination projects for improving the cattle genetics;
- agro ecology: reforestation projects;
- disadvantaged categories like the Roma people, youth at risk, others.
- important issues such as the marketing of farm products, an increasing problem in Romania as a new member of the European Union

Program progress towards strategic objectives

Darius and Natalia - "Milk for Orphans" Project



newly approved projects for FY2013

Chance for All

The *Chance for All Project* will improve the well-being of 20,000 poor farmer families by addressing the entire dairy value chain from production to market. The project will be executed through collaboration with Heifer International, Danone Ecosysteme, Bothar Ireland and Danone Romania. This partnership was formed to lend a helping hand to poor Romanian farmers and help them increase their income and improve nutrition.

Chance for All Project will start in three locations (Cocorastii Colt, Belin and Zimnicea) in the central and southern parts of Romania. In the second year of the project, two more locations will be added. The five communities selected have good agricultural conditions for dairy cow breeding, a farming tradition and interest to revitalize this occupation. The target population is affected by unemployment, and the idea of becoming self-employed through a traditional income generating activity is giving them hope and vision.

For small-scale farmers to gain the critical mass necessary to improve the quality and quantity of production, this project will assist project participants in establishing five large groups of producers, comprised of 150 families each, and strengthening them to become self-sustaining. These groups will provide farmers with the ability to invest more into their farms and a joint milk collecting point, thereby making it possible to interest milk processors and better negotiate the price for milk.

The *Chance for All Project* will provide farmers with valuable and highly productive livestock and genetic material, with specialized trainings in livestock management, milk hygiene



and efficient feeding. The farmers will be assisted in setting up and starting groups of producers. Through the project access to market will be provided and also the necessary equipment for establishing milk collecting centers. Project participants will have all necessary resources and know-how to obtain high quality milk and increase their income and herd size. The project is designed to provide the impetus to overcome existing obstacles to the development of sustainable producers' groups who will then have a clear linkage to a high value customer and market.



Local cows on pasture

The main objective of this project is to develop sustainable agriculture models in the Romanian Mountain area through integrating traditional activities in the modern economic system in order to generate income, and preserve the cultural landscape with their high touristic value.

The project builds on the competences of small farmers and follows a value chain approach.

The specific Objectives and the underlying theories of change are the following:

Objective I: The production factors of the traditional production system are strengthened

Theory of change: for achieving the first objective, the intervention is focusing on the three main factors. The first one is to improve the animal nutrition by ensuring a sustainable and environmentally sound management of the pastures. The second is to improve the animal sheltering conditions which will lead to an increased milk production. The third one is to modernize the cheese making facilities of the sheepfold for ensuring a good quality product for the market.

Objective II: The Market opportunities of traditional products are improved

Theory of change: the concrete activities for achieving this objective are to provide technical assistance and product specifications for the sheepfold products, to perform a marketing study for these products, to develop a brand kit for mountain products, to organize local, regional and national events to promote traditional sheep products as well as to realize campaigns for local products consumption.

Sustainable Agriculture Models in the Romanian Mountains Area

Objective III: The competences of producers are improved so that they can diversify and modernize their production

Theory of change: the main means to achieve the objective is through provision of vocational training for shepherds in order to develop their knowledge and skills and through organizing exchange visits in order to learn about more developed systems from Switzerland that could be adapted and used.

Objective IV: Promote and disseminate the model and best practices on a regional and national scale

Theory of change: The results are documented in an attractive manner, in Romanian language that allow local reproduction by other interested organizations. The dissemination is based on project partners networks.

The following descriptions of Activity Lines (AL) indicate how these objectives shall be achieved during the project and which outputs are to be expected.



Integrated and Sustainable Development of Forests in Romania

The project's overall objective is to contribute to an integrated and a sustainable management of forests in Romania through raising awareness and improving the timber and non-timber value chains.

