



## Description of the social enterprise – information sheet

### Pensioners' Credit Union /Mutual Help House Association Omenia (CARP Omenia)



<b>A. Identification data</b>	
1. Name of the enterprise	<b>Asociatia CARP Omenia (Pensioners' Mutual Help House Association Omenia)</b>
2. Location/Address of the enterprise	<b>Amurgului Street, No 53, District 5, Bucharest, Romania, 051983</b>
3. Website of the enterprise	<a href="http://www.carp-omenia.ro/">http://www.carp-omenia.ro/</a>
4. Legal organisational form	<b>Non-profit association/ Credit Union of pensioners' (mutual help house association)</b> Law no 540/2002 Registered non-financial institution with the National Bank
<b>B. Good practice of the social enterprise</b>	
Aspects that recommend the social enterprise as a good practice in the particular sector.	Pensioners' Mutual Help House Association Omenia has a significant expertise in offering financial and social services for elderly people. Pensioners mutual help house associations have a long history in providing services for elderly, dating back in the 21th century.
<b>C. Context:</b>	
1. Year of Founding	<b>1952 (under a different legislation) and 1997 as a non-profit organization</b>
2. Context of start-up – problem that the enterprise was set up to solve, economic social rationale	The social enterprise was created in order to fight elderly social and financial exclusion. Elderly are a vulnerable group, taking into consideration their low income (over 2 million pensioners are below the minimum living standard) and also considering the fact that in many situations elderly are not eligible to contract a loan at a bank institution.
3. What are the Main Activities of the entity?	<ul style="list-style-type: none"> <li>- financial services – loans with low interest rates</li> <li>- medical services</li> <li>- home care services</li> <li>- socialization activities, occupational therapies</li> <li>- other services (workshops at low rates):eg: carpentry, shoemaking, electronic repairs, hairdresser</li> </ul>
4. Who are the Main stakeholders (i.e.members, clients, producers, etc.)?	The main stakeholders are the associations' members, elderly people.
5. Geographic coverage with respect to: i) to production of services and/or goods and ii) market/consumers or beneficiaries, clients, etc.	CARP Omenia provides social and financial services for elderly members living in cities as well as in the rural area, in 8 counties: Bucuresti-Ilfov, Giurgiu, Calarasi, Teleorman, Dambovita, Arges, Mehedinti and Ialomita, all being situated around Bucharest.
<b>D. Ownership Structure</b>	
1. What is the ownership structure of the entity: i.e., does the entity have shareholders, owners/members, donors, trustees, investors, etc.?	CARP Omenia is a membership association.

2. If membership, is membership open or closed? Is exclusivity required?	According to its specific regulations (Law no 540/2002), the following persons can be members of the association: pensioners, unemployed, pensioners and unemployed family members. Exclusivity is not a requirement.
3. Is a capital contribution required? If so, how much? Is equity capital unallocated or individualised?	Each member pays an entry fee of 12 lei (less than 3 EUR) when joins the credit union, and a monthly fee of 3 lei (1 euro). Also, each member participates to the mutual fund according to their wish and income. Members don't have an obligation to participate to the mutual fund.
4. Describe in a few words the voting distribution (e.g. one member-one vote; proportional to equity contribution; proportional to use, etc.).	One man – one vote. Annually, The General Assembly of the Members' Representatives takes place, where each representative directly represents 500 members.
5. Describe in a few words the main benefits for members or owners.	Members can benefit of a wide range of services (free of charge or at reduced prices) – reimbursable and non-reimbursable financial services, medical services and other social protection services according to their needs and financial capability.
6. Indicate any <u>main changes</u> in ownership over the lifetime of the entity.	With a long history, the association was integrated between 1952 and 1990 to the communist welfare system. After 1990, was re-established again as a private entity.
<b>E. Governance</b>	
1. Describe the governance structure of the entity (board, management, committees, etc.), number of members and method of selection (appointed or elected and by whom).	The General Assembly of the members, which gathers once a year, is the main decisional body of CARP Omenia. Between the General Assemblies, the association is run by a board of 5 members, from whom 1 is the President, elected by the General Assembly of the members.
2. Is there an entity or process for oversight of the board?	The General Assembly and the Audit Commission are the entities that supervise the Board's activity during the year.
3. Are there external independent board members?	No, all board members are also the association's members.
4. Are there term limits for board members?	According to the Statute, the board is elected every 5 years.
5. What is the gender composition of the board?	All members are men.
6. Describe management and board salary/ compensation policies and how they are decided/determined?	All salaries, including board salaries are approved in the General Assembly meeting.

