

# ROTARACT CLUB OF CHERATING

Sponsored by the Rotary Club of Indera Mahkota



**RI District 3300 Awards & Recognition Submission**

**RY 13/14**

**COMMUNITY SERVICE PROJECT  
Rotaract Christmas Cheers**

Christmas charity sales, festive baking class &  
charity home visit



# **ROTARACT CLUB OF CHERATING**

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## **Rotaract Christmas Cheers: Christmas Charity Sales, Festive Baking Class & Charity Homes Visit**

### **A. Executive Summary**

“Fantastic, let’s do it!” That’s what we told ourselves when members of Rotaract Club of Cherating came up with the Rotaract Christmas Cheers idea. The project was an amalgam of ideas with elements of fundraiser, professional development and community service being molded all together in a ‘desperate time’.

The idea was actually conceived accidentally when we met up on a fine Sunday morning at the beautiful Teluk Cempedak beach on 8 December 2013 for a morning fellowship breakfast. Seated at a gazebo facing a scenic sea view in front of us, our Club Service Director, Rtr. Sureshan Ramanathan suggested that we should meet up on Christmas Day over a meal together. All of us were excited about the idea of celebrating Christmas together as a club and believe the occasion would be both fun and memorable.

Then, our club President, Rtr. Lashviny Nair expressed her thoughts to us; instead of celebrating among ourselves, she hoped to celebrate the Christmas Day together with the old folks whom we usually visit for our community projects. Knowing some of these old folks are abandoned by their own children and would probably spend the Christmas Day in the boring confine of the homes, all of us instantly concurred with Lashviny’s idea – that we would bring some Christmas Cheers to the old folks on Christmas Day!



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However, this beautiful idea of visiting the old folks homes and distributing Christmas gifts would not be viable with our club's sorry state of financial position. The recent Kuantan flood on the first week of December has brought devastation to many homes and properties around Kuantan area and Rotaract Club of Cherating has expended most of our club funds for the flood relief efforts.

Therefore, Rtr. Kristy proposed to organize a charity sales fundraiser to raise the required funding to sustain our club's community service projects. After extensive discussion and deliberation, we concluded that it is in our best interest to sell simple Christmas gifts and festive cookies and cupcakes in conjunction with the Christmas Day.

However, a simple survey done around Kuantan's shopping complexes and bakeries revealed that it was not economically intelligent to buy festive cookies and cupcakes from bakeries and re-sell them in our charity fundraiser. As a result, Rtr. Melissa who is learned in bakery and cooking, volunteered herself to organized a cookies baking class at her home. Thus, it was decided then and there that we shall organize this elaborate amalgam of projects with a preparation time of just 12 days.

Rotaract Christmas Cheers was a somewhat 'out of the world idea' that has brought all members together and pitted us to work so closely and coherently with each other under a stressful time frame and limited financial resources. We have to think about the big things while also doing the small things, so that all the small things go in the right direction and eventually contribute to the overall project success and we celebrate more than just a Christmas Day together.



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## **B1. Objectives**

1. To raise community service fund from charity sales and public donation.
2. To visit the old folk's and charity homes and bring Christmas cheers to the old folks.
3. To promote the goodwill of Rotaract Club of Cherating and create public awareness of the charitable work and services of the club.



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## **B2. Organizing Committee**

### *Rotaract Christmas Cheers (Main Committee)*

Project Director	: President Lashviny Nair	Lash
Deputy Director	: Rtr. Melissa Lim YiQian	Melissa
Secretary	: Rtr. Alex Yen How Siang	Alex
Treasurer	: Rtr. Dr. Kirti Saxena Rohan	Kirti
Project Planner	: Rtr. Jonathan David	Jonathan

### *Charity Sales Fundraiser Sub Committee*

Director	: Rtr. Kristy Lee Yien Jit	Kristy
Booth Manager	: Rtr. Chong Woei Jen	Jen
Supplies Coordinator	: Rtr. Yap Chien Yee	Chien Yee
Venue Coordinator	: Rtr. Lee Yien Ying	Yien Ying
Press Liaison	: Rtr. Bryant Lee Cheng Yip	Bryant

### *Festive Baking Class Sub Committee*

Director	: Rtr. Melissa Lim YiQian	Melissa
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### *Charity Homes Visit Sub Committee*

Director	: President Lashviny Nair	Lash
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## **C1. Schedule**

### **A. Festive Baking Class**

Date : 19 & 24 December 2013  
Time : 8.00pm to 11.00pm  
Venue : Rtr. Melissa's House, Kuantan.

### **B. Fundraiser Charity Sales**

Date : 21 to 25 December 2013  
Time : 10.00am to 9.00pm  
Venue : Main Hall, Berjaya Megamall, Kuantan.

