



Project Template

European Rotaract Information Center

Name of the project: Kardzhali reads

Organizing club: Rotary and Rotaract club of Kardzhali, District 2482 Bulgaria

Contact person: Arkan Apturahman

Email address: kardzhali@rotaract-bg.org

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

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

Nowadays, we all spend a lot of time with our mobile phones and tablets. It is for this reason that we have focused on promoting reading to stimulate the imagination and make us all feel how books are a window to the world. We challenged all residents of Kardzhali to join our project/challenge and read at least 3 books in 3 months. The project started on February 11 and ended with an event on May 11 - which is the day of the Holy Brothers Cyril and Methodius.

2. OPPORTUNITIES

We aim to create lasting change in our community. Many libraries and community centres are implementing reading initiatives, but we believe we too can use our opportunities and energy to create the habit of reading in all people, whatever their age group.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

PROJECT COORDINATION WORKING GROUP - The duties of this team are to follow up the implementation of the tasks given to the other two working groups - FINANCE AND PUBLIC RELATIONS.

WORKING GROUP "FINANCE" - The duties of this team is to organize the financing of the project / club budget, local employers, companies, Rotarians, libraries, community centers and bookstore chains /

PUBLIC RELATIONS WORKING GROUP - The duties of this team are to create awareness of the project on social media and local media, events and prepare project materials to promote the project and engage the public

2. DESCRIPTION OF THE PROJECT

This project was the first of its kind implemented in our city. Each reader was challenged to read at least three books in three months and to fill in the so-called "My Reading story", which was available in paper format in 3 schools (Yordan Yovkov Secondary School in the town of Yerevan). Kardzhali, School "Otets Paisii" gr. Kardzhali), Regional Library "Nikola Yonkov Vaptsarov" in Kardzhali, Regional Library "Nikola Yonkov

Vaptsarov" in Kardzhali, Regional Library "Nikola Yonkov Vaptsarov Kardzhali and our partners from Helikon Bookstore and online in the form that was created and published in the project event. In order to promote the idea of the project and successfully achieve its goals, the following events were organized during the campaign period:

- Launch of the project with information campaign and promotional materials: promotional materials - design of promotional materials , printing of 1200 "My reading story", 6 posters of the project, boxes with stickers for collecting the cards 6pcs.

- Children's drawing competition "My favourite children's story" and exhibition: In our exhibition, 180 drawings were created, which were created by children in the age group 1st-4th grade. The aim was to try to draw their favourite character or book. The jury that chose the winners consisted of - Hristo Gaberov - a friend of the project "Kardzhali reads" and Maya Mecheva - who is an artist and a representative of the Regional Library. All winners received prizes.

- Campaign on the occasion of the Book Day to post 100 quotes around the city: On April 23, on the occasion of Book Day, we implemented an amazing initiative that aims to awaken the emotion for books in each of us. The idea was simple but extremely exciting - to spread 100 quotes from favourite books all over the city.

- Donation of 600 bookmarks to the Regional Library "N.Y. Vaptsarov" as a sign of support to the "Reading Marathon" initiative : As a sign of support to the initiative "Reading Marathon" of the regional library "Nikola Yonkov Vaptsarov" in Sofia. We gave them 600 pcs. book dividers

- Meeting of primary school children with a children's author on the occasion of Children's Book Day:: Children's Book Day meeting, which took place on April 4th and was themed "Why writers write books". Present were the children's author Margarita Pavlova and pupils from the school "Yordan Yovkov" in Sofia. The event was attended by. The writer read a few of her author's stories, which intrigued the children a lot, after which a very interesting discussion took place, during which many questions related to books and reading were asked. At the end of the meeting each of the students chose a new reading from the children's section in the library, and we distributed bookmarks , which we prepared especially for the children.

- Meeting of secondary school students with a local author on the occasion of the Book Day: Meeting with the writer Vildan Sefer - students from our city had the unique opportunity to meet the talented writer Vildan Sefer. In the event we organized with the

Regional Library especially for the students , Wildan shared with the audience her moving personal story that inspired her to become a writer. She talked about her experiences, the moments of joy and sadness she experienced in her life, and how they shaped her as a person and as an artist. Participants at the event were enriched not only by Wildan's stories, but also by her creative messages. At the end of the meeting, each of them received specially selected couplets from the writer's works to serve as inspiration and reflections. These words of wisdom left a deep impression on the hearts of the young readers, encouraging them to discover the beauty of the written word and pursue their dreams.

- Final event of the project with award ceremony: On May 11, the Rotaract Club of Kardzhali and the Rotary Club of Kardzhali organized the final event of the project "Kardzhali Reads", which turned out to be a huge success. We are glad that we achieved our goal - to awaken interest in reading in people of different ages. Over three months we held a series of events related to books, as well as a drawing competition for children.

The results of the project were impressive:

-716 books were read.

-336 readers participated.

- We rewarded 91 readers who completed the challenge to read three or more books.

The event was attended by many guests and the writer Ivo Georgiev from Kardjali made a short presentation of his new book and encouraged people to read. He compared reading and books to a metaphor that can take us and show us some new worlds.

