



CHILDHOOD IS
FOR EVERYONE

ANNUAL REPORT 2023

YUPPI CAMP

free of charge therapeutic recreation camps and
activities for children with cancer, diabetes or
other autoimmune diseases

“Yuppi Camp is the place where I was able to open up to strangers, who have since become friends.”

Claudia, mom participating in the Family Camp for children with diabetes



“Yuppi is the place where you accept yourself.”

Diana, teenage participant in the Siblings Camp



“Yuppi Camp is different from other camps because all the activities make us more open.”

Sebastian, teenage participant in the Camp for teenagers with Diabetes



"I never thought I would be in a group and talk about my pain and my family's pain and that Yuppi would be a part of healing our souls after our child's illness."

Mihai, parent participating in the Family Camp for children with cancer or autoimmune diseases

"Yuppi Camp is a home with many memories and people just like me."

Emilia, teenage participant in Camp for teenagers with Diabetes



"Thank you for this wonderful week. Thanks to you, volunteers, I have come to love myself and realised that I don't have to be afraid, that I can trust myself."

Eszti, teenage participant in the Siblings Camp



"«It's better to give than to receive» has long been a meaningless slogan for me. However, I asked my friends, for the second time, to support Yuppi Camp instead of buying gifts for me. These moments of generosity always show me what a good feeling it is to help a good cause."

Nagy Károly, director of Promelek XXI



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Dear members of the Yuppi Camp family,

A testimonial from a little girl at the end of the camp echoes in my mind: “I never thought I would make so many friends with whom we are in the same situation”. With these words she captured what we all want: to belong to a community that accepts us as we really are.

This community is built by you, all of you who have donated - time, energy, money - so that Yuppi Camp can host children, youth and families who need to feel that they are not alone in their struggle with illness. Thanks to you, our donors, sponsors, partners and friends, we have been able to expand our activities and make a difference in the lives of those who need our support.

We are grateful for your trust and generosity. Thank you for continuing to be there for chronically ill children, despite all the hardships 2023 has thrown our way, giving them a chance at childhood.

2024 is shaping up to be a challenging year, influenced by the global economic backdrop, tightening fiscal and monetary policies, changes in industry and consumer behaviour. But the disease doesn't take all this into account. We can't stop there, hard as it may be. We continue to give chronically ill children and their families unforgettable memories, days without the worry of illness, days when they can enjoy life, their childhood!

But we can't do all this alone. We need you in order to be able to give back the childhood stolen by disease. Because all children deserve the chance of childhood!

Enikő Ionescu, Executive Director

WHAT'S IT LIKE TO LIVE WITH A CHRONIC ILLNESS?

*"I don't wish anyone the moment you find out your child has diabetes. **It was an absolute shock. I was devastated, I felt like the sky had fallen on me, I wasn't in the mood for anything.** I was very, very upset," Alina told us when we talked at the camp.*

*"Our whole life has changed. Now everything has to be calculated, we have to be careful. The phone is essential day and night. And at night we're woken up by alarms, by phone notifications showing us Darius's blood sugar. **I often wake up without alarms several times a night and check to see if he is okay.***

I've always been afraid of injections. When I got the vaccine I fainted. At the hospital, when I arrived urgently with Darius and they discovered he had diabetes, the nurses told me that from now on I would have to give him insulin. I was devastated.

*The first few days the nurses gave him the insulin injection. I couldn't. But I figured they wouldn't let us home from the hospital if I keep doing this. I had to make up my mind. Then I said okay, I'll give him the insulin, because the **disease will be with us for life.** I closed my eyes when I stuck the needle in. It was terrible. But we had to get used to it...*

*I'm still afraid that one day Darius will lose me and will have to fend for himself. **I can only hope that he won't give up, that he'll be strong enough to cope with this illness!** I try to strengthen him, to encourage him not to care what people say...*

Here in Yuppi it's different. Here it's all about energy. Here it's an escape where you don't think about sickness or anything else."

Alina shows me the bracelet she received last year when she went to the Yuppi Camp with her family for the first time. "Look, no one in the family has taken off their bracelet since then. It's such a great memory."



4,000



In Romania, about



are diagnosed with cancer every year, and

70% go into remission

The number of children with other autoimmune diseases such as juvenile arthritis, celiac disease, asthma, haemophilia, etc. is not known because medical and psycho-social services dedicated to them are poorly developed

Life with illness means a new life, a different life, a harder life for both the child and the parents.

A child's physical and mental development is hampered by social isolation and excessive care.

