



MISSION

The Mission of OPEN FIELDS Foundation is Caring for People and the Environment.

VISION

At OPEN FIELDS Foundation, our vision is to work with communities, helping them improve their lives and their environment.

Through training and capacity building, OPEN FIELDS Foundation works with communities to identify and nurture shared values and envision and create a new future.

We are working in partnership with communities and other entities to create sustainable impact, empowering and inspiring people to make personal changes for a better world.

VALUES

TEAM | WORK | INNOVATION | BALANCE | INTEGRITY
GENEROSITY | EXCELLENCE | SUSTAINABILITY

ANNUAL REPORT 2019

OPEN FIELDS

FOUNDATION

Caring for people and the Environment

THE HISTORY OF OPEN FIELDS

OPEN FIELDS Foundation, former Heifer Romania, began its first project in 1992. Since then, it has spread its activity all over Romania and the neighboring countries, Moldova and Bulgaria. So far our organization has implemented **70 projects**, characterized by diversity of the project type and beneficiaries:

- Livestock
- Youth
- Gender
- Micro credit
- Agro-tourism
- Agroecology
- Training
- Artificial insemination
- Reforestation

More than **70 years ago**, in a devastated, hungry post-war Europe we find Dan West, a compassionate farmer from the American Midwest who went to the front lines of the Spanish Civil War as an aid worker.

His mission was to provide relief, but he soon discovered the meager single cup of milk rationed to the weary refugees once a day was not enough. And then he had a thought: **"What if they had not a cup, but a cow?"**

That "teach a man to fish" philosophy is what drove West to found Heifer International.

And now, more than 70 years later, that philosophy still inspires its work to end world hunger and poverty throughout the world. Since 1944, Heifer International continued offering support in more than 40 countries, empowering families and communities to turn hunger and poverty into hope and prosperity.

After 25 years of serving communities with full support from Heifer International, OPEN FIELDS Foundation continues to accomplish the mission of serving the poor and those in need of assistance while caring for the environment, thus proudly carrying the legacy received from our founders.

OUR ACTIVE PROJECTS

1. CHANCE FOR ALL



Chance for All is a landmark project, a joint undertaking, involving the work of Danone Ecosysteme, Danone Romania, OPEN FIELDS Foundation, Polaris Group, Heifer International and Bóthar bringing together a diverse set of partners to work with disadvantaged communities to achieve a lasting economic and social impact in the lives of farmers from the Southern Romania.

"A chance for all" is a project of sustainable development, a unique model of social entrepreneurship in the rural area, started in 2012. Through this initiative, the development of Romanian farms and communities from disadvantaged areas was supported, helping to increase the production of high quality milk in Romania.

The program started with offering pregnant quality dairy cows to families who did not have the opportunity to invest in a breed animal. The first calf born female was, in turn, offered to another family, based on the "passing-on the gift" principle. Thus, the initial gift has multiplied and the chain of beneficiaries has increased over the years.

Then the farming communities were equipped with mobile milking stations, ensuring superior hygienic conditions of milking and cooling and storage tanks for milk; they are used by all households in the village, whether or not they received small cows. Thus a local product of the highest quality is obtained.

The program has a training component also: the hard-working farmers rolled-up their sleeves and became fully involved in the project, raised and cared for their cows and participated in training courses on: hygiene, nutrition, care, milking cows, economic management of farms, attracting additional funds, controlling costs and profits. We were pleased to see that 850 locals showed their willingness to learn and develop.

We didn't stop here! At the end of 2018 we began implementing a new phase of the project, focusing on environment by planting approximately 15,000 trees, building 15 manure platforms, increasing productivity thus decreasing the carbon footprint and adopting agroecology practices.

2. THE FOOD HUB



In the North East of Romania, as in many parts of the world, small food-producers struggle to access the market and the potential consumers of these traditional products have little access to them. The business initiated and operated by OPEN FIELDS Foundation, NORD NATURAL HUB, creates a bridge between local small and medium scale farmers and processors and the consumers who want authentic products: traditional, local, tasty, healthy at a fair price.

Simply collecting and organizing a diverse product market that flows through the different channels to the final consumer is not enough. Providing assistance and training to producers in areas relevant to them, and consumer information and awareness is an important element of this program.

By the end of the project, the small and medium producers will benefit through the Food Hub of an important distribution channel to different markets, will have a sustainable development and diversification governed by the laws of competition. The producers will be paid correctly and on time and they will have access to an information data base and relevant experts for their field of activity. The customers, on the other hand, will benefit from these healthy, tasty products loaded with local cultural footprint that contributes to strengthening local brand.

3. DAIRY COWS FOR POOR PEOPLE FROM TRANSYLVANIA



The poor rural people in Transylvania face high levels of unemployment, finding work where they can, but do not earn enough to cover the basic day-to-day needs of their families. For the targeted communities the average income per household is around 100 USD, consisting of 5-10 members according to the estimations of local authorities. Roma have low access to public services and are routinely discriminated. Negative stereotypes and prejudices toward the Roma are deeply rooted in the public consciousness. The targeted villages have Roma and non-Roma population. In all these locations the Roma are not involved in community life, so thorough this intervention we aim to bridge this social gap. Merging the Roma families in the village life and involving non-Roma families in project development and implementation represents a way of turning a challenge into opportunity.

The goal of this project is to lift out of poverty over 200 Roma and non Roma families, which are now struggling to put food on their tables. Through the development of social capital and engaging into a pro poor wealth creating dairy value chain these families become models of sustainable small holder farming systems. 180 pure breed Holstein Frisian heifers (young pregnant cows) will be given to poor families in villages located in Transylvania, Alba, Sibiu and Brasov counties, with full support from our long-time partner Bothar.

