ANNUAL REPORT 2024

ALL
GROW

Content

Letter from the co-founder

As I look back on 2024, I'm filled with a deep sense of gratitude and purpose. This year reminded me - again and again - why we do what we do at AllGrow.

It's been a year of bold steps and steady growth. We've expanded our programs, launched new collaborations, and deepened our commitment to social innovation in education. From gaining official recognition for our Design Thinking – I Make the Change! elective from the Romanian Ministry of Education, to being selected in the HundrED spotlight for Gamified curricula, these milestones have fueled our belief that meaningful change is not only possible - it's already happening.

This year also marked the beginning of exciting new partnerships—with the Orange Foundation, Lidl Romania, and the U.S. Embassy in Romania—and the continuation of trusted ones, including our collaboration with the European Union and tech leaders like Oracle. We also took our message beyond borders. With the generous support of the Autonom Foundation, we brought AllGrow to the ChangeNOW Summit in Paris.

Behind every milestone is a team that believes in something bigger than themselves. I am so proud of the AllGrow team - passionate educators, creative thinkers, and community builders who continue to go above and beyond to support the next generation. And behind us all are you - our network of supporters, mentors, and partners. Thank you for standing with us, believing in our mission, and helping us turn ideas into action.

As we look ahead, we carry the same determination to grow responsibly, deepen our impact, and bring more people into this work. 2025 will mark AllGrow's 8th anniversary, and I can't wait to continue this journey together.

Join us as we shape the future—together.

With gratitude,

Mădălina Bouroș

Co-Founder AllGrow

Overview

At AllGrow, we create spaces for collaboration that directly support children's development while generating meaningful benefits for everyone involved. Our ecosystem —students, teachers, and supporters—thrives on the exchange of tools, knowledge, and opportunities that empower individuals to grow and drive positive change in society.

Guided by courage, collaboration, and a shared commitment to making a difference, we unite people with a common purpose: placing children at the heart of everything we do. Together, we design and take action with their present and future in mind.

Mission

Our mission is to build a self-sustaining collaborative ecosystem of teachers, students, and supporters, leveraging design thinking and a social entrepreneurial approach to drive social change. By amplifying children's voices and equipping them with the skills they need, we prepare them for the future.

Vision

Every child has the potential to become a change architect in their community. By engaging in practical experiences, they discover their ability to create meaningful change while developing essential 21st-century skills.

Values

Courage
We are bold in our actions, unafraid to challenge the status quo and embrace new ways of thinking.

Collaboration
"If you want to go quickly, go alone. If you want to go far, go together." – African Proverb. We believe that lasting impact is achieved by working together, sharing knowledge, and building strong relationships within our community.

Making a difference
We are action-oriented and unafraid to take risks. Creating meaningful change is challenging, but by taking initiative, learning from failure, and iterating quickly, we drive long-term impact.

2024 Key initiatives and highlights

In 2024, AllGrow continued to build on its strong foundation - expanding its reach, strengthening partnerships, and deepening its commitment to educational innovation. The year was marked by a series of impactful achievements and meaningful collaborations:

- **Design Thinking – I Make the Change!** was officially registered with the Romanian Ministry of Education, marking a significant milestone in our effort to integrate creativity and problem-solving into the national curriculum.
- **Global recognition from HundrED:** Our Change Architects program was selected for the HundrED Spotlight on Gamified Curricula chosen from 196 global submissions for its potential to create lasting, scalable change.
- **Participation at the ChangeNOW Summit:** With the support of the Autonom Foundation, we showcased our work at ChangeNOW 2024 in Paris—one of the world's leading events for social and environmental solutions.
- **New strategic partnerships:** We launched important new collaborations with **the Orange Foundation, Lidl Romania, and the U.S. Embassy in Romania**. These partners have been instrumental in helping us scale our work in social innovation and youth empowerment.
- **Continued collaboration with the European Union:** Through Erasmus+ programs, we continued to work alongside European partners to advance inclusive social innovation education and promote ocean literacy through hands-on learning experiences.
- **Ongoing impact through Change Architects:** Since its first pilot in 2016, Change Architects has been delivered every year, evolving into a transformative program that has empowered thousands of students to become changemakers in their schools and communities.

