

Kinderland

Impact Report

2025

AUS GEBORGENHEIT
CHANCEN WACHSEN
LASSEN – FÜR
JEDES KIND



FOREWORD

AN EXCITING YEAR KICKS THINGS OFF

Dear Ladies and Gentlemen,

The year 2025 marks an important milestone for our organization. It was the first year in which we were able to begin our operational work. With the opening of the day center in Pirita, we have begun to translate our strategic objectives into concrete support for children and families in vulnerable situations in Moldova.

Our focus was on establishing reliable structures, building a qualified team, and developing programs that ensure protection, support, and stability for children in the local community. At the same time, we gained initial experience in collaborating with families, local authorities, and partner institutions, and refined our strategic direction.

This annual report provides insight into our philosophy, our approach, and the initial impacts of our work. It documents the beginning of a long-term commitment based on responsibility, quality, and the well-being of children.

We thank all our staff, partners, and supporters who made this launch possible, and we look forward to the coming years with a sense of responsibility and confidence.

On behalf of the Board of Directors

Dr. Georg Burger-Scheidlin

Wolfgang Dibiasi

Maximilian Schönfeldt

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ABOUT US

WHO WE ARE

Kinderland is a nonprofit organization dedicated to protecting and supporting socially disadvantaged children and their families. Our work focuses on rural areas of the Dubăsari district in the Republic of Moldova, where children are particularly vulnerable to poverty, neglect, violence, and a lack of parental care.

Kinderland is supported by the Kinderland Foundation, based in Vienna, and its partner organization, Kinderland Moldova, in the Republic of Moldova. The Foundation is responsible for the strategic direction, funding, and quality assurance of the work. The operational implementation of the programs is carried out by the partner organization Kinderland Moldova in close cooperation with the Foundation. This structure combines professional oversight with local roots and enables the sustainable and transparent implementation of our work.

VISION

A life of safety and belonging,
with real opportunities for the future
for all children
in Moldova and beyond.



MISSION

We empower children and youth in Moldova through relationships, respect, and reliability—with care, support, and encouragement.

We listen, recognize their potential, provide a sense of security, and—together with our partners—create safe spaces where they can thrive. To achieve this, we rely on trust and genuine connection. This is the only way to build a child-friendly society.

WHAT WE DO: ENABLING IMPACT

Kinderland is committed to tangibly improving the living conditions of children in vulnerable situations in Moldova and to measurably increasing their future opportunities. Our work is intended to make a tangible difference in the daily lives of children and families and to contribute to stable, positive life trajectories in the long term.

To this end, we take a holistic approach that systematically involves children, their families, and their social environment. Our focus is on protection, reliable relationships, targeted support, and long-term prospects. Whenever it serves the best interests of the child, we strengthen families in their parenting efforts and support them in building sustainable structures.

Our interventions aim to provide children with security, stability, and opportunities for development. Through education, individualized support, and ongoing guidance, children and adolescents are empowered to lead independent and self-determined lives as young adults. Long-term success is evident when young people who have been supported by Kinderland live as constructive members of their community, take on responsibility, and pass this mindset on to the next generation.



SELF-DETERMINED LIFE

By a self-determined life, we mean that young people develop confidence in their own abilities, have access to education and training, and experience a sense of security and stability.

These experiences form the foundation for resilience, self-efficacy, and sustainable social integration.

HOW WE ACHIEVE THIS EFFECT

EQUAL OPPORTUNITIES FOR CHILDREN AND YOUNG PEOPLE

Every child has unique potential. Kinderland creates an environment in which this potential can be recognized and nurtured. The goal is to provide children—regardless of their background, gender, religion, or any disability—with equal rights and real opportunities for development.

This includes, in particular, access to education, targeted (initial) support, and assistance in accessing public services. Children and families are supported in making use of available resources and breaking down structural barriers.

STRENGTHENING FAMILIES



Families are the central point of reference for children. Kinderland works closely with families facing difficult life situations to promote stability and prevent separations, provided this is in the best interests of the child.

Many families face complex challenges, such as those arising from migration, illness, economic hardship, or the absence of a parent. Our work focuses on individualized support, counseling, and the establishment of reliable daily routines to provide lasting support to parents and caregivers.

