



Project Template

European Rotaract Information Center

Name of the project: LetzGoGold

Organizing club: Rotaract Club Luxembourg

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

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

The primary issue addressed by LËTZ GO GOLD is the need for increased funding for pediatric cancer research. Pediatric cancers are often underfunded compared to adult cancers, leading to limited treatment options and a lack of understanding regarding their causes. Children diagnosed with cancer face significant challenges, not only in terms of treatment and recovery but also in terms of the long-term effects of therapies and survivorship. By organizing this charity run, we aim to raise awareness about pediatric cancer and mobilize community support to fund crucial research initiatives that can lead to new cures and improved treatments.

2. OPPORTUNITIES

LËTZ GO GOLD presents several opportunities:

Community Engagement: The event encourages community members to come together for a common cause, fostering a spirit of solidarity and support for families affected by pediatric cancer.

Awareness Raising: By participating in this event, we can raise awareness about pediatric cancer, its challenges, and the importance of funding research, ultimately leading to greater public understanding and support.

Collaboration: The partnership between the Rotaract Club Luxembourg and the Rotary Club Hearts Luxembourg highlights the potential for collaboration among different organizations. This synergy can enhance fundraising efforts and maximize the impact of our actions.

Volunteerism: The involvement of volunteers from various backgrounds not only supports the event but also cultivates a culture of giving and active citizenship among young people.

Long-term Impact: The funds raised will contribute directly to research projects focused on finding new cures and improving existing treatments, potentially leading to breakthroughs that can save lives and improve the quality of life for children battling cancer.

Sustainability: This initiative can be replicated in future events, creating a sustainable model for ongoing fundraising and community support for pediatric cancer research.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Project Coordinator:

Role: Oversees the entire project, ensuring that all activities are coordinated and deadlines are met. Acts as the main point of contact for all stakeholders involved in the event.

Assigned to: Erika Palomba

Fundraising Officer:

Role: Develops and implements strategies to encourage participants to meet and exceed their fundraising goals. Tracks donations and provides updates to participants.

Assigned to: Jonathan Rasque

Marketing Officer:

Role: Responsible for promoting the event through social media, local media outlets, and community engagement. Creates promotional materials and ensures consistent messaging.

Assigned to: Antonio Decataldo - Matteo Facchetti

Volunteer Coordinator:

Role: Recruits and manages volunteers for the event, assigning tasks and ensuring everyone understands their responsibilities. Provides training or orientation for volunteers before the event.

Assigned to: Anastasia Vanden Berghe - Erika Palomba

Community Liaison:

Role: Engages with local businesses, schools, and organizations to promote participation and sponsorship opportunities. Builds relationships within the community to support the cause.

Assigned to: Karine Amiryan

Post-Event Coordinator:

Role: Oversees the follow-up activities after the event, including thanking participants and sponsors, collecting feedback, and preparing a report on the outcomes of the event.

Assigned to: Erika Palomba - Karine Amiryan

2. DESCRIPTION OF THE PROJECT

LËTZ GO GOLD is a charity run organized by the Fondatioun Kriibskrank Kanner aimed at raising funds for pediatric cancer research. Scheduled for the morning of September 28, 2024, this event invites participants of all ages to run or walk a distance of 5 or 10 kilometers, with a 1.5 km circuit accessible to strollers and all-terrain wheelchairs. Each participant commits to raising a minimum of €200 (€100 for minors and students under 25) to support crucial research initiatives focused on pediatric cancers.

The project aims to address the underfunding of pediatric cancer research, which often results in limited treatment options and understanding of the causes of these diseases. Through the LËTZ GO GOLD initiative, we seek to raise awareness within the community about the importance of supporting children affected by cancer and to mobilize local efforts to contribute to this critical cause.

In collaboration with the Rotary Club Hearts Luxembourg, the Rotaract Club Luxembourg plays a vital role in the event by providing volunteers and supporting fundraising efforts. The partnership has already demonstrated significant success, with the Rotaract Club raising €1,000 in just a few days and the Rotary Club organizing a charity gala dinner, collectively achieving a remarkable fundraising total of €36,000 to be donated entirely to pediatric cancer research.

This project not only aims to raise funds but also fosters community engagement, encourages physical activity, and builds a network of support for families affected by pediatric cancer. By promoting collaboration among various organizations and individuals, LËTZ GO GOLD hopes to make a lasting impact on the lives of children battling cancer and contribute to advancements in treatment and research.

3. GOALS OF THE PROJECT

1. Raise Funds for Pediatric Cancer Research:

We collected, together with Rotary Hearts Club Luxembourg, €36,000 through participant fundraising and sponsorships.

2. Increase Community Awareness:

We engaged a lot of participants in the event, aiming to reach a broader audience through social media and local promotions

3. Volunteering:

We recruited volunteers to assist in various aspects of the event, including logistics, fundraising support, and community engagement.

4. Sponsorship Development

5. Prepare and disseminate a report detailing the funds raised and overall impact of the service after the event, giving a feedback.

4. TARGET AUDIENCE

The target audience for the LÉTZ GO GOLD project included:

Participants: Individuals who ran or walked in the event, including families, schools, and community members. They benefited from the physical activity and the sense of community engagement while supporting a noble cause.

Children Affected by Cancer: The primary beneficiaries of the funds raised, as the donations directly supported research projects aimed at finding new treatments and improving existing therapies for pediatric cancer.

Local Community: Residents, local businesses, and organizations benefited from increased awareness of pediatric cancer and the opportunity to engage in charitable activities, fostering a spirit of solidarity and support.

Volunteers: Individuals who participated as volunteers gained experience, built skills in event management, and developed a sense of accomplishment from contributing to a significant cause.

5. ACTION PLAN & TIME FRAME

24-18 Weeks Before:

Identify the event's goals and objectives.

Build a team and assign roles.

Set up a project timeline.

17-15 Weeks Before:

Create a marketing strategy and promotional post on Instagram.

14-12 Weeks Before:

Launch the event registration platform for volunteers.

Begin community outreach to promote participation.

11-9 Weeks Before:

Assign roles for the event day to each volunteer.

8-6 Weeks Before:

Launch another social media campaign to generate buzz.

5-3 Weeks Before:

Provide training for volunteers on their roles and responsibilities.

Confirm final details with participants.

2 Weeks Before:

Finalize participant lists and collect any outstanding donations.

1 Week After:

Host the event and ensure a smooth experience for all participants and volunteers.

Send out thank-you notes to participants, sponsors, and volunteers.

Send the money raised to the charity involved.

Prepare a report detailing the outcomes of the event and share it with all stakeholders.

Brief description of each step

- Identify goals and objectives: Define fundraising targets and community engagement.

Challenge: Achieving consensus among stakeholders.

- Build a team and assign roles: Gather volunteers and allocate responsibilities.

Challenge: Finding reliable volunteers.

- Set up a project timeline: Outline each phase of the project.

Challenge: Adhering to the timeline amidst unforeseen issues.

- Create a marketing strategy: Develop promotional posts for social media.

Challenge: Crafting impactful messages.

- Launch registration for volunteers: Set up an easy-to-use registration platform.

Challenge: Technical glitches during registration.

- Engage local groups to promote participation.

Challenge: Capturing community interest.

- Assign event-day roles: Clearly define responsibilities for volunteers.

Challenge: Managing last-minute changes in availability.

- Launch a social media campaign: Create excitement leading up to the event.

Challenge: Maintaining engagement without fatigue.

- Train volunteers: Prepare them for their roles on event day.

Challenge: Coordinating schedules for training.

- Confirm final details with participants: Ensure all registrations are complete.

Challenge: Tracking down non-responders.

- Finalize participant lists and donations: Ensure everything is in order. - Challenge: Last-minute donations may not come in time.

- Host the event: Execute the plan and ensure a smooth experience. - Challenge: Handling unexpected issues on the day.

- Send thank-you notes: Acknowledge contributions from all involved.

Challenge: Personalizing messages and timing.

- Send raised funds to charity: Complete financial transactions.

Challenge: Ensuring accuracy and transparency.

- Prepare a report on outcomes: Summarize achievements and share with stakeholders.

Challenge: Collecting comprehensive feedback.

6. RESOURCES

To replicate the LËTZ GO GOLD project in another country, the following resources would be necessary:

Event Venue (S): A suitable location for the run/walk event, such as parks or community centers.

Registration Platform (S): An online platform for participants and volunteers to register

and manage donations.

Marketing Materials (S): Promotional materials, including flyers and social media graphics to raise awareness.

Volunteers: A team of volunteers to assist with logistics, registration, and event-day activities.

Sponsorship Funding (S): Financial support from local businesses and organizations to cover event costs and ensure 100% of donations go to charity.

Safety Equipment: First aid kits, water stations, and signage for the event route.

Training Resources: Guides and materials for training volunteers on their roles and responsibilities.

Community Partnerships: Collaborations with local schools, businesses, and organizations to promote participation and support.

These resources would ensure that the project can be successfully implemented while maximizing community engagement and fundraising potential.

7. BUDGET

The event is primarily covered by sponsors who agree to provide all services and materials at no cost. Every euro raised, including during the main event (the marathon on September 28), goes directly to charity. The city of Luxembourg also generously supplies many necessary materials for free. Below is an approximate budget outline, though costs are minimal due to sponsorship and community support.

Event Venue Rental: Covered by sponsors (no cost).

Registration Platform: Provided by sponsors (no cost).

Marketing Materials: Supplied by sponsors (no cost).

Safety Equipment: Provided by sponsors (no cost).

Water Stations and Supplies: Supplied by sponsors (no cost).

First Aid Services: Provided by sponsors (no cost).

Volunteer Training Materials: Covered by sponsors (no cost).

Event Insurance: Provided by sponsors (no cost).

Miscellaneous Expenses: Supported by the city of Luxembourg (no cost).

The charity dinner gala included an art auction, performances by artists, and a well-known local presenter who volunteered his time. The venue provided by the hotel was free of charge. The dinner cost €180 per person, covering the actual dinner expenses, with the remaining funds going to the cause. A small portion was allocated to compensate performers who accepted to participate for free to support the cause. The Health Minister also attended the gala, providing additional support.

Overall, the project is designed to ensure that all funds raised go entirely to pediatric cancer research, with minimal costs incurred due to generous sponsorship and community involvement.

8. ORGANIZERS OF THE PROJECT

Club: rotaractluxemburg@gmail.com

Responsible Rotaractors: palomba.erika@gmail.com (president),
karineamiryan00@gmail.com (secretary)

9. PARTICIPANTS

Yes, Club Rotary Hearts Luxembourg

10. SPONSORSHIP

Local Businesses: Various local businesses were approached, including fitness centers, restaurants, and retailers, to support the event through sponsorships and in-kind donations.

Corporations: Larger companies in Luxembourg, such as banks and multinational corporations, were contacted for financial support and resources. Many of these companies have a commitment to corporate social responsibility and were enthusiastic about contributing to pediatric cancer research.

Health and Wellness Brands: Companies focused on health and wellness were invited to participate, offering products for the event and contributing to health initiatives.

Media Partners: Local media outlets were approached for promotional support, including coverage of the event and assistance in raising awareness within the community.

11. MEDIA COVERAGE

For the Gala:

<https://luxembourg-hearts.rotary2160.org/fr/agenda/show/71713>

<https://rotary-hearts-2160.org/>

<https://play.rtl.lu/shows/en/in-conversation-with-lisa-burke/episodes/n/2209574>

III. RESULTS

1. RESULTS AND OVERVIEW

The LËTZ GO GOLD project successfully raised a total of €36,000 for pediatric cancer research. This amount surpassed our initial fundraising goals, thanks in large part to the collaboration between the Rotaract Club Luxembourg and the Rotary Club Hearts Luxembourg.

Key Achievements:

Participation

Community Engagement

Volunteer Involvement

Challenges Faced:

Logistical Coordination: Organizing a large-scale event with multiple stakeholders posed logistical challenges. Ensuring smooth communication among volunteers, sponsors, and participants required meticulous planning and coordination.

Participant Recruitment: Attracting participants and ensuring they were motivated to meet fundraising targets was initially challenging. However, targeted marketing efforts and community outreach helped increase involvement.

Weather Dependency: Being an outdoor event, we faced the risk of inclement weather. We prepared contingency plans, which ultimately were not needed, but highlighted the importance of being adaptable.

Successes:

Sponsorship Support: The overwhelming support from sponsors ensured that the event costs were covered, allowing all funds raised to go directly to charity.

Social Media Campaigns: Effective marketing strategies, particularly through social media, successfully generated buzz and excitement leading up to the event.

Charity Dinner Gala: The gala raised additional funds through an auction and entertainment, contributing significantly to our overall total.

In summary, our participation in LËTZ GO GOLD project not only achieved its fundraising goals but also strengthened community ties and raised awareness for a critical cause. The collaboration between the Rotaract Club Luxembourg and the Rotary Club Hearts Luxembourg proved to be a vital component of the project's success.

2. ADVICES

Engage Sponsors from the Start:

Sponsors are essential to cover costs and ensure all funds raised go directly to charity. Secure sponsor commitments early, emphasizing the impact of their contribution and the exposure they will receive.

Clear Role Assignment:

A well-organized team is crucial. Clearly define roles for each member, from project coordination to volunteer management and marketing. This clarity will help streamline communication and avoid overlaps.

Effective Marketing:

A robust social media strategy is crucial for attracting participants and building awareness. Use eye-catching visuals, engaging posts, and success stories from similar events to generate excitement.

Community Engagement:

Make the project a community event. Reach out to local schools, businesses, and organizations to participate. Creating a sense of shared purpose will increase participation and support.

Logistical Preparation:

Details matter. Ensure the event route, registration process, volunteer assignments, and safety measures are meticulously planned. Visit potential locations in advance to address any logistical challenges.

Volunteer Training:

Invest in training your volunteers. Clear instructions and preparation will make the event smoother. Ensure they understand their tasks and the importance of the cause to keep them motivated.

Prepare for the Unexpected:

Flexibility is key. Weather, last-minute participant changes, or logistical hiccups can happen. Having a backup plan will help you manage unexpected situations with confidence.

Follow Up and Build Relationships:

Post-event communication is crucial. Thank all contributors and share the impact of their efforts. This helps strengthen relationships for future events and encourages continued support.

3. SUSTAINABILITY

The LĚTZ GO GOLD project is committed to sustainability, and several initiatives were put in place to minimize the environmental impact and ensure the project's longevity:

Eco-Friendly Welcome Bags:

Every participant received a welcome bag containing eco-friendly gadgets, demonstrating a commitment to reducing waste from the start.

Eco-Conscious Event Stands:

All the stands present during the marathon followed sustainable practices, prioritizing the use of eco-friendly materials and local products. This not only reduced the carbon footprint of the event but also supported local businesses.

Sustainable Water Stations:

Along the route and in the main activity area, there were several water stations where participants could drink water using cups made from recycled, recyclable, and reusable materials. This helped to eliminate single-use plastics and encourage responsible consumption.

These measures not only make the event environmentally friendly but also set a standard for future editions. In the coming years, the goal is to enhance sustainability efforts by increasing the use of renewable energy sources during the event, integrating more locally sourced products, and expanding recycling and composting facilities. This ongoing commitment to sustainability will ensure that the LĚTZ GO GOLD project continues to positively impact both the environment and the cause it supports.