



ROTARACT CLUB OF SUBANG
BEST ROTARACT AWARENESS PROJECT
“THE XTRAMILE RUN”



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PART A: EXECUTIVE SUMMARY

Rotaract Club of Subang (RAC Subang) and StART Society co-organised the XtraMile Run as a platform to launch the XtraMile Day which will be held annually in bid to generate funds for StART Society. StART Society is an academy dedicated to serve children of lesser privilege through art (music, drama, speech, writing, design, etc.) for the betterment of these children. RAC Subang has been working with StART Society on several projects for the Myanmar Refugee Home which RAC Subang adopted since 2009.

The event had FIVE components:

1. XtraMile Day – We declared June 17 as the “XtraMile Day”.
2. XtraMile Run – We co-organised a solo 100km charity run.
3. Corporate Sponsorship – We invited 6 corporations to sponsor 10km zones with a pledge of RM10,000 each. Beside cash sponsorship, we also managed to recruit Gatarode as our official energy drink sponsor, Yes as our official broadband dongle provider to allow our bloggers the access to blog live updates about the event, Churp Churp, SAYS Malaysia and AMP Radio Networks as our official media partners.
4. Corporate-Community Checkpoints – We also invited the sponsors to setup checkpoints in their respective zones where their corporate brand ambassadors, employees and the neighborhood converged as they wait up to support the solo runner, Alex Au Yong as he passes by and makes a quick stop.
5. Community Pledge – We also created a dedicated website (<http://www.XtraMile.info/>) to generate additional fund by receiving individual pledges from the community in support of the cause.

XtraMile Day

XtraMile Day is a nationwide clarion call that asks all Malaysians to consider or engage in charitable works to serve the community of the less fortunate. The whole modus operandi is to create awareness and to encourage more charitable works amongst individuals and corporations. The core message of XtraMile Day is to go the extra mile by doing what you're best at; serving the community within your reach; and doing it in long-termed sustainable fashion.

The XtraMile Run

In line with the message of XtraMile Day, the 100km charity run is called the “XtraMile Run” as it is an invitation to invite the community and corporations to go the extra mile for the less fortunate. Alex Au Yong, the XtraMiler challenged his personal record of 89km and completed the 100km run which raised a total of RM108,000 for StART Society Art Programme Fund. RAC Subang was proud to be involved in this project and hope the XtraMile will be continued in future.

PART B (1): OBJECTIVES

1. To raise RM100,000 for StART Society's Art Programme Fund to provide free art lessons for underprivileged children.
2. To increase awareness and enhance Rotaract and Rotary's public image.
3. To develop professional skills and instill leadership qualities in members through organizing and executing the project.
4. To provide a better understanding to guests on Rotaract organization and its avenues.
5. To involve active participation and fellowship among the club members and guests.
6. To achieve the objectives of World Rotaract Week, Rotaract Changemaker Award and DRR Citation.

PART B (2): Organizing Committee

Organizing Chairperson	:	IPDRR Sanjeev Kumar Joshua Lee (StART Society)
Secretary	:	PP Belvinder Kaur
Volunteer Delegation	:	Rotaractor Sylvia Chew Rachel Yeow (StART Society)
Transportation/Floor Manager	:	PP James Ong
Photographer	:	Rotaractor Aaric Iskandar (RAC Port Klang Centennial) Rotaractor Eric Chan (RAC Kelana Jaya)
Pit Stop & On-Ground Activities	:	Rotaractor Jimmy Cheng Rotaractor Gary Leow Rotaractor Johel D'Silva (RAC Kelana Jaya)
Committee Members	:	Rotaractor Yap Rou Xin Rotaractor Priya Darshini (RAC Damansara) Sim Pojoo (StART Society) Alex Au Yong (StART Society)
Pit Stop Team	:	<u>Team A</u> President Rudran Rotaractor Shireen Chong Aaron Tang Jasmine Ng <u>Team B</u> Rotaractor Jamie Lioh Chea Sook Mei Goh Yen Peng <u>Team C</u> Julie Tian Tan Li Yin Tan Hui Peng Yong Chin Dek

Note: Rotaractor refers to RAC Subang's member unless stated otherwise.