RELIABLE RELATIONSHIPS FOR EVERY CHILD

Stable caregivers are crucial for children's development. They provide a sense of security, build trust, and foster positive relationship experiences. This continuity is especially essential for children who have experienced insecurity, loss, or neglect.



Kinderland places great emphasis on reliability, relationship-building, and continuity in all its programs. These elements form the foundation for development and a willingness to learn.

HOW WE ACHIEVE THIS EFFECT

OUR UNDERSTANDING OF IMPACT

Our work takes a long-term perspective and is designed to develop sustainable solutions—in collaboration with children, families, and local partners—that go beyond immediate relief.

In doing so, we are guided by the following principles:

- Support is provided on an equal footing.
- Responsibility is shared and gradually transferred to children and families.
- Development is understood as a continuous process.



THE CORE PRINCIPLES GUIDING OUR WORK

Child-Centered Approach: The well-being, dignity, and rights of children are at the heart of all our decisions.

- **Respect and Trust:** We treat children, families, and partners with respect and as equals.
- **Reliability:** We stay the course—long-term, consistently, and responsibly.
- **Professionalism and Quality:** Expertise, reflection, and continuous professional development are second nature to us.
- **Community and Networking:** Lasting impact arises from the interaction between the child, family, community, and partners.

Our approach is engaging, empowering, and supportive. We view helping as a shared process that builds relationships, fosters responsibility, and enables self-efficacy.



CHILD SAFEGUARDING, ETHICS & RESPONSIBILITY

The protection of children and other vulnerable individuals forms the foundation of all of Kinderland's activities. Our actions are guided by international child protection standards, the UN Convention on the Rights of the Child, national legislation, and binding internal policies. These apply to all individuals who work for or on behalf of Kinderland.

OUR UNDERSTANDING OF CHILD SAFEGUARDING

Kinderland advocates a comprehensive understanding of child protection. For us, protection means safeguarding children and vulnerable adults from all forms of violence, abuse, neglect, exploitation, and discrimination—regardless of whether these are physical, psychological, sexual, economic, or structural in nature.

We maintain a consistent zero-tolerance policy toward violence, abuse, and exploitation. The best interests of the child are at the heart of all our decisions. We view child protection not merely as a response to incidents, but as a preventive, organization-wide mission.



CHILD SAFEGUARDING



Child protection is a central component of our organizational culture. It encompasses all measures for the prevention, reporting, and handling of risks. Our goal is to identify risks early on, create safe structures, and, when necessary, act quickly, professionally, and responsibly.

The Child Safeguarding Policy applies to all individuals working for or on behalf of Kinderland. This includes employees, volunteers, board members, partner organizations, and external service providers. It outlines responsibilities, reporting channels, and procedures, and ensures that reports of potential risks are taken seriously and handled appropriately.

The full Child Protection Policy is published on our website.

CODE OF CONDUCT

The Code of Conduct establishes binding standards of conduct for all Kinderland employees. It defines professional and respectful behavior, clear boundaries when interacting with children and vulnerable adults, the responsible use of resources and information, and reporting requirements in cases of suspected violations.

Violations of the Code of Conduct are taken seriously and, depending on the nature and severity of the violation, may result in disciplinary action, up to and including termination of employment.

The complete Code of Conduct is published on our website.

VERBINDLICHKEIT & WEITERENTWICKLUNG

Alle Regelwerke sind verbindlich und werden regelmäßig überprüft und weiterentwickelt. Hinweise auf Verstöße oder Gefährdungen können über definierte Meldewege eingebracht werden. Meldende Personen sind geschützt.

Kinderland verpflichtet sich zu einer transparenten Aufarbeitung, einer kontinuierlichen Verbesserung der Schutzmechanismen und einer offenen Lernkultur.



OUR WORK IN THE FIELD: THE DAY CENTER IN PIRITA

The “Kinderland” day center in Pirita is a central part of our work. It offers children a safe and supportive environment and complements existing family and government support systems.

CURRENT SITUATION & NEED FOR ACTION

In the Dubasari district, 24.3% of children live in vulnerable and/or neglected situations. Many of them face multiple risk factors, including neglect, violence, poverty, and limited educational and developmental opportunities. There is a high need for educational, psychological, and speech therapy support.