A donation of a cow per family solves the nutrition problem, generates income by the sale of extra milk and also gives the family an occupation and self-esteem. Open Fields Foundation prepares the community and selects first recipients based upon a set of transparent criteria.

The project takes advantage of good local animal breeding conditions and opportunities of accessing the market and creates an income generating model for poor small holders. Training in animal breeding and small agriculture supplies is offered along with the livestock.

The project is open for anyone, but primarily serves the poorest and most marginalized members of the community. The project's key concept is that each recipient must pass on to another poor family the first female offspring of the animal they receive.

This practice ensures that each participant in the program becomes a donor, enhancing dignity and participation in each project. Passing on the Gift also helps communities to become self-sustaining.



4. ROMANIA START-UP PLUS IN NORTH-WEST – EU FUNDS PROJECT

In august 2019, OPEN FIELDS Foundation was invited to be part of the Romania Start-Up Plus project, and replace a member of the NW consortium, and was accepted by the Managing Authority for the Human Capital Operational Program. The overall objective of the project is to develop entrepreneurial competences based on innovation and sustainable development for 550 people in the North-West region of Romania, in order to encourage entrepreneurship and self-employment by setting up 63 new non-agricultural enterprises in the urban area and subsidizing to them with a maximum of 40.000 euros through the minimis aid scheme Romania Start Up Plus.

The target group of the project are a total of 550 people aged 18-64, living in rural areas or in urban areas, in the NW Region, that plan to establish a non-agricultural business in urban areas.

Within the entrepreneurship scheme, there are three implementation stages:

Stage I - Entrepreneurial training

Stage II - Implementation of business plans

Stage III - Monitoring the functioning and development of the financed businesses

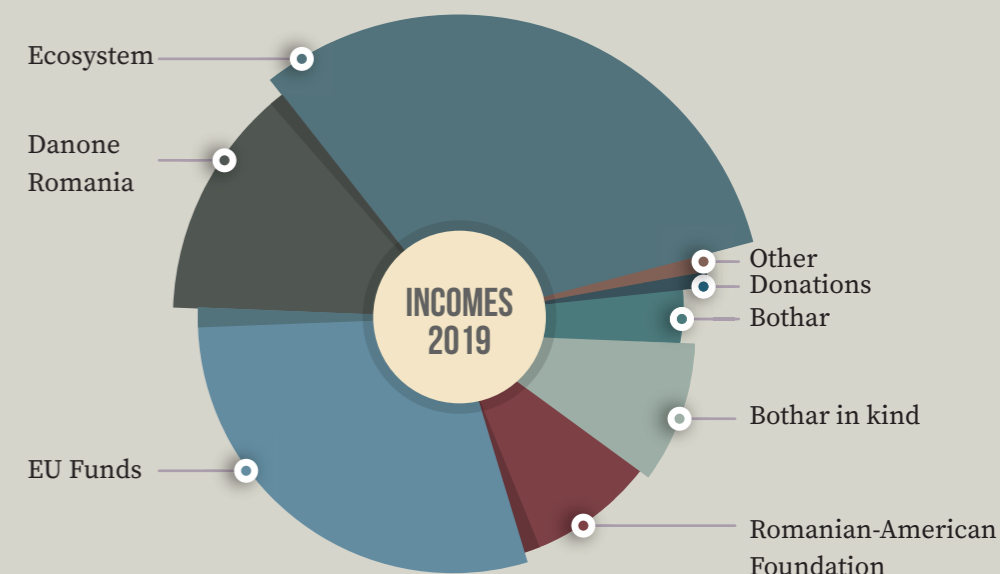
For OPEN FIELDS Foundation this is a new chapter, and being invited into this consortium has been both an honor and a challenge for our organization, as it has been in the OPEN FIELDS Foundation' priority issues attracting and operating EU funded projects.

OPEN FIELDS Foundation monitors the implementation of the approved business plans and the objectives and the development of nine start-ups located in the NW Romania and is actively involved in the consortium activities and tasks.



OPEN FIELDS Board of Directors

1. **Ireton Peter**, Ireland – Chairman of The Board of Directors; founder of Bothar NGO from Limerick, Republic of Ireland
2. **Parrish Philip Gary**, USA – member, CEO of Parrish Delivery Company and active member of Rotary Club 99 from Little Rock, Arkansas, USA
3. **Hosu Ioan**, Romania – member, University Lecturer Doctor at the Faculty of Political, Administrative and Communication Sciences; Babes-Bolyai University from Cluj-Napoca, Romania
4. **Bunea Viorel**, Romania – member, CEO of Romviocons Impex SRL Company, member of Rotary Club Cetatuie Cluj-Napoca and member of Rotary District 2241 Romania & Rep. Moldova
5. **Badea Mindra Eugenia**, Romania – member, professor at Iuliu Hateganu University of Medicine and Pharmacy from Cluj-Napoca, Romania
6. **Rotariu Ioan Eliade**, Romania – member, CEO of DeKlausen SRL Company, consultant and facilitator in business and marketing



INCOMES 2019

EU Funds	303,450.00 €
Bothar	18,500.00 €
Bothar in kind	52,500.00 €
Danone Romania	74,260.00 €
Ecosystem	522,640.00 €
Romanian-American Foundation	52,900.00 €
Donations	4,540.00 €
Other	4,565.00 €
Total	1,033,355.00 €



EXPENSES 2019

Projects	512,566.88 €
Office	201,651.04 €
Total	714,217.92 €

CONTACT US:

Open Fields Foundation

Adress: Str. Mihai Românuł nr. 19, 400495 Cluj Napoca, România
 Phone: +40 264 403 680 | Fax: +40 264 403 682
 e-mail: office@openfields.ro | web: www.openfields.ro