The place of small everyday joys is taken by helplessness, fear and anxiety—they don't know what tomorrow brings, because the chronically ill never recover from their illness.

The disease steals families' peace of mind.

You can give it back to them.



WHAT ARE YUPPI CAMPS?



Yuppi Camp is the first camp in Romania to use the revolutionary method of therapeutic recreation. The free camps are aimed at children and teenagers with cancer, diabetes or other autoimmune diseases and their families. So far, since 2011, 1,722 children and parents from all over the country have participated in Yuppi Camps.

HOW YUPPI WAS BORN

Yuppi Camp was established in 2011 to provide an effective way of complementary therapy for children with chronic diseases in Romania. The model used was that of *Bátor Tábor* in Hungary, a large-scale therapeutic recreation camp. In fact, *Bátor Tábor* is still an important partner of Yuppi Camp.



METHOD USED

We are the first camp in Romania to use the revolutionary method called therapeutic recreation with a positive impact on many aspects, including children's self-confidence and independence. The success of therapeutic recreation lies in the fact that the beneficiaries participate in activities where they have the opportunity to discover their own skills and talents (rather than their limitations) in order to improve their self-confidence. At Yuppi camps children and adolescents with chronic illnesses are involved in therapeutic recreation activities such as climbing, horse riding, canoeing, archery, handicrafts, photography, theatre, music, magic tricks.

LOCATION, PERIODS, TYPES OF CAMPS

The campgrounds rented and used by Yuppi are located in Șăulia, Mureș County and Vărșag, Harghita County. Here we have organised three or even four camps per year depending on the age group and disease.



In 2023 we organised 4 camps: Family Camp for children with cancer or autoimmune aged 0-13 and their families, Family Camp for children with diabetes aged 0-13 and their families, Siblings Camp for children with cancer or autoimmune diseases aged 6-18 and their siblings and Camp for teenagers with diabetes (aged 14-18).



SPECIALISED HELP

In Yuppi Camp, volunteers, specialised healthcare staff and members of the organising team are actively present alongside the children. Children are also recruited with the help of doctors before coming to the camps.



In 2023, 165 volunteers participated in Yuppi camps with the children and their families, constantly interacting with them, helping them to overcome their fears and rediscover their strengths. We also enjoy the support of 100 specialists in healthcare from all over the country in the recruitment process.



YUPPI 2023

FIGURES AND ACHIEVEMENTS

4 CAMPS

239 PARTICIPANTS

- FAMILIES - 43
- CHILDREN AND TEENAGERS WITH DIABETES - 66
- CHILDREN WITH CANCER OR AUTOIMMUNE DISEASES - 39

1 EXPERIENTIAL THERAPY EVENT IN HOSPITAL FOR

60 CHRONICALLY ILL CHILDREN

6 VOLUNTEERS

20 TYPES OF DISEASE ADDRESSED:

TYPE 1 DIABETES, VARIOUS TYPES OF CANCERS (lymphoproliferative, musculoskeletal, retinal and renal), AUTOIMMUNE DISEASES OTHER THAN DIABETES (juvenile arthritis, chronic autoimmune thyroiditis, Addison's disease), HAEMATOLOGICAL DISEASES (thalassaemia, thrombocytopenic purpura), GASTROINTESTINAL DISEASES (celiac disease, Crohn's disease, Gilbert's syndrome), RENAL DISEASES (renal hypoplasia), HEREDITARY GENETIC DISEASES (cystic fibrosis, neurofibromatosis, haemochromatosis), NEUROLOGICAL DISEASES (epilepsy, multiple sclerosis), PULMONARY DISEASES (bronchial asthma).

THE #IAMMYADVOCATE PROJECT

- 216 BENEFICIARIES
- 36 VOLUNTEERS

165 VOLUNTEERS

YUPPI CAMP SINCE 4EVER

1,457 VOLUNTEERS

1,722 PARTICIPANTS IN CAMPS

32 OFFLINE CAMPS

100 HEALTHCARE SPECIALISTS WITH WHOM WE WORK DURING THE RECRUITMENT OF PARTICIPANTS

13 CAMPS AND ONLINE ACTIVITIES

2 WEEKENDS FOR FAMILIES



412
LETTERS IN THE CAMP MAILBOX



896
HUGS



54
GAMES



159
COSTUMES WORN



14,460
DANCE STEPS

+ HUNDREDS OF JOKES, THOUSANDS OF SMILES, COUNTLESS FRIENDSHIPS, MILLIONS OF UNIQUE MOMENTS.