At the same time, families in difficult circumstances need better access to integrated public support services. In addition to emergency material aid, counseling, parent education, and ongoing support are particularly crucial for achieving sustainable improvements.

TARGET GROUP

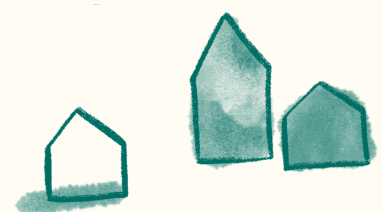
Our services are designed for children in at-risk situations and for families facing difficult circumstances

OUR SERVICES

- Tutoring and homework help
- Recreational and educational programs
- Psychological and speech therapy support
- Hot meals, hygiene supplies, and safe spaces
- Supportive family services

THE GOAL OF OUR DAY CENTER (2025–2028)

The goal is to establish the day center as an effective, safe, and supportive place. The work is guided by five strategic priorities: protection and stability, individualized support, strengthening families, a qualified team, and networking.



COLLABORATION & LOCAL PARTNERSHIPS

Kinderland actively pursues partnerships with local organizations to provide children in Pirita with reliable, coordinated support. Through close collaboration with existing local structures, risks can be identified early, support services can be coordinated, and resources can be used effectively. The goal is to create stable conditions for development and to ensure the long-term well-being of the children.



COLLABORATION WITH EDUCATIONAL INSTITUTIONS

Through regular communication with the local high school, academic challenges are identified early on, helping to prevent students from dropping out.

COOPERATION IN THE HEALTH SECTOR

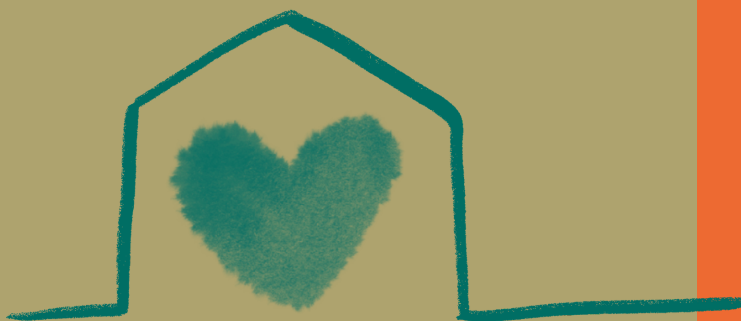
In collaboration with the medical center, access to basic health care is ensured, and children are referred to appropriate services as needed.

COLLABORATION IN THE CULTURAL AND SOCIAL SPHERE

Through regular communication with the local high school, academic challenges are identified early on, helping to prevent students from dropping out.

OUTLOOK FOR THE FUTURE DEVELOPMENT OF PARTNERSHIPS

Kinderland aims to strengthen existing partnerships and establish new ones. Through joint activities, the ongoing exchange of relevant information, and the active participation of all stakeholders, the organization seeks to strengthen structures that have a positive impact on the lives of children and their families.



EFFECTIVENESS & QUALITY

The impact of our work is evident, among other things, in the following results:

QUALITY OF CARE IN 2025:

- 25 children in the summer program (June–August).
- An average of 23 children in the regular program (September–December).
- 100% of the children in our care have an individualized support plan.

PROGRESS IN DEVELOPMENT:

- More than 80% of the children are showing progress in their basic skills (reading, writing, math, and social behavior).
- Significant improvement in school attendance among children who receive regular care.
- No incidents of violence during activities at the day center.

SATISFACTION & ACCEPTANCE:

- Über 80 % Zufriedenheit bei Kindern und Familien (erhoben durch strukturierte Befragungen).



LESSONS LEARNED FROM THE FIRST YEAR OF OPERATIONS

Kinderland's first year of operation was marked by the establishment of new structures, processes, and forms of collaboration. This experience provided valuable lessons that are being specifically incorporated into the further development of our work.

The launch of the day center has demonstrated the importance of clear responsibilities, practical procedures, and reliable documentation processes. Over the course of the year, internal structures were gradually developed, tested, and refined. These experiences form an important foundation for stable operations in the coming years.

CHALLENGES DURING THE FIRST YEAR:

Building a completely new team also presented challenges. Familiarizing the team with the educational concepts and documentation systems took longer than originally planned. In addition, the initial renovation work had to be expanded due to unforeseen structural defects, which delayed the start of the summer program by several weeks.