PART C (1): PROJECT SCHEDULE / PIT STOP PLANNING

1.0 PIT STOP & ARRIVAL TIME FOR VOLUNTEERS

1. Palace of Justice, Putrajaya – June 17, 4.30pm
2. Sunway Pyramid (Orange Entrance) – June 17, 9.00pm
3. Dream Village, Glenmarie – June 18, 12.00 mid night
4. Carolyn's School of Rhythmic Gymnastics, Kota – June 18, 5.00am
5. Vizeum, Damansara Heights – June 18, 6.30am
6. Athlete's Circle, Petaling Jaya – June 18, 7.00am
7. PurpleHouz, Petaling Jaya – June 18, 9.00am
8. StART Society, Jalan Gasing, Petaling Jaya – June 18, 10.00am

2.0 PIT STOP TASKS

Position	Task
Driver / PA	<ul style="list-style-type: none"> - Set up PA system, assist Emcee - Prepare songs/music for pit stop - Full responsibility for PA systems to ensure all equipment are in good condition after usage
Emcee	<ul style="list-style-type: none"> - Provide timely announcements about on-going events/Alex whereabouts - Hype up the crowd, encourage participation in activities - Conduct short interview (5-10min) when Alex arrives the pit stop
Team A (Flyer, Goodies Bag Distribution / Game Master / Time Keeper)	<ul style="list-style-type: none"> - Distribute flyers and encourage participation in pit stop activities - Lead and demonstrate Freeze Dance game - Conduct pop quiz on event - Handling of goodies bags - Keep track of time upon Alex's arrival, max 10mins duration is allowed for each pit stop. Stay near to Alex and wait for his ready signal for interview. Signal to Emcee on remaining time (5mins, 3mins, and 1min)
Team B (Donations collection / T-shirt Sale / Stepping Banner)	<ul style="list-style-type: none"> - Set up donation booth and T-shirt purchase counter - Record each donor's name and amount on the donation sheet Note: <u>ONLY</u> donation above RM 40 is eligible for a T-shirt - Manage stepping banner to avoid mess
Team C (Drinks Counter / Banner, Bunting Set Up)	<ul style="list-style-type: none"> - Set up and manage drink counter Note: <u>ONLY</u> give out opened can drinks to avoid wastage or repetition - Set up banners and buntings, collect all back when pit stop finished - Overall set up and cleaning afterward

Photographer	<ul style="list-style-type: none"> - Take pictures of on-going activities - Interview public
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3.0 PIT STOP ACTIVITIES & DURATION

Time Allocated	Task	Person In Charge
30 mins	<ul style="list-style-type: none"> - Setting up: PA system, donation booth, T-shirt counter, drink counter, banners and buntings - Once setup is done, all units can start carry out respective tasks 	- ALL
20 mins	<ul style="list-style-type: none"> - Game time (2 rounds) - Quiz time (10 questions) - Activities can be continued if time permits 	<ul style="list-style-type: none"> - Team A, B, C - Emcee - Time keeper
10 mins	<ul style="list-style-type: none"> - Interview time with Alex (10 mins maximum) - Photo opportunities for media 	<ul style="list-style-type: none"> - Emcee - Time keeper

PART C (2): BUDGET

No.	Items	Credit (RM)	Debit (RM)
1	<u>Corporate Sponsorships</u>		
	Berjaya Corporation Berhad	10,000.00	
	Carolyn's School of Rhythmic Gymnastics	10,000.00	
	Vizeum Media Services Sdn Bhd	10,000.00	
	Athelete's Circle	10,000.00	
	United Overseas Banks Malaysia	10,000.00	
	KDU University College Malaysia	8,000.00	
2	<u>Public Donations</u>		
	Online Pledge & On-the-Spot Collection	60,000.00	
	StART Society Board of Trustees	3,000.00	
3	<u>Expenses</u>		
	Printing of Communication Materials		3,000.00
	Permit Application & Police Escort		2,500.00
	Merchandises (T-Shirts, Name Tags)		5,000.00
	Miscellaneous (First Aid, Safety Vest, Petrol, F&B)		2,500.00
	GRAND TOTAL	121,000.00	13,000.00

Revenue	Amount (RM)
StART Society Art Programme Fund	108,000.00

PART D: PHOTOS

Conference on May 6, 2011 at StART Society



Alex teaching StART kids how to find their identity in their own creativity through logo designs and type face designs.



