

THE CURTEA VECHE ASSOCIATION

ACTIVITY REPORT

Education through reading



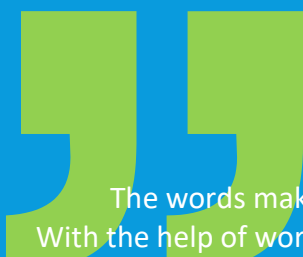
CURTEA VECHE



ABOUT US

The Curtea Veche Association was founded in 2014, as the result of social responsibility initiative of Curtea Veche Publishing, in order to encourage reading habits among children.

Through our projects we encourage children to read with pleasure; we offer free literacy materials to parents and teachers, we organize special events in which we promote interactive reading and facilitate access to books for kids from disadvantaged areas by organizing donations and book clubs appropriate to their age.



The words make us happy.
With the help of words, we create our own world and make friends. They are those precious gifts that are always at our disposal. Nobody can take them away and we can only enrich them by reading.

Let's imagine that together we can help children discover the joy of reading, to have an open mind and a limitless imagination.

IRINA MÁTÉ, President



FUNCTIONAL ILLITERACY IN ROMANIA

*Readers are not
born, but they are
educated.*



Romania has the least developed book publishing market in Europe, and this has a negative effect on the development of society: the highest rate of unemployment is recorded among people with a low level of education.

Functional illiteracy is a phenomenon characteristic of people who attend or have attended a school, but they are incapable of making simple mathematical calculations, of understanding the ideas of a text, of making an argument, and of establishing transdisciplinary connections.

What could be the solution to these problems?

Education, children's access to books appropriate to their age and reading together with adults, who could help them understand their mistakes, who could answer their questions, with whom to interact and who could urge them to activate their creativity and curiosity.



50%

Over **50%** of adolescents live in rural areas, where there are no bookstores or properly equipped libraries. Only 2% of them apply to colleges.

42%

About **42%** of Romanian students who are 15 years old are illiterate. They don't understand what they read and can not extract the main ideas from a text.

95%

95% of children who are stimulated by parents to read say that reading is important to success later in life. At the same time, they believe that this activity would be easier and more useful if they could read books appropriate to their age and discuss it with other people.

250 localities/ 34 counties



In **4** years of
activity

73.853

donated books



The books of childhood

Children who read have better results in all school subjects
and their social skills are much more developed than those who do not read.

Our projects are based on the **BOOKS OF CHILDHOOD** collection, which includes masterpieces
of universal literature retold as to be understood by children, thus offering them their first
notions of general knowledge.

Also, we offer to children books that show remarkable professional paths: the heroes of these
volumes can be policemen, chemists, sports champions facing challenges, but also
internationally known artists or fashion designers.

In every home

Many Romanian children don't have access to books. Many of them don't have a home library and no bookstore in the town where they live.

The problem is that without access to books, the children in the Romanian villages are always behind their colleagues from wealthier families, who read more.

We facilitate access to books for children in disadvantaged areas through donations and reading clubs

- ✔ Award for *Best Marketing / PR / CSR campaign* at Good Print Gala (2015) and nomination at *Together for children* (2016) and nomination at *I care - projects for social responsibility, culture and education* category (2017), at the awards of Itsy Bitsy Excellence.



Involvement in agricultural communities

Since 2015, with the support of Azomureş company, we have organised activities in areas where agriculture is perhaps the only chance for a better future.

Aware of the negative effects of the lack of education in any community, local entrepreneurs support us in organizing book donations and special events dedicated to reading.

36 localities

19 counties

21 local entrepreneurs

22.217
donated books



200 reading clubs set
up in the whole country

48 book clubs which
were self-sustaining in
2018

Interactive workshops and reading clubs

We bring together play and reading
in every school and every family!

We challenge children to draw, compose a soundtrack,
invent stories, write theater pieces, or make a character
trial.





EDUCATION THROUGH ART AND TEAMWORK

The introduction of artistic activities into the daily study program of children or the adaptation of the techniques borrowed from art for teaching have great results and make the learning process of children more efficient.

Participants in the architectural workshop starting from the novel *Notre-Dame de Paris* can discuss medieval architecture and make a replica of the famous Parisian cathedral.

At the same time, children become familiar with the specific culture of different cultures and develop a greater capacity for understanding diversity.

Participants in the theater workshop based on *the Myths of Ancient Greece* come in contact with certain aspects of Greek culture that are still current.



