

# OPEN FIELDS

FOUNDATION



# ANNUAL REPORT 2024



visit our website:  
[www.openfields.ro](http://www.openfields.ro)

## OUR MISSION

The mission of Open Fields Foundation is Caring for People and the Environment.

Our mission is to educate, sustain and innovate communities and our goal is to protect people and the environment by changing mindsets and behaviors for the better.

We aim to achieve all of this responsibly, using ethical resources and developing sustainable projects that leave a positive impact on future generations.

Today, with the help of our partners, we are running innovative projects for our causes, that raise the OPEN FIELDS Foundation's standards of impact year after year.



## OUR 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, envisioning and creating 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.

We believe in our vision and we are convinced that we will amplify the impact of the foundation through scalability, by partnering with entities that want to make a change for the better.

# VALUES



**TEAM – INNOVATION – BALANCE – INTEGRITY –  
GENEROSITY – EXCELLENCE – SUSTAINABILITY**

## **Our Story: from Aid to Empowerment**

Open Fields Foundation carries forward the legacy of Heifer Romania as part of the global movement sparked by Heifer International. The roots of this work trace back to the 1940s, when American farmer and volunteer Dan West realized that offering one glass of milk to those in need was not enough. “What if they had a cow instead?” he asked - a question that gave birth to a new philosophy of sustainable help and dignity.

In Romania, Heifer’s mission came to life in 1992, with the launch of the first project to support vulnerable rural communities. Over the next 25 years, the organization implemented 84 projects in Romania, the Republic of Moldova and Bulgaria, contributing to the sustainable development of communities through initiatives in areas such as:

- sustainable agriculture and livestock rearing;
- environmental restoration and agroecology;
- education and youth engagement;
- gender equality and social inclusion;
- food processing and rural entrepreneurship;
- microcredit and mutual support mechanisms;

## **New beginnings:**

In 2017, the Open Fields Foundation took over the legacy of Heifer Romania and continued to carry it forward with new energy and a vision adapted to current times. Today, we focus on education, the environment and social inclusion, working side by side with communities to build a more equitable and sustainable future.

We are guided by the belief that real change begins when people discover their potential and have the resources to realize it. That is why all our initiatives start from caring for people and nature, cultivating responsibility, trust and solidarity.

In every village, every school or family we reach, we carry forward the philosophy of our founder: we don't just offer help, but the chance for a better life. m mai departe filozofia fondatorului nostru: nu oferim doar ajutor, ci șansa unei vieți mai bune.

# OUR PROJECTS IN 2024

## 1. NORD NATURAL HUB



[www.nordnatural.ro](http://www.nordnatural.ro)

### PROGRAM KEY DATA

Initiated in 2017

Project in transition – sustainability  
Financed between 2017-2022 by  
Romanian-American Foundation

In northeastern Romania, as in many parts of the world, small-scale producers in the agri-food sector faced significant challenges in accessing markets. At the same time, consumers seeking local, traditional and healthy food had limited access to such products. To bridge this gap, Open Fields Foundation initiated and implemented the Nord Natural Hub – a food hub designed to connect small farmers and local processors with consumers looking for authentic, high-quality food: traditional, local, tasty, healthy and fairly priced.

Nord Natural Hub was more than just a marketplace. It was a comprehensive program that provided technical support and tailored training to producers, while also raising awareness among consumers about the value of local products and the importance of short food supply chains.

Through this ethical and efficient distribution model, producers benefited from a reliable sales channel, fair and timely payments, access to digital tools and relevant expert guidance. Consumers, in turn, enjoyed access to culturally rich, healthy and flavorful food products that helped strengthen local identities and supported community-based branding efforts.

Nord Natural Hub became a model of best practice for revitalizing short supply chains and building a more resilient local economy.



# OUR PROJECTS IN 2024

## 2. FEED 4 CHANGE & REGENERATIVE AGRICULTURE

### PROGRAM KEY DATA

Initiated in 2024

Implementation: 01.01.2024 – 31.12.2024

Project Budget in 2024: 215.000 EUR

Financed by: Danone România

This project is a strategic initiative of the Open Fields Foundation, carried out in partnership with Danone Romania, which aims to transform industrial agricultural practices into regenerative, sustainable and environmentally responsible ones.