Alex and StART kids after the "Identity" workshop.



Alex and Carolyn from Carolyn's School of Rhythmic Gymnastics, one of XtraMile Run's sponsor.



Alex, Joshua Lee and IPDRR Sanjeev together with the sponsors, media sponsors, partners and children of StART Society.

XtraMile Run on June 17, 2011



Setting up Flag Off Point at the Putrajaya Palace of Justice.



Alex being interviewed by the press before the run.



Alex addressing the media, volunteers and supporters before the run.



Flag off at 6.00PM sharp!



Final briefing for volunteers.



Rotaractors Jimmy and Gary conducting the freeze dance game.



Rotaractor Johel (RAC KJ) as the emcee for Sunway Pyramid pit stop.



More games with the public!



A heartwarming message for Alex from the children of StART.



Public lighting up the paper cup lanterns at the finishing line.



Alex and runners arriving at the Sunway pit stop.



Interviewing by the press after completing the first half of the 100km run.



Stepping Banner made from each supporter's foot print.



Mobile Support Vehicle (MSV) in action.



Alex and his supporting runners approaching Sunway.



Alex and his supporting runners on Federal Highway at 6.25am.



Vizeum, one of XtraMile sponsor all set to welcome Alex at their office in Damansara Heights.



Alex met by the kids of StART Society at the final 2km stretch of the 100km run.

thextramilerun
giving kids a running start

THE EVENT BENEFICIARY SPONSORS GALLERY FAQ

PLEDGE NOW

CURRENT PLEDGES
RM10,000

DO YOUR PART NOW!

10KM

Light the Way

We know that not everyone can run 100km like Alex can, but you can do your part to go the xtramile! With a donation of RM10 or more, you can purchase a hand-made paper lantern from the kids at START.

These lanterns will be specially crafted by every kid displaying their talents to light up part of the 100km route, which starts off from Putrajaya and goes all the way through the major suburbs in the Klang Valley till the Finish Line. Donors will have their names and choosing message for Alex on each lantern.

the xtramilerun
Giving kids a running start. 17 & 18 June 2011

Closing date: 20 June 2011
Lee Siew Lan donated RM 71...

the xtramilerun
giving kids a running start

The XtraMiler XtraMileDay

XtraMileDay We're now got RM9,929!!! Thank you Lawrence Gan 4 pledging to the kids @START Society! We're getting to the RM10,000 mark! www.xtramile.info about 1 hour ago · reply · retweet · favorite

thechristinalow @Xtramiler will try my best to be at @XtraMileDay! if i can't run i will come support you! :) keep running alex! yesterday · reply · retweet · favorite

twitter
Join the conversation

f t

Xtramile Website, <http://www.XtraMile.info/>

start
ARTS FOR ALL

Be an XtraMiler
17 - 18 June 2011

A hundred kilometers to inspire a thousand dreams.

thextramilerun
giving kids a running start

Sponsors: Visa, UOB, MCA, MPP, S&C, AAMP, AAMP SAYS

Partners: MCA, MPP, S&C, AAMP, AAMP SAYS

Media Sponsors: MCA, MPP, S&C, AAMP, AAMP SAYS

Xtramile Event Poster

Robotix is a service club for youth of 18 to 30 years old. Robotix clubs are either community or university based, and they is sponsored by a local Rotary club. Robotix identity for 'Robotix in Action'. This makes them true 'Robots in a service' and key members of the family of Robotix.

Robotix clubs organizes a variety of projects and activities, depending primarily on the interests of the club members.

Most Robotix activities take place at the club level. Robotix clubs hold formal meetings, usually every two weeks, which feature speakers, special projects, social activities, discussions or visits to other clubs. Club members get together on designated days for service projects, social events, or professional/leadership development workshops.

The purpose of Robotix is to provide an opportunity for youth to enhance the knowledge and skills that will assist them in personal development, to address the personal and social needs of their communities, and to provide better relations between all people worldwide through a franchise of leadership and service.

All Robotix Clubs undertake four types of activities in varying degrees: Professional Development, Club Service, Community Service and International Service.