By participating in our interactive reading workshops and clubs, children develop:

- The ability to understand what they are reading;
- The motivation to read;
- The inclination to think critically;
- The ability to familiarize themselves with the literary universe, which they naturally can relate to their own experience;
- Communication skills and teamwork;
- Memory and attention;

Depending on the specificity of each workshop, we can add: learning and understanding basic concepts of art history, esthetic appreciation, understanding of essential narrative concepts such as cause and effect, action and reaction, character, persuasion.



How do you transform a book into a play?
How would the soundtrack of your favorite book sound like?
What would Ulysses look like if he were a comic book character?

We show the children that **every book is an adventure worth living!**
We organize annually **the biggest festival dedicated to reading in Romania - The NARATIV Festival**, an ample event that includes original and creative workshops, exploring different and fun ways to read and create stories.

The only national reading festival for children





4 festival editions

✓ This project has been awarded *The Volunteer Project of the Year award in the field of art and culture* (2017) awarded in the National Volunteer Gala, it was nominated in the *Cultural Communication and Mediation* section of the National Cultural Fund Prize Awards (2017) and in the *Art Projects category for the family* at the Itsy Bitsy Excellence Awards (2017).

10.000 children

350 activities

120 volunteers



ENTERTAINING READING

Together with the children, we create a cartoon inspired by the *Odyssey*, we learn to conduct investigative journalism from books written by Jules Verne, we reinvent illustrated legends, we bring pros and cons in a character trial, we develop stories in different languages, we study the architecture of Notre-Dame Cathedral in Paris, we create a soundtrack for our favorite book, we play our favorite roles and we become directors in a spectacle of shadow theater.

We are helped by **pedagogues** who **coordinate activities** and encourage young people to have dynamic experiences that are different from those they have at school. Each workshop is based on a book created by **education specialists and child psychologists** and whose scope is to **overcome the difficulty of understanding the text.**

Acting

Visual stories

Improvisation

Fast learning

Creative writing

Rhymes and riddles

Shadow Theater

Comics

Storytelling

Journalism

Creative illustration

Music stories

Debate

Experimental Workshop

Bookpoly board game

BookTubing

Architecture

Body Percussion

and many others..





Useful information for parents and teachers

Because in Romania there is no research on reading habits among children, together with a sociologist and a volunteer team, we have conducted **a study that reveals important information on the field in which we work and helps us to develop projects that meet the reading needs of the little ones.**

We regularly conceive various materials (thematic articles, brochures, guides, etc.) with useful ideas and tips, such as interactive activities in school or at home, which will make children more interested in reading.



Interactive Reading Club Guide

by Smaranda Nicolau, pedagogue

We need stories to grow people

brochure by Gáspár György,
psychologist

Teacher's Guide for a Drawing Workshop

by ArtCrowd - Artists in Education



MEETINGS WITH CELEBRITIES

Because reading is reflected in every element of our lives, we promote it through the events we organize, such as reading sessions in libraries and school institutions, fundraising through a cycling tour through the country, collecting donations in companies, actions alongside Romanian celebrities or a charity concert in New York with Loredana Groza.

Because one of the most effective learning method is the power of the example, our projects have been joined in the past by public figures who are loved by the children.

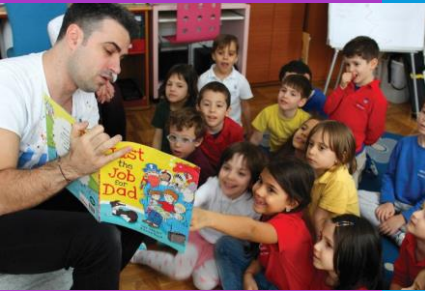
We transform their stories into useful lessons for all children!