HOW MUCH DOES IT ALL COST FOR PARTICIPANTS? **0 LEI**

EVENTS AND CAMPAIGNS



We brought the Christmas spirit to more than 60 chronically ill children hospitalised at the Children's Recovery Hospital Băile 1 Mai

"Felicia has cerebral palsy and her family sacrifices everything to help her get better. Now they live in Bucharest, but are looking for the opportunity to move to Oradea. She is ready to move anywhere where there is a good rehabilitation centre nearby. The family gets together every three weeks, Felicia's father and twin brother stay at home while the girls are in hospital for treatment. The mother tells us that the girl's name is Felicia because it means happiness. And despite everything, they are happy", says Adél, our colleague, who was present at the Yuppi Camp activity at the Children's Rehabilitation Hospital Băile 1 Mai.

The six volunteers brought the spirit of Christmas to over 60 chronically ill children in hospital for treatment. Together they listened to music, danced, made a Christmas tree and a snowman out of paper cocoons, smiled and connected.

"Even though we brought gifts to the children, we feel we got a lot out of it, too. It was a blessing to be there, to cheerfully fill the room, which, by the way, is filled with rehabilitation equipment. It was a gift to be able to take away, for a few hours, all the worry that comes with illness and to see children and parents connecting, enjoying themselves, having fun," Adél concludes.

STORIES OF CHRONICALLY ILL YOUNG PEOPLE ON SOCIAL MEDIA



Răzvan had cancer and for a long time he couldn't talk about it with anyone but his family. In the video he made, he spoke openly and honestly, with a special warmth about what that period meant to him and how he ended up returning to Yuppi Camp as a volunteer.

"I remember even now the difficult treatments, I remember the sadness around me. That's why I want to tell you, that we don't need to feel

different, to feel that you pity us. We know we have special needs, but we would like to feel normal."

As part of the #IAmMyAdvocate campaign, 10 young people with chronic illnesses shared their stories, their experiences with the illness, to inspire and encourage others to do the same, because as they say, illness is not a shame, and if you have a supportive community around you, it makes it easier.



ConectONG. We shared the Yuppi Camp story and made friends with other organisations in Cluj-Napoca

In September, at the invitation of the Civitas Foundation for Civil Society, we participated in ConectONG. Povești de Bine. At the NGO fair Răzvan Rusu, volunteer and former Yuppi Camp participant, told the emotional audience at Piața Muzeului about his life with leukaemia, his healing, what to say and what not to say to a sick friend and his emotional connection with Yuppi Camp. At the booth, one lady tearfully told us about the 3-year-

old daughter of friends who was recently diagnosed with cancer and who she thinks would benefit from coming to camp. Several young people asked us for lots and lots of information to join us as volunteers, and others as possible collaborators. One cheerful little blonde girl asked us to sign her T-shirt. Many people simply looked at us with love, congratulated us, thanked us.



The Yuppi Camp message was brought to the festival-goers in Cluj-Napoca and Târgu Mureş

The video starring one of our camp participants, Dani, was shown at the VIBE festival in Târgu Mureş and at the Hungarian Cultural Days in Cluj.

Yuppi Camp at Cluj Days

Yuppi Camp volunteers organised a charity clothes fair, an exhibition with stories of the children of Yuppi Camp and face painting for the little ones.



22 charity athletes ran, walked and cycled for Yuppi Camp at Fuss NEKI! Csík

"I asked my acquaintances to donate to Yuppi so that others can get to the camps, that's why I ran today. What I liked most was that my teacher also donated, I think because she has two little girls herself"
- Annabela, Yuppi Camp ambassador at the charity sports event Fuss NEKI! Csík, Yuppi Camp participant.



TRAINING AND EVENTS FOR COMPANIES

EMPLOYER
BRANDING

TEAM BUILDING

FUN

QUALITY
TIME

OUTDOOR

COOPERATION

POSITIVE
FEEDBACK

COMMUNICATION

CONSTRUCTIVE
FEEDBACK

LEARNING

SOFT SKILLS



GUHRING

Team building for the Gühring Romania team

"Since the COVID-19 pandemic, our working style has changed significantly. We now have a lot of colleagues working from home, and we also have new colleagues. As we haven't had the opportunity to spend much time together, we don't know each other very well. This team building has been a great opportunity for us to build friendships, get to know each other better, learn how to collaborate more effectively and, of course, have fun together."

Petry

Team building for the employees of Petry

Petry has been our trusted partner for many years. We have organised various campaigns and events together, and when it comes to team building for their staff, they can rely on us.



