

ACTIVITY REPORT 2024

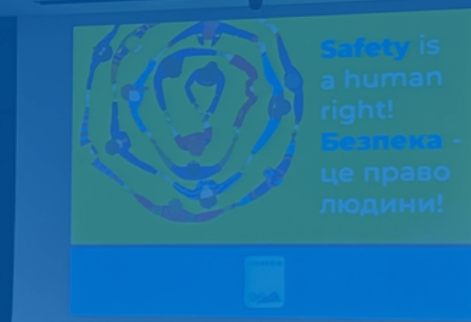


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Introduction

Dr. Max Foundation (formerly Sensiblu Foundation) is a registered non-governmental organization listed in the National NGO Registry and accredited as a provider of social services, holding licensed services in accordance with current legislation—particularly in the field of domestic violence.

The foundation is also accredited by the National College of Social Workers in Romania (CNASR) to offer continuous professional training, actively contributing to the ongoing development of professionals in the field of social work.

Dr. Max Foundation is an active member of the **WAVE Network and the V.I.F. Network**, working closely with both national and international organizations to combat gender-based violence and advocate for women's rights. Additionally, the foundation supports professional activities in the field of social work and proudly serves as a **Gold Sponsor of the National Social Work Gala**, a flagship event recognizing the vital contributions of professionals in this sector.

Since its establishment, Dr. Max Foundation has dedicated all its human and financial resources to developing and implementing projects aimed at building a society grounded in the principles of equality, respect, inclusion, and empathy. Its core mission has always been - and continues to be - ensuring a safe environment where human rights are respected and protected. Key areas of focus include:

- Personal safety
- Unrestricted access to medical services
- Equal access to education
- Quality social services to support the integration and recovery of people from disadvantaged backgrounds

In its **22 years of existence**, the Dr. Max Foundation has launched approximately **70 projects and initiatives** in partnership with over **90 collaborators**. These efforts have created a significant impact in the communities where the foundation works, fostering long-term change in the lives of the most vulnerable members of society.

Dr.Max⁺

Fundație

20
24

PROGRAMS & PROJECTS

fundatiasensiblu.ro

SĂNĂTATE PRIN PRIETENIE

PROJECT OBJECTIVES

The humanitarian action entitled “Floare de Colț” was initiated by Rotary Club Hunedoara – Iancu de Hunedoara between August and October 2024. The aim of the project was to provide access to specialized medical consultations for residents of isolated villages in Hunedoara County.

The project included three field visits with a mobile medical unit. The first visit took place on August 10, 2024. A total of 23 individuals received free medical consultations, including thyroid, breast and abdominal ultrasounds, urological consultations, ECG, blood sugar level tests, and blood pressure and pulse measurements.

The second visit was carried out on August 24, 2024, during which 21 people benefited from free medical services, similar to those provided during the first action.

The third visit occurred on October 12, 2024, reaching 28 beneficiaries with the full range of medical services.

In total, the project provided **free medical consultations to 72 individuals living in rural and underserved areas**. Through this initiative, the Rotary Club aimed to bring healthcare closer to the people who need it most, improving their access to medical services and contributing to the well-being of remote communities.

Funder: Dr. Max Foundation



ZONA DE BUNĂVOINȚĂ

PROJECT OBJECTIVES

Zona de Bunăvoință is a charitable program that helps individuals with serious health issues access complex and expensive treatments, such as medications or surgical interventions. It provides them with financial support, products, and guidance to specialists.

Medical and social cases supported by the foundation include:

45 individuals who received financial support in 2024 through the project, totalling 164,000 EUR.

Implementation period:

Ongoing

Funder: Dr. Max Foundation



CASA BLU

PROJECT OBJECTIVES

The Casa Blu Counseling Center provides free psychosocial and legal support to survivors of domestic violence.