In 2004, we focused on the dairy farming sector, where we implemented innovative solutions designed to reduce methane emissions by up to 30%. This was made possible by the use of feed additives specifically designed to optimize rumen fermentation, applied to a herd of almost 1,000 cows. The measure contributed to reducing greenhouse gas emissions and combating climate change at source.

In addition to the ecological component, the project also integrated an important educational and community dimension:

- we advocated for the establishment of a dual vocational education class, with a mechanical-agricultural specialization, at Theoretical High School from Zimnicea, in order to adapt the educational offer to the local specifics and the economic potential of the area
- we developed and distributed guides on regenerative agriculture best practices, providing valuable resources for farmers and other stakeholders.

The entire implementation period was carefully monitored to evaluate the impact of the interventions and to ensure that the assumed objectives were achieved.

Through this initiative, the Open Fields Foundation reaffirms its commitment to protecting the environment and supporting local communities – a vision in which regenerative agriculture becomes an essential tool for sustainable change.



# OUR PROJECTS IN 2024

## 3. FROM EDUCATION TO DECENT WORK, SIBIU COUNTY

### PROGRAM KEY DATA

Initiated in 2021

ACTIVE PROJECT

Project Budget in 2024: 182.400 EUR

Financed by: HEKS/EPER Foundation

In 2024, Open Fields Foundation has begun the implementation of the second phase of the “From Education to Decent Work” project (2024–2027), a comprehensive initiative aimed at reducing inequalities in access to education and employment for young people from vulnerable backgrounds.

The project addresses one of the most pressing needs identified in the communities we work with: supporting adolescents during the critical transition from lower secondary to vocational education and, later, to the labor market.

Throughout 2024, the project focused on:

- **educational workshops** for 5th grade girls and boys;
- **school counseling and career guidance** for 7th and 8th grade students;
- **educational support** (remedial programs) in Romanian language and mathematics for students at risk of dropping out;
- **job-readiness and vocational training activities** for students in vocational schools;
- **engaging families** in supporting adolescents’ educational journeys;
- **training teachers, school counselors, and psychologists** to better support at-risk students;
- **developing partnerships with local employers** to ease the transition to decent employment.

At the same time, the project strengthened the collaboration between vocational schools, school inspectorate, local communities, and employers, with the goal of building a more coherent and equitable support system for young people's transition to the workforce.

Through this intervention, Open Fields Foundation contributes directly to creating real opportunities for disadvantaged youth, offering them the tools and support needed to build a stable and dignified professional future.



# OUR PROJECTS IN 2024

## 4. Empowering Vulnerable Children through a Nature-Based Summer Camp

### PROGRAM KEY DATA

Initiated and implemented in 2024  
Project Budget in 2024: 4.000 EUR  
Financing: CSR Fundraising Strategy

In the summer of 2024, Open Fields organized a nature-based summer camp dedicated to 20 children aged 10–11, from vulnerable families in the rural community of Tarnava. The initiative aimed to provide a supportive environment where children could connect with nature, strengthen their emotional resilience and develop social and life skills through interactive and therapeutic activities.

The camp offered participants the opportunity to explore the outdoors and take part in a variety of structured experiences designed to improve mental well-being and social integration. By engaging in activities such as nature walks, team-building games, arts and crafts and mental health workshops, children gained a deeper sense of belonging and confidence.

Through this initiative, Open Fields reaffirmed its mission of caring for people and the environment by creating inclusive opportunities for vulnerable children to thrive.



# OUR PROJECTS IN 2024

## 5. SING FOR WELLBEING

### PROGRAM KEY DATA

Initiated and implemented in 2024  
Project Budget in 2024: 5.000 EUR  
Financing: CSR Fundraising Strategy

At Merghindeal Gymnasium School, located in the picturesque yet disadvantaged Hartibaciu Valley, many children come from families where parents frequently leave to work abroad, leaving them to fend for themselves. Instead of having the chance to explore the world, these children take care of younger siblings, help grandparents with household chores, or work by day, even in construction, just to buy clothes and shoes for school.

Through this project we aimed to broaden their horizons and offer educational and non-formal activities designed to motivate them to stay in school. We set up a Music School by purchasing instruments that the children could use to learn and express their creativity.