3. GOALS OF THE PROJECT

The aim of the project was to promote reading, to stimulate the imagination and to remind us all that books, not mobile phones, are a window to the world. In our opinion, reading is one of the most valuable and enriching activities. Throughout the project we have focused on some of the main benefits of reading, for us they are :

1. Develops the imagination - reading sparks our imagination, giving us the opportunity to enter worlds we could not imagine outside the pages of books.
2. Expands our vocabulary - through reading we learn new words and expressions that enrich our vocabulary and help us to be more expressive in communication.
3. Develops our thinking - reading teaches us to analyse, evaluate and critique the information we receive all the time.
4. Reduces stress - reading is an excellent way to reduce stress and avoid everyday stressful moments.

5. Increases our knowledge - reading gives us access to a vast amount of information and knowledge, making us more informed and educated.
6. Improves memory and concentration - regular reading improves our memory and ability to concentrate by training our brain to retain information and process it more efficiently.
7. Stimulates our creative thinking - reading literary works, poetry and other creative texts can inspire and stimulate our personal creativity.

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4. TARGET AUDIENCE

The target group or beneficiaries of the project are all citizens - children and adults, teenagers, interactors, Rotaractors, Rotarians

5. ACTION PLAN & TIME FRAME

In our opinion 1 month is enough to plan all the events that will be implemented during the implementation of the project. We started working on the project in January and on February 11, we had already introduced the implementation.

Brief description of each step

We do not think there are any difficulties in implementing this project. It is enough for the teams to have previously found partners, sponsors, schools, community centers and other social institutions that would join the initiative.

6. RESOURCES

- Provide places to place the "My Reader Card" boxes if they are to be placed in various locations around town.
- Consent to hold the final event - if it's in the square, as with us, you will need consent from the Town Council and if it's in a library, hall or community centre you will also need permission.
- Positive energy and willingness
- An excel spreadsheet to process all the information to know who will get prizes.

The most important thing is the smiles on your faces!!

7. BUDGET

- Launch of the project with information campaign and promotional materials - design of promotional materials 50 euro, printing of 1200 reading cards 150 euro, posters of the project 6pcs. 9 euro, boxes with stickers for collecting the cards 6 pcs. 9 euro
- Children's drawing competition "My favourite children's story and exhibition" - jury 0 euro, gallery rent 0 euro., supplies for assembling the exhibition 10 euro., catering 20 euro , prizes 14 pcs. 155 euro
- Campaign on the occasion of the Book Day to post 100 quotes around the city - 40 euro
- Donation of 600 bookmarks to the Regional Library "N.Y. Vaptsarov" as a sign of support to the initiative "Reading Marathon" - 1000 pcs for 120 euro, the remaining 400 were distributed during the other events.
- Meeting with primary school children with a children's author on the occasion of Children's Book Day - 0 euro.
- Meeting secondary school children with a local author on the occasion of Book Day - 20 euro for bouquets.
- Final event of the project - catering 200 euro , sound 100 euro, catering 130 euro, promotional materials 90 euro., flowers 30 euro , gifts 400 euro

8. ORGANIZERS OF THE PROJECT

Rotaract Club of Kardzhali and Rotary Club of Kardzhali.

Helikon Bookstore and Nikola Yonkov Vaptsarov Regional Library were partners of the project.

9. PARTICIPANTS

Secondary school "Petko Rachev Slaveykov" Kardzhali, Secondary school "Otets Paisii" gr. Kardzhali, Secondary school " Yordan Yovkov", Municipality of Kardzhali, Bulgarian National Radio and local newspapers.

10. SPONSORSHIP

- Sponsorship from RC Kardzhali - EUR 500.
- Sponsorship by Studio GARS - EUR 230
- GarsON complex sponsorship - EUR 200.00
- Sponsorship from the Municipality of Kardzhali - EUR 100.00
- Own funding RAC Kardzhali - EUR 550
- Art Gallery "Krug - gave us the gallery without any fee
- Regional Library "Nikola Yonkov Vapracov" - as a partner they gave us to use their rooms
- Helikon bookstore gave us a discount of 10% for all participants, also we had discount for books we gave to participants

11. MEDIA COVERAGE

We didn't pay for mentions in the media. As a club we work perfectly with our local media so it was not a problem for us to share information.

<https://bnc.bg/kardzhali/post/101780798/mladite-rotarianci-predizvikvat-kardjali-da-chete>

<https://bnc.bg/kardzhali/post/101809620/kardjali-chete-obedini-250-knigomani-dva-me-seca-sled-nachaloto>

<https://www.kardjali.bgvesti.net/news/563528/kardzhali-osamna-zalyat-s-tsitati-ot-knigi>

<https://www.haskovo.net/news/564823/maraton-na-cheteneto-v-kardzhali-po-initsiativa-na-rotarakt-kluba>

III. RESULTS

1. RESULTS AND OVERVIEW

We are extremely happy with the realization of Kardzhali Reads. The project involved 336 readers from the town of. The number of books read was 716. We think that we managed to awaken the interest in reading in people of different age groups and we rewarded 91 readers who had completed the challenge to read 3 or more books.

2. ADVICES

The real summary of the project is that we have managed to light the candle in our society and we believe that we have achieved the goals we set for the project.

3. SUSTAINABILITY

The project has great potential to motivate even more people to continue reading books. We believe that together we can all make reading more interesting and engaging.
KARDZHALI READS, AND YOU?