



Project Template

European Rotaract Information Center

Name of the project: Toys donation

Organizing club: Rotaract club Belgrade Dedinje

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

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

The problem we aim to address through our "Toys Donation" project is the lack of joy and happy spirit experienced by many children during the New Year and Christmas holidays. By organizing this initiative for the third year, we have successfully brought happiness to over 12,000 children, showcasing the positive impact of our collective efforts.

Our goal is to continue spreading joy by encouraging clubs to collect toys and donate them to children in need, such as those in hospitals, orphanages, or with disabilities. The flexibility in the quantity of toys collected and the choice of donation location allows for a personalized approach in making a difference.

Through engaging in this project, participants not only contribute to a meaningful cause but also have the opportunity to connect with like-minded individuals from other countries, fostering new friendships and potential partnerships for future projects.

2. OPPORTUNITIES

1. **Impactful Contribution:** By participating in this initiative, individuals have the chance to make a difference in the lives of children in need, bringing joy to those who may otherwise go without during the holiday season.
2. **Personalized Engagement:** The flexibility in the quantity of toys collected and the choice of donation location allows for a personalized approach, enabling participants to tailor their contributions to best suit the needs of their local communities.
3. **Networking and Collaboration:** Engaging in the project provides an opportunity to connect with like-minded individuals from other clubs, fostering new friendships and potential partnerships for future projects. This networking can lead to the exchange of ideas, resources, and support for ongoing and future initiatives.
4. **Social Media Exposure:** The project culminates in a showcase on social media platforms, highlighting the collective efforts of all participating clubs and countries. This exposure not only amplifies the impact of the project but also provides a platform for recognition and appreciation of the contributions made.

5. Personal Fulfillment: Through the act of giving and spreading joy to others, participants can experience a sense of personal fulfillment and satisfaction, knowing that their efforts have positively impacted the lives of children in need.

Overall, the "Toys Donation" project offers a meaningful and rewarding experience for participants, combining the joy of giving with the opportunity to connect, collaborate, and make a lasting impact in the community.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

1. Project Coordinator: Planning, coordination, and execution of activities related to toy collection and encourage the clubs from its own district to join them.

2. Project Coordinator 2: Make a list of countries that club wants to have in this project (new countries comparing to the year before).

3. Communications Officer: 4-5 members from the club who will contact as much clubs as they can (our experience was sending 1000 messages, so we can have more participants). In that way project will be more successful.

2. DESCRIPTION OF THE PROJECT

The project is very simple. The clubs will collect toys (new or old, how many of them - they all decide) and donate it somewhere in their own place (for example hospitals, families who don't have enough money for the things like toys etc), wherever children are involved. There is no "we have couple of toys - that's not enough etc". Every toy matters because that's one more smile on children's faces. Enjoy, have fun, make memories, pictures, videos and send them back to us. That's all :)

3. GOALS OF THE PROJECT

Our specific goals for the "Toys Donation" project was to bring joy and happiness to children during the New Year and Christmas holidays, while also making a sense of community and collaboration among participating clubs. In the 2022/2023 edition of the project, we successfully engaged 178 Rotary, Rotaract, Interact, and Eclubs from 39 countries, a significant increase from previous years.

We are delighted to share that through the collective efforts of all participating clubs, we were able to bring joy to over 12,000 children worldwide. This statistic serves as a

testament to the impact and success of our initiative in positively impacting the lives of numerous young individuals.

The primary goal of the project was for each club to collect toys, whether new or old, and distribute them in locations where children are in need, such as hospitals, orphanages, or facilities catering to children with disabilities. The quantity of toys collected and the choice of donation location were left to the discretion of each club, allowing for a personalized and impactful approach to giving back to the community.

Participants were encouraged to have fun, document their experiences through pictures and videos, and share them with us. At the conclusion of the project, we showcased the collective efforts of all clubs on our social media platforms, creating a sense of unity among participants from different countries.

Through this project, participants not only had the opportunity to make a difference in the lives of children but also to forge new friendships and potential partnerships for future projects, further enriching the spirit of giving and collaboration within our global community.

4. TARGET AUDIENCE

Children all around the world.

The target group of the "Toys Donation" project are children all around the world (for example - who may be in hospitals, orphanages, or have disabilities, as well as those without parental care). The project aims to bring joy and happiness to these children during the New Year and Christmas holidays by providing them with toys collected through the efforts of participating clubs.

5. ACTION PLAN & TIME FRAME

The club decides how much time they need.

1. First step

Decision to who they would love to donate - to do a research about situation in their own country, related to kids who need them in the holiday period.

2. Second step

Collecting toys - one month without a pressure is enough time to collect or buy toys.

3. Final step

Day for donation - time to enjoy :)

Brief description of each step

We made this project to be easy for everyone, that's why they decide about every step how they will make it. For us the success is if children but also rotaractors are happy and enjoyed doing it :)

6. RESOURCES

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7. BUDGET

It depends if club decides to buy toys, then it's all up to them and prices in their own countries. Also the option is to collect from their friends, or maybe members themselves have toys from childhood period :)

8. ORGANIZERS OF THE PROJECT

Rotaract club Belgrade Dedinje:

1. Mirko Stojkovic - mstojkovic@rotaractdedinje.com (+381612873718)

2. Dragana Dojcinovic - ddojcinovic@rotaractdedinje.com (+381629733742)

3. Andrijana Petrovic (+381611517858)

9. PARTICIPANTS

In 2022/2023 we had 39 countries and 178 Rotary, Rotaract, Interact and Eclubs.

We are proud that we had so many Rotarians and Interactors joining us from all over the world. The fact that Eclubs liked our idea is a very special for us. We made community and that's how the clubs recognize each other - by being part of this project.

Rotaract club Heliopolis El Tayaran from Egypt and Rotaract club de Cruzeiro do Oeste from Brazil - got awards for the Best International Project in their own districts for Toys donation project. We are very proud on each club who contributed to such amazing results.

10. SPONSORSHIP

We contacted fabrics that produce toys, we got donations from them which also made this project easier for us.

11. MEDIA COVERAGE

We shared on Facebook, Instagram but also we were published in the media in our country - newspapers, television etc. Also Rotary clubs from Italy have published in their media - so we have photos of that as well. Also one Rotaractor from Italy was speaking about Rotaract for a local TV, he mentioned our project as well.

III. RESULTS

1. RESULTS AND OVERVIEW

Every project has its own challenges. We can say that the only challenge for us at the end was to collect so many photos and make a collage for posts. It takes time for sure.

2. ADVICES

It's easier maybe to do it together with other club in your own district, in that way it's easy to have more funds and options for choosing toys.

3. SUSTAINABILITY

In 2023/2024 the goal is to have more and more clubs, new countries for us means new friends. We believe that we can cover all the world - that's how powerful Rotaract is :)