With the financial support of our CSR partners, the co-financing and dedication of the Open Fields team and the collaboration of Secondary School from Merghindeal, we successfully brought together 164 children aged 6 to 15 from Merghindeal and the surrounding areas, giving them real music lessons adapted to their needs.

Through this project, we contributed to the harmonious development of the children of Merghindeal, giving them the chance to discover their talents and build a brighter future.



# OUR PROJECTS IN 2024

## 6. READ FOR WELLBEING

**PROGRAM KEY DATA**  
Initiated and implemented in 2024  
Project Budget in 2024: 1.400 EUR  
Financing: Crowdfunding & CSR

The “READ FOR WELLBEING – Christmas Stories for 2nd Grade Children in Hoghilag, Sibiu County” project created a magical space where each child discovered the joy of reading a beautifully illustrated book and sharing this experience with their family during the festive winter season.

Between November 28th and December 31st, 2024, we distributed 41 gift packages, each containing a book, a warm hat, a sweet treat, and a greeting card written by children from “Ioan Bob” Secondary School in Cluj-Napoca.

The aim of the project was to bring a spark of joy and to encourage curiosity for reading and schooling, offering children a chance to dream and to build a brighter future.

The project beneficiaries were 41 children enrolled in the 2nd grade at the Secondary School in Hoghilag commune. These children come from the local Roma community, which faces economic and social challenges but has a strong desire to learn and grow.

Through this project, we brought light and hope into their homes and hearts. We thank all the donors who supported this initiative and contributed to bringing wellbeing to these children!



# OPEN FIELDS FOUNDATION Board of Directors

1. **Ovidiu Gabriel Spinu** (Romania) – **President of Open Fields Foundation**, CEO of Super Lactis SRL Company, member of Rotary Club Cetatuie Cluj-Napoca
2. **Viorel Bunea** (Romania) – **Chairman of the Board of Directors**, CEO of Romviocons Impex SRL Company, member of Rotary Club Cetatuie Cluj-Napoca and member of Rotary District 2241 Romania & Rep. Moldova
3. **Philip Gary Parrish** (USA) – **member**, CEO of Parrish Delivery Company and active member of Rotary Club 99 from Little Rock, Arkansas, USA
4. **Ioan Hosu** (Romania) – **member**, University Lecturer, PhD, at the Faculty of Political, Administrative and Communication Sciences, Babes-Bolyai University from Cluj-Napoca, Romania
5. **Ana-Maria (Anca) Gaidos** (Romania) – **member**, CEO Knowledge Crafters, project manager for DataMathLab at Aspire Teachers, Romania

## Executive staff



**Andreea David**

Executive Director (CEO)



**Alina Rus**

Director of Finance (CFO)