- **Design Thinking course for teachers:** We expanded participation in our Design Thinking Online Course for Teachers, supporting more educators in integrating innovation, critical thinking, and problem-solving into their classrooms.
- **AI for Kids with Oracle:** Together with Oracle, we launched AI for Kids, a program designed to introduce students to the world of artificial intelligence through corporate office visits and meaningful interactions with Oracle volunteers.
- **AllGrow App development:** With the support of Develop for Good, we began developing the AllGrow App - a tool designed to enhance our digital learning ecosystem and streamline collaboration between students, teachers, and mentors.

Change Architects

In 2024, Change Architects remained AllGrow's longest-running and uninterrupted initiative, continuing to empower students aged 6 to 18 to become changemakers in their communities. This initiative has been possible with the support of individual donors and volunteers who helped us implement the program and mentor the students.. Through design thinking, students identified real-world challenges in their schools and neighbourhoods, developed innovative solutions, and tested them in practice.

Built on the principles of continuous, agile, and gamified learning, the program allows students to progress through three levels: Initiation, Acceleration, and Replication. With each stage, they gain greater autonomy, access to mentors, and resources that support their growth and impact. By fostering long-term engagement, Change Architects cultivates social innovation, equipping students with the skills and confidence to drive meaningful change while strengthening their connection to the world around them.

In 2024, Change Architects was recognized by HundrED and Supercell as one of the 12 most innovative gamified curricula out of 196 submissions.

"Change Architects' track record shows that their approach has growth potential and scalability across a variety of contexts because of the control that teachers and students have over their paths to create positive change." (HundrED Advisory Board)

Duration

2017 - Ongoing (October - June)

Funding

Funded through individual donations with an overall budget of **RON 7691**

Impact

56 Teachers in 2024
1309 Students in 2024
9534 Beneficiaries in 2024

Innovative teachers, Innovative communities

The "Innovative Teachers, Innovative Communities" project took place in 10 rural and small urban communities over six months, with support from the Orange Foundation through the Support an NGO program.
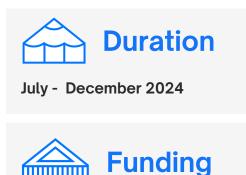
10 teachers from these communities led social innovation projects with the support of 7 volunteer mentors, engaging 222 students. More than 2,000 people benefited from the projects created by the students. Teachers were guided in applying design thinking, an innovative methodology that helped students develop key 21st-century skills such as critical thinking, communication, digital literacy, problem-solving, creativity, and empathy.
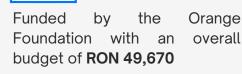
The majority of students involved in this program expressed their interest in continuing activities that contribute to social change:

- *"I want to continue positively influencing my community." – Daniela*
- *"I want to initiate activities to raise environmental awareness (e.g., organizing community clean-up campaigns)."*
- *"I want to keep participating in such projects."*

Duration

July - December 2024

Funding

Funded by the Orange Foundation with an overall budget of **RON 49,670**

Fundația

Impact

10 Teachers
222 Students
7 Volunteers

Entrepreneurs - Role Models for Youth

Entrepreneurs – Role Models started in November 2023 and has worked with 233 students from 10 schools across Romania. The project promoted entrepreneurship as a viable career option by bringing into the school ecosystem 10 Romanian American entrepreneurs, including *Diana Girniţa, Adriana Wahl, Adriana Trandafirescu, Vlad Ionescu, George Roth, Cleopatra Căbuz, Mihai Lehene, Vlad Sarca, Ovidiu Bujorean, and Cristian Strat.* The project included an extensive curriculum of 7 sessions of 45 minutes facilitated by 14 educators and an online 2-day Future Festival at the end of the project.

The project contributed to the development of 21st-century skills, inspired the students, and increased their understanding of the US perspective, as this student shared: *"I learned through this project that starting a business is neither easy nor hard, but you have to want to do it. You must always put yourself first and study to succeed. Even if you are of a certain age or have already achieved success in what you desired, you must continue to learn. The struggle to succeed and reach the top, where few arrive, is arduous. Study is the key to success; you must always listen, understand, and evolve."* (Ciprian)

Duration

November 2023 - July 2024

Funding

Funded by the United States Embassy in Romania with an overall budget of $**14,900**

U.S. Embassy in Romania

Impact

14 Teachers
233 Students
10 Entrepreneurs

SIE4P.Inc
Promoting inclusion through Social Innovation Education

The SIE4P.Inc project addresses the problem of the lack of opportunities for empowering students with AEN (Additional Educational Needs) to become agents of change by creating the first-ever framework, resources, and training for inclusive Social Innovation Education.