<b>December</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
Morning 10.00 to 1.00pm	X	X	X	X	X
Afternoon 1.00pm to 4.00pm	X	X	X	X	X
Evening 4.00pm to 7.00pm	X	X	X	X	
Night 7.00pm to 9.00pm	X	X			

### **C. Charity Homes Visit**

Date : 25 December 2013 (Wednesday)  
Time : 4.00pm to 7.00pm  
Venue : Jabor Care Centre, Kuantan.  
Kuantan Nursing Home, Kuantan.  
Granny's Home, Kuantan.



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## **C2. Accounts**

### **Consolidated Rotaract Christmas Cheers Account**

<b>Revenue</b>	<b>RM</b>	<b>Expenditure</b>	<b>RM</b>
Day 1 Collection	939.00	Cost of Goods for Sale	524.25
Day 2 Collection	507.00	Decoration Expenses	125.05
Day 3 Collection	415.00	Game Set Expenses	29.70
Day 4 Collection	60.00		
D-Day Collection	463.00		
Total Revenue	2,384.00	Total Expenditure	679.00
		Surplus	1,705.00

\*Note:

1. In *Festive Baking Class*, baking equipments were provided at Rtr. Melissa's House and baking materials were sponsored by Barang Kita & Lee's Bakers. No significant cost is expensed.
2. Our *Fundraiser Charity Sales* recorded a Revenue Surplus of RM1,705.00 in total.
3. In *Charity Homes Visit*, no significant cost is expensed.
4. Project Surplus of RM1,705.00 is banked into Club's Community Service Account.



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## D. Photos







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## D. Project Planning

DEC	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
<b>A</b>	X																	
<b>B</b>	X			X				X				X	X	X	X	X	X	
<b>C</b>		X	X	X	X	X	X	X										
<b>D</b>							X	X										
<b>E</b>							X	X	X	X	X	X				X		
<b>F</b>												X				X		
<b>G</b>												X	X					
<b>H</b>														X	X	X	X	X
<b>I</b>																		X

### Description:

- A : Forming of Committee, Project Conception & Idea Brainstorming
- B : Discussion Ideas, Action Plan & Delegation of Tasks
- C : Venue Arrangement & Sponsorship Hunting
- D : Shopping Spree for Souvenir, Chocolates, Sweets & Materials
- E : Packaging of Souvenirs, Chocolate & Sweets, Cookies & Cupcakes
- F : Festive Baking Class
- G : Design plus preparation of Game & Booth Decoration
- H : Charity Sales Fundraiser
- I : Charity Homes Visit



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As our Rotaract Christmas Cheers idea and concept began taking shape, we began to realize how elaborated it was and its complexity and possible difficulties in executing our project as well as we have wished.

Rtr. Jonathan David, who is an engineer working in BASF Petronas Chemicals in Gebeng, was our project planner. Using his background and experience in engineering, he introduced to us the Grant chart and list out the tasks required to be done in details. As a result, we are always conscious about the project time frame and deadlines of our respective tasks. Our members were entrusted with respective and assigned into sub-committees according to their personal strengths and choices of preferences.

We had two nights of long brainstorming of what we should be selling in our Fundraiser Charity Sales and came out with a long list of 15 products. On the third night after careful deliberation, we trimmed the number down to only 5: (1) souvenir cup with chocolates and miniature bear, (2) scented candles, (3) chocolates and sweets packet, (4) cupcakes, and (5) festive cookies. We decided to the Apple's philosophy of simplicity by having our entire organizing committee to just focusing on 5 products and make our marketing as simple yet effective as possible.

Rtr. Alex and Rtr. Dr. Kirti did an extensive calculation on the costing of the products and worked out a reasonable yet attractive pricing for our products for sale. Based on our rough estimates, if we managed to sell off all products on sale, we would expect to gain a profit of around RM1,500.



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Rtr. Melissa then decided her flavor of choice for the festive cookies and cupcakes, estimated the number that the sub-committee could produce, projected the cost of the baking materials and came up with a systematic approach that can ensure the amateur Rotaractor bakers perform just like seasoned chef.

Meanwhile, Rtr. Lashviny contacted the respective charity and old folk's homes to determine the number of residents to confirm how many Christmas gifts we need to deliver. We plotted the visiting route on google map and make sure we had timed our travel properly so that our delivery would not coincide with their bathing or dinner time and cause inconveniences to the respective care givers.



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## **F. Project Execution**

With Rtr. Jonathan's planning in place, everyone knew what to do and who to look for in regarding to their tasks. Rtr. Lashviny and the respective sub-committee directors coordinate their work and complement with each other so well as if they have been working for the past 10 years..

Rtr. Kristy Lee led our committee seeking for sponsorship and she herself managed to engage with Berjaya Megamall Kuantan to secure a booth for our Charity Sales Fundraiser for free. We then received sponsorship in baking material from Jaya Gading Supermarket and printed banner and promotional materials from Yescity Sdn Bhd.

Treasurer Rtr. Dr. Kirti supervised our 2 days spending spree at Cowboy supermarket, Giant Supermarket and Mydin Supermarket. We purchased chocolates, sweets, cups, boxes, miniature bears, etc. Some of the original ideas from our brainstorming session and some of the items on our shopping list had to be dropped due to impracticality and costing reason.

