



Project Template

European Rotaract Information Center

Name of the project: Tu cammini, io nuoto

Organizing club: Rotaract Club Torino Nord-Est

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

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

Help MiniPuzzle association to recover one of its main rehabilitation services for young patients: the hydrokinesitherapy.

Due to the restrictions imposed by the COVID-19 and to the subsequent raise of energy and maintenance costs, the swimming pool was decommissioned and abandoned due to the lack of resources. The amount of money needed to recover the pool is of 15.000€

2. OPPORTUNITIES

- Recover an effective rehabilitation service for young patients affected by Cranioencephalic Trauma or Severe Acquired Brain Injury

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

- Project coordinator: oversees the entire project
- Association interface person: interfaces with the beneficiary association for joint event and activities planning
- Social Media Manager: Promotes fundraising events and the project on social Media

2. DESCRIPTION OF THE PROJECT

The project is mainly a fundraise activity, however the Club has approached it differently: the spirit is to establish long-term lasting relationships with the Socio-health associations (non only "Puzzle") and affirm the Rotaract as a solid reality on the territory as reference for Service activities.

3. GOALS OF THE PROJECT

Recover of an hydrokinesitherapy swimming pool

4. TARGET AUDIENCE

Young people (0-16 yr) affected by Cranioencephalic Trauma or Severe Acquired Brain Injury

5. ACTION PLAN & TIME FRAME

Month 1:

- Establish dialogue channels with the "Puzzle" association

- Set final goals and rough year planning

Months 2-6

- Monthly meetings with the association representatives
- Joint design of fundraising event of the month
- Fundraise tracking
- continuous brainstorming of potential opportunities

Months 6-8

- Final sprint to reach the 15.000€ goal
- Send the money raised to the charity involved

Brief description of each step

- Establish dialogue channels with the "Puzzle" association
Not easy to get trust at the beginning
- Set final goals and rough year planning
- Monthly meetings with the association representatives
- Joint design of fundraising event of the month
- Fundraise tracking
- continuous brainstorming of potential opportunities
- Foster the collaboration with the other Rotaract Clubs

Many Clubs have their Service activities and are not prone to join others' . Rotaract Torino

Nord-Est focused on smallest clubs of the Turin Zone in order to leverage their potential and concentrate the resources to a common cause.

- Final sprint to reach the 15.000€ goal

6. RESOURCES

Event organizers

Simple associates participation

7. BUDGET

15.00€

8. ORGANIZERS OF THE PROJECT

Edoardo De Magistris
Matteo De Rose
Piergiorgio Piga

9. PARTICIPANTS

Rotaract Club Torino Nord-Est involved 3 small clubs of the Turin Zone in order to leverage their potential and concentrate the resources to a common cause.

10. SPONSORSHIP

Rotary Clubs

11. MEDIA COVERAGE

Unpaid mention on the Instagram Page of Puzzle Association
<https://www.instagram.com/minipuzzlelive/>

III. RESULTS

1. RESULTS AND OVERVIEW

15.000€ collected for the cause. The main difficulties were to involve other Rotaract Clubs and gain some help from Rotary Clubs.

2. ADVICES

The crucial step to success in the process is making an effective event planning along the whole year since the beginning, trying to estimate the potential profit of each event/fundraising activity in advance.

3. SUSTAINABILITY

Being mainly a fundraising activity, the project is sustainable and requires basically zero material resources from the Club.