



Project Template

European Rotaract Information Center

Name of the project: Red Sock

Organizing club: Dolmabahçe Rotaract Club

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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 with the "Red Sock" project is to provide moral and support to children undergoing treatment in hospitals during their challenging times and to bring them the Christmas spirit. These children may face not only the challenges of their treatment but also issues like social isolation and loss of morale. Our project is designed to offer them moral support, strengthen their social connections, and make a positive impact on their lives.

The project consists of three main steps: preparation of Christmas stockings, personalization and packaging of gifts, and finally, distribution of gifts to the children in hospitals. These steps aim to provide these children with an unforgettable Christmas experience. Additionally, the implementation of this project with the contributions of volunteers strengthens the community's sense of social responsibility and helps alleviate the negative effects of hospital conditions. In this way, we provide these children with the morale they need and enable them to experience a hopeful Christmas.

2. OPPORTUNITIES

Collaborations and partnerships: Collaborating with other organizations can expand the scope of the project and reach more children.

Increase in societal support: Promoting the project through media and social media can attract more supporters and volunteers to join the project.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Research Team: Conducts hospital research and searches for a venue for the workshop.

Procurement Team: Manages the purchase of workshop materials and toys.

Logistics: Responsible for transporting items and delivery to the hospital.

Project Manager: Oversees the process and reports to the management board.

Corporate Communications: Manages social media communications.

2. DESCRIPTION OF THE PROJECT

The "Red Sock" project is a social responsibility initiative by Dolmabahçe Rotaract Club aimed at providing moral support and hope to children undergoing hospital treatment

during the holiday season. In this project, consisting of three main steps, volunteers prepare carefully designed Christmas stockings, fill them with heartfelt notes and personalized gifts, and ultimately deliver these gifts to the children in hospitals. The primary goal of the project is to provide the children with a Christmas experience filled with love, solidarity, and hope.

3. GOALS OF THE PROJECT

As a result of our discussions with the Make-A-Wish Foundation, children feel valued and happy when they receive gifts from strangers. According to data provided by the Make-A-Wish Foundation, receiving an unexpected gift or having their wishes fulfilled leads to a 79% increase in positive energy and liveliness levels. Therefore, the gifts we have selected for children based on their age groups and the notes we have written provide hope and make the hospital experience somewhat enjoyable for them during the holiday season.

4. TARGET AUDIENCE

Our project has two target audiences.

The first target audience consists of those who participate in the initial step of the project and attend the Christmas stocking workshop. There is no age limit for this group. Individuals participating in this workshop experience more than just giving and receiving gifts to a child. They are provided with the opportunity to gain various experiences such as improving their craftsmanship, working as a team, and forming an emotional connection with the child their gift will be delivered to, without even meeting them in person.

The second target audience comprises children aged 0-17 who are battling challenging illnesses and undergoing hospital stays. Particularly in the fight against critical diseases like cancer, morale and support play a crucial role. This process can have adverse effects on children. We recognize the value of extending the hope and happiness we experience at the start of a new year to children in hospital care, and providing them with joy and hope through gifts from strangers. Therefore, we believe our target audience is appropriately chosen.

5. ACTION PLAN & TIME FRAME

.10 Weeks Ago

The decision to carry out the project was made, and roles were assigned.

7-6 Weeks Ago

Contact was made with hospitals, and an agreement was reached with a suitable hospital.

6-4 Weeks Ago

A workshop venue was found and finalized.

5 Weeks Ago

Posters were prepared and announced on social media.

3 Weeks Ago

Procurement of toys and workshop materials was completed.

2 Weeks Ago

The workshop was conducted.

December 31, 2023

The project was completed.

Brief description of each step

Preparation of Christmas Stockings:

Carefully designed Christmas stockings are prepared using colorful felt.

Challenge: Creating personalized stockings for each child can be time-consuming.

Preparation and Packaging of Gifts:

Christmas stockings are filled with heartfelt notes and personalized gifts.

Challenge: Selecting and packaging meaningful gifts for each child can be time-consuming.

Distribution of Gifts:

The prepared gifts are delivered to children undergoing treatment in hospitals.

Challenge: The timing and organization of distribution can be challenging due to hospital conditions, visiting hours, and protocols.

Logistics and Coordination:

Acquisition, transportation, and distribution of workshop materials and gifts.

Challenge: Logistics challenges such as material procurement, transportation, and timing.

Each of these steps is crucial for the successful implementation of the project. Challenges can be identified in advance and managed appropriately to overcome them.

6. RESOURCES

Volunteers

Volunteers for designing, preparing, and distributing Christmas stockings and gifts.

Materials for Christmas Stockings

Colorful felt, threads, decorations, etc.

Gifts for Children

Toys, books, art supplies, etc.

Workshop Venue

A suitable venue for the workshop where volunteers can gather to prepare the stockings and gifts.

Logistics

Transportation for materials and gifts.

Communication and Marketing

Promotion of the project through social media, local media, and other channels to gather support and volunteers.

Partnerships and Collaborations

Collaboration with local hospitals or healthcare facilities for gift distribution.

Funding

Financial support for any additional expenses, logistics, and unforeseen costs.

Local Regulations and Permissions

Ensuring compliance with local laws and regulations related to charity work, volunteering, and gift distribution.

Evaluation and Feedback

Monitoring and evaluation tools to assess the impact of the project and gather feedback for improvements in future iterations.

Having these resources and support in place will help ensure the successful replication of the "Red Sock" project in another country.

7. BUDGET

Stationery materials to be used in the project (such as felt, glue, scissors, etc.) cost €60.

