



HEIFER
INTERNATIONAL
ROMANIA

Heifer Romania
2010 Annual Report



HEIFER ROMANIA 2010 ANNUAL REPORT



Letter from Country Director

I am inviting you to take a look at Heifer Romania achievements in Fiscal Year 2010 (FY 10) through the lens of Heifer Cornerstones. Please keep in mind that behind the numbers and statistics, there are those real people who we are serving.

1. Passing on the gift

During FY 2009-2010, Heifer Romania passed on almost 4000 livestock and our farmers fed up to 5000 children in orphanages and hospitals. All beneficiaries of micro-credits passed back the loans, so other farmers could benefit. The exchange of information between Heifer staff members and Project Holders is reflected by 228 training sessions organized last year. The passing on of knowledge and skills is happening daily among project participants.

2. Accountability

The organizational chart splits in two divisions: programs and operations allowing us to share tasks and increase efficiency. All our activities reports, documents, evaluations or audits were fulfilled in time and at a high standard, from the grassroots level, up to the national Headquarters in Cluj. Project Holders, partner organizations and farmers managed well all the resources they have received.

3. Sharing and caring

This cornerstone is well captured in one of the most important objectives of the Strategic Plan: "By 2012 Heifer Romania will have targeted project activities to the needs of at least 20.000 people coming from poor farmer communities, Roma people, youth at risk, women, and other specific groups in needs." In FY 2010 Heifer Romania constantly used Needs Assessment Toolkit and a Baseline Data Collecting System efficiently capturing and evaluating the progress of the targeted communities.

4. Sustainability and self-reliance

In order to attain sustainability and self-reliance, Heifer Romania built strong, market-oriented projects, and some agro-micro

enterprises. Integrated farming activities, diversification, niche-market as well as local traditions were permanently under focus. Under Heifer Romania supervision, communities learned how to identify and solve their problems. Diverse institutional donors and project partners contributed to the country program's financial sustainability.

5. Improved animal management

Food, water, shelter and good health -the animal well being- are crucial for productive livestock. Most of Heifer Romania projects are based on pure breed high productive animals that need a good farm management. We shared with our rural partners the new Romanian law of fair treatment of animals.

6. Nutrition and income

I can't imagine a strong Heifer Romania project without improving this cornerstone. The success of a project is directly connected with nutrition and income. In Romania, Moldova and Bulgaria, the three countries under Heifer Romania supervision, the food and incomes are shared among family members according to their needs. After Romania and Bulgaria became members of the European Union, one of the priorities was food quality and safety. In FY 10 we offered assistance to our farmer partners in achieving EU standards for their agriculture products.

7. Gender and family focus

Heifer Romania Office tilted the gender ratio balance and we are now counting 6 women and 4 men. At the project holders' and groups' level, we oriented the projects towards the whole family and kept gender as a priority. Women and girls take part in all project activities and participate together in the decision making process. Men and women sign the LOA together and own the project assets. All family members including children, youth, girls and boys, men and women as well as elders share the resources and benefits of the project.

8. Genuine need and justice

Heifer Projects are open for all individuals in a community, participants and recipients being selected according to their needs and possibilities. The local group is empowered to make decisions and select beneficiaries according to fair criteria. Heifer Romania introduced transparency and participatory approach for the whole targeted communities. 9. Improving the environment

The care for our environment is an ongoing priority for Heifer Romania and its partners. All

projects have to include specific agro-ecology objectives and/or activities. Some of the most frequent themes in 2010 were education on environment, preservation of water and reforestation. All communities were encouraged to identify and discuss their specific environment issues. Farmers were trained how to put in practice perm culture: balanced farm systems avoiding overgrazing and monoculture.

10. Full participation

Heifer Romania encouraged its partners to take part in all project related activities. Decisions are taken after debates and consultations so everyone could make their voices heard. The project is owned by the entire community and serves the general good will. During the last FY we encouraged project participants to celebrate their achievements and show their results. The immediate follow up was an increase in participation, number of people and the strengthening of the existing groups.

11. Training and education

Many Romanian farmers are considering this cornerstone one of the most important. In FY 10

Heifer Romania organized trainings and educational events for staff, project holders and farmers. There is a long list of events including formal and informal training sessions, national and international exchanges, field visits, and visits to Heifer Romania office, workshops and conferences. All these contributed to increasing our capacity and finally, the quality of our projects.

