



**OK**

*Fundația pentru  
educație financiară*

ACTIVITY REPORT  
2022



# SUMMARY

- ⦿ Foundation Activity 2020 – 2022 in Figures
- ⦿ Main Projects & Achievements
- ⦿ Main Partnerships
- ⦿ OK Foundation on Social Media
- ⦿ Main KPIs 2023

# OUR MISSION

## OUR VISION

⦿ We aim to become a reference center which contributes to building and developing of a responsible financial behavior in the Republic of Moldova.

## OUR MISSION

- ⦿ we contribute to the development of financial culture in society by implementing and promoting financial education programs for children, youth and adults.
- ⦿ we constantly increase the number of participants in our financial education programs.
- ⦿ we build partnerships and collaborations with educational institutions, organizations, companies interested in raising the level of responsibility and financial culture.

## OUR VALUES

Simple  
Attractive  
Correct  
Professional

# OUR TRAINERS TEAM



Greta Hincu

- ◉ Financial Fitness trainer
- ◉ Entrepreneurial education trainer
- ◉ Development of partnerships with local and international organizations and companies



Tatiana Gaugas

- ◉ Financial Fitness trainer
- ◉ Entrepreneurial education trainer
- ◉ Development of partnerships with local and international organizations and companies



Victoria Iordachi

- ◉ Financial education for youth and children
- ◉ Banking and MoneyTainment
- ◉ Development of partnerships with local and international organizations and companies



Valentin Creciun

- ◉ Financial education for youth and children
- ◉ Banking and MoneyTainment
- ◉ Development of partnerships with local and international organizations and companies



**FOUNDATION  
ACTIVITY  
2020 – 2022  
IN FIGURES**

# Number of trainees people 2020 - 2022



# Number of partnerships

2020 - 2022





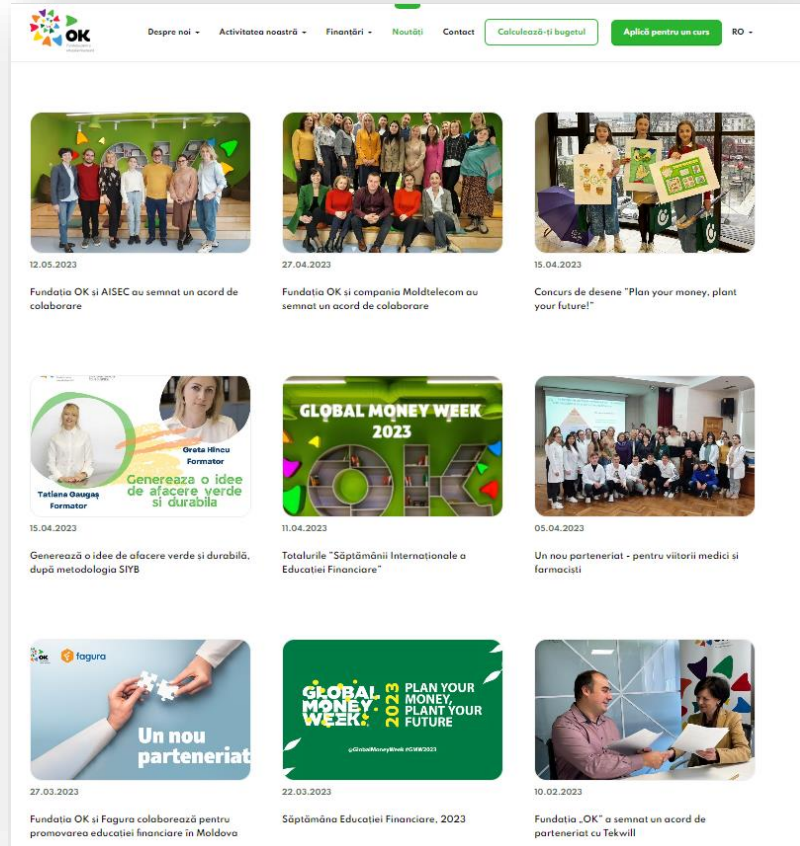
# MAIN PROJECTS & ACHIEVEMENTS



# MAIN PROJECTS & ACHIEVEMENTS

2022

## Institutional website development and maintenance [www.okcenter.md](http://www.okcenter.md)



- **Selection of the provider** (through OTP Bank Moldova's RFP procedure)
- **Launching of site updating process:**
  - info update (OTP Bank rebranding, team changes, upload new video, photos etc.)
  - New StartUpOK page, entrepreneurial education program
  - Fundraising (pay net)
  - Revising functionalities
  - Registration forms
  - Etc.