In working with families, it became clear that trust takes time. Some families were initially hesitant about the programs. Through ongoing, low-threshold contact and the visible positive changes in the children, this skepticism was gradually overcome.

KEY SUCCESS FACTORS:

Our daily work with the children showed that stable daily routines and consistent caregivers are crucial for building trust and providing guidance. Especially during the first year, it became clear how important regularity and reliability are for children in vulnerable situations.

IMPACT, QUALITY, AND LEARNING EXPERIENCES

Collaboration with schools, the healthcare sector, and cultural and social institutions proved to be a key factor in our success. Through regular communication, support services could be better coordinated and challenges identified at an early stage. These experiences underscore the importance of local networking for long-term impact.

In day-to-day operations, it became clear just how crucial the consistent implementation of child protection and ethical standards is. Clear rules, defined responsibilities, and ongoing communication within the team have proven to be essential factors for success.

WHAT WE CAN LEARN FROM THIS:

These experiences shape the future development of our work. They show us where we need to systematize processes, where additional resources are needed, and which approaches have proven effective in practice.



REAL-LIFE STORIES

Kinderland's work is aimed at children and families who find themselves in very different and often complex life situations. Behind every intervention are individual life stories marked by challenges, but also by strength, hope, and growth. The following anonymized examples provide insight into the realities of life for families we support through our work.

SUPPORTING A FAMILY IN EVERYDAY LIFE

A single mother with six children lives in a rural community. Without a steady income or government assistance, she faces the daily challenge of providing for her family. Their home is modest and their material resources are limited, but the family bond is strong.

The older children take on household responsibilities at an early age and help care for their younger siblings. As a result, school, studying, and free time often fall by the wayside. Despite all the pressures, the mother strives to provide her children with stability and care.

Through their connection to the Kinderland day center, the children now receive regular support in the form of a hot meal, academic assistance, educational enrichment, and a safe space where they can simply be children. For the mother, this means relief from the daily grind and the assurance that her children are being reliably cared for. Step by step, this creates space once again for development, learning, and future prospects.



SIBLINGS: BETWEEN LOSS AND A NEW BEGINNING

Another family consists of several siblings who experienced a tragic loss at a young age. Following the death of one parent, the sole responsibility for daily life falls on the surviving parent. Despite great efforts, it is difficult to consistently meet all of the children's needs—academic, emotional, and material.

The family environment is marked by uncertainty and stress. In particular, the children's academic progress and emotional stability require additional support.

Since attending the day center, the children have benefited from a reliable daily structure, academic support, and activities that strengthen their self-confidence and social skills. The center has become a place where they experience safety, attention, and encouragement. The children are once again beginning to develop their own hopes and visions for the future.



CLASSIFICATION

A Voice from the Field:

“The kids now come on their own and ask when the center will reopen. You can tell they feel safe here. That’s priceless for families like ours.”

— Elena*, 34, mother of three



The focus is always on the children—their safety, their development, and their opportunity to lead self-determined lives.

*Name changed to protect the family

TEAM AND ORGANIZATION

Kinderland's work is supported by a clearly structured, multidisciplinary team that combines strategic management with operational implementation. Responsibilities are clearly defined and geared toward reliable cooperation between Austria and Moldova.

KINDERLAND FOUNDATION – VIENNA

The Kinderland Foundation, based in Vienna, is responsible for the strategic, organizational, and financial management of Kinderland's work.

Overall management of the foundation rests with the Foundation Board, consisting of Georg Burger-Scheidlin, Wolfgang Dibiasi, and Maximilian Schönfeldt. Richard Pichler is responsible for the foundation's operational activities. He has decades of management experience in the international child and youth welfare sector. In his role, he is responsible for the strategic development of the organization, program management, and collaboration with donors, partners, and the local partner association in the Republic of Moldova.

Sara Ronzoni has been part of Kinderland since the start of its operations and is responsible for fundraising, communications, and project management. She coordinates donor relationships, provides organizational support for projects, and contributes to the substantive and structural development of Kinderland's work.