12. Spirituality

As a true ecumenical organization, Heifer Romania continued to stay open for all existing denominations and share the belief that everyone could contribute in the spiritual and social life of the community. The value of faith was added to the value of Heifer model, the generosity of our donors, and the hard work of our farmers. Heifer Romania has a transformative role and positively impacts the lives of many people. "I will be forever thankful to Heifer, because it brought hope and enlightened us to use our resources in an efficient manner" said Simona Pop a beneficiary of the "Honey Production for Poor Communities in Central Transylvania" project.

Ovidiu Spinu - Country Director



Heifer International statement

Heifer International is a global nonprofit organization whose mission is to work with community partners in the developing world to end world hunger and poverty and care for the earth.

Heifer's work is powerful and transformative.

Founded in 1944, Heifer has a unique, successful strategy of building self-reliant communities based on a core commitment to "passing on the gift" of an animal's offspring.

Heifer's work has helped over 10 million families in 125 countries transform their lives, moving from aid recipients to gift-givers, from dependency to self-reliance. Participant families lift themselves and others out of poverty, across communities and generations.



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 37 historical and 23 active projects in three countries, 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



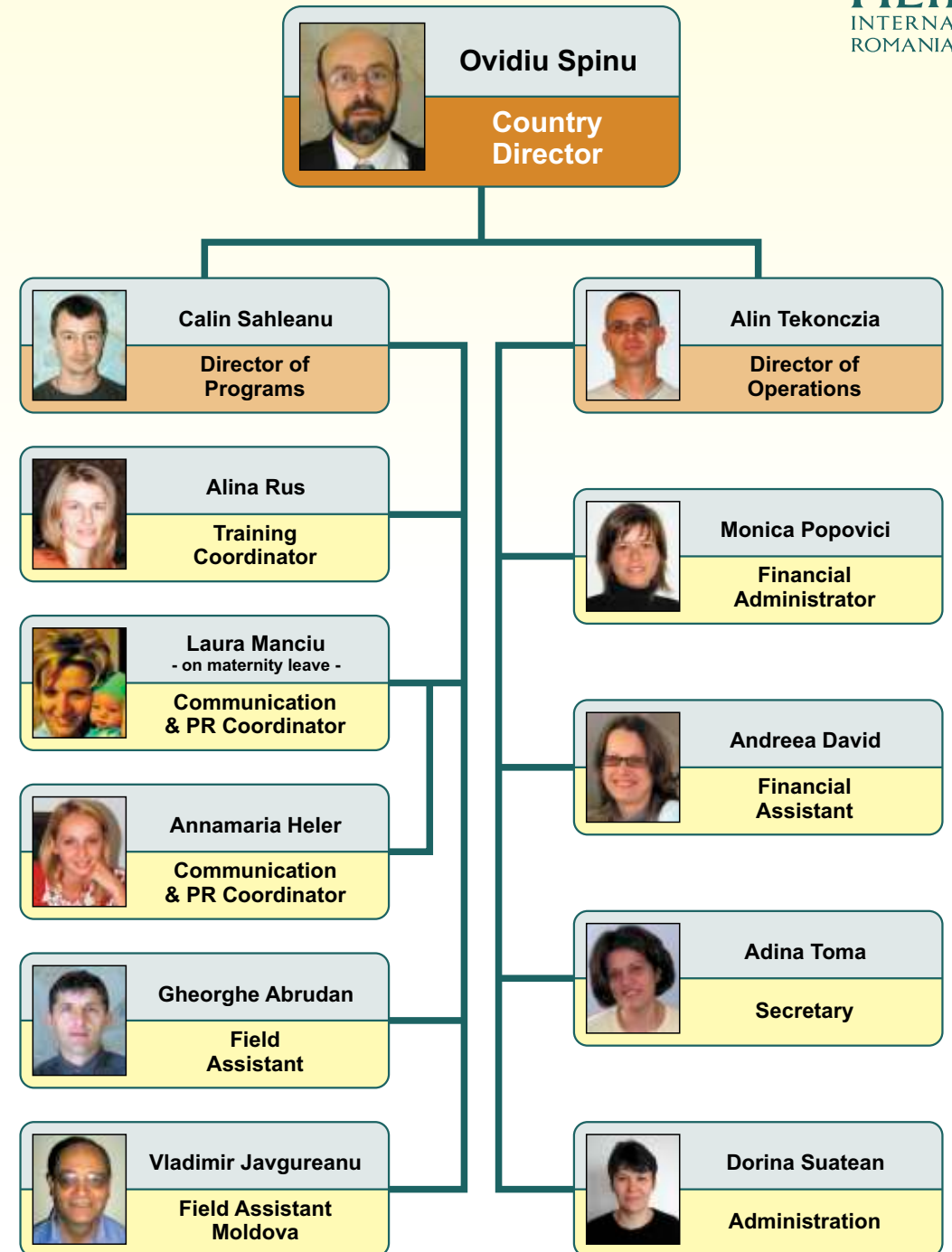
A large variety of livestock:

