



OK

Fundația pentru
educație financiară

ACTIVITY REPORT 2023



VISION, MISSION & VALUES

OUR VISION

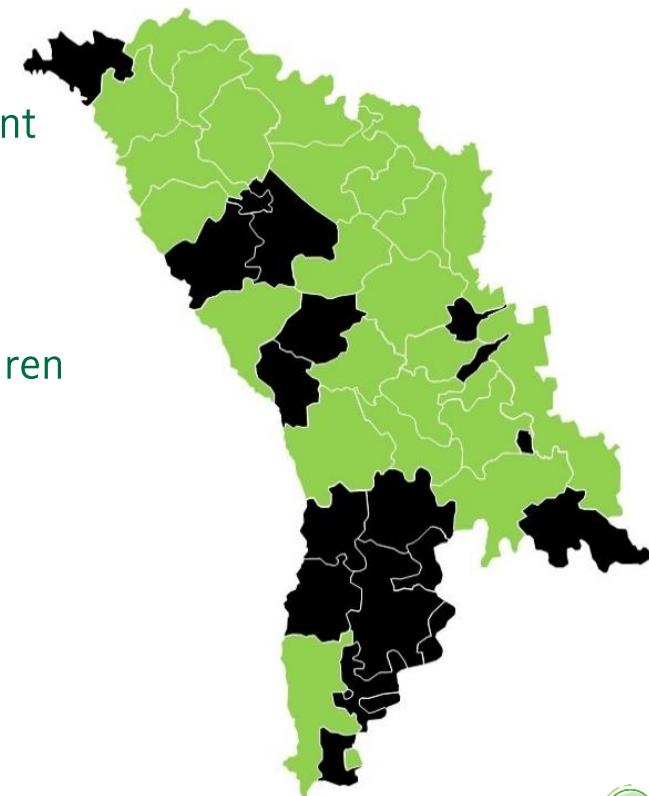
To become a reference center that contributes to the establishment of responsible financial behavior in Republic of Moldova

OUR MISSION

- ☐ Implement & promote Financial Educational Programs for children and adults in order to increase the financial culture in society
- ☐ Constantly increase the number of participants in our Financial Educational Programs
- ☐ Develop partnerships & collaboration with stakeholders

OUR VALUES

SIMPLICITY ATTRACTIVENESS CORRECTITUDE PROFESSIONALISM



*Country regions where were delivered
the Foundation's training programs
in 3 years of activity*



TEAM OF TRAINERS

TRAINERS FOR ADULTS, TEENAGERS & KIDS



Tatiana Gaugas

hired in February, 2020

- ✓ 20 years of University lecturer
- ✓ Fay Andras Foundation & OTP Bank Romania Foundation Certification
- ✓ ILO Certification



Greta Hincu

hired in February, 2020

- ✓ 9 years background in banking (Corporate area)
- ✓ Fay Andras Foundation & OTP Bank Romania Foundation Certification
- ✓ ILO Certification



Valentin Creciun

hired in February, 2020

- ✓ 2 years background in banking (Accounting)
- ✓ Fay Andras Foundation & OTP Bank Romania Foundation Certification