# MAIN PROJECTS & ACHIEVEMENTS

2022

## New cover for social media pages



Despre noi - Activitatea noastră - Finanțări - Noutăți - Contact - [Calculează-ți bugetul](#) - [Aplică pentru un curs](#) - RO -

Fundraising

[DONEAZĂ](#)



# MAIN PROJECTS & ACHIEVEMENTS

2022

## GLOBAL MONEY WEEK (21 – 27 March) “Save. Learn. Earn”



## MARATHON OF FINANCIAL EDUCATION

### Key figures:

- 512 participants, 81% children & youth
- 14 trainings (online, offline)
- 8 universities and 2 colleges
- 2 contest:
  - Drawing contest "How to be smart about money"
  - Video contest "Save.Learn.Earn"
- First webinar on real estate investments
- Titania Podcast – special edition

# MAIN PROJECTS & ACHIEVEMENTS

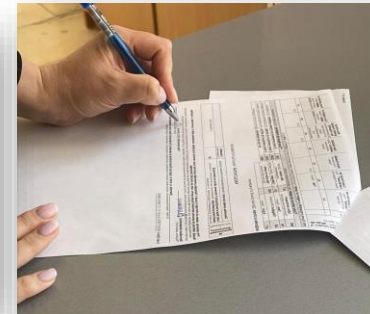
2022

## 2% DONATION CAMPAIGN (March - April)



**PUSPOSE:** to encourage partners, bank's employees & clients to redirect 2% of the income tax to OK Foundation

- ✓ 1500 "martisoare" with 2% made and donated by the OK team
- ✓ Two SFS officers/1 day/over 100 OTP Bank employees
- ✓ Promotion on social media



# MAIN PROJECTS & ACHIEVEMENTS

2022

## OTP by kids – podcast



### Concept

- talking with kids about banks, money, cards, savings, family budget etc.

### Purpose:

- raise awareness on the importance of the financial education at early ages

### 12 podcasts

- Children aged 5 - 9 years (Romanian, Russian)

# MAIN PROJECTS

2022

**StartUpOK** – Financial Education Program for young entrepreneurs  
(May – June)



**Educație  
antreprenorială**

Aplică aici

3 mai – 10 iunie 2022

## New OK Foundation Program

- 6 weeks training
- 2 groups
- 3 steps: registration, selection, training program

## Promotion

- Social media (Foundation, OTP Bank pages)

# MAIN PROJECTS & ACHIEVEMENTS

2022

**EDUardo** – Social Impact Program (March - July)



**TESTEAZĂ-ȚI ABILITĂȚILE  
DE ANTREPRENOR!**



APLICĂ AICI 

## First group: 152 students participants

- Basic Business Skills
- Eco-module
- Leadership module
- Added-value management

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Website](#)

# MAIN PROJECTS & ACHIEVEMENTS

2022

**EDUardo** – project closing events

**Financial education for young professionals**  
a case study from Moldova

**Tatiana Gaugas**  
financial trainer  
OK Center

**Peter Szlavik**  
founder & CEO  
EDUardo

**EDUardo**  
**Expert talks**  
18 OCT 2022  
4.00 PM (CEST)

Watch live on  
**LinkedIn**

**Online session**  
**Final Feedback from Moldovan program beneficiaries**



**Awarding event**



# MAIN PROJECTS & ACHIEVEMENTS

2022

## AWARDINGS



- **Golden Mercury** the supreme award in the nomination "Socially responsible company", National contest Brand of the Year

### Promotion

- Social media (Foundation, OTP Bank page)

<https://okcenter.md/un-nou-trofeu-in-palmaresul-distinctiilor-fundatiei-ok-mercuriul-de-aur-la-nominatia-comanie-responsabila-social/>

# MAIN PROJECTS & ACHIEVEMENTS

2022

## Summer Camp OK for kids



- Chishinau
- Cahul
- Balti
- Ungheni

# MAIN PROJECTS & ACHIEVEMENTS

2022

## OK Money Camp, for youth



- Meeting with Management Board Members
- Public Speaking
- FinQuest
- Leadership training
- Financial

# MAIN PROJECTS & ACHIEVEMENTS

2022

## International Children's Day



- Event agenda:

- 10:00 - "Money History Hour"
- 11:00 - Banking - financial game for children, 7 - 9 years old
- 12:00 - "Money fight" relay
- 12:30 - "Wishes Needed" relay
- 13:00 - Drawing workshop on financial topics
- 14:00 - Banking - financial game for children, 10 - 12 years old
- 15:00 - Piggy bank colouring workshop
- 16:00 - "Money Battle" relay
- 17:00 - Individual financial counselling sessions for children.

# MAIN PROJECTS & ACHIEVEMENTS

2022

## Train of trainers by our partners (Bucharest, Romania)



- Train of trainers program offered by colleagues from OTP Bank Romania Foundation
- colleagues from Romania shared their experience
- we explored together different teaching learning methods, facilitation techniques, skills and facilitation roles.

# MAIN PROJECTS & ACHIEVEMENTS

2022

## Partnership with EBRD



- The program "**Financial Management for Women in Business**",
- organized by EBRD Advice for Small Businesses in Moldova, together with OTP Bank, Moldova,
- with leading experts in the field and trainers from the OK Foundation for Financial Education.