Professional Development allows members to expand their understanding on the different work environment and business opportunities within the community.

Community Service develops knowledge and understanding of the needs, problems and opportunities in the community and worldwide hoping to give real a helping hand to improve the quality of life.

International Service serves to build international understanding, goodwill and peace on a global basis.

Club Service focuses on strengthening fellowship and bonds between members allowing all to have a good time.

KDU University College aims to provide a learning experience to nurture students to become independent and life-long learners. As of October 2010, KDU has been awarded and upgraded to university college status by the Ministry of Higher Education (MHE) to KDU University College. KDU offers a wide range of programmes of Certificate, Diploma, Degree and Masters Level at all campuses. <http://www.kdu.edu.my>

Roblox Mobile Services (RE) has had operates as an independent mobile network. The company offers fixed and portable connection services in their approach to people development. More participative and real-life advice among their officers.

Carlyon's School of Rhythmic Gymnastics is headed by former national gymnast, Carlyon Ai Yung-mee Tsui. She is a multiple gold medalist in the 1980 Commonwealth Games. <http://www.karolyi.com.sg>

Roblox's Circle is based at Jaya One, Petaling Jaya. They specialize in selling sport gear and building sport community allowing members to go for sports and having fun following. <http://www.robloxcircle.com/>

SMART is an academy dedicated on teaching arts to underprivileged children ranging from the age of 8 to 10 years old. They provide a fun, healthy, safe and educational experience on a weekly basis for these children to repeat and nurture skills in music, art drama and dance.

Currently, SMART is teaching 330 children. Through their programmes, it would create children to express and articulate their emotions as well as to acquire self-confidence and healthy self-image. Types of arts taught fine arts (art & craft), design, fashion, writing and performing arts (dance, music, drama, speech, drama).

Mission: Through the healing and liberating power of arts, SMART provides underprivileged and at-risk children a safe haven to express and articulate emotions, and for them to learn and grow into confident, responsible Malaysians. SMART gives happy ending to all.

Vision: To provide a fun, healthy, safe and educational experience on a weekly basis for these children. To build long term mentor-mentee relationships and trust. To impart and nurture skills in music, art, drama, dance. To see emotional and healthy self-image. To see emotional and healthy self-image. To see these children thrive in the arts. To see them use the arts as their most natural layer of self-expression (art directors, singers, writers, etc.) To see them come back to the center to inspire the next generation of underprivileged kids.

Xtramile is about the 100km charity run as it is an invitation to unite the community and organizations to go the extra mile for the less fortunate. Their hero comes, Alex Ai Yung will run 100km continuously for 16 hours, starting from Putrajaya to SenQ, Secary, located in Petaling Jaya.

Different groups of people will take turns to run 20-kilometer stretches accompanying him. The main objective of this event is to raise funds for SMART Society for their dance and music programs enabling them to continue to provide their services to the underprivileged children at no cost. In addition, the event aims to raise awareness on the unique role SMART Society gives back to the community.

How many times have we overlooked the need of art and the hardware poor for entertainment, to release their angst and frustration the positive ways? How often we find that much the talents of these kids are not in books, but instead playing the piano, or to break down? How many of us have found nature in music, an expressive art as part of our lives? How many of us have found nature in music, an expressive art as part of our lives?

If so, ask yourself: which NGO in Malaysia provides these facilities? SMART Society does, at no cost to these kids and the profits as they come from, but the programme needs money, equipment needs money, transportation and maintenance need money... But what's the best way to get money? You look into it as they would!

Xtramile Event Flyer



Xtramile T-Shirt

News Clippings

Going the extra mile
Marathon runner hopes to complete 100km for charity

MARATHON runner Alex Au-Yang will be making one stop for 100km. He runs, volunteers and teaches for Xtramile Society at Kuei TV.

"Her regulars hope to have the necessary aid and cooperation to go the extra mile for the best outcome. We are excited about the programme and excited as Au-Yang for coming together with his unit society programme director Joshua Lim. Having been started in 2008, Au-Yang started by covering 100km distance before making it to half and full marathons.

The largest charity to run was taken in Singapore two years ago.

To assist the society, you do not have to cashed every dollar or purchase a 100km. You can donate from the kindness of the society.