The project's target groups includes young people with AEN, teachers, and youth volunteers) who benefited from the inclusive framework, the training, and the resources developed by the project consortium formed by organizations from Cyprus Greece, France, Ireland and Romania. Learn more about the project here: https://sie4p-inc.eu/

SOCIAL INNOVATION EDUCATION FOR STUDENTS WITH ADDITIONAL EDUCATIONAL NEEDS: LESSONS LEARNED FROM PILOTING ACROSS FIVE COUNTRIES

M. Bouros[1], A. Şerban[1], J. Wall[2], C. Menard[3], I. Garefi[4], M. Koutsounaki[4], A. Psilogeni[5]

[1]All Grow Association (ROMANIA)
[2]Sei Tuatha (IRELAND)
[3]Adosen (FRANCE)
[4]Stimmuli for Social Change (GREECE)
[5]Center for Social Innovation (CYPRUS)

Abstract

Social Innovation Education (SIE) has been developed for mainstream education where young people co-create with adults to address local social and sustainability issues through transformative social action projects. However, the model has not been tested with students with Additional Educational

Duration

October 2022 - November 2024

Funding

Funded by the European Union with an overall budget of **€60,860**

Co-funded by the European Union

Impact

5 Teachers in Romania, 51 total
20 Students in Romania, 176 total
2 Social Innovation projects in Romania, 13 total
1 Scientific article

Design Thinking course for teacher

In 2024, AllGrow continued to equip educators with the skills and tools needed to implement design thinking in the classroom. Through this course, teachers gained practical knowledge and resources to lead social innovation projects and create student-centered, innovative learning experiences. By applying design thinking, they guided students in identifying challenges, developing solutions, and enhancing key 21st-century competencies. The program also fostered collaboration among educators, enabling them to exchange best practices and co-create impactful learning experiences.

"This course is not a typical one, as it does not involve passive participation. It requires sustained effort, hands-on activities with students, and a commitment of time, openness, and interaction!"

"I found this course to be very valuable. The stages of the Design Thinking process emphasized practical application, the resources were highly engaging and motivational, and the feedback was always detailed."

Duration

Ongoing
(February-April,
November - December)

Funding

Funded by paying the attendance fee of 50 and than 100Ron per person with an overall budget of **4800 RON**

Impact

76 Teachers in 2024
800 Students
50 Social impact projects

Local actions for national results across all major river basins in Romania

AllGrow collaborated with the Association for the Conservation of Biological Diversity (ACDB) and Crisius Association to implement a project addressing plastic pollution in Romania's major river basins.

A total of 647 students from 14 schools participated in interactive workshops and creative projects, using the design thinking process to transform waste into art installations and functional structures, raising awareness about plastic pollution. The project also contributed to the Sustainable Development Goals (SDG 6 – Clean Water and Sanitation and SDG 14 – Life Below Water). Additionally, a Junior Ranger environmental camp was organized for 30 children and 6 teachers, complemented by five webinars on nature and water conservation and the creation of an online educational resource library.

Duration

April - December 2024

Funding

Funded by Lidl Romania through the program "Clean Waters/ Cu apele curate" with an overall budget of **RON 109,114**

Impact

14 Teachers
647 Students
261 Trash bags
5 Webinars
14 Art installations

SEA TALES
Promoting ocean literacy and environmental sustainability in school communities

SEA TALES support teachers of primary and secondary education to develop competences and knowledge so as to integrate Ocean Literacy education through role-playing activities in their classrooms and introduce students to its concept and principles for building a generation of ocean literate, active and responsible citizens.

The project activities include teacher training on the curriculum and roleplaying activities supporting the implementation of the SEA TALES. Also, a series students' podcasts, motivational videos and teacher explanatory videos and digital storytelling along with role-models digital collection.

The project is being implemented by partners from Iceland, Greece, Portugal and Romania. Learn more about it here: https://www.sea-tales.eu/

Duration

October 2023 - November 2025

Funding

Funded by the European Union with an overall budget of **€42,230**

Co-funded by the European Union

Impact

5 Teachers in Romania, 20 total
72 Students in Romania

AI for children

Together with Oracle volunteers, we organized company visits and workshops for students to learn about AI, technology, and well-being. The volunteers prepared engaging activities that introduced the students to AI concepts and fostered a deeper understanding of its impact on various industries. A total of 36 students from Selaru and Lehliu-Gara Secondary Schools participated in these activities, gaining valuable insights into the world of technology.