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KINDERLAND MOLDOVA – ORGANIZATIONSSTRUKTURE

The programs are implemented on the ground by our partner organization, Kinderland Moldova, in the Republic of Moldova. The organization's president is Oleg Diordiev, who bears overall responsibility at the local level and ensures cooperation with the Kinderland Foundation. He is supported by his assistant in the areas of organization and back-office operations.



THE PIRITA DAY CENTER TEAM

The day center in Pirita is run by a professionally qualified team that works directly with the children and their families. The team includes:

- the day center director, who is responsible for day-to-day management, team coordination, and implementing the center's programs.
- a social worker, responsible for family services, counseling, and liaising with government agencies.
- Two educators who focus on learning support, recreational activities, and educational enrichment.
- A psychologist is responsible for psychological support, counseling, and professional assessments.
- An assistant provides support with care, organization, and daily routines.

COLLABORATION

The collaboration between the foundation and its partner organization in Moldova is based on a cooperation agreement. This structure ensures the continuous, professionally sound, and reliable implementation of the programs.

KINDER UND
IHRE FAMILIEN
STÄRKEN



FINANCING 2025

Kinderland foundation	€
Project Financing: Moldova 2025	280.000

As agreed, the project funds were used by the partner organization
Kinderland Moldau for the following purposes:

Investments:

Renovation of the Day Center Premises	72.000
Furniture & Other Equipment / Teaching Materials	33.000
1 Project Vehicle	16.000

Current program::

Day Center Summer Program (June–August)	24.000
Regular Schedule for the Day Center (Sept. – Dec.)	40.000
Project Preparation & Project Management	95.000
including, among other things, staff recruitment, training, developing concepts, and ongoing support	

EXPLANATIONS

RENOVATION OF THE PREMISES:

The part of the Pirita Community Center that had been unused and vacant in recent years has been completely renovated and adapted.

Spanning 330 m², the space now features two group rooms, a library, a therapy room, workspaces for educators, social workers, and psychologists, a kitchen, and restrooms—all designed to accommodate up to 35 children. The cost per square meter was just under 220 euros per square meter.

Child-friendly furniture, play, teaching, and therapy materials, audio/video equipment and computers for teaching, as well as computers and specialized materials for staff.



ORGANIZATION & PEOPLE

CURRENT PROGRAMM:

Over the course of 2025, a team of eight employees was assembled. Day Center Director, two educators, a social worker, a psychologist, a support staff member, an assistant, and a managing director.

SUMMER PROGRAM:

A full-day recreational program (and a light back-to-school preparation program in August) was offered to 25 children during the summer months, including a hot meal Monday through Friday.



REGULAR PROGRAM:

During the school months of September through December, an afternoon program was provided for an average of 23 children, including a hot meal, school supplies for the start of the school year, Christmas assistance for the children's families in December, and psychological/therapeutic support for the children.

The operating costs, including staff and meals at the day center, amount to 430,-€ per child per month.

OUTLOOK FOR 2026

In 2026, Kinderland will consistently continue the development it has begun. The focus will be on the qualitative improvement of existing programs and their gradual expansion.

Day Center & Child Care:

- An average of 30 children in the regular program.
- Continuation of a structured summer vacation program to provide continuous care even outside the school year.
- Expansion of individualized support services in the areas of speech therapy, psychology, and learning support.

Family Strengthening:

- Ongoing support for at least 20 families.
- Development of a structured parent education program with at least four workshops on topics such as parenting, health, and access to public services.
- Regular home visits to deepen family support work.

Local Networking:

- Strengthening existing collaborations with schools, health centers, and cultural institutions.
- Establishing at least two additional strategic partnerships in the local community.
- Joint activities and events to strengthen community engagement.

Organizational Development:

- Systematizing onboarding processes and internal workflows.
- Establishment of a structured monitoring and evaluation system for continuous quality assurance.
- Further development of documentation and reporting systems.

Fundraising & Partnerships (Vienna):

- Building a network of individual donors and institutional supporters in Austria.
- Development of long-term funding and cooperation relationships.
- Targeted communication of Kinderland's work and impact.

Through these measures, Kinderland aims to consolidate the foundations laid during its first year of operations and to further develop its work in a sustainable manner.

Danke!

Thank you for joining us in
taking responsibility so that
a sense of security can foster opportunities
for every child in Moldova.





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