<b>F. Profit/benefits/surplus distribution policies</b>	
1. Describe briefly the distribution policies and procedures for profits/benefits/surplus	According to the current regulations, the Association must conclude the fiscal year without surplus. That means the surplus is reinvested to sustain the socio-medical activities and to strengthen the organizational capacity. The association didn't have any significant losses until now.
2. Are members/owners liable for losses of entity? Describe how liability is shared.	Members are not liable for Association's losses.
<b>G. Strategy: highlight approaches adopted to address the identified challenges</b>	
1. Describe briefly the business strategy looking at aspects like: main products/services, market niche, market share, quality and pricing/costs and <u>main changes</u> occurred in time.	The association provides loans for elderly, with low interest rates, which represents one of the most important activities of the association. Other services provided by senior employees are tailoring, shoemaking, hairdressing with prices below the market. Market share: small, the clients are mostly low-income elderly members.
2. Describe briefly the relation between the business strategy and the social mission of the enterprise.	Considering the fact that many elderly people are low income and at social risk, the association designed and developed social activities in order to meet the needs of the elderly. The surplus obtained from the economic activities is thus reinvested in creating new social services and developing the existing ones.
3. Please describe briefly the strategic partners or alliances that the enterprise has.	The association has important partners like: The Ministry of Labour, Family, Social Protection and Elderly, Civil Society Development Foundation, Red Cross, Caritas Romania, The Romanian Academy – The Research Institute for Quality of Life, Opportunity Associates Romania, The National Association for Consumer Protection and Promoting Programs and Strategies from Romania.
4. Please describe briefly the methods and practices of communication/relationships with Stakeholders (members, community, donors, NGOs, etc.),	Direct communication at our headquarters and at their domicile, website, online television, notice board, newsletters, flyers, booklets. All interested people can find important amounts of information on the association's website, including video recordings of the General Assembly, board meetings and other events.
5. Innovation and key performance factors	CARP Omenia Association has been tackling social and financial exclusion of its members by using an integrated approach, following elderly's needs: psycho-social, medical, financial, socialization, and the sense of belonging to a larger community of persons with similar needs, in which mutual help is the guiding principle. Performance factors: -a heightening number of members (39.500 – compared with 9.000 in 1997) -37 types of services currently provided to the members, compared with 7 in 1997.

<b>6. Human resources - personnel</b>	
-No. of employees	168 employees
-No. of volunteers	25 volunteers taking part in everyday activities of the association, and 200 for specific activities
- No. of members	39.500 members
<b>6.1. For Work Integration social enterprise - vulnerable employees if the case (i.e.), work integration plan/programmed used and management structure</b>	Although CARP Omenia is not specifically a work integration social enterprise, many of the employees are elderly or people close to retirement age. Also, 2 disabled people work here. These employees work in our workshops (tailoring, electronic repairs, hairdressing, carpentry etc) to increase their income and to age in an active way.

**H. Outcomes: results achieved and lessons learned**

	INDICATORS	2012	2013	2014
-Yearly social and economic results – every 5 years since start-up, and/or the last 3 years	Capital	2.541.572	2.625.736	2.625.000
-Assets (raw numbers)	Assets	15.882.661	18.801.609	22.899.983
-Capital (raw numbers)	Total income	4.166.733	5.162.490	6.138.836
-Production	Exceeding (profit)	521.421	636.141	615.008
-Turnover/sales	Subsidy at the social fund (%/year)	4%	4%	3,55%
-Profit/loss	Subsidy at the social fund	225.671	550.697	615.008
-Social benefits - describe the benefit to members (membership), indicators used to evaluate the enterprise.	Number of loans	11.578	12.647	13.961
	Medium loan	1.475	1.640	1.815
	Social benefits (description)	Non-refundable financial aids for medical treatments, aliments, sanitary products, home care services, social, and psychological counseling, legal advice, occupational therapies, medical services (family medicine, geriatrics, gerontology), other services: hairdresser's, tailoring, carpentry, locksmithery, radio-tv repairing, plumbing.	Non-refundable financial aids for medical treatments, aliments, sanitary products, home care services, social, and psychological counseling, legal advice, occupational therapies, medical services (family medicine, geriatrics, gerontology, dentistry), other services: hairdresser's, tailoring, carpentry, locksmithery, radio-tv repairing, plumbing	Non-refundable financial aids for medical treatments, aliments, sanitary products, home care services, social, and psychological counseling, legal advice, occupational therapies, medical services (family medicine, geriatrics, gerontology, dentistry), specialized medical services (physical therapy) other services: hairdresser's, tailoring, carpentry, locksmithery, radio-tv repairing, plumbing

	No. of beneficiaries of social benefits	750	1.218	1.824
Applied interest rate: 0-14%				
<b>I. Describe in a few words the broader social /environmental impact in your community – spill-over effects, in the last 3-5 years.</b>	<p>The association represents an important point on the map of social and financial services for elderly. In the last 5 years Omenia has developed an important centre in which elderly can find services designed to meet their specific financial, social and health needs.</p> <p>The Association promotes a movement of the elderly in Romania – is a founding member and provides the Secretariat of the Federation of CARP (Casa de Ajutor Reciproc a Pensioanrilor ) in Romania.</p>			
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