**Marius Cobârzan**

Marketing Manager



**Maria Vac**

Economist

## School mediators



**Sanda Briciu**

Personal Development Counselor



**Alexandra Ganea**

School Mediator



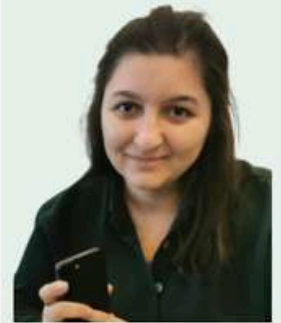
**Denisa Cercea**

School Mediator



**Gabriela Macarei**

School Mediator



**Ligia Grancea**

School Mediator

## School counselors



**Anca Mozeș**  
School Counselor



**Angela Lung**  
School Counselor



**Cristina Precup**  
School Counselor

OPEN FIELDS  
FOUNDATION

**Gina Toma**  
School Counselor



**Georgiana Rotaru**  
School Counselor

## Labor market mediators



**Cristina Szikszai**  
Labor Market Mediator



**Iulia Constantin**  
Labor Market Mediator

OPEN FIELDS  
FOUNDATION

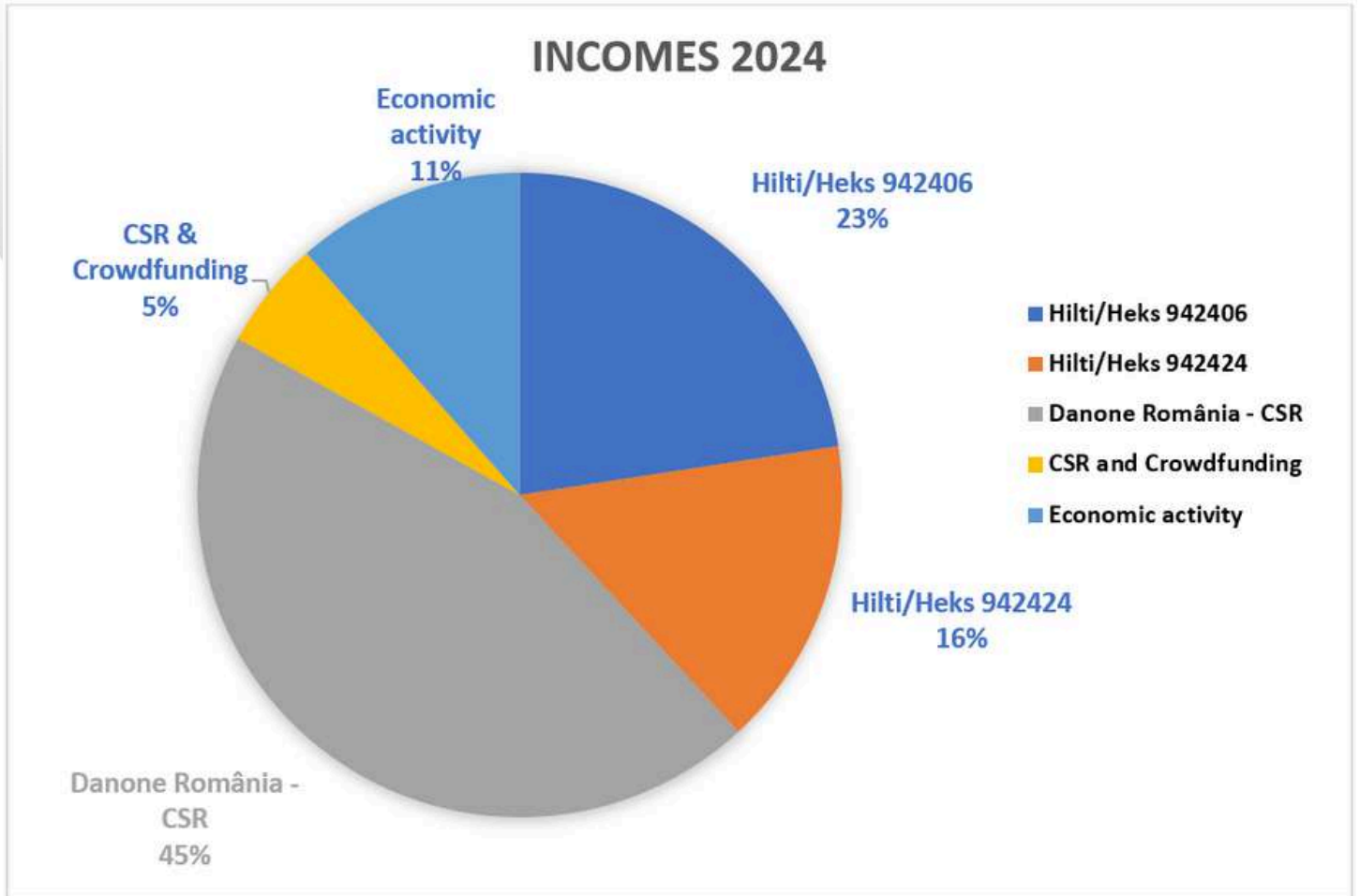
**Delia Bota**  
Labor Market Mediator

OPEN FIELDS  
FOUNDATION

**Cristina Tîrhaș**  
Labor Market Mediator

# FINANCIAL STATEMENTS

\*THE FOLLOWING STATISTICS REPRESENT THE CASH FLOW RELATED TO THE FINANCIAL YEAR 2024 AND ARE IN EURO



## INCOMES 2024 (EUR)

<b>HILTI/HEKS 942406</b>	<b>108,000.00</b>
<b>HILTI/HEKS 942424</b>	<b>74,400.00</b>
<b>Danone Romania - CSR</b>	<b>215,000.00</b>
<b>CSR and Crowdfunding</b>	<b>26,000.00</b>
<b>Economic activity</b>	<b>55,000.00</b>
	<b>478,400.00</b>