TESTIMONIALS



I owe many achievements to books! Reading has helped me in many aspects of my personal and professional life and I think it is important to encourage reading for pleasure among the young. I believe that we have the moral obligation, as adults, to engage in the future of new generations and to give them the right to a better education. **HORIA BRENCIU**

Any activity at the NARATIV Festival gives you the opportunity to notice three basic issues: the creative way in which books are approached, the enthusiasm of the participating children and the constant involvement of volunteers. Present throughout the Festival, volunteers are tireless, joyful, smiling, and truly involved in what this event means: celebrating reading for pleasure and celebrating childhood. **ANDA, voluntary**



I think NARATIV is no longer just a reading festival, but a spirit. A spirit in which the children are the happiest and come back every year. It's the place where we all feel at home in the company of beautiful, curious people who want to learn more about books and reading. The NARATIV Festival is an unforgettable experience **ANA, student**

A child who reads knows and understands that he has a choice, that there is never only one way to choose whatever it is. Sport and reading have a common essence: once you become acquainted with them, you become healthy partners and life guides. **GEORGE OGĂRARU**





I believe in the power of the books and if, through my work, I can help to get as many volumes as possible to children who can change their life radically after an important reading, I will always be there with all my heart and I invite you to join this cause! **LOREDANA GROZA**

Reading helps us to learn, to explore and to want more. And I think in a country where bookshops are endangered, where there are too many villages where there is not even a bookstore or a library, we have the obligation to donate books. It is a great pleasure for me to be here, to support the *Childhood Books* reading program. **VIRGIL IANȚU**



This program opened the hearts and minds of the little ones, brought them closer to books, helped some to open the first volume in their lives. Let's not forget that there are still children in rural areas who don't have other books in the house than textbooks passed on from generation to generation. Thank you so much! **DANIELA ARHIP, teacher**

All these stories donated by the Curtea Veche Association are very important for a certain age segment. We have to get children interested in universal literature, which is of great value and thus to open their way; to acquire the taste. And later it will go to the original source. **MIHAI CĂLIN**



VISIBILITY



2.754 articles on the importance of reading in print, online, radio and TV

8.000 bookmarks spread throughout the countryside bookstores



CURTEA VECHIE

IMPLICAT ÎN PROGRAMUL
NAȚIONAL DE LECTURĂ
"CĂRȚILE COPILĂRIE"

ÎMPREUNĂ
PUTEM CREȘTE NIVELUL
DE EDUCAȚIE DIN ROMÂNIA.

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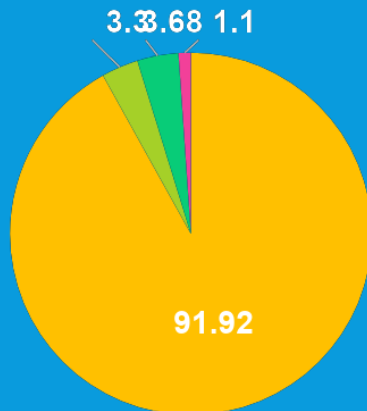
BCR

64 companies involved

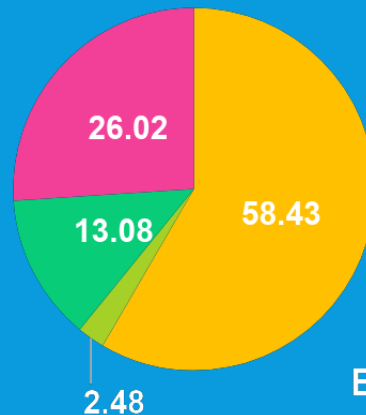
FINANCIAL REPORT 2018

422.792 ron income

374.170 ron expenses



Income



Expenses

SPONSORSHIPS: 91.92%
DONATIONS: 3.3%
PROVIDING SERVICES:
3.68%
OTHER INCOMES: 1,1%

BOOK DONATIONS: 58.43%
GOODS AND SERVICES: 2.48%
THE NARATIVE FESTIVAL:
13.08%
ADMINISTRATIVE: 26.02%



DONATE

Your financial contribution can help us give a child his first new book appropriate to his age, a first chance at a better future.



SPONSORS

Companies can make a major contribution. Also benefiting from the 20% tax deductibility facility, we can help you achieve your CSR goals and create value in the community.



VOLUNTARY

If you like to work with children and feel that your place is in a working environment that challenges you to find creative solutions to complex problems, we can hardly wait to meet you!



AMBASSADOR

Join our ambassador team, help us spread the news of the project further, among our relatives, friends and representatives of local communities across the country.

HOW CAN YOU GET INVOLVED

Only together we can support the increase of the level of education in Romania!



WHERE DO YOU FIND US:



asociatiacurteaveche.ro



AsociatiaCurteaVeche



contact@asociatiacurteaveche.ro



AsociatiaCurteaVeche



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Accounts:

RON: RO62OTPV113000823980RO01

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USD: RO76OTPV113000823980US01

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