The "Casa Blu" program offers integrated and specialized support to individuals affected by domestic violence, through a multidisciplinary approach tailored to the specific needs of each case. Available services include:

- Development of a personalized safety plan
- Social counseling
- Individual psychotherapy
- Support group sessions
- Legal counseling
- Legal representation in court for obtaining protection orders and emergency restraining orders
- Coverage of costs for obtaining forensic medical certificates

Direct support provided during the reporting period:

A total of 150 new people were taken on under the program, with beneficiaries receiving psychological, social, and legal counseling.

Ongoing support was provided to 22 individuals who had been previously registered with the Foundation in previous years, helping them continue their recovery and reintegration journey.

Collaborations and partnerships:

- The partnership with "Există viață după doliu" Association was renewed, enabling continued support for grieving families in Bucharest. Beneficiaries received free psychological counseling and psychotherapy sessions to help them emotionally cope with the loss of a loved one.
- Individuals who had experienced the death of a family member benefited from specialized therapeutic interventions aimed at managing grief, preventing depression, and facilitating emotional healing.
- Additional collaboration agreements were signed with Casa Ioana Association, DGASPC Sector 2, the Institute for Crime Prevention and Research, the Bucovina Institute Association (Suceava), and Ștefan cel Mare University of Suceava.



Provision of specialized support and services to GBV survivors

PROJECT OBJECTIVES

The program aims to prevent and address gender-based violence among Ukrainian refugees while enhancing the protection of victims.

ACTIVITIES

- Providing **GBV case management** services to survivors and persons at risk
- Assessing the quality of **referral mechanisms** in Bucharest, Suceava, and the northern part of the country, Constanta, and Valcea.
- **Providing Psychosocial and legal support services**, which incorporate a survivor-centred approach, create opportunities for social networking and solidarity-building among women and girls and support positive coping mechanisms for GBV.
- **Advocacy with the main actors** – Government, local authorities, volunteers, social services, health services, to enhance inter-agency partnerships and cooperation and effective response to GBV.
- **Awareness-raising activities** to engage refugees and communities on the prevention of and response to GBV
- **Empowering activities** for refugees through self-defence



THE PROJECT TARGETS

Refugees from Ukraine, especially women, adolescents, and children, humanitarian workers, professionals from public and private social services and health services, and the communities where refugees have settled

Implementation in Bucharest, Suceava and the northern region of Romania, Vâlcea and Constanța.

Funder: UNHCR

Implementation Period:
1 January - 31 December 2024

Results January - December 2024

8422 Number of recurrent participation in awareness/support groups

2488 Number of unique beneficiaries

470 Awareness and support/ socialization group meetings

205 Disclosed abuses

485 Total hours of therapy and counselling completed

96 Survivors sought assistance/individual counseling



VERA - Positive change through integrated action in turbulent times!

PROJECT OBJECTIVES

Improving and adapting the response capacity of central and local public authorities to provide better and adequate support to victims of domestic violence and gender-based violence in the context of the pandemic.

ACTIVITIES

Between January 1st and March 31st, 2024, the delivery of training sessions continued for professionals from the **General Directorates for Social Assistance and Child Protection (DGASPC) and Social Assistance Directorates (DAS)**. These sessions were specifically designed for social workers, psychologists, and legal advisors involved in responding to cases of domestic violence.

During this period, **22 training sessions** were organized and delivered—11 in-person and 11 online—targeting professionals from mobile intervention teams. The in-person sessions took place in various locations across the country, including Drăgășani, Pitești, Ploiești, Arad, Timișoara, Beclean, Sângeorz-Băi, Constanța, Hârșova, and Medgidia.

A total of **238 professionals** participated in these trainings, actively strengthening their skills in preventing, identifying early signs, and effectively responding to domestic violence cases. Topics covered included up-to-date legal frameworks, victim-centered psychosocial intervention, risk assessment methods, case management, and inter-institutional collaboration.

These sessions played a crucial role in standardizing professional practices, building a support network among specialists, and boosting the response capacity of mobile teams at the local level.