"The banner will be placed along the route to light up the path where Au-Yang will be running," said Lim.

Runners will have their names together with a message to our runners.

Besides financial support, our individuals can also sponsor any other cause at Xtramile.

"So far, only three organisations have been sponsored. Xtramile is still open to receive more sponsors to support a 100km race," he said.

The race will begin at Fanning's Place of Justice at Vesp, passing the Putrajaya Community Centre, Puchong 101 Mall, ending a stop at UOB Bank, Tapas before commencing into Kuala Lumpur, Highway, Aya Daramasa, Daramasa (via), Raffles Utama, Damansara Perdana and ending a stop at Gardens of Eden at Epsilon Gymnasium, near Jalan Masjid, Vesp, 101 Tower, 101 to Jalan 11 and ends at the Xtramile Society to take taking at Jalan Telok Ayer.

To make a slogan, visit www.xtramile.com

Enthusiastic: Au-Yang (left) posing in front of the banner for the Xtramile Society while Lim looks on.

The Star, Metro on May 21, 2011

Xtra-ordinary START
Alex to run 100km to raise funds for a good cause

be inspired

When you think you've reached your limit, you should think again. Alex Au-Yang is a testament to that. The 30-year-old is training for a 100km run to raise funds for a good cause.

Au-Yang is a member of the Xtramile Society, a charity that organizes various sports events for the benefit of the community. He has been running for several years and has completed several marathons.

This time, he is taking on a challenge that is much greater than any he has faced before. He will be running 100km in a single day, starting from Fanning's Place of Justice at Vesp and ending at the Xtramile Society.

The run will be a grueling test of endurance and will require a lot of preparation and support. Au-Yang has been training for several weeks and has been running long distances every day.

He is looking for volunteers to help him on his journey. If you are interested in helping, please contact him at www.xtramile.com.

Be inspired by the dedication and determination of Alex Au-Yang. He is a true example of what can be achieved when you set your mind to it.

Supporter: Alex Au-Yang (left) posing with a group of people for the Xtramile Society.

Advertisement: RattanDecor Clearance 3 days only. Rattan furniture, outdoor furniture, and more.

The Star, Metro on June 4, 2011



Nan Yang Siang Pau, on May 23, 2011



Sin Chew Jit Poh, on June 18, 2011

Television



NTV7 Breakfast Show on May 10, 2011



Guests of the Show!

Radio

1. Red FM

Online

1. Bangsarbabe.com, <http://www.bangsarbabe.com/?s=xtramile>
2. Issactan.net, <http://www.isaactan.net/2011/05/xtra-mile-100km-run.html>
3. Xtramile Day Facebook, <http://www.facebook.com/XtraMileDay>
4. Xtramile Day Twitter, <https://twitter.com/#!/XtraMileDay>
5. Xtramile YouTube Channel, <http://www.youtube.com/user/XtraMileDay>
6. Star Online, Metro Watch,
<http://thestar.com.my/news/story.asp?sec=central&file=/2011/6/15/central/8898426>
7. Star Online, Metro Watch,
<http://thestar.com.my/metro/story.asp?file=/2011/6/16/central/8899689&sec=central>
8. Star Online, Metro Watch,
<http://thestar.com.my/news/story.asp?sec=central&file=/2011/6/14/central/8891452>
9. Star Online, Central Metro,
<http://thestar.com.my/metro/story.asp?file=/2011/6/4/central/8817870&sec=central>
10. Star Online, Central Metro,
<http://thestar.com.my/metro/story.asp?file=%2F2011%2F5%2F21%2Fcentral%2F8697185&sec=central>
11. Star Online, Central Metro,
<http://thestar.com.my/metro/story.asp?file=/2011/6/28/central/8957122&sec=central>
12. Star Online, Nation, <http://thestar.com.my/news/story.asp?file=/2011/6/18/nation/8928024&sec=nation>
13. Star Online, Nation, <http://thestar.com.my/news/story.asp?file=/2011/6/19/nation/8931715&sec=nation>
14. NST Online, http://e.nst.com.my/nst/articles/11enerstreets-2/Article/art_print
15. NST Online, http://e.nst.com.my/nst/articles/People_Goingthedistance/Article/index_html
16. NST Online, http://e.nst.com.my/nst/articles/10aay/Article/art_print
17. NST Online, http://e.nst.com.my/nst/articles/5hau/Article/art_print

