



CharitABLE'24

International Service



Submitted by
Rtr. Ahmadh Booso (President)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
October 20th, 2024
at the
CIDA

Secondary Avenues

- Finance

Description

In the charitable project, we focused on raising awareness about the humanitarian challenges Palestinians

face due to the ongoing conflict. We organized a seminar that brought together interactors, rotaractors, and the general public to learn about the issues in Palestine, with insights from keynote speakers who are deeply involved in addressing the crisis. These experts will provide a comprehensive understanding of the historical context, the current humanitarian needs, and the global efforts to provide aid and relief. The seminar covered key topics such as healthcare, education, and displacement issues in conflict zones, and discuss how the international community can contribute to improving the situation. We aimed to inspire the local community, especially interactors and rotaractors, to take action and support ongoing relief efforts." Patterns of Our Genocides " the iconic play paid tribute to the lost lives of Palestine .

Objectives

- Mobilize interactors, Rotaractors, and the public to raise funds for humanitarian relief in Palestine
Collect donations to support Palestinians affected by the ongoing conflict.
- Ensure that funds raised are directed to the Palestinian Embassy for proper distribution to those in need.
- Strengthen the community's involvement in global humanitarian efforts.
- Foster a sense of solidarity and responsibility among participants towards supporting international causes.
- Create a lasting impact by contributing to the ongoing relief efforts for the Palestinian people.

Project Service Element

As part of our charitable initiative, we focused on addressing the pressing humanitarian challenges faced by Palestinians due to the ongoing conflict. In collaboration with our partners, we organized a seminar that brought together a diverse group of Interactors, Rotaractors, and the public to engage in critical conversations about the issues in Palestine. The seminar provided a platform for experts to share their insights on the historical context of the crisis, the current humanitarian needs, and the global efforts being made to provide aid and relief. Key topics such as healthcare, education, and displacement were discussed, highlighting the dire circumstances faced by those living in conflict zones. Our goal was to inspire action among the local community, particularly Interactors and Rotaractors, encouraging them to support ongoing relief efforts for Palestine. In addition to the seminar, the "Patterns of Our Genocides" play was a poignant tribute to the lost lives in Palestine, paying homage to the countless victims of the ongoing crisis. Through this charitable project, we were able to raise much-needed funds, which have been directed towards supporting relief efforts for Palestinians, ensuring that their plight remains visible and that they receive the help they desperately need. This initiative was a testament to the power of community and service, demonstrating our commitment to creating positive change in the world.

Goals

SDG Goals

- 1 - No Poverty
 - 1.4 Equal rights to ownership, basic services, technology and economic resources.
- 3 - Good Health and Well-being
 - 3.12 Increase health financing and support health workforce in developing countries.
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- 4 - Quality Education
 - 4.7 Education for sustainable development and global citizenship.
- 5 - Gender Equality
 - 5.2 End all violence against and exploitation of women and girls.
- 10 - Reduced Inequality
 - 10.2 Promote universal social, economic and political inclusion.
- 11 - Sustainable Cities and Communities
 - 11.10 Support least developed countries in sustainable and resilient building.
- 16 - Peace and Justice Strong Institutions
 - 16.11 Strengthen national institutions to prevent violence and combat terrorism and crime.
- 17 - Partnerships to achieve the Goal
 - 17.16 Enhance the global partnership for sustainable development.

Rotary Area of Focus

- Economic and Community Development
- Basic Education and Literacy
- Maternal and Child Health
- Disease Prevention and Treatment
- Peace and Conflict Prevention/Resolution

Other focus Areas

Project Chair

| Name | Volunteer Hours |
|--------------|--------------------|
| Ahmadh Booso | 204 Hours (Appox.) |

Project Committee

| Name | Volunteer Hours | Committee Role |
|-----------------------|-------------------|--------------------------------|
| Kaumini Mapa | 52 Hours (Appox.) | Project Secretary |
| Amnah Booso | 37 Hours (Appox.) | Project Treasurer |
| Manusha Wickramaratne | 52 Hours (Appox.) | Visual Content Editor |
| Nafeel Casseem | 27 Hours (Appox.) | Social Media Content Publisher |
| Dhiyana Wijenayake | 2 Hours (Appox.) | Admin and Technical Assistant |
| Naadirah Buhar | 2 Hours (Appox.) | Admin and Finance Assistant |
| | Total Hours | 376 Hours |