Duration

June and September 2024

Funding

Funded by Oracle Romania with an overall budget of **$600**

Impact

4 Teachers
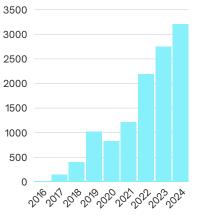**36** Students
14 Volunteers

Impact

Over the years, we've remained deeply committed to working alongside students, teachers, and schools across Romania. This continuous engagement has led to the development of student-led projects, meaningful collaborations with volunteers, and impactful contributions to local communities.

Below, we share an overview of our growing community of beneficiaries—and how their involvement with AllGrow has evolved and deepened year after year.
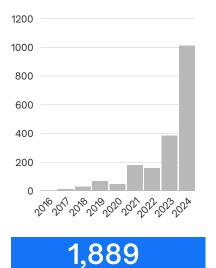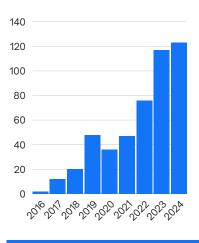
Children & Youth

11,773

Teachers

1,889

Schools
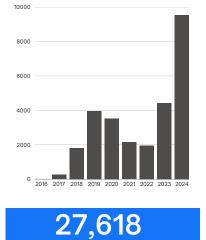

481

Student Led Projects

509

Beneficiaries

27,618
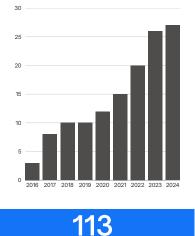
Volunteers

113

Financial data

Our work has been made possible through a diverse mix of funding sources—including individual donations, grants, and in-kind contributions. This blend of support has allowed us to grow while staying true to our mission.

As we continue to evolve, we are moving steadily toward financial sustainability and the diversification of our revenue streams. The table below provides a snapshot of our cash flow throughout the organization's activity to date.

Year	Total Revenue
2018	€192
2019	€11904
2020	€5126
2021	€52720
2022	€38920
2023	€47443
2024	€95689
Total	€260,994

Revenue streams in 2024

Donations and sponsorships 4.1%

Grants 95.9%

Thank you to our supporters!

Our 3 years vision

Looking ahead, our work will be increasingly shaped by the rise of **artificial intelligence.** In a rapidly evolving world, we believe that preparing students for the future means equipping them not only with the right skills and tools, but also with the **confidence to believe in themselves.**

That's why **in 2025, we are prioritizing the development of the AllGrow App, strengthening cross-sector collaboration, and placing a strong focus on student well-being.** As we embrace innovation, we remain deeply grounded in our mission: to amplify children's voices, equip them with essential skills, and empower them to shape their own futures.

2025 → **2026** → **2027**

Consolidate and Digitalize

Deepening student wellbeing, digital access, and educational quality

Launch the AllGrow App

Strengthen core programs: Change Architects, Design Thinking for Teachers, and Innovative Teachers

Expand capacity through the "team of teams" model

Scale and Systematize

Growth through partnerships, corporate engagement, and funding diversification

Expand the project-based model with businesses as part of their ESG strategy

Begin international scaling of the AllGrow App

Form strategic partnerships

Sustain and Influence

Policy influence, long-term sustainability, international credibility

Launch a the AllGrow app across 5+ countries

Achieve 30% of annual budget through earned revenue and ESG-aligned services

Contribute to national and EU-level education policy recommendations on social innovation

Support our work

There are many ways you can support us and contribute to our mission. Here are just a few ideas - and we're sure there are even more we haven't thought of yet:

Give your time
Get in touch with us to see how you can contribute as a Mentor, Educator, Role Model, or Changemaker.

Support with funds
Become a supporter of our work: Donate directly to our organization. Redirect 3.5% of your income tax to help us grow (for individuals in Romania). Sponsor our programs as a company or entrepreneur looking to create meaningful social impact.

Make a connection
You might know someone - or a company - who would be interested in what we do. If so, we'd love an introduction!
Don't hesitate to put us in touch. A simple connection can go a long way.

ALL
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