



Project Template

European Rotaract Information Center

Name of the project: Christmas for All

Organizing club: Rotaract Barcelona Condal

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

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

Children who live with their mothers in a center that supports them after being abused at home and do not have the financial resources to buy them Christmas gifts or fulfill specific wishes for things that the children need.

2. OPPORTUNITIES

The opportunity to give gifts to those who need it most, and make them feel part of society, help them feel more confident in themselves by fulfilling their wishes and giving them the gifts that each child needs and wants.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Project management (talk to the center and collect letters from the children),
Web developer (make the website where the children's gifts were published and where volunteers could donate the financial amounts necessary for each wish),
Distributors (buy, rolling up and giving the gifts to the children),
Social networks and Marketing Officer (the person who was dedicated to disseminating, making the project visible and seeking more financial help)

2. DESCRIPTION OF THE PROJECT

The project helped to highlight the needs of the children in the shelter for abused families, and raise public awareness of this. In addition to getting help to them easily, with donations thanks to the website developed by the club.

3. GOALS OF THE PROJECT

Giving gifts to all the children at the center, fulfilling their wish list, has been possible.

4. TARGET AUDIENCE

Kids from families who suffer domestic violence and have economical needs

5. ACTION PLAN & TIME FRAME

15 weeks before: developing the website

15 weeks before: talking to the center to collect the children's wish letters.

10 weeks before: spreading the word and looking for financing and people who make purchases/donations through the website made by the rotaract club

2 weeks before: buying the gifts and rolling them

DAY: Donate gifts

1 week after: Publish the results on social networks.

Brief description of each step

Developing the website; own by the club

Talking to the center to collect the children's wish letters: each child rased a letter to the club with their desires

Spreading the word and looking for financing and people who make purchases/donations through the website made by the rotaract club

Buying the gifts and rolling them

Donate gifts: rotaractors went to the center to give the gifts in person to all the children

Publish the results on social networks.

6. RESOURCES

Web page and checking the centers with needs to collaborate with.

7. BUDGET

1000

8. ORGANIZERS OF THE PROJECT

Judit Annais

9. PARTICIPANTS

Sharing to many rotarians and rotaracts clubs to raise more funds

10. SPONSORSHIP

none

11. MEDIA COVERAGE

Instagram and rotary2202.org

III. RESULTS

1. RESULTS AND OVERVIEW

There were no difficulties, just the work of disseminating the information to raise the funds. We managed to buy all the toys and bring joy to the children.

2. ADVICES

Attending Rotary and Rotary club meetings and using the district assembly spaces to spread the word helped a lot to raise funds to later buy gifts.

3. SUSTAINABILITY

It didn't spend much on fuel or pollute. Maybe for the next few years, adapt the gifts to materials that are not plastic.