Leadership trainings for CamelCoding

"I have been part of the Yuppi Camp family for a long time, I have attended leadership training several times that prepared me to be part of the camp leadership. Inspired by these, I decided to sign up my team to the process, as well. We had our first training in 2022, where we learned a lot about our team and cooperation, and we decided to continue this habit in 2023, too. So we had two more sessions with Yuppi Camp trainers. The effects can be seen on the team: people are more motivated, more attentive to each other, the team spirit is much stronger, and now we have people in the team who are prepared to lead feedback sessions with their teammates. And the fact that through this training we help children with chronic diseases to participate in Yuppi camps for free, was the icing on the cake!"

- Szilágyi Levente, Managing Partner CamelCoding.



Family Day at Agrosel

In early July, Yuppi Camp volunteers were invited to Family Day to be with the children of employees. So they spent a day with almost 50 children, playing, painting and doing interesting experiments.



Childhood Games at Winter Days organised by Garmin Cluj

"I had a great time, thank you", this is how Bogdan said goodbye at the end of the activity organised for the children of Garmin Cluj employees by the Yuppi team at the end of December. It was a magical and energetic evening, full of fun and childhood games such as the hopscotch, musical chairs, to-the-wall-stop and more.



Charity auction of the Deutschsprachiger Wirtschaftsclub Nordtransilvanien

The German Businessmen's Club of Northern Transylvania auctioned three works of art, and donations from generous people covered the accommodation of a family with a child with cancer in our summer camp.



Charity auction within the end of the year gala of the Hungarian Business Association in Romania

"Thank you all so much for your involvement and generosity, we passed the humanity exam with an A star, this is, I think, our greatest value and this makes the RMUE community the strongest community." - Ferenczy Ágnes, Executive Director of the Association

YUPPI CAMP INCOME AND EXPENDITURE IN 2023

INCOME
456,691 €

18%
INDIVIDUAL DONATIONS,
COMMUNITY EVENTS AND
CAMPAIGNS

83,593 €

15%
PROJECT
FUNDING

67,935 €

67%
CORPORATE
SPONSORSHIPS AND
BUSINESS SERVICES

305,163 €

EXPENDITURE
409,774 €

21%
VOLUNTEER RECRUITMENT
AND MANAGEMENT:
87,826 €

35%
FUNDRAISING:
144,657 €

14%
RECRUITMENT AND
MANAGEMENT REGARDING
CHILDREN AND FAMILIES:
56,246 €

13%
THERAPEUTIC PROGRAMMES:
51,863 €

10%
ADMINISTRATION AND
MANAGEMENT:
42,885 €

2%
HEALTH CARE: **9,775 €**

4%
COMMUNICATIONS: **16,522 €**

** This statement has been prepared before finalising the balance sheet, which is why small deviations may occur. We thank both the companies that supported us in 2023 and individuals for their support. We are grateful to our recurring donors, participants and donors at charitable events, those who contributed 3.5% of their taxes, and all those who through financial or in-kind donations contributed to the carefree childhood of chronically ill children.*

Together with you we were able to give children and young people suffering from cancer, diabetes and other autoimmune diseases a chance at childhood - THANK YOU for being part of the great Yuppi Camp Family!

THOSE WHO HELPED CHRONICALLY ILL CHILDREN

PARTNER



MAJOR FUNDERS



MAIN FUNDERS



SPONSORS

AAGES
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A G M I
ALCONOR COMPANY
ALCONST DESIGN
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UPM CONCEPT
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+ OVER 1000 GENEROUS AND BIG-HEARTED PEOPLE!

AMBASSADORS

**BOGDAN BOB
RĂDULESCU**

ACTOR AND
COMMUNITY
ACTIVIST



**CRISTINA
PÎRV**

WORLD FAMOUS
VOLLEYBALL
PLAYER



**MIRCEA
POPA**

COMEDIAN, INFLUENCER



**PAUL
MUREȘAN**

VISUAL ARTIST



**TÓTH
SZABOLCS**

COMEDIAN IN THE
GROUP SZOMSZÉDNÉNI
PRODUKCIÓS IRODA



On behalf of all the
children and families
who have enjoyed carefree
days at Yuppi Camp,
thank you for giving them
a chance at childhood!