The specific Objectives/Outcomes are:

- Raising awareness and training of local people (adults, youth and children) towards the importance of forest with regard to value chains, natural values and protection against natural hazards and ecosystem services
- Developing timber and non-timber value added chains
- Models'creation of efficient use of local, renewable, energy resources
- Promote and disseminate the model and best practices on a regional and national scale

Map locating areas of project operation

Heifer Romania projects in Romania, Moldova, Bulgaria



Key plans and highlights of the operational plan for the next year

Heifer Romania's main key plans for next year are the following:

- Heifer Romania is planning to apply for large institutional funded grants using projects based on agriculture and environment trainings.
- Another target set for next year is the initiation of projects funded through CSR- Corporate Social Responsibility programs.
- Heifer Romania will acquire skills in fundraising and strongly consider obtaining funding from multiple sources.
- During FY 2013 Heifer Romania will develop three consistent projects that will impact thousands of families in large areas.
- Heifer Romania will increase the visibility of successful projects, good practices and positive impact on local communities using specific public relations and communication instruments.

Major institutional donors and partner organizations

- Bothar Ireland
- Rotary International
- Elevages sans frontières, France
- Heifer Nederland
- World Vision Romania
- Prison Fellowship Romania
- The Resource Center for Roma Communities, Cluj Napoca
- Winrock International
- The University of Agricultural Sciences and Veterinary Medicine, Cluj Napoca
- The National Agency for Consultancy in Agriculture, Cluj Napoca
- Purdue University
- Danone Écosysteme
- SAB
- Euromontana

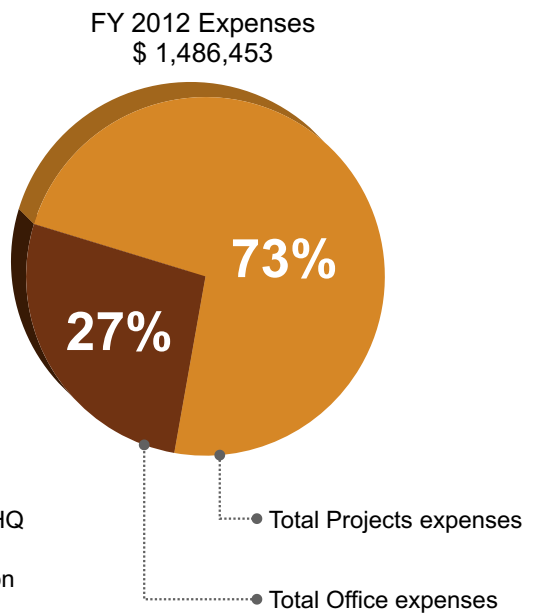
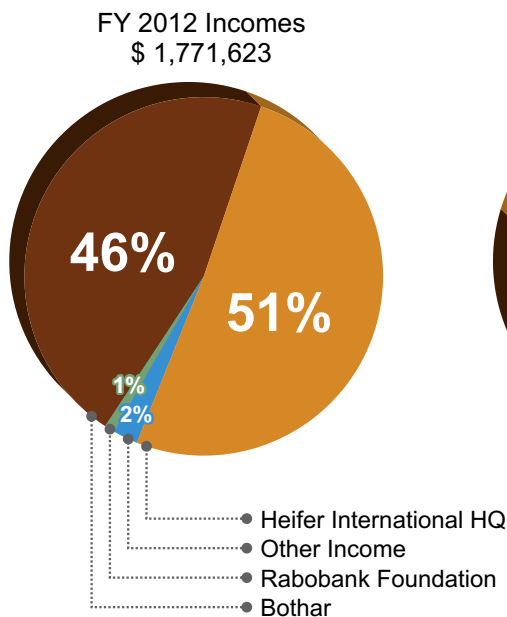


statement of activities for the year ended June 30, 2012

Incomes	USD
Heifer International HQ	902,780
Bothar	813,345
Rabobank Foundation	17,730
Other Income	37,768
Total Incomes	1,771,623

Expenses	USD
Office & Management expenses	400,734
Projects Expenses	1,085,719
Total Expenditures	1,486,453

Net Movement in Funds	285,171
Net Assets at beginning of year	372,185
Currency transfer income	8,179
Net Assets at end of year	665,535



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