



FY13/14

ROTARACT CLUB OF PUDU

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[DISTRICT AWARDS SUBMISSION]

COMMUNITY SERVICE CATEGORY:
PROJECT UP.L.I.F.T





A. EXECUTIVE SUMMARY

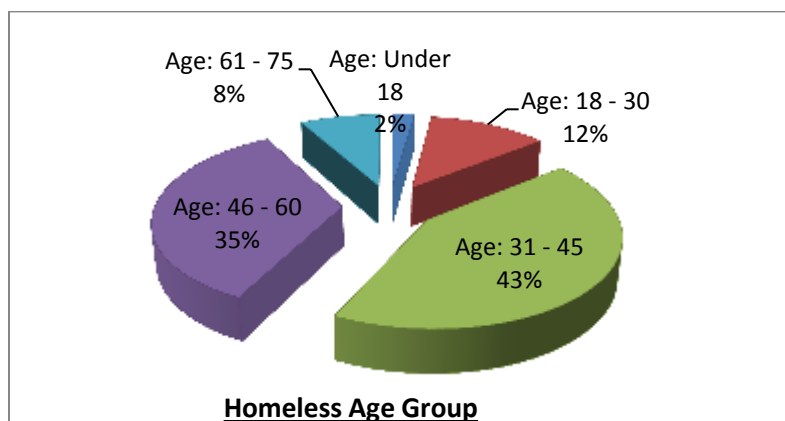
Project UP.L.I.F.T (Let's Influence their Future Together) is an inspiration led by Kechara Soup Kitchen Society's mission and vision to alleviate hunger & lifting the homeless off-streets. This project aims to combat hunger and enabling the right NGO, Kechara Soup Kitchen (KSK) who also supports this initiative. The project covers:

1. Creating Awareness & Understanding about homeless people
2. Volunteering in Food Distribution Programme
3. Fund-raising Charity Movie for Kechara Soup Kitchen

The Project name "UPL.I.F.T." was inspired to acknowledge rotaractor's position as an enabler in the society, the ability to influence the future of the homeless and a portion of urban poor through means of activities in partnership with dedicated NGO, KSK Society.

As part of the project, we have created awareness among team members & invited guests about the misperception of homeless by attending a standard safety briefing conducted by Kechara, followed by 1 official volunteering activity conducted in April 2014, whilst on alternate Saturdays, we packed food & created awareness about our charity movie project in KSK main branch in Jalan Imbi. The project at phase I ended with a charity movie held on the 24th May 2014 to mark a total of <<RM >> collected to be contributed to KSK.

Demographics of the homeless



- **806 people** are left without shelter within the Klang Valley area.
- Every 1 in 2.5 of them is between ages 31-45, equivalent to 43% which is the largest age group.
- **18** from the total homeless group are **below 18 years old**.
- The numbers are growing gradually at a **10% rate** on a quarterly basis.