THE PROJECT TARGETS

Coordinators and members of mobile teams, staff from domestic violence departments, legal advisors within DGASPC, ANES personnel, survivors of domestic and gender-based violence, affected children, and representatives of local authorities.

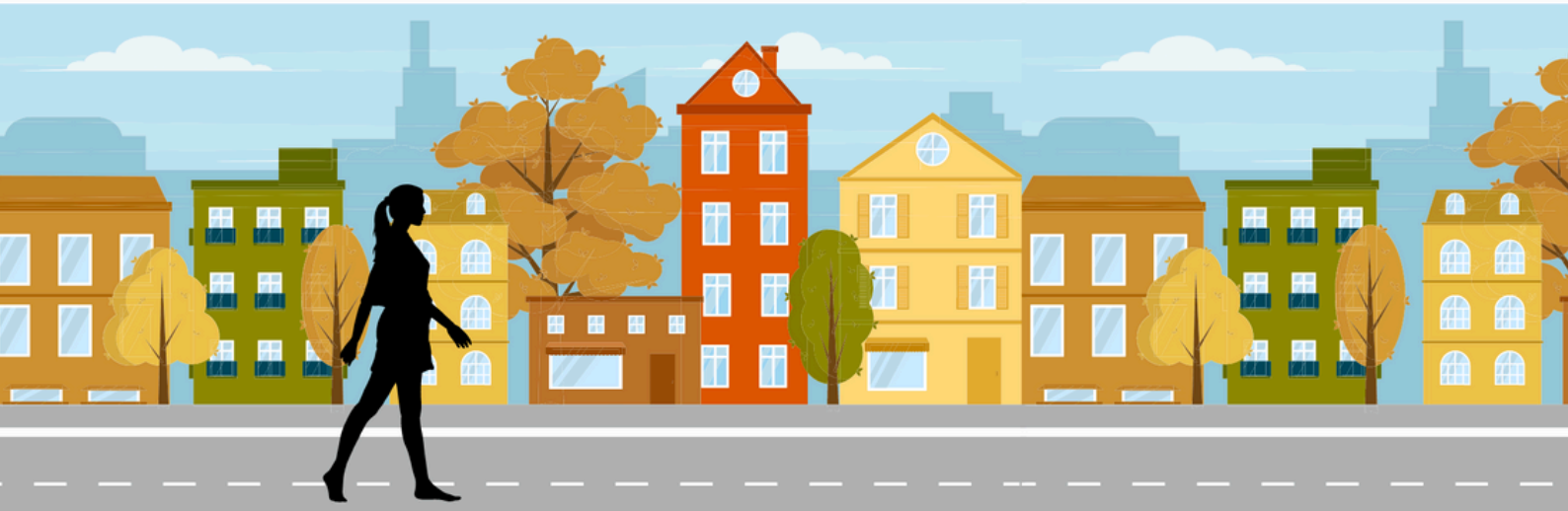
Implementation period: July 2022 - March 2024

Funder: "Justice" Program funded through the Norwegian Financial Mechanism 2014-2021

Budget: 662.554 EURO

Project partners : CFCECAS, Asociația Necuvinte, Centrul pentru Mediere și Securitate Comunitară

SAFECITY: In Safety, Anywhere, Anytime!



PROJECT OBJECTIVES

In 2023, alongside organizations from 10 other countries worldwide, the Dr. Max Foundation joined the initiative launched by the Red Dot Foundation Global - the SafeCity platform, under the slogan "In Safety, Anywhere, Anytime!"

The SafeCity platform and app aim to improve urban safety and promote equal access to public and private spaces, especially for women and girls.

The Dr. Max Foundation aimed to facilitate access to the platform for both women and girls in Romania and those from Ukraine residing in our country, encouraging them to report their personal experiences and thereby contributing to raising awareness about the issue of harassment and street abuse.