PART E: PROJECT PLANNING

It was a night out at the local mamak that got the Programme Director of StART Society, Joshua Lee and super marathoner, Alex Au Yong on the idea of “XtraMile Day” to encourage Malaysians to go beyond expectations in championing noble causes. Doing at what he does best, Alex initiated the idea of “XtraMile Run” as a platform to launch the “XtraMile Day” where he will donate his legs to StART Society to raise RM100,000 by running 100km across Klang Valley. After the mamak session idea was spruced, Joshua approached IPDRR Sanjeev Kumar with the idea and extended the invitation to RAC Subang as co-organiser for this charity program.

IPDRR Sanjeev presented the idea of “XtraMile Day” and “XtraMile Run” project to RAC Subang’s Board of Directors and members during meeting and it was a unanimous decision that RAC Subang is on board. An XtraMile event committee was formed between RAC Subang and StART Society to kick start on project planning, recruiting of sponsors, volunteers, execution plan and etc in regards to the event. Each committee member has different roles and responsibilities to ensure all aspects of the event are well-planned and coordinated. As discussed and due to the large base of members Rotaract Club has, RAC Subang was put to in charge of the overall preparation and execution on the big day, manpower allocation and recruitment to ensure the event is a smooth one without hiccups. Detailed planning before the event and coordination on the actual day is crucial as any mishaps will have an impact on Alex’s challenge to complete the 100km run.

After few rounds of discussion with StART Society and Alex himself, we came to an agreement that the grueling 100km run will be divided into ten 10km zone and have corporate sponsors to adopt each zone with a pledge of RM10,000. To determine the 100km route, rounds of recce was conducted by RAC Subang committee to ensure the road and traffic condition is manageable when the actual run is carried out. At last, the route was confirmed where Alex will flag off from the Putrajaya Palace of Justice down to Putrajaya Commonwealth Centre, then make his way along PLUS Highway passing through Puchong IOI Mall and UOB Bank, Subang Jaya. He will then continue his journey across Federal Highway passing through Ara Damansara, Damansara Jaya, Bandar Utama, Damansara Perdana, Damansara Heights and make his final leg towards KDU College in Section 13 before heading to the end point at StART Society, Jalan Gasing, Petaling Jaya. After the confirmation of route, Together with Alex, we had another few recces run to determine the pit stops and better prepare ourselves for the big day. Amongst the details that the committee had to look out for is gradient of the road, traffic during the expected time of run and making minor changes to the route upon corporate sponsors’ confirmation. This is to ensure the sponsors’ locations are along the route of the run and the distance between each pit stop is kept approximately 10km so that Alex and the supporting runners do not overdo themselves by continuously running for too long.

Alex is estimated to be on his legs for continuous 16 hours in order to complete the 100km run. To organize an event of this magnitude, manpower was our main concern. Besides the club members, we require much more volunteers to assist in mending the pit stops, managing on-ground activities, be the support team for Alex as well as stand-by team for emergencies and etc. To recruit volunteers, members in the club went all out to promote the event to friends and family not only to seek cash sponsorship for pledge but also to join our volunteer team. Besides that, the committee extended the invitation to other Rotaract Clubs to see if any Rotaractor or friends of Rotaractors are interested to join and support this great cause. As a result, we managed to get around 100 volunteers including Rotaractors to help out on the day!

Besides getting sufficient manpower, RAC Subang was also in charge to plan various on-ground activities for each pit stop to ensure the hype of the crowd is at peak when Alex approaches the pit stop. RAC Subang committee needs to ensure the pit stop's activities are attractive, fun in order to engage the public to create awareness on the event as well as Rotaract image. This was also another selling point for the XtraMile committee when seeking corporate sponsorships as companies are more willing to pledge knowing that exposure of their brand or company will definitely be highlighted. Rotaractor Jimmy and Gary as the Pit Stop Managers together with RAC Subang members brainstormed various games and activities to be carried out. The committee estimated approximately 90 min is required for each pit stop to set up, hype up the crowd and clean up the area once everything is over. In order to better manage the pit stops, the committee divided the members and volunteers into three groups and each group will be managing the pit stops on a rotation basis moving from one to another.