The cost of toys is €210.

Refreshments provided during the workshop amount to €15.

Workshop Venue: €145 (Provided by a sponsor.)

Logistics: €20 (Provided by a sponsor.)

Total Cost: €450

These figures are rough estimates, and actual costs may vary depending on the country, region, and specific circumstances. It's always good to have a detailed budget and adjust these figures based on local market prices and conditions.

8. ORGANIZERS OF THE PROJECT

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Feel free to reach out to us for any questions or further information about the "Red Sock" project or any other activities of Dolmabahçe Rotaract Club.

9. PARTICIPANTS

All clubs of District 2420 were invited to our event. Additionally, a university group called Dođuş Volunteers and students from Tema Bahçeşehir College joined our project. Working together towards a common goal was truly enjoyable. It makes us very happy to see an increasing number of participants each year compared to the previous one.

10. SPONSORSHIP

We reached out to toy companies but received negative responses.

We contacted Design Park for the workshop venue, and they generously allowed us to hold the event free of charge.

We communicated with hospitals, and they supported us with permissions and logistics.

11. MEDIA COVERAGE

We only had posts on our club's Instagram page.

https://www.instagram.com/p/C1bX_1vopFA/?hl=tr&img_index=1

https://www.instagram.com/p/Cz_ZqeFoxH4/?hl=tr

https://www.instagram.com/p/C4pjiTZgIAc/?hl=tr&img_index=1

III. RESULTS

1. RESULTS AND OVERVIEW

The impact of the "Red Sock" project has been overwhelmingly positive. With our project, we provided morale and hope to children undergoing treatment in hospitals and gave them an unforgettable Christmas experience. Additionally, our project received positive feedback on social media, helping it reach a broader audience.

During the project, we faced challenges such as receiving negative responses from toy companies and encountering logistical difficulties. However, by collaborating with hospitals, we overcame these challenges.

The contribution of volunteers was instrumental in the success of our project. Thanks to their energy, dedication, and creativity, we successfully completed our project. Furthermore, the free workshop space provided by Tasarım Park played a significant role in the success of our project.

In conclusion, the "Red Sock" project has had a positive impact on both children undergoing treatment in hospitals and the community at large. Collaboration and solidarity played a crucial role in overcoming the challenges we faced during the project. To ensure the continued success of such initiatives in the future, interest in and support for these types of events need to persist.

2. ADVICES

If someone is interested in replicating the "Red Sock" project in their local club, here are some key pieces of advice and aspects to pay special attention to:

Project Planning:

Clearly define the project's objectives, scope, and target audience.

Develop a detailed action plan with timelines for each step of the project.

Collaboration and Partnerships:

Identify potential partners, including hospitals, schools, toy companies, and local businesses.

Establish clear communication channels and roles/responsibilities for each partner.

Volunteer Engagement:

Recruit dedicated and passionate volunteers who are committed to the project's goals.

Provide proper training and orientation sessions for volunteers to ensure they understand their roles and responsibilities.

Resource Allocation:

Secure necessary resources, such as materials for Christmas stockings, toys, workshop venues, and logistics.

Consider seeking sponsorships or partnerships to cover some of the project's costs.

Logistics and Coordination:

Plan and coordinate the logistics for toy collection, stocking preparation, and gift distribution.

Ensure smooth communication and coordination among volunteers, partners, and beneficiaries.

Communication and Marketing:

Develop a marketing and communication strategy to raise awareness about the project.

Utilize social media, local media, and other channels to promote the project and attract

support.

Evaluation and Feedback:

Implement monitoring and evaluation mechanisms to assess the project's impact. Gather feedback from volunteers, partners, and beneficiaries to identify areas for improvement and measure success.

Flexibility and Adaptability:

Be prepared to adapt and make adjustments to the project plan as needed, considering unforeseen challenges or changes in circumstances.

By focusing on these crucial aspects and maintaining open communication, collaboration, and dedication, you can successfully replicate the "Red Sock" project in your local club and make a meaningful impact on children's lives during the holiday season.

3. SUSTAINABILITY

The "Red Sock" project is designed with sustainability in mind, aiming to create a lasting impact on children undergoing medical treatment during the holiday season. Here's how we're ensuring its sustainability and what might change in the future:

Sustainability Measures:

Partnerships and Collaborations: By forming strong partnerships with hospitals, schools, and other organizations, we ensure ongoing support and cooperation for future editions of the project.

Volunteer Engagement: Building a dedicated team of volunteers who are passionate about the cause ensures continuity and fosters a sense of ownership and commitment to the project.

Feedback and Evaluation: Continuously gathering feedback from volunteers, partners, and beneficiaries helps us identify areas for improvement and adapt our strategies to better meet the needs of the children and the community.

Resource Optimization: By securing sponsorships and donations for materials and logistics, we aim to minimize costs and maximize the impact of each contribution, ensuring the project's sustainability.

Future Changes:

Expansion: As the project gains momentum and more partners join us, we plan to expand the reach of the "Red Sock" project to include more hospitals and children in need.

Innovation: Over time, we aim to incorporate innovative ideas and technologies to enhance the project's effectiveness and reach.

Community Involvement: We plan to involve the local community more actively in the project, encouraging them to participate in fundraising events, volunteer activities, and awareness campaigns.

Diversification of Activities: While the core essence of the project will remain focused on providing joy and support to hospitalized children during the holiday season, we may introduce additional activities or programs throughout the year to maintain engagement and relevance.

In summary, the "Red Sock" project is designed with sustainability at its core, and we are committed to evolving and adapting our strategies to ensure its long-term success and impact on children's lives.