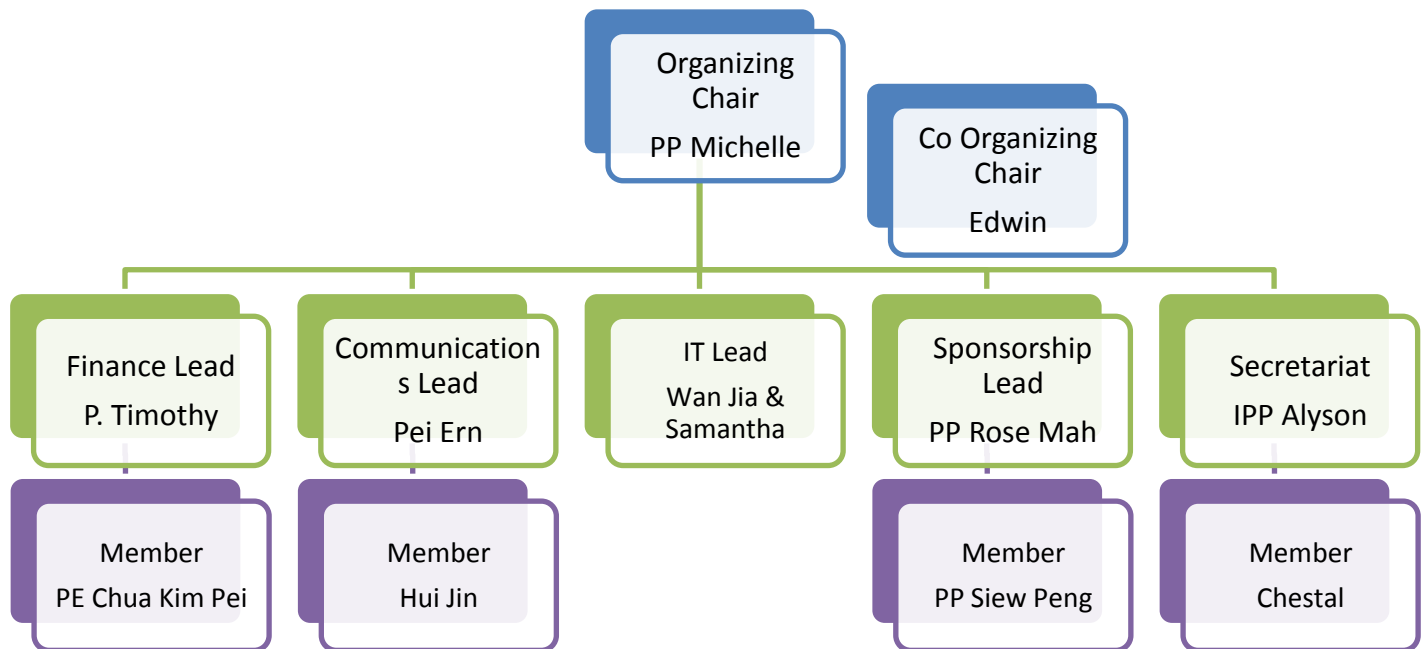


B. OBJECTIVES & ORGANIZING COMMITTEE

Objectives of this project include:

- Raise minimum RM10,000 funds to enable KSK's operation in their daily & weekly food distribution program
- Create awareness about the misconception of homeless

The committee comprises of a team of the following structure:



**Above structure excludes supporting club members who were involved on various events & activities conducted under the Project UPL.I.F.T umbrella.



C PROJECT SCHEDULE & BUDGET

Project Schedule

| Work-stream lead | JAN-FEB | | | | MARCH | | | | APRIL | | | | MAY | | | | | |
|------------------|---|----|----|----|---------------|----|------------------------|----|----------------------------------|----|------------------------------------|----|-----|----|-----------------------------|----|--|--|
| | W2 | W4 | W2 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | | |
| Volunteering | Weekly Volunteering & Charity Movie Road Show | | | | | | | | | | | | | | | | | |
| Project Office | Project Planning | | | | | | | | | | | | | | | | | |
| IT Lead | | | | | Create e-form | | | | Reconcile registration | | | | | | | | | |
| Communications | | | | | | | | | Social Media setup | | Periodical Social Media Engagement | | | | | | | |
| Finance | | | | | | | | | Reconcile banking & ticket sales | | | | | | Reconciliati on of Accounts | | | |
| Sponsorship | | | | | Prepare pack | | Sponsorship Engagement | | | | | | | | | | | |
| Secretariat | | | | | | | | | | | | | | | Registration on event day | | | |

Project Budget

Revenue

| | Amount |
|---------------------------------------|----------|
| - Donations (Reported on Mock Cheque) | RM19,635 |
| - Additional Donations | |

Cost

| | |
|------------------------|----------|
| - GSC Hall tickets | (RM4950) |
| - Printing (Sponsored) | - |
| - Miscellenous fees | - |

Total Revenue RM14,685



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D. PHOTO SESSIONS





E. PROJECT PLANNING

The Project took about 2 months before mobilizing the larger committee team to work on the details. Below are the key milestones on project planning by activities and the challenges we face as the organizing committee.

Volunteering

Sizing up a team of 24 pax equivalent to 6 cars and fitting them into the usual Saturday night distributions was an activity planned ahead. KSK has its weekly Saturday night rounds where most corporates, NGOs, other charitable clubs would gather and join the distribution session across 12 different locations in Klang Valley. The logistics involves co-operating with the KSK logistics head. Eventually, the next few more volunteering rounds sees a more sizeable 1-2 car operation from Rotaract Club of Pudu.

Below states 1 key challenge we face, whilst the planning was smooth till execution:

1. Large quantity of volunteers from other sources soon fills up the Saturday night slots available for volunteering.
 - Committee buffers time to collect volunteer data
 - Solution includes planning ahead with KSK
 - Subsequent rounds focuses on pre-distribution food packaging

Movie Charity

The movie charity event takes a lot of planning with the KSK society as it involves tax exemption, monetary issues as well the complexity of having this as a joint project with KSK. This involves overlapping of roles, administrative challenges as well as reconciliation matters. Apart from the potential risks raised from a partnership perspective, there are challenges in the fund-raising portion as well. Below a list of challenges and how the project team work-around to resolve the matter.