Timing was essential in ensuring the pit stop activities are well administrated and coordinated. Activities to carry out at the pit stop include setting up banners, Gatorade drinks stations for free drink giveaway, PA system for emcees, media registration, and conducting games, dances, pop quizzes on the sponsors, event, as well as organisers. A donation booth will also be set up to sell the XtraMile T-shirts whereby all profits go to StART Society Art Programme Fund. And for two major pit stops at Sunway Pyramid Shopping Mall and Gelnmarie, we have a special fund raising idea where we sell paper cup lanterns for RM10 each so that the public can write their message for Alex to encourage and lift up his spirit to complete the 100km challenge. These paper cup lanterns will be lighted up and lined up at the last 100m before Alex approaches the pit stop. As these activities are happening simultaneously at the pit stops, the committee has to ensure all parties are briefed clearly on roles and responsibilities. To do so, we conducted two sessions of volunteer briefings to gather all volunteers for some ice-breaking then brief them on the overall execution plan and duties so that everyone is aware of their roles and responsibilities. The volunteers were also been separated into groups led by a team leader to carry out specific assigned tasks. As the event will be carried out for continuous 16 hours, the committee has to allocate the manpower wisely to ensure we do not overwork our volunteers and arrange

the time shifts according to their availability and convenience. Rotaractor Sylvia was communicating heavily with all volunteers via emails, text and calls to coordinate their timing, transportation, roles and etc.

To ensure everything is in place and to allow everyone to have a feel of what it is like on the actual day, we conducted two dry runs on May 20 and June 3. On May 20, we gathered all members and volunteers at two main pit stops to set up the place and carried out all the planned pit stop activities to examine and evaluate our plans. After the first dry run, we managed to identify few issues such as time management, transportation of goodies bags to pit stops, traffic flow and condition, power supply. When we returned, the committee quickly came up with a contingency plan to improve our planning in order to overcome these obstacles. On June 3, we carried out another round of dry run to finalize our execution plan. Everyone involved was extremely excited about the event as the days are just round the corner.

While we were in the midst of planning the event, RAC Subang was also heavily promoting the event through various channels including Facebook, Twitter, YouTube, words-of-mouth, our colleagues, friends and family. A press conference was held at StART Society which resulted in the publication of our event on several mainstream newspapers such as The Star, NST, Sin Chew, China Press and Nanyang Siang Pau. We even appeared on NTV7 Breakfast show and several radio shows to promote XtraMile run. Celebrity bloggers such as Bangsarbabe and Issac Tan also blogged about our event and urged their followers to pledge for XtraMile. Tremendous effort was put in by the organisers in promoting the event and it was totally paid off when we see so many of our friends even strangers who heard about the event on various sources turned up at the different pit stops to show their support to Alex as well as this great cause. Their attendance and participation definitely contribute to make this event a success!

Lastly, kudos to Alex who completed the 100km run in 17 and half hours. Although the time took exceeded the estimated time, the determination shown by Alex was truly an inspiration to many. Life is hard – that's given. But how many of us are willing to make it easier for others? That's the challenge XtraMile posted to everyone!

PART F: PROJECT EXECUTION

In accordance to the Article 2, the first goal of Rotaract is **to develop professional and leadership skills**. Organizing the XtraMile Run has provided a great platform for all members to develop and enhance these skills. First of all, members were exposed to the corporate world, learning on the right mandates in enquiring for sponsorships, getting their involvement and commitment towards a cause. This certainly helps to broaden members' knowledge on fundraising which is an integral and important element in NGO's activities. Team work and multi-tasking was brought to a whole new level throughout the planning, organizing and executing of this project. Through the various set up of committees, close attention to details and time precision, members have developed leadership skills. Group Leaders in particular for the pit stop activities had to ensure all members or volunteers knew their roles and held the responsibility to ensure all the activities were executed smoothly by keeping a close watch on timing.

Working on this project also allowed the club to participate in a project that provides opportunities **to address the needs and concerns of our community**. RAC Subang acknowledged that every child including those children of lesser privilege should be given the seed of opportunity to unlock and express their love for arts; to help them realize their artistic dreams and in the process, to raise their self-esteem and boost their confidence. This is also in line with one of Rotary's international focuses which is education and literacy.