# MAIN PROJECTS & ACHIEVEMENTS

2022

## Savings Week (24-28 October)



### Săptămâna Economisirii

24 – 28 octombrie 2022

- financial education trainings for high school students;
- trainings for students (ASEM, National College of Commerce);
- a financial education camp for children in a foster home;
- financial fitness module for adults;
- the "Save for a good deed" video competition for children;
- tutorials on saving;
- posts and videos with useful insights for saving smart.

# MAIN PROJECTS & ACHIEVEMENTS

2022

## Social responsibility



- "OTP Bank and OK Foundation prepare you for school", social campaign for children from socially vulnerable families
- the first booklet with basics in financial education and games "First steps in financial education"

With joint efforts and playing the important role of volunteers, school supplies, books, games, sweets and snacks were procured and brought to Caritas Moldova Charity Foundation for 120 people, including children.



# MAIN PROJECTS & ACHIEVEMENTS

2022

Video tutorials, podcast, TV



Economiile copiilor



# MAIN PROJECTS & ACHIEVEMENTS

2022

3<sup>rd</sup> Years Anniversary – 5<sup>th</sup> of December, 2022





# MAIN PARTNERSHIPS

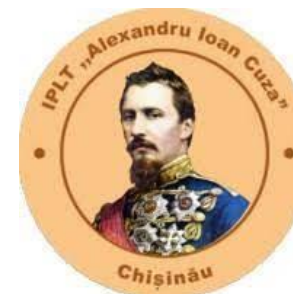
## MAIN PARTNERSHIPS



# MAIN PARTNERSHIPS



Platforma Națională a Femeilor din Moldova





# OK FOUNDATION ON SOCIAL MEDIA

# OK FOUNDATION - WEBSITE



www.okcenter.md

**Fundația pentru Educație Financiară "OK"**

Obiectivul Fundației pentru educație financiară "OK" este de a susține și promova o atitudine financiară responsabilă în rândul copiilor, tinerilor și adulților din Republica Moldova. Dezvoltăm aptitudini financiare, economice și de gestionare a resurselor, astfel încât fiecare participant să conștientizeze modul în care banii sunt cheltuiți, economisiți, împrumutați, investiți. Toate Programele de educație financiară sunt gratuite.

Educație financiară



Discută cu Fundația pentru educa...

Bună, cu ce vă putem ajuta?

Inițiază o conversație

Ofert de Messenger



21.01.2023

Programul „Finacial Times” cu Tekwill Comrat



18.01.2023

Semnarea acordului de colaborare AFAM



14.01.2023

Angajăm Contabil-sef



09.01.2023

Educație financiară la Centrul de Excelență Tekwill din Comrat



05.12.2022

La multi ani, Fundatia „OK”



24.10.2022

Concurs „Economiseste pentru o faptă bună”



24.10.2022

Campanie dedicată Zilei Internaționale a Economisirii



05.10.2022

La multi ani de Ziua Educatiei tuturor Profesorilor!



20.09.2022

Peste 200 de studenti si-au testat abilitățile de antreprenor în cadrul programului EDUARDO

# OK FOUNDATION ON SOCIAL MEDIA





# SOCIAL MEDIA - YOUTUBE



Fundatia OK

@fundatiaok7345

5 subscribers

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COMMUNITY

CHANNELS

ABOUT



Recently uploaded

Popular



Economiiile copiilor

18 views • 2 months ago



Întâlnire cu reprezentanții OTP Bank

69 views • 5 months ago



Money Camp OK

106 views • 5 months ago



Educație financiară copii și tineri

85 views • 8 months ago



Fitness Financiar

56 views • 8 months ago



Greta Hîncu - Trainer Educație Financiară

32 views • 8 months ago



Valentin Creciu - Trainer Educație Financiară copii și tineri

32 views • 8 months ago



Tatiana Gaugaș - Trainer Educație Financiară

19 views • 8 months ago



# MAIN KPIs 2023



Fundația pentru  
educație financiară

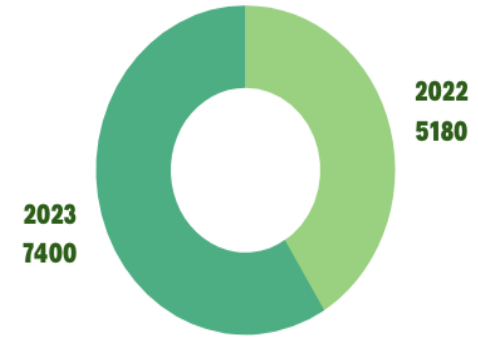


sub patronajul 

### NUMBER OF BENEFICIARIES



**43% , increase  
compared to 2022**



### NUMBER OF PARTNERSHIPS



**38% , increase  
compared to 2022**





# BUDGET MANAGEMENT

# Budget Management

## Main sources for 2022 Budget:



**4.227.489**  
**MMDL**

## Main expenses:

- CAPEX (Equipment / App)
- HR remuneration
- Institutional campaigns
- Trainings / Business trips
- OK Camps for Kids & Teenagers
- OPEX & Consumables



**48.431**  
**MDL**

- Transferred for use in 2023 for the organization of 4 OK Summer Camps for Kids



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