ACTIVITIES

In 2024, we continued our partnership with the Safe City app, reinforcing our shared commitment to preventing and addressing gender-based violence. Throughout the year, we actively promoted the app and its features among our beneficiaries, ensuring they had access to reliable information, useful resources, and emergency support tools. By integrating the app into our awareness and support activities, we helped more individuals navigate difficult situations safely and access the assistance they need.

INCORPORA

PROJECT OBJECTIVES

Improving the quality of life and avoiding socio-economic marginalization of vulnerable individuals, especially women and girls, survivors of domestic violence.

ACTIVITIES

Studying the labor market to implement the program.

Mapping employment opportunities for disadvantaged groups - at least 40 job openings identified.

Establishing contacts with at least 20 employers.

Contributing to eliminating prejudices against disadvantaged workers through program promotion.

Placing a minimum of 10 disadvantaged individuals in the labor market.

RESULTS

Establishment and maintenance of collaborative relationships with **14 employers** across various sectors, including pharmaceuticals, cleaning services, and retail (supermarkets).

Providing career counseling sessions to 32 women to help them identify the skills needed for successful labor market integration.

Supporting communication and connections between candidates and employers, ensuring a smooth transition into the workforce.

Assisting ten individuals in entering the labor market through mediation and personalized support.

Funder: Erste Foundation

Implementation period:

1 September 2023 – 31 August 2024

Budget: - 17,500.00 Euro



Empowering Youth and Women: Connecting Hearts, Healing Minds

PROJECT OBJECTIVES

Between September 2024 and May 2025, the Dr. Max Foundation implemented the project "Empowering Youth and Women: Connecting Hearts, Healing Minds", with the generous support of the WAVE Network. This initiative aimed to raise awareness on gender-based violence (GBV) and reduce instances of harassment in both public and private spaces, with a specific focus on supporting women and girls, particularly refugees and vulnerable groups.



EMPOWERING YOUTH AND WOMEN: Connecting Hearts, Healing Minds



The project was designed as a direct response to the growing need for inclusive, trauma-informed education and support services for communities affected by displacement, discrimination, and social inequalities. Through a combination of interactive sessions, community-based workshops, and peer-led support groups, the Foundation worked to equip participants with the knowledge, tools, and emotional resilience necessary to understand, prevent, and address violence.

Throughout the course of the project, over 300 individuals—including women, adolescent girls, and youth from refugee and host communities—benefited directly from the program. The workshops addressed key topics such as recognizing early signs of abuse, understanding personal boundaries and consent, accessing mental health support, and building safe, respectful relationships. The program also emphasized community empowerment, encouraging participants to become advocates for change within their own networks. Feedback collected from beneficiaries highlighted the importance of having safe, judgment-free spaces to speak about violence and seek support—something many participants experienced for the first time through this initiative.

SAFE YOU APP

The Dr. Max Foundation launched the SafeYOU app in Romania, marking an important step forward in the fight against domestic and gender-based violence. Developed as a digital tool for safety and empowerment, the SafeYOU app offers direct access to a wide range of support services for women and girls who may be experiencing violence.

As the official implementation partner of SafeYOU in Romania, the Dr. Max Foundation ensures that beneficiaries have access to timely, efficient, and trustworthy support. The app connects users with verified professionals, emergency assistance, and a safe community space, offering specialized resources and information in both Romanian and Ukrainian.



CONDUCTED CAMPAIGNS & ACTIVITIES

ARMENIAN STREET FESTIVAL

Between **August 2–4, 2024**, the Dr. Max Foundation took part in the Armenian Street Festival in Bucharest—an annual cultural event that attracts thousands of visitors. The foundation hosted its own stand, decorated with promotional materials and informative brochures, which were distributed free of charge to festival-goers.

Representatives of the foundation provided information about the programs and services available for victims of domestic violence, promoted the social causes supported by the organization, and engaged with the public to raise awareness about women's rights and gender equality.