Through this project, Rotaractors were also exposed to **working with other organizations**, namely StART Society, St. John Ambulance, Police Force, various Majlis Bandaran and Bandaraya, Yes 4G, Sunway Pyramid, Gatorade, Taylors University and numerous media partners such as Churp Churp, Nuffnang, SAYS.my, AMP Radio Networks. Professionalism, communication and leadership skills, patience and empathy shown allows Rotaractors to learn how to manage different company cultures and attitude and to extract the best out for a mutual benefit. Sponsorships, airtime on radio and TV, adspace on numerous prominent blogs and newspapers, free goodie bags and goodwill of so many were granted to RAC Subang and StART Society for this project. With the success of the XtraMile Run, we certainly left a good impression to various parties especially the StART Society and corporate partners that Rotaract is definitely a worthy organization rather than a meet-up group.

Throughout the planning and executing the event to ensure its success, it provided us **the opportunity for working cooperation with our sponsoring Rotary Club**. Being our mentors, they provided us with some feedback and advise to improve and organize ourselves better in our planning stages. With the mentorship, guidance, advice and numerous times Rotaractors attended RC Subang's meetings, we can see that Rotarians are not strict and scary, that broke the ice and let us work hand in hand thus building a more casual relationship.

Through the involvement of guests and volunteers, some were drawn to the principles of the Rotaract movement which are to Help – giving back to society, to Learn – acquiring new skills and developing oneself and lastly to Enjoy – promising fun. RAC Subang had 3 additional guests, namely Aaron Tang, Jasmine Ng and Yen Peng that started participating in our activities more regularly and actively following the XtraMile Run event. They were shortly inducted as members into the club, **increasing membership of the club** from 16 to 19 members. Their active involvement in the project gave them a sense of belonging to be part of an international organization for a greater cause.

All the planning and execution of the XtraMile Run was made possible by the gigantic team effort by everyone. Rotaractors from other clubs including Rotaract Club of Kelana Jaya, Damansara and Port Klang Centennial also showed their support by attending and participating in the activities planned and helping out on the ad-hoc activities. The Rotaract motto, “**Fellowship through Service**” was definitely seen on the scene of the pit stops whereby all involved made new friends, laughed over jokes shared and yet paying attention to what needed to be done. We gave back to the community in co-organizing this great event aligned with Rotary motto, “**Service Above Self**”. Along the way, not only did we make ourselves proud, we made the Rotaract organization stand out, stand tall and walk with pride.

The success of XtraMile Run has definitely **lifted Rotaract awareness nationwide** especially in the Klang Valley area. A project of such magnitude not only gave a boost in publicity to the Rotaract organization, it has strengthened our image in the community as a humanitarian service organization. On May 6, a press conference was held at StART Society to introduce the XtraMile Day and XtraMile Run. Attended by IPDRR Sanjeev Kumar and PP James Ong, they both represented Rotaract Club of Subang as the co-organizer of this event. As a result, the name of Rotaract was being featured on several mainstream newspapers such as The Star, NST, Sin Chew, China Press and Nanyang Siang Pau. IPDRR Sanjeev Kumar was even invited to appear on the NTV7 Breakfast Show to speak about Rotaract. One of the Astro channels, AEC also attended our event to cover the 100km charity run and the on-ground events organized by RAC Subang. Celebrity blogger, Bangsarbabe was also present to provide live tweets on the event updates.

Apart from the mass media coverage and various social media channels used by Rotaractors to promote the event and ourselves, RAC Subang continued **to raise Rotaract Awareness** through the distribution of leaflets containing information on Rotaract via goodie bags and giveaways. To amplify the impact, RAC Subang conducted quizzes at the various pit stops to engage the public in better understand the Rotaract organization as a whole. RAC Subang’s members present during the event also act as Rotaract’s ambassadors whereby we took the effort and pride in explaining to the public, addressing their curiosity on both the cause of the XtraMile project as well as who we are – Rotaractors.

All in all, RAC Subang is proud to be part of this great project knowing that not only did we achieve something greater, it was all for a great cause; keeping us line with Rotary theme of the year “**Reach Within to Embrace Humanity**”.