



## Project Template

### European Rotaract Information Center

Name of the project: The Bracelets of Hope

Organizing club: Rotaract Club of Bostanci

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

### **1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE**

If breast cancer has spread to the armpit lymph nodes, the lymph nodes are removed. The arm from which the lymph node has been removed should not be used for medical procedures such as blood pressure, injections, IV injections, and heavy loads should not be lifted with that arm, because such procedures cause a problem in the arm called lymphedema, which is very difficult to treat, and not only causes trouble for the patient but also significantly reduces the quality of life. The purpose of the wristbands is to protect the patient's operated arm from lymphedema and possible lymphangitis by ensuring that the procedures are performed on the other arm, not on the operated arm, when the patient needs to be intervened in an emergency situation. We made these bracelets to raise awareness about lymphedema and by writing "I am a volunteer, I am aware" on them, we made people aware of breast cancer and lymphedema.

### **2. OPPORTUNITIES**

- There were so many events where Rotaracts could come together, we were able to easily make our sales in the crowd.
- Since Rotaractors are sensitive to cancer, it was very easy for us to sell the bracelets.
- We introduced our project on social media and explained lymphedema. Thus, we reached people outside of Rotaract.

## **II. HOW TO EXECUTE THE PROJECT**

### **1. ACTION GROUP**

President and past president: Oversee the entire project

Social Services Committee Chairs: Took part creating awareness on social media and introducing the project in the meetings.

Members: Took part in spreading our project and selling bracelets.

### **2. DESCRIPTION OF THE PROJECT**

To raise awareness about breast cancer and lymphedema, to prevent people receiving breast cancer treatment from receiving the wrong intervention.

### **3. GOALS OF THE PROJECT**

- Giving hope to all people being treated for cancer, starting with people who are being treated for breast cancer.
- Raise people awareness about breast cancer and lymphedema

#### **4. TARGET AUDIENCE**

The benefitting group was patients receiving cancer treatment. Because we both drew attention to the situation they were experiencing and made people act more sensitively and also took a step to facilitate their treatment with the donation we made to the association.

However, the local community can also be described as a benefitting group because we explained the project and lymphedema to them and they became aware. By purchasing and wearing the bracelets, they brought this awareness to their surroundings.

The other benefitting group is patients who receive cancer treatment and live in "Mucizevi (Miraculous)".

For more details:  
<https://turkkanserdernegi.org/hizmetler/mucizevi-konaklama-ve-yasammerkezi>

#### **5. ACTION PLAN & TIME FRAME**

8-7 months before:

- Identified the project's goals
- Built a team

6-4 months before:

- Produced bracelets and received them

4 months before:

- Started to sell the bracelets in Rotaract events such as Gathering Day, Committee Meetings, Board Members' Meetings.

When all the bracelets were sold, we donated all the profit to the Turkish Cancer Association.

#### **Brief description of each step**

We had difficulty finding a reasonable price to have the bracelets made, so we did a lot of research. Since the manufacturer we found was outside Istanbul, there were some logistics problems, the bracelets arrived late, and we started sales late.

Due to the huge earthquake disaster in Turkey in February 2023, we stopped our bracelet sales and donated every event we generated income to the earthquake zone. We restarted our sales a few months after the earthquake.

## **6. RESOURCES**

Basically, this project can be adapted to every country because breast cancer has become very common today, regardless of continent or country. Rotaractors can produce the bracelets and sell them at Rotaract events or at their workplaces or schools.

They can spread the project by contacting NGOs that raise awareness and aid for cancer patients in their countries and ensure the reliability of the project by making the income go to an NGO that people know.

For the sponsorship, they can get support from Rotary clubs to have the bracelets made or they can make an announcement to their members who want to be a sponsor.

## **7. BUDGET**

We had 100 bracelets made for 25 TL = 2500 TL, €122 (currency of March 2023), and we sold 100 bracelets for 60 TL = 6000 TL, €209 (currency of July 2023).

\$92 = donation we made with the proceeds (August 2023).

Project Profit: €87

Project Revenue: , €209

## **8. ORGANIZERS OF THE PROJECT**

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Sezen Tuğba Tunç    sezentugbatunc@gmail.com  
Zeynep Cesur        ceszeynep@gmail.com

## **9. PARTICIPANTS**

Members of Rotaract Club of Bostancı  
IR District 2420 District Officers and Clubs

The members and district officers have supported us by sharing our project and buying the bracelets.

Turkish Cancer Association: We've donated all the profit we've earned to the Turkish Cancer Association.

## **10. SPONSORSHIP**

No, we've funded ourselves to make the bracelets. But people who bought the bracelets are the contributors and sponsors!

## **11. MEDIA COVERAGE**

[https://www.instagram.com/p/CwgAnuAL2i4/?img\\_index=1](https://www.instagram.com/p/CwgAnuAL2i4/?img_index=1)

[https://www.instagram.com/p/CiMZefBjx5I/?img\\_index=1](https://www.instagram.com/p/CiMZefBjx5I/?img_index=1)

[https://www.instagram.com/p/Cir\\_-80jVR4/](https://www.instagram.com/p/Cir_-80jVR4/)

## **III. RESULTS**

### **1. RESULTS AND OVERVIEW**

Difficulties: There was a period when we were afraid that we would not be able to explain lymphedema and breast cancer to people sensitively and that we would give false information, but we thoroughly researched the diseases and their treatments and explained the project accordingly.

Since our project coincided with the earthquake period in Turkey, we had difficulty in announcing it, and we focused on earthquake projects.

Strength: Since Rotaracts are sensitive to cancer, it was very easy for us to sell the bracelets.

### **2. ADVICES**

The bracelets were sold more easily than we expected, it would have been better if we had made more, but the manufacturer was in another city. For this reason, we may recommend working with a nearby manufacturer.

### **3. SUSTAINABILITY**

Our project is related to Sustainable Development Goal 3: Good Health and Wellbeing. It aims to protect the physical health and mental health of people receiving

breast cancer treatment. Because we know that people who are under the cancer treatment, want to make people know about their situation and it's important for them to protect their mental health during their treatment to complete their cancer treatment successfully.