- **dairy cows:** Romanian Spotted, Moldavian Spotted, Bulgarian 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,
- **honey bees**
- **fish:** trout fish and carp



"Farmers Feed the Children"
project #27-0708-03, Tamasa village

Heifer Romania Team



Statement of Purpose

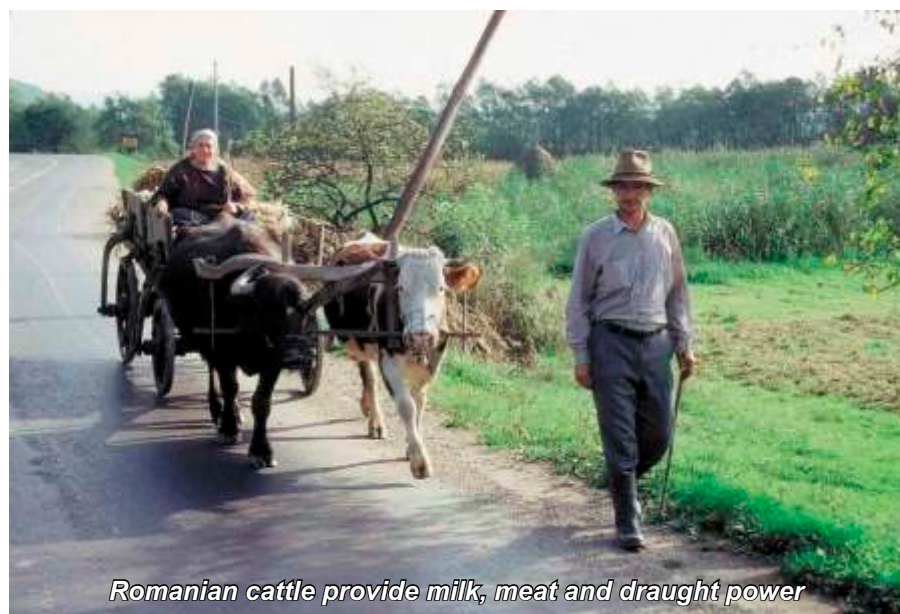
Using Heifer International experience and Cornerstones, Heifer Romania focuses on assisting communities in need and disadvantaged groups to improve their living standards, income and nutrition.

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 Brand Awareness
4. Influencing practices, systems and policies (youth at risk, women, elderly, Roma people)



Romanian cattle provide milk, meat and draught power

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 decreasing costs/family. As a result artificial insemination (AI), reforestation and beekeeping projects are active and developing successfully. Constantly connected to its objectives Heifer Romania increased the number of families and youth at risk assisted in FY 2010 and continued to search for new sources of funding in order to maintain constant development.

The development of projects

The “**Cattle Genetic Improvement in Hunedoara County**” project was launched in February 2010 and is considered already a success. Through genetics amelioration of dairy and beef cattle, Heifer Romania and its partner Semtest BVN will improve nutrition and increase income for farmers in Hunedoara County, Western Transylvania. 10,500 high quality frozen bull semen doses will be distributed and more than 13,500 families will be impacted through this program. The AI straws will increase livestock production, size, and performance of the offspring. Genetics improvement will be noticed gradually and minimal financial costs are involved. The project's outcome will positively impact a wider region and indirectly the lives of many people.



The **Sheep, bees, and Reforestation project in Vranceaia** is developing in an area affected by unemployment, lack of investment and resources. The Vranceaia plateau is renowned for earthquake frequency. Agriculture and traditional animal breeding are the two main concerns of day to day life in the community. Heifer Romania provides 50 farmer families with 500 Red Face Tigaia sheep, 25 meat rams and 25 Tigaia rams. Another 25 farmer families will receive 125 beehives, and 810 families - 162,000 acacia saplings. The project is developing well towards fulfilling its aim to improve nutrition and increase income by promoting traditional farming activities such as sheep breeding and bee keeping. Another goal of the project is reforestation. Farmers are determined to plant thousands of acacia trees on salty slopes to avoid soil erosion, drought, and to provide food for bees and birds. The projects participants are confident in the positive changes Heifer brought to their life.