The story of Ana, the girl with golden hair

*"I had long, curly blond hair. Until the age of nine it was never cut, not even an inch of it. Then came the leukaemia. The first thing I could say was that **no one would touch my hair**," says Ana, who was diagnosed with acute lymphoblastic leukaemia at the age of nine.*



"I even held it like that for a while, but then it started falling really, really hard. In the nine months of chemotherapy my hair fell out twice. In the three years of maintenance treatment, even though they told me it wouldn't happen again, it fell out again,

*several times. **My world collapsed**," is how the golden-haired Yuppi Camp girl recalls the time when overnight, from a carefree princess, she was forced to grow up.*

*"Once, when I was walking around the zoo wearing a wig, the kids started staring at me laughing and shouting 'look, this one has a wig'... At school, the older kids said I was contagious. I became aware of my illness when people started treating me differently. I couldn't go to school, I had few friends, in the hospital I didn't meet many children my age, it was me and my mother with whom we encouraged each other. **The disease***

stole my childhood. Every child has a certain point in life when they start to mature - with me that time came sooner."

Ana is now 16, and although her hair has grown back, because of the disease she still has to take very



good care of her. In the Siblings Camp, however, she didn't have to worry about anything, that's what the volunteers, the Elves, as we call them, were there for.

"Here I met kids my age, kids like me, and I was able to make friends. Here no one asks me about my illness, judges me, teases me or makes fun of me. Here I feel like a girl like any other, normal, accepted as I am."

Moments without the worry of illness can only be created with your help. Join the Yuppi Camp family and let's build a normal world for children with cancer, diabetes and other autoimmune diseases.

HOW CAN YOU HELP CHRONICALLY ILL CHILDREN?

INDIVIDUALS

I WANT TO OFFER FINANCIAL OR MATERIAL SUPPORT

I'd help with something other than money

In-kind donations

Many people would rather help us with donations of equipment and materials. Be one of them!

Redirection of 3.5% of income tax

It only takes a few minutes to complete Form 230, and this funding is very important to us every year.

I would help with money

Debit Direct

Support us with an amount in the value of three coffees each month for one year.

Cash or online donation on the website

You can support us at any time with any amount of money through the Yuppi Camp website, or you can transfer it directly to our bank account.

I WANT TO GET INVOLVED AND INVEST MY ENERGY AND RESOURCES

Charity sport

Join the Yuppi sports team. Together, through sport, we raise money for camps.

Organising a charity event

Plan a movie night with friends, a coffee date or any charity event for Yuppi!

Birthday donation

Encourage your friends and family to donate the price of gifts for your birthday this year to Yuppi!

Volunteering in the organisation

Be a Yuppi Camp volunteer and help us grow the organisation!

COMPANIES

We have a budget for sponsorship sponsorship agreement

Partner with us year after year and help ensure the sustainability of our organisation! Redirect a FREE portion of your income tax to Yuppi Camp each year and help us help as many children with chronic illnesses as possible.

NO BUDGET FOR SPONSORSHIP

DONATIONS OF PRODUCTS OR SERVICES

Donate equipment and materials needed for camp activities and training. Support us through services which do not involve any costs to you, but for us are priceless! You will find our wish list on our website.

Through the HR department and CSR - for clients -

Cause-related marketing

Donate a percentage or a fixed amount of the price of a product or service sold by your company to Yuppi Camps.

Yuppi brand products (postcards, tote bags)

Our charity partner

We organise events together.

Volunteering

Be a Yuppi Camp volunteer and help us grow the organisation!

Charity sport

Make a running team or swim team with your peers to support our camps!

Through the HR department and CSR - for employees -

Promoting opportunities for individual support among employees

Direct Debit – support us with an amount in the value of three coffees each month for one year. Redirect 3.5% of your income tax by completing form 230.

Internal charity events

Are there people among your colleagues who like to cook or create handmade products? Organise a bake sale or charity sale together so they can show their talents to their colleagues! All corporate events can be enhanced with a charity partner.

Team building / family day / training

Organise your team's Family Day, Children's Day, a team building or Yuppistic-style training with fun activities, challenges and non-formal learning, online, at the camp or another location of your choice!

If you need more information on how you can support Yuppi you can also learn more from our fundraising coordinator. Do not hesitate to contact us.

Address: donate@yuppicamp.ro, Tel.: 0747 283 845

THE TEAM

László Zsuzsa
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COMMUNICATIONS

Dora Mircea-Radu
Nagy Kinga

*colleagues working as
volunteers in the team

Yuppi Camping Motion Association's Annual Report 2023

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Project
implemented by:



More information: www.yuppicamp.ro/despre-noi/proiecte/iammyadvocate/