Victoria Iordachi

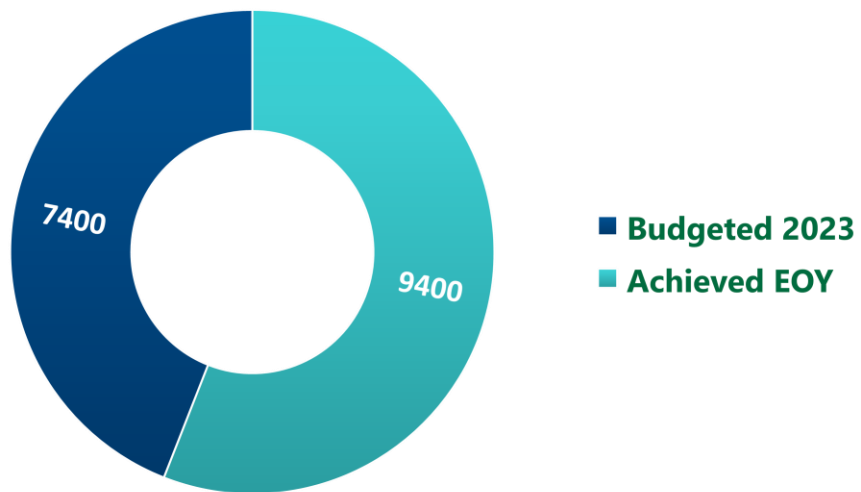
hired in January, 2023

- ✓ 20 years of University lecturer
- ✓ PhD, in economy

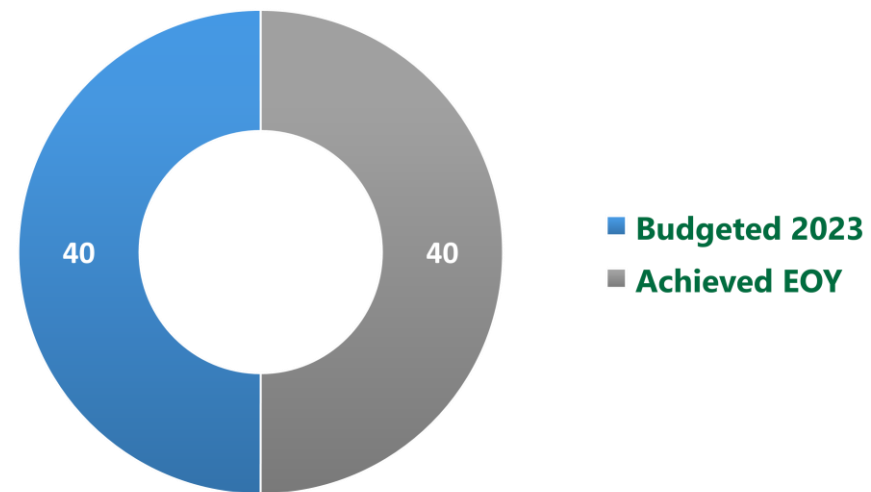


MAIN KPIs 2023

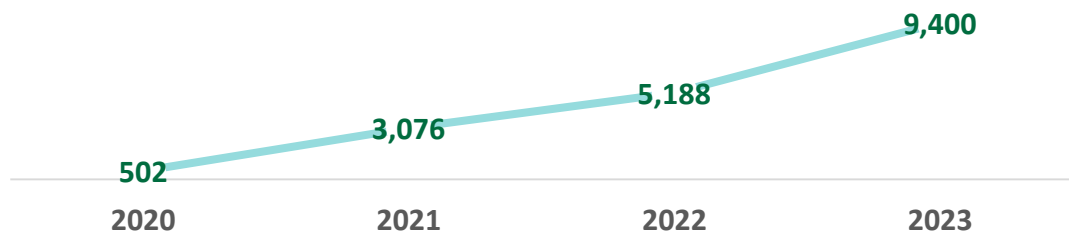
Number of Training Beneficiaries



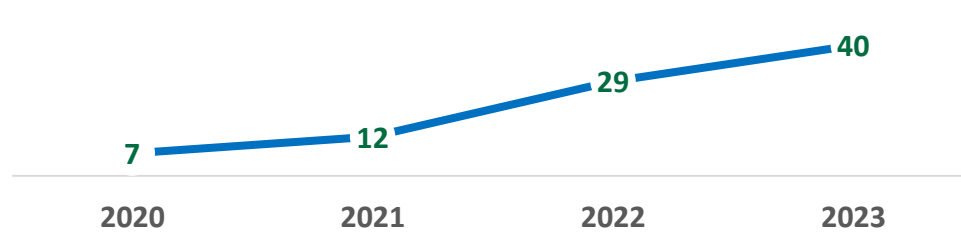
Number of the Partnership Agreements



Evolution of the participants per year



Evolution of partnerships per year



MAIN PARTNERSHIPS 2023

STATE INSTITUTIONS



Ministry of Defense of the
Republic of Moldova

OPERATOR NAȚIONAL
MOLDTELECOM

The national telecommunications operator in
the field of Internet, Television, Mobile
Telephony and Mobile Internet services

STUDENTS & EDUCATIONAL INSTITUTIONS



The global student's organization



Instituția Publică
Liceul Teoretic cu Profil de Arte
"Mihail Berezovschi"