Rtr. Melissa who was learned in baking and cooking hosted us on 19 and 23 December at her home and taught us how to bake festive season cookies and cakes. It was both fun and challenging experience for the likes of us who have never laid our hands working with the dough before. We managed to bake and package the cookies into 500 and 400 packs on the first and second night of baking class.



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On the night of 20 December 2014, we went to the Berjaya Megamall Kuantan and made a survey around the area to get a better idea of the location and crowd's movement. Then as the crowd dispersed and the Megamall closed down for the night, we remained at the main hall and begin setting up our booth and placing our decoration. We finished our booth with 2 club buntings, a game made in a Rotaract logo design, a board displaying photos of our club's charity and community services activities and some balloons with cute drawings.

We started our charity sale on 21 December 2014 (Saturday) morning with a bang. Waves of crowds thronged our booth with purchases of our charity sale items, donations and questions regarding what we did. We handled the crowds well. And Rotarians of Indera Mahkota have been very supportive and kind to drop by on several occasions.

The second day was an encouraging day as well. With the experience we gained on the first day of charity sale, we were able to promote our items for sale with more confidence and interact with the crowd without feeling too awkward.

The third and fourth days were weekdays. Most of the people of Kuantan were working and the crowd in the Megamall was not as large as the previous first and second days. The team's spirit and morale suffered a little from the less than impressive sales. However, we were cheered by the visit of a few friends of Rotaract Club of Cherating. Dr. David Yong and his buddies dropped by at the booth had a small chat with us and gave us a morale boost by treating us each a Starbucks coffee.





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On 24 December 2014 and fourth day of the Charity sale, we closed down our booth just before 7.00pm and proceeded to Shahzan Inn Kuantan hotel to meet up with Rotarians of Inder Mahkota. We had a sumptuous dinner and enjoyed warm and wonderful Christmas eve fellowship.

The last day of Charity Sale posed not much of sale activity for us as well. A Good Samaritan came up to us and bought from us close to 150 packs of festive cookies to be handled out to orphanage. We were so thankful for his good gesture that we were able to sell off most of the items on that day. We officially closed down our charity sale booth at 3.35pm on 25 December 2014, Christmas Day itself.

Then, Rtr. Lashviny led the remaining few of us on a Santa Claus of trip around Kuantan to visit a total of 3 charity or old folk's homes and distributed 400 packs of festive cookies and cupcakes to close to 200 old folk residents. Rtr. Sureshan dressed up in a red t-shirt with a Santa's hat, doubled up as Santa Claus with the few pretty Rotaractors members teamed as Santarinas. The Charity Homes Visit took more than 2 hours and ended just before 7.00pm.

Rotaract Club of Cherating's Christmas Cheers project finally concluded with the waving off goodbye and thanks from each other.



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## **G. Project Impact**

As the project concluded and the main committee came together to perform project post-mortem, Rotaract Club of Cherating's Community Service Account got richer by RM1,705.00 from the public and our club's dire financial position was finally over. With the surplus from Charity Sales, the club now has the necessary funds to conduct more community services based projects in year 2014.

Since most of us are not from sales and marketing background, the selling experience has been both fun and dreadful for the committee members involved. Some of us discovered that we are actually quite good in salesmanship and others realized that even if we are not in the sales line, we could still convince the public for donation if we really work on it.

The short but challenging organizing period of 12 days have really worked all club members into the same direction and unified purpose. Now, the club members are united and more focus with clarity on what to do and how to work alongside with each other. And it is believed, some of us have bonded a stronger friendship with one-another and formed life-long friendship.

<b>Name of Club</b>	<b>Organizing Members</b>	<b>Volunteers</b>
Rotaract Club of Cherating, Kuantan	10	6
<b>Total</b>	16	



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## **H. The Conclusion**

The Rotaract Christmas Cheers was a truly challenging and complex project and an amalgam of individual smaller projects in Christmas Charity Sales, Festive Baking Class, and Charity Homes Visit. We managed to carry the whole project and work coherently together, while contributing with our own strengths and complementing each other ability as a single unit.

The Board of Directors of Rotaract Club of Cherating recognizes this project as the most elaborately planned and most difficult to execute project to date since our club was chartered. No doubt with the handful members we had, to be able to pull off such a great feat and record a surplus of Rm1,705.00 for our Community Service fund, is truly a great success that deserve acknowledgement and recognition. We hereby salute those who have been involved and supported this project.

Lastly, we would like to thank the public for entrusting their donations to us, while we as the young and energetic Rotaractors – to regulate these funds for local charity work. Essentially, this charity project was owned by the community – to the community; we are merely the catalyst.

Report Prepared by,

Approved by

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Melissa Lim YiQian

Project Director

Rotaract Christmas Cheers 2013

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Lashviny Nair

President

RAC Cherating