Passing on the gift in Tulghes, Romanian Carpathian Project # 27-0726-21



Beneficiaries in 2010:

BENEFICIARIES	FISCAL YEAR 2010	
	Directly	Passing on the Gift
# of families and youth at risk	4,707	8,207
TOTAL	12,914	

Beneficiaries to date:

BENEFICIARIES	TOTAL TO DATE	
	Directly	Passing on the Gift
# of families and youth at risk	11,291	47,429
TOTAL	58,720	

Training sessions organized during FY 2010:

Accountability	Advocacy	Agricultural Products	Agro ecology	Cornerstones
7	4	23	13	10

Enterprise Development	Gender / Family Issues	Livestock Health	Organizational Strengthening	Project Management
22	6	66	27	50

Cornerstones training for "Sheep, bees, and Reforestation project in Vrancioaia" # 27-0731-01



Resources provided by Heifer Romania during FY 2010:

Livestock:	OP	POG
Heifers	49	88
Goats	0	130
Sheep	583	360
Rabbits	0	888
Trout fish	6,000	24,000
Bee hives	105	40
Beef cattle	0	2
AI	3,459	2,774
Pigs	4	0

Other resources:	OP	POG
Chicken meat	0	600 Kg
Beef	0	5,651 Kg
Milk	0	43,089 L
Milking machines	4	0
Trees	137,700	60,000



Bradut Lesca, wife Geta and daughter Miriam from the "Roma People's Goat Project" # 27-0714-01 in Nemsă

Newly approved projects for FY2011

Heifer Romania will continue in the following years to develop and implement projects to assist communities in becoming self sustainable and self-reliant. Four new consistent projects will be launched during FY 2011.

Revitalization of water buffalo breeding in Aschileu and Mera villages

Through this project, the living standards of poor farmers in two Transylvanian villages will improve by revitalizing water buffalo breeding. Heifer International will provide 30 families in Aschileu and Mera villages with 30 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.



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

Located in the North Western part of Buzau County, Valea Salciei is facing serious lack of resources and infrastructure. The community practices agriculture and animal breeding with a special focus on traditional sheep breeding. The price of agro-products is really low and the livestock is unproductive. The villagers used to also rely on fruit production. The large scale fruit production crashed due to bankruptcy of the local fruit processing industry. Timber industry remained the only stable alternative sources of income in the last 20 years. However due to the wild clear-cuts and overexploitation of the forests, the region is facing now floods, soil erosion and land-slides. 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 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. The second project's objective is to improve the environment through reforestation of the highlands with fir trees.

Newly approved projects for FY2011

Honey and Trees Project, Valea Somesului region

Nine neighboring villages from northwestern Romania were chosen to be the location for a honey bee and acacia tree project. The region is one of the poorest in Romania. The income level is low and sustained only by the rare sales of agro products and few job opportunities. The inhabitants benefit from the clean area along the Somes River, bordered by meadows and forested hills. The entire region is part of the international environmental program Nature 2000, that protects the Somes river valley and its surroundings. Heifer Romania will provide 50 farmer families with 5 bee families, beehives and small equipment per family. Another 600 farmer families will receive 150,000 acacia saplings. The project's main purpose is to improve nutrition and increase income levels through the introduction of bee keeping as an income generating activity. The second goal is to improve the environment and balance the deforestation by planting acacia trees. Through the passing on the gift, the project will be extended to other villages and communities along the valley which are interested in bee breeding, honey production and reforestation. Honey production and reforestation are suitable for very poor households as it does not require large properties and powerful labor and they only need a basic investment and are proper for families with limited resources.



Pigs Project for Rebricea village

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.

Program progress towards strategic objectives

During 2010 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 develop 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



Project participants from Petrindu village, "Farmers Feed the Children" project #27-0708-03

Map locating areas of project operation

Heifer Romania projects in Romania, Moldova, Bulgaria December 2010



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 a large EU funded grant using a project based on agriculture and environment trainings.
- Another target set for next year is the initiation of a project funded from a large corporate business.
- Heifer Romania will acquire skills in fundraising and strongly consider obtaining funding from various sources.
- During FY 2011 Heifer Romania will develop four new 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:

- Rotary International
- Elevages sans frontières, France
- Heifer Nederland
- Bóthar Ireland
- 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