The planning involves

1. Partnership



- **Issuance of ticketing, donation collection medium, administrative work** efforts including complimentary seats allocation across 2 parties as we are both concurrently seeking donations from all relevant sources. **Solution:** As the leading partner in this project, RAC Pudu decided to be the sole administrator in managing all registrations & inflow of donations. Finance & IT teams both work together to create online documents to track real-time data as to the allocation of seats avoiding double entries and confusion. This includes 1 source to register where categories are built in to ensure that the monetary tracking becomes easier upon reconciliation. This is key to ensure that there's trust between both parties and KSK trusted our ability to manage the fund through RAC account
- **Time availability** between both parties to have frequent meet-ups. As the KSK committee are often busy with ad-hoc schedules and weren't able to attend our weekly Tuesday meetings. **Solution:** Assigned contact point from RAC who meets KSK on a regular basis and download / seek agreement through action points required. This includes correspondences via email, face to face meetup, and after work engagements.

2. KSK Tax Exemption

- As part of the purpose of the donations where 100% proceeds goes to KSK and donors obtain 100% tax exemption, complexity of having the donors donating to RAC account. **Solution:** KSK entrust RAC to issue signed receipts, which is further reconciled on a bi-weekly basis and when required. Committee agreed to allow Corporate Sponsors to donate directly to KSK, with the notification sent to RAC group for reconciliation and complimentary ticket issuance purposes.

3. Unassigned / unallocated seats

- Most donors weren't able to attend the meeting and have been given large amount of tickets to watch movie. **Solution:** KSK has invited & given additional tickets to other partnering NGOs such as Tri-Ratana, and another 2 organisations

As we also have experienced organizing committee in which we have leverage on the areas which they either have skills or experience in the other parts of the planning becomes much more of a routine.



F. PROJECT EXECUTION

1. Raised RM14,685 and distributed 392 complimentary seats of Charity Movie Screening: X-MEN: Days of Future Past which guarantees food one homeless for at least 2.14 years equivalent. (calculated based on RM8.50 per meal, 3 meals a day for the whole year)
2. Project is in line with Rotary's cause in combating hunger. In our agreement with KSK Society, the funds raised will be used to purchase hot food for the homeless on a daily basis when there isn't any other external donation of food / sponsors from corporate sector.
3. Fellowship through service is attained amongst club members, KSK committee as well as the homeless group as part of project execution & engagement with clients (homeless). Awareness of rotaract also created during the charity movie event roadshow at KSK. Audience was largely external parties / volunteers.
4. Achieved 60% of Rotaract Purpose & Goals
 - To develop professional and leadership skills.
 - Done through enabling young adults to manage the project and leading their own work-streams & partnering with both internal & external parties to make sure the event is a success
 - To emphasize respect for the rights of others, and to promote ethical standards and the dignity of all useful occupations.
 - Continues to raise concerns & challenges where necessary. Example, disagreement on split of roles due to constraint of time further led to a brainstorming session to allocate work based on members schedule (exam , work etc.)
 - To provide opportunities for young people to address the needs and concerns of the community and our world
 - Through UPL.I.F.T invited guests & club members see the reality of the world as they progress also drives increasing numbers of homeless through various socio-factors. Creating such awareness and this project further enable the club members to not just address the need, but attend to the need as well.



G. Project Impact

We would like to address the differentiating values or impact this project has brought us.

1. Combat Hunger / Alleviate Hunger. Whilst the rotaract organization stays strong in driving community service projects, it is important for us to know the existence of other NGOs, in which we can work together resulting in a more sustainable impact to provide to the needy. Though fund-raising maybe an easier task to accomplish, it is important that we as the growing organization understands the importance in driving effectiveness of hunger alleviation through enabling such NGOs, in doing a better job. We also have driven the volunteering program to ensure that the fund doesn't stop there. Members of the club have now built a relationship with KSK society and with the trust, we will be able to continue to touch lives of the homeless group and make a difference.
2. We have also exceeded the donation collection at RM14,635. It was great effort by all team members who engage external parties as 90% of the funds are raised externally (through colleagues, members of the public & corporate sponsors)
3. Using latest media trends to capture attention, whilst we preach for transparency, we have agreed with the donors to continuously update our facebook & twitter walls on the project status which further builds trust of sponsors to fund the project, and not just seeking for advertising opportunities.
4. Collaborative and effective partnership with external NGO, leveraging their skills & strengths to bring the event / project to greater heights.
5. The project outcome has achieved the objectives of 3 parties, Rotary in combating hunger, Rotaract in fellowship through service & development of leadership skills, and lastly KSK in alleviating hunger.