The biggest lyceum from the country
(~2.200 kids)



MAIN PARTNERSHIPS 2023

Private Institutions



MAIN PROJECTS 2023

Summer Camps for the kids of the OTP Bank's employees and partners organized in Chisinau, Balti, Cahul and Ungheni (70 kids)



MAIN PROJECTS 2023



Organization of the event dedicated to the **International Children's Day**

Organization of the **Summer Camps for Kids** for one of the main Foundation's partner: Moldtelecom – the national telecommunications operator in the field of Internet, Television, Mobile Telephony and Mobile Internet services





COLLABORATION WITH INTERNATIONAL INSTITUTIONS



"Bani la feminin"

joint project with UN Women & two local NGOs: Invstitii.md & Proactive, sponsored by Japanese Government

Two Summer Camps for teenagers (~100 participants) & ToT sessions for teachers

June – October 2023

! Details [HERE](#)



"Academy of Financial Management"

joint project with European Business Association (EBA) & OTP Bank Moldova

Online training delivered by BERD experts for OTP Bank clients & EBA members (~100 participants)

October – November 2023

! Details [HERE](#)



"Financial Management for SMEs"

joint project with OTP Bank Moldova

Offline training delivered for OTP Bank clients & non clients (~100 participants)

September – November 2023

! Details [HERE](#)



WARDS AND NEW PROGRAMS LAUNCHED IN 2023



OK Foundation was awarded in 2023 with the supreme distinction "**Golden Mercury**" in the "**Socially Responsible Commercial Brand**" nomination.

the distinction was granted in recognition of its involvement in the evolution and development of financial and entrepreneurial education at the national level.

Launching of the first **Green Entrepreneurship Training Program**

This new training programs was took over and implemented in the partnership with International labor Organization.

The first training sessions were delivered for:

- *State University of Moldova*
- *Business Incubator from Rezina*



TRAINING PACKAGES PROGRESS

2020

- ☐ Financial Fitness for adults
- ☐ Financial Education Training Modules for primary school classes



2023

- ☐ Financial Fitness for adults
- ☐ Financial Education Training Modules for primary and high school classes
- ☐ Summer Camps for kids
- ☐ OK Money Summer Camp for teenagers
- ☐ StartUpOK - Entrepreneurial Program
- ☐ Animated Tutorial for kids
- ☐ Banking – Career Orientation Program
- ☐ Financial Education Training Module for kindergarten
- ☐ Green Entrepreneurship Training Program



OK FOUNDATION TRAINER'S CERTIFICATION



OK FOUNDATION TRAINER'S CERTIFICATION



OK FOUNDATION IN SOCIAL MEDIA 2023



OK FOUNDATION'S WEBSITE

	Visitors	Visits
Last 365 Days:	21,318	85,782
Total:	66,762	280,489

Top 10 Pages



ID	Title	Link	Visits
1	Home Page	/	17,219
2	Home Page	/ru/home-2/	1,416
3	Hai să discutăm!	/hai-sa-discutam/	1,171
4	Calculează-ți bugetul	/calculator-financiar/	1,141
5	Formular de înregistrare la program	/formular-de-inregistrare-la-curs/	1,095
6	Galerie foto	/galerie-foto/	1,002
7	Educație financiară pentru copii și tineri	/educatie-financiara/	930
8	Cine suntem?	/cine-suntem/	912
9	Echipa	/echipa/	845
10	Programe de training	/programe-de-training/	770





OK FOUNDATION ON LINKEDIN



Fundația pentru Educație Financiară OK

Susținem și promovăm o atitudine financiară responsabilă în rândul copiilor, tinerilor și R.Moldova.

Civic and Social Organizations · Chisinau, Republica Moldova · 802 followers · 2-10 employees

802 followers

131 urmăritori noi în 2023

Chișinău, Moldova · 287 (35.8%)

Bucharest Metropolitan Area, Romania · 70 (8.7%)

London Area, United Kingdom, United Kingdom · 11 (1.4%)

Cluj-Napoca Metropolitan Area, Romania · 5 (< 1%)

Budapest Metropolitan Area, Hungary · 4 (< 1%)



OK FOUNDATION ON FACEBOOK

Impact ⓘ

48,2 K ↓ 3,1%

Interacțiuni cu conținutul ⓘ

6,6 K ↑ 54,3%

Urmăritori ⓘ

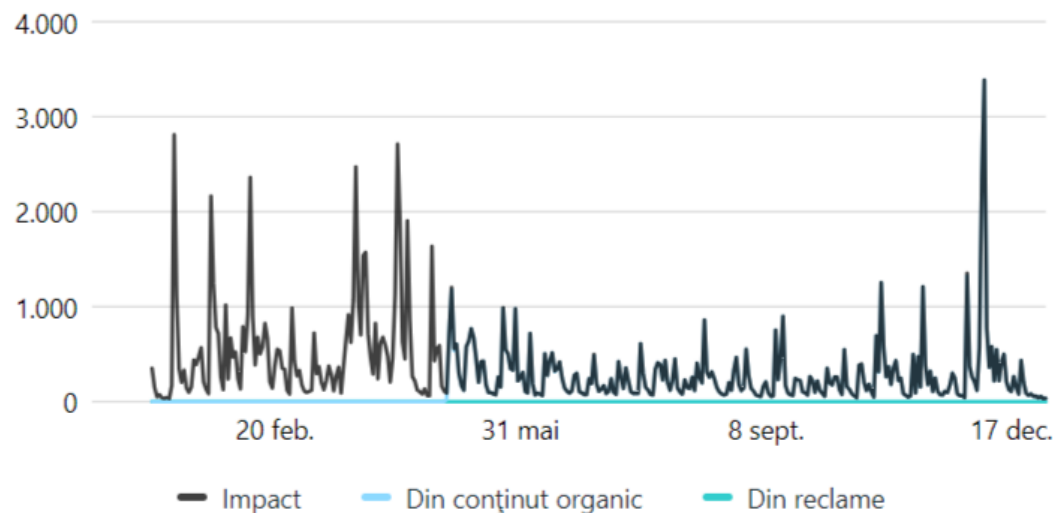
Total

2,2 K

Urmăritori ⓘ

Total

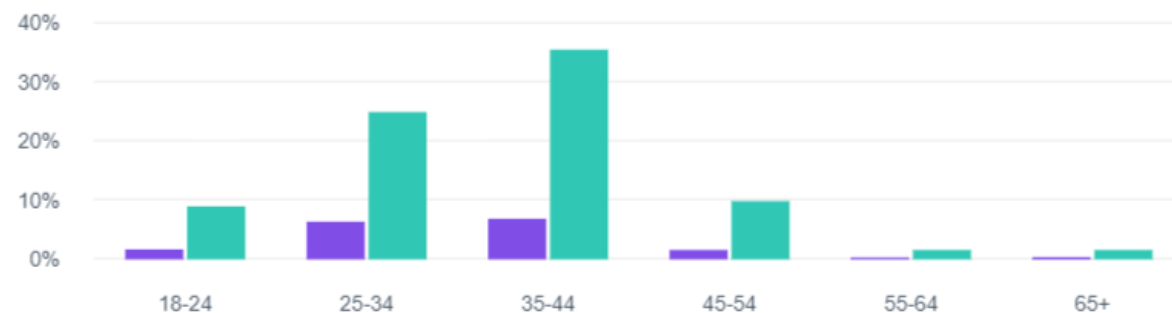
2,2 K



Vârstă și gen

Bărbați 17.30%

Femei 82.70%



OK FOUNDATION ON INSTAGRAM

Accounts reached

516
+6.3% >

Accounts engaged

119
+32.2% >

Total followers

372
+2.1% >

516

Accounts reached

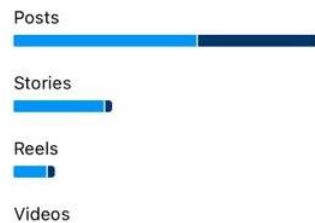


Impressions

5,537
-15.7%

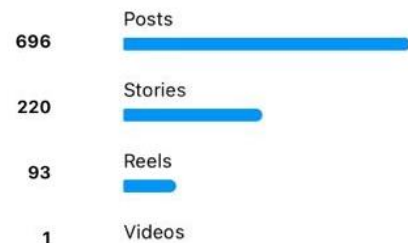
Content type

All Followers Non-followers



Content type

All Followers Non-followers



Content type

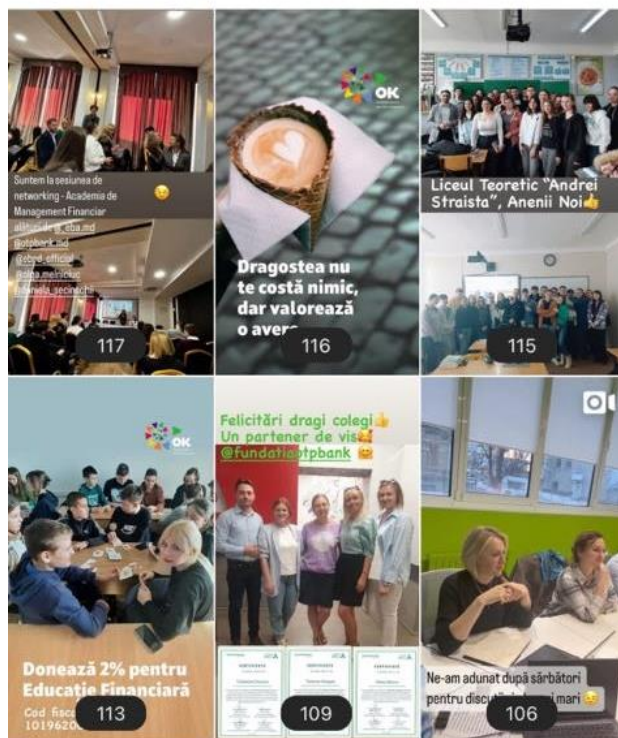
All Followers Non-followers



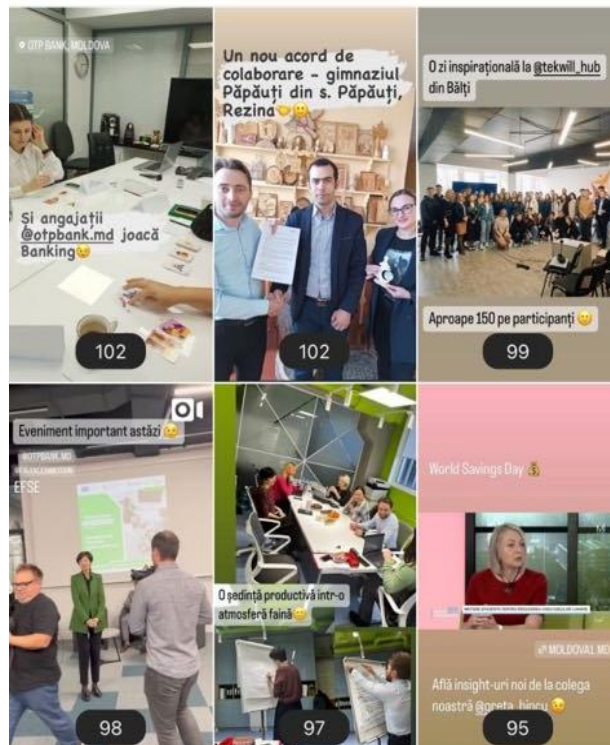
OK FOUNDATION ON INSTAGRAM

Reach

Your stories are shown to your audience for 24 hours. After 24 hours, stories appear here so you can view insights. These insights are only visible to you.



Reach



Accounts reached



TESTIMONIALS 2023

*"It was an engaging and useful session because it reminded how disciplined we should be with our money, especially in these times."
"I enjoyed the session. Really loved that it was interactive and not just some text in a presentation. I have also learned some new techniques"
"Very appropriate content, adjusted for the audience and very needed."*

*Training participants
Endava*

"We have already performed the training with OK Foundation with our Moldcell employees. The feedback is extremely positive.

Very interactive and interesting. Highly recommended. Don't hesitate."

"Please accept my congratulations for the extraordinary activity of the Foundation! It is always a real joy to discover what beautiful things you are doing in the field of financial education."

*Adrian Caruceru
Member of the Foundation Council*

*Carolina Bugaian
General Manager,
Moldcell*



BUDGET MANAGEMENT

MAIN SOURCES 2023



1.500 MMDL



64 KMDL