Statement of Activities for the year ended June 30, 2010

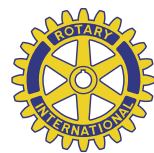
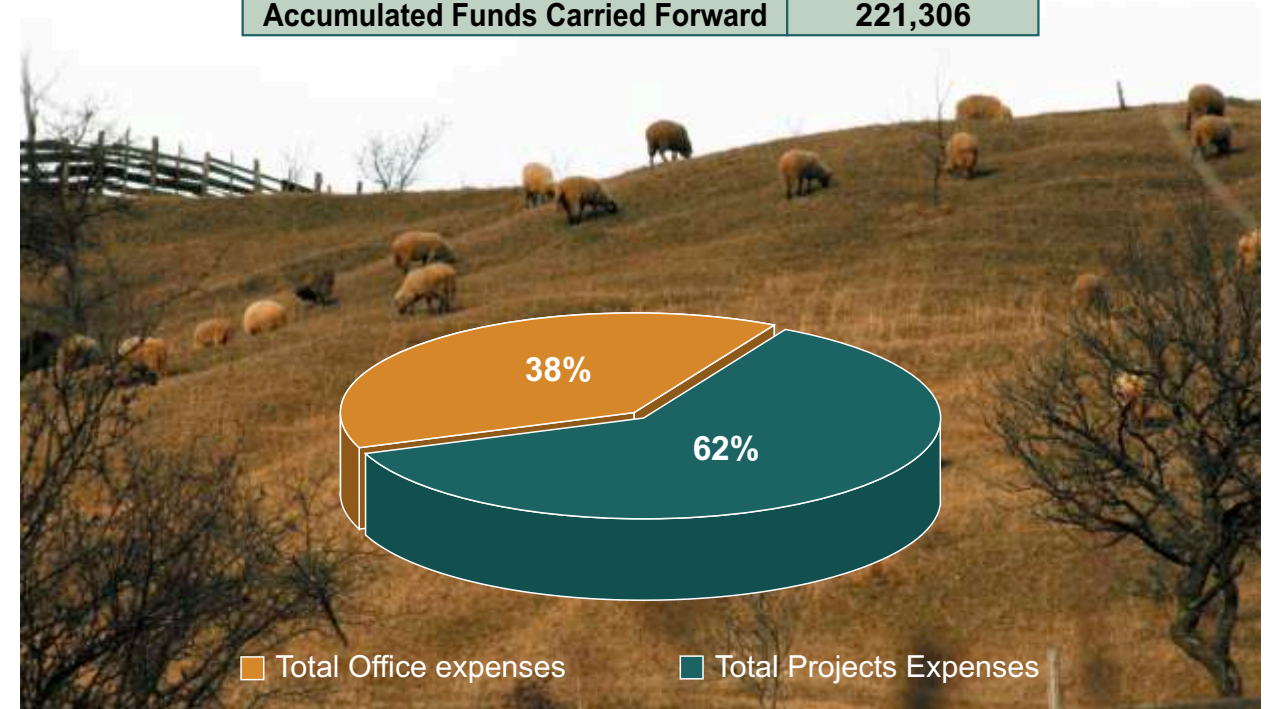
Incomes	\$
Heifer International HQ	906,035
Elevages sans Frontieres	30,418
Stichting Heifer Nederland	26,483
Rabobank Grants	13,913
Other Income	54,303
Total Incomes	1,031,152

Expenses	\$
Total Office expenses	392,113
Total Projects Expenses	633,544
Total Expenses	1,025,657

Net Movement in Funds	5,495
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Blance Brought Forward	215,811
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Accumulated Funds Carried Forward	221,306
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Resource Center
for Roma Communities



Câmpul fertil al cunoașterii



Beneficiaries` testimonials

"I will be forever thankful to Heifer, because it brought hope and enlightened us to use our resources in an efficient manner. They reminded us we live in an area for beekeeping, and we know the 'secrets' of the trade from our ancestors. The bees gave us the opportunity to enlarge our life and develop our region." (Simona Pop- Honey Production for Poor Communities in Central Transylvania)

"Heifer has provided us a chance for a better future. All we have to do is make the best of it." (Fani Danis-Sheep, Bees, and Reforestation project in Vranceoiaia)

"I always wished to have something long lasting, which grows with time in order to assure my family's future. I will definitely work hard to increase the number of animals and establish the basis of my small farm. Heifer has helped my family and the entire community with this project. We will always be thankful for their support and assistance." (Gheorghe Pascan-Livestock for Highland Farms in Carlibaba)

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Young beneficiaries from "Dairy cows and artificial insemination for Maeriste" project # 27-0732-01

Contributions:

If you would like to support our work, please send donations to:

Heifer International

P.O. Box 8058
Little Rock, Arkansas 72203-8058
USA
Or visit our website www.heifer.org



Passing on the Gift "Farmers Feed the Children" project #27-0708-03 in Tamasa



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