Together for Women's Safety!

The "**Together for Women's Safety!**" march, organized by the V.I.F. Network, reached its 10th edition in 2024, bringing together over **1500 voices - just in Bucharest alone!**

The safety of girls and women from all ethnicities and socio-economic backgrounds is crucial! Authorities have the obligation to guarantee our right to safety and integrity and to ensure adequate public and local funding for services for gender-based violence survivors and perpetrators!

CAREER FAIR AT THE FACULTY OF SOCIOLOGY AND SOCIAL WORK

In November, as part of the international "16 Days of Activism Against Gender-Based Violence" campaign, the SDr. Max Foundation was invited to participate in the job fair organized by the Faculty of Sociology and Social Work at the University of Bucharest. On this occasion, the foundation's representatives introduced students to key projects and initiatives aimed at supporting victims of domestic violence and promoting gender equality. They also discussed opportunities for getting involved in the foundation's activities and encouraged students to apply for internships, fostering youth engagement in the social field and strengthening the connection between academia and the NGO sector.



With the strong belief that education and awareness are key pillars in preventing gender-based violence, the Dr. Max Foundation implemented the Safe Connections project, targeting teenagers from the Suceava region. The project aimed to prevent gender-based violence among adolescents by promoting and encouraging healthy relationship models. It focused on increasing awareness of unhealthy relationship dynamics, highlighting the importance of setting personal boundaries, and strengthening knowledge about the early signs of abuse.

Throughout the campaign, the Dr. Max Foundation delivered a series of activities that equipped teenagers with the necessary tools to recognize and act against various forms of violence. The campaign placed particular emphasis on the concepts of consent, mutual respect, and effective communication in resolving conflicts and fostering safe interpersonal relationships.

The main activities of the campaign included interactive workshops and educational seminars organized in schools, community centers, and youth organizations across the Suceava region. These were complemented by support group discussions and a dedicated online awareness campaign that amplified the project's message and engaged a broader audience.

As part of the "Safe Connections" project carried out in the Suceava community, a total of **87 young people** — both Romanian and Ukrainian — participated in educational sessions focused on identifying the signs of unhealthy relationships and understanding the importance of setting personal boundaries.

The project was supported through a mini-grant from the WAVE Network, of which the Dr. Max Foundation has been a member since 2021.

Safe Connections - Campaign on Preventing Gender-Based Violence Among Teenagers

SensiTalks

In an effort to strengthen public understanding of gender-based violence and support victims through information, the Dr. Max Foundation developed and implemented SensiTalks, an educational video series launched on social media platforms in 2024.

The campaign was rooted in the belief that informed individuals are better equipped to protect themselves and others. Recognizing that many questions around abusive relationships remain unasked or unanswered, SensiTalks set out to provide accessible, expert-driven content that demystifies the dynamics of violence, with a particular focus on intimate partner abuse.

Each episode of the series addressed common and often misunderstood aspects of violent relationships — from psychological abuse and coercive control to signs of unhealthy behaviors and available legal and emotional support. What distinguished this initiative was its interactive nature: followers were encouraged to submit questions in the comment sections, allowing the Foundation's team of specialists — psychologists, legal advisors, and social workers — to respond directly in future videos. The first SensiTalks video premiered in early 2024, with new episodes rolled out in response to audience feedback and emerging concerns.



Violența domestică este un **comportament învățat!**
Violența domestică este un **comportament repetitiv!**
Violența domestică **se amplifică în timp** ca
frecvență și intensitate!

Partnership between the Dr. Max Foundation and the Există Viață după Doliu Association

For over 6 years, the Dr. Max Foundation has been providing free psychotherapy to individuals who have lost a loved one, in partnership with the Există Viață după Doliu Association. Dozens of individuals have benefited from free online services to help them integrate their loss and cope with grief.

In 2024, **24 individuals** benefited from free counseling.



Asociația
„Există viață după doliu!”



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