Club Participation

| Club Name | Count |
|---|-------|
| Rotaract Club of Colombo Fort | 10 |
| Rotaract Club of Colombo Heritage | 1 |
| Rotaract Club of Colombo North | 1 |
| Rotaract Club of APIIT | 1 |
| Rotaract Club of Colombo Uptown | 3 |
| Rotaract Club of Informatics Institute of Technology | 1 |
| Rotaract Club of Ratnapura | 1 |
| Rotaract Club of Faculty of Medicine, University of Colombo | 1 |
| Rotaract Club of Battaramulla | 1 |

Other Organization Participation

| Organization Name | Organization Type | Count |
|--|-------------------|-------|
| Rotary Club of Colombo North | rotary | 02 |
| Interact Club of St. Lawrence's Convent | interact | 20 |
| Interact Club of Carey College | interact | 20 |
| Interact Club of Visakha Vidyalaya | interact | 10 |
| Interact Club of Gothami Balika Vidyalaya | interact | 05 |
| Interact Club of Sujatha Vidyalaya | interact | 03 |
| Interact Club of Bishop's College | interact | 01 |
| Interact Club of Wesley College | interact | 01 |
| Interact Club of St. Benedict's College | interact | 01 |
| Interact Club of Muslim Ladies College | interact | 01 |
| Interact Club of Royal Institute | interact | 01 |
| London Stock Exchange | corporate | 01 |
| United Nations Volunteers | corporate | 02 |
| Stages Youth Ensemble | other | 01 |
| University of Colombo | other | 01 |
| University of Moratuwa | other | 02 |
| Past Pupils Association of OKI International | other | 01 |
| Free Palestine Movement | other | 05 |

District Steering Committee Participation

| Name | Designation |
|------------------------|---|
| Manusha Wickramaratne | Joint Director - Public Relations |
| Sharan Balasubramaniam | Joint Director - Membership Development |

Budget

Income

| Description | | Amount |
|---------------------------------|--------------|------------|
| Host Club Donations | | 35000 LKR |
| Ticket Sales | | 85500 LKR |
| Gaza Emergency Appeal Donations | | 120000 LKR |
| | Total Income | 240500 LKR |

Expenses

| Description | | Amount |
|--|---------------|-------------|
| Ticket Books | | -6000 LKR |
| Venue | | -29500 LKR |
| Stationary | | -500 LKR |
| Donations made to the Embassy of Palestine | | -100000 LKR |
| Donations made to the Sulala Animal Rescue in Gaza | | -20000 LKR |
| | Total Expense | 156000 LKR |
| | Total | 84500 LKR |

Project Planning

At CharitABLE, we understand the importance of strategic planning to effectively address urgent humanitarian challenges. This initiative aims to raise awareness about the Palestinian crisis, focusing on the severe impact of the ongoing conflict on healthcare, education, and displacement. By engaging youth groups and the broader public, the project seeks to inspire empathy and mobilize support for ongoing relief efforts. The following outlines the key steps in the planning process for this impactful project:

1. Identifying the Need and Objective

The Palestinian crisis has resulted in profound challenges in healthcare, education, and displacement, leaving many vulnerable and without access to basic necessities. Despite significant global efforts, relief is often inadequate, and public awareness remains limited. CharitABLE's objective is to educate the public, especially youth groups such as Interactors and Rotaractors, about these issues, encouraging both intellectual and emotional engagement. By fostering a deeper understanding of the situation, we aim to mobilize support for relief initiatives and raise awareness of the humanitarian needs in Palestine.

2. Timelines and Milestones

To ensure the project progresses smoothly, clear timelines and milestones were set. Key actions included determining the date of the seminar, preparing and distributing promotional materials like flyers, and finalizing the project report. Each milestone was designed to keep the project on track and ensure efficient execution. A strong focus was placed on timely execution of promotional campaigns and post-event assessments.

