



Project Template

European Rotaract Information Center

Name of the project: Charity Yoga

Organizing club: Rotaract Riga International

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

Support the access to education for children and support organizations that are dedicated to do that.

2. OPPORTUNITIES

We got the opportunity to have sold out classes each class, we were promoted on big social media accounts, had several sponsorships like 4F (from Poland), Yogi Tea, Dzintars, VeryBerry who supported our class with goodie bags. 4 classes were held at the National Library of Latvia with 50 participants each class, 7 Classes at Urban Yoga Riga, and few classes at the Digital Art House

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

- Rent out the National Library of Latvia and get their permission to hold the event there
- get in touch with sponsors worldwide (4f, Dzintars, YogiTea, Verryberry)
- Marketing on social media and promotion in local cafes and stores in Riga
- Pick up and organise storage till the event
- Promotion and sale on ticket sale platform
- Development of a concept of the class
- Decorations (organization of mats, lights, cups, drinks)
- Preparations of each goodie bag for 50 participants
- Transportation and setup of everything during the event

2. DESCRIPTION OF THE PROJECT

We aim to raise funds for the education of Winifreda through the Tumaini organization and create a space for participants to slow down and give themselves the gift of stillness.

3. GOALS OF THE PROJECT

Raising funds for her academic year - we managed to raise funds of approximately 1400€ for her education within 3 months.

4. TARGET AUDIENCE

The student in Tanzania, but also the participants who are joining our classes. A lot of students joined, as well as locals.

5. ACTION PLAN & TIME FRAME

We started in September 2023 with getting in touch with the library and throughout the month we got in touch with the sponsors. And later on the marketing, advertisement and sale. The event on the 28.11. was sold out a few days after launching and the second one was sold out within a day after the first class.

Brief description of each step

- Rent out the National Library of Latvia and get their permission to hold the event there
- get in touch with sponsors worldwide (4f, Dzintars, YogiTea, Verryberry). Obviously we got in touch with way more sponsors. But our sponsors were really generous as we got 100 beanies and scarves from 4F, 100 tooth pastes from Dzintars, and almost 200 yogi tea boxes.
- Marketing on social media and promotion in local cafes and stores in Riga
- Pick up and organise storage till the event
- Promotion and sale on ticket sale platforms. We asked for lowering the fee, but due to our international audience this was not possible.
- Development of a concept of the class
- Decorations (organisation of mats, lights, cups, drinks) -> get in touch with library regarding set up, and organising a team who will perform individually during the set up
- Preparations of each goodie bag for 50 participants
- Transportation and setup of everything during the even

6. RESOURCES

You just need to find a location and contact sponsors that will support your idea!

7. BUDGET

Depends on the location.

8. ORGANIZERS OF THE PROJECT

Rotaract.rix.int@gmail.com. Rotaract Riga International Club

9. PARTICIPANTS

No, we conducted the event by ourselves.

10. SPONSORSHIP

100 beanies and scarfs from 4F, 100 tooth pastes from Dzintars, almost 200 yogi tea boxes.

11. MEDIA COVERAGE

Riga Neighbourhood shared our project on their instagram, otherwise we printed out posters and put them up in stores. But we filled each spot very fast, so we didn't need too much advertisement.

III. RESULTS

1. RESULTS AND OVERVIEW

It was a great success for our Club. We reached international and local students and a lot of people shared our event on instagram, tiktok etc. We managed to get the whole tuition fee for Winifreda within 3 months. We worked really well together in our club and made this possible.

2. ADVICES

The most crucial part was communications which was conducted very greatly.

3. SUSTAINABILITY

Yoga helps us to slow down, find stillness and create meaningful connections. We received great feedback from our sponsors and participants.