3. Risk Assessment and Mitigation

A comprehensive risk assessment was conducted to identify potential challenges and obstacles, such as logistical issues, low engagement levels, or unforeseen disruptions. To mitigate these risks, the team developed proactive strategies, including backup communication plans, contingency venues for the seminar, and increased outreach efforts to ensure the target audience was reached. By addressing potential risks in advance, we aimed to minimize disruptions and ensure the smooth execution of the event.

4. Securing Resources and Logistics

Successful execution required careful coordination of resources, particularly for the theater play, "Patterns of Our Genocides," which formed a central part of the initiative. The project team ensured that necessary resources, such as funding, promotional materials, and event logistics, were secured. We also maintained effective communication channels between stakeholders, including local partners, volunteers, and sponsors, to ensure smooth collaboration and operational efficiency throughout the process.

5. Designing the Project Structure

The project plan was designed to clearly define roles and responsibilities for all team members, ensuring accountability and effective coordination. Regular meetings and progress reviews were held to evaluate the effectiveness of the strategy, identify areas for improvement, and make necessary adjustments. The project structure allowed for flexibility in responding to unforeseen challenges while staying focused on the overarching goals of raising awareness and mobilizing action.

Public Relations Plan

The CharitABLE Palestinian Crisis Awareness Initiative aimed to raise awareness about the ongoing humanitarian challenges faced by Palestinians, particularly in healthcare, education, and displacement. By leveraging strategic PR activities, we sought to engage a wide audience, drive attendance for the seminar and theater play, and mobilize support for relief efforts. This plan outlines the key strategies and tactics employed to promote the initiative, engage stakeholders, and amplify the message.

1. Social Media Strategy

A comprehensive social media strategy was implemented to ensure maximum reach and engagement across various platforms. The posts were designed to share valuable information, drive event participation, and encourage donations for Palestinian relief.

Platforms Used:

Instagram: 7 posts

Facebook: 8 posts

LinkedIn: 8 posts

WhatsApp: 11 posts

Content Themes:

Event Promotion: Information about the seminar, play, and key topics such as healthcare, education, and displacement.

Humanitarian Impact: Highlighting the critical issues facing Palestinians and their communities.

Relief Efforts: Encouraging followers to take action by supporting relief organizations and donating.

Behind-the-Scenes: Showcasing preparation for the event, building excitement and anticipation.

Engagement Tactics:

Hashtags: Used hashtags like #SupportPalestine, #PeaceForPalestine, and #HumanRights to increase reach and foster conversations.

Stories and Reels: Instagram Stories and Reels were used to share live updates, snippets from the seminar, and behind-the-scenes moments.

Interactive Posts: Engaged the audience through polls, call-to-action posts, and questions to spark conversations and increase participation.

2. Play Tickets Post Boosting

To drive ticket sales and increase attendance for the "Patterns of Our Genocides" theater play, a targeted boosting campaign was launched. The boosted post promoted ticket sales, raised awareness about the importance of the play, and highlighted the event as a key fundraising opportunity for the Palestinian relief efforts.

Boosting Strategy:

Target Audience: Focused on local youth groups, humanitarian supporters, and individuals who had previously shown interest in social justice causes or Middle Eastern issues.

Duration: The boosted post ran for a set duration leading up to the event, ensuring the message reached a broader audience in the days prior to the play.

Content: The post featured a compelling call-to-action encouraging users to purchase tickets while highlighting the significance of the play in raising awareness and funds for Palestine.

Impact:

Increased visibility for ticket sales, ensuring the event reached a larger, more engaged audience.

Higher levels of engagement on the post, including shares, comments, and direct messages inquiring about tickets.

A measurable uptick in ticket sales, contributing to the success of the event and the overall fundraising goals.

3. Photography and Visual Content

Visual storytelling played a pivotal role in amplifying the message and showcasing the success of the event. ATA Media, our photography partner, captured over 50 high-quality images during the seminar and theater play. These images were shared across social media platforms and used in promotional materials, providing a powerful visual narrative of the event's impact.

Key Outcomes:

Photo Album: ATA Media provided a comprehensive album that was shared across social media and utilized in press outreach.

Engagement: The photographs helped drive higher engagement on social media by making the cause more relatable and visually compelling.

Press Kits: The photos were included in press kits sent to local media, further boosting the visibility of the project and ensuring coverage.

Impact:

Enhanced storytelling by capturing emotional moments from the event, which helped increase empathy and drive participation.

Increased engagement and shares of the event photos, especially those featuring powerful moments from the theater play.

4. WhatsApp Communication

WhatsApp was used for targeted, personal communication to engage volunteers, Rotaractors, Interactors, and key supporters. This platform enabled us to provide real-time updates, reminders, and direct calls to action.

WhatsApp Activities:

Event Reminders: 11 posts were sent out, including reminders about the event date, ticket sales, and key information on the Palestinian crisis.

Thank-You Messages: Post-event, thank-you messages were sent to express appreciation for attendance and support.

Engagement: Used WhatsApp to drive post-event engagement by encouraging people to share their experiences and spread the message.

5. Post-Event Content and Evaluation

Following the seminar and theater play, continued PR efforts helped maintain momentum, reinforce the messages of the event, and ensure sustained engagement.

Post-Event Activities:

Event Highlights: Shared key moments from the seminar and play on all platforms to remind followers of the powerful messages conveyed.

Impact Reports: Posted updates on the funds raised and the ongoing relief efforts being supported, showing the tangible impact of attendees' contributions.

Thank-You Posts: Acknowledged all sponsors, speakers, volunteers, and attendees for their support and contributions to the initiative.

Evaluation Metrics:

Engagement: Analyzed social media engagement, including likes, shares, comments, and overall reach.

Ticket Sales: Measured the success of the boosted play tickets post and its impact on attendance.

Fundraising: Assessed the funds raised through the event and donations, ensuring transparency in how the funds would be used.

PR links

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| https://www.instagram.com/p/DA_RTsoea0/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== |
| https://www.instagram.com/p/DA-nlaCo1hJ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== |
| https://www.instagram.com/p/DA-cRfkIAyt/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA== |
| https://www.facebook.com/share/r/181j9TKVS8/?mibextid=WaXdOe |
| https://www.facebook.com/share/p/12ATeRJFZk5/?mibextid=WaXdOe |
| https://www.facebook.com/share/1AhaycEcG1/?mibextid=WaXdOe |
| https://www.facebook.com/share/r/16vrphFrEF/?mibextid=WaXdOe |
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| https://www.facebook.com/share/p/19nEfGK4aE/?mibextid=WaXdOe |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_patternsofgenocide-charitable2024-rotaract3220-activity-7253237508044423169-vmGe?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-inaidofpalestine-rotaract3220-activity-7252573115686215681-eus9?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-patternsofgenocide-inaidofpalestine-activity-7251631346014396416-4jNy?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-donateforgaza-inaidofpalestine-activity-7251434062836346881-rr43?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-donateforgaza-inaidofpalestine-activity-7251116954436952064-wa1l?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-patternsofgenocide-inaidofpalestine-activity-7251071660714254337-Glum?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-guestspeakers-inaidofpalestine-activity-7250730589937393664-PmWt?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-patternsofgenocide-inaidofpalestine-activity-7250498874245591040-IUTD?utm_source=share&utm_medium=member_ios |
| https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_charitable2024-inaidofpalestine-rotaract3220-activity-7250454050301726721-hgm2?utm_source=share&utm_medium=member_ios |

Beneficiaries

- Palestinian Communities – The primary beneficiaries, who are experiencing the humanitarian challenges resulting from the ongoing conflict, including issues related to healthcare, education, and displacement.
- Youth Groups (Rotaractors, Interactors, and the General Public) – Beneficiaries in terms of education and awareness, with the goal of mobilizing them for further support and action on humanitarian relief efforts.
- Humanitarian Relief Organizations – Beneficiaries of the funds raised and the increased awareness of the Palestinian crisis, which helps to drive ongoing relief efforts and advocacy.

Partners

- ATA Media – Photography partner who provided high-quality images to capture key moments from the eve
- Stages Theatre Group – Collaborated in the production of the impactful theater play, Patterns of Our
- Caththrew & Co. – Partnered to raise funds for the Sulala Animal Rescue in Gaza.

Outcomes

Short-Term Impact:

- **Increased Awareness:** The seminar, coupled with the *Patterns of Our Genocides* theatre play, successfully raised awareness about the ongoing humanitarian crisis in Palestine. The participation of Rotaractors, Interactors, and the general public in discussions about key issues—such as healthcare, education, and displacement—ensured a deeper understanding of the situation.
- **Engagement and Action:** Through social media campaigns and direct communications, the initiative encouraged active engagement from local communities, especially youth groups. Attendees and followers were inspired to take immediate action, including donations, sharing the message, and supporting ongoing relief efforts.
- **Fundraising Success:** The initiative successfully raised funds, with contributions directed towards relief efforts for Palestine. The boosted play tickets post helped drive significant attendance and generated additional revenue for the cause.
- **Collaborative Partnerships:** The partnership with organizations like ATA Media, Stages Theatre Group, and Caththew & Co. enhanced the overall event experience and brought together diverse expertise, making the project more impactful and effective.

Long-Term Impact:

- **Sustained Awareness:** The project contributed to a lasting increase in awareness about the Palestinian crisis. By educating youth and community members, the initiative sowed the seeds for long-term advocacy and activism around humanitarian issues.
- **Ongoing Support for Relief Efforts:** The funds raised and the continued visibility of the project can ensure long-term support for Palestinian relief efforts. It is expected that the relationships fostered during this initiative will help sustain future efforts and mobilize more resources.
- **Strengthened Networks:** The collaboration between CharitABLE and various partners (ATA Media, Stages Theatre Group, Caththew & Co.) has laid the groundwork for future joint projects, potentially expanding the scope of future initiatives aimed at raising awareness and providing aid for marginalized communities.
- **Empowered Youth:** By engaging Rotaractors and Interactors, the project has helped cultivate a sense of responsibility among youth, motivating them to take proactive roles in advocating for human rights and supporting humanitarian causes in the future.

Areas of Improvements

While the CharitABLE Palestinian Crisis Awareness Initiative was a tremendous success, there are areas where improvements could enhance future projects:

1. **Wider Outreach and Diversity:**
 - **Expansion of Audience Reach:** While the initiative reached a significant audience, expanding outreach to more diverse groups, particularly those who are less engaged with global humanitarian issues, could amplify the impact. More targeted outreach efforts to schools, universities, and international communities could help broaden the scope.
 - **More In-Depth Community Involvement:** To foster deeper local engagement, the project

could include more community-driven activities, such as volunteer mobilization, hands-on relief efforts, and local partnerships that give community members a direct role in the solution.

2.

Event Format and Structure:

- **Longer-Term Engagement Events:** While the seminar and play were impactful, incorporating more follow-up events—such as workshops, continuous education series, or community dialogues—would help to keep the conversation going and build a stronger sense of sustained commitment.
- **Hybrid Events for Broader Reach:** Introducing hybrid events that combine in-person and virtual participation could increase accessibility, especially for individuals who were unable to attend physically but are still invested in the cause.

3.

Strengthening Digital Presence:

- **Enhanced Social Media Campaigns:** While social media engagement was significant, further increasing the frequency of posts, creating more shareable content (e.g., infographics, videos, testimonials), and collaborating with influencers or celebrities could enhance the digital reach.
- **Utilizing Multi-Media Platforms:** Leveraging additional platforms like YouTube for behind-the-scenes videos, interviews with experts, and recorded sessions could help retain engagement long after the event.

4.

Data Collection and Reporting:

- **Better Impact Tracking:** Improving methods for tracking the impact of the initiative, such as more detailed donor tracking, participant feedback surveys, and post-event evaluations, could provide valuable insights for future initiatives and help measure the effectiveness of various strategies.
- **Post-Project Reporting:** More comprehensive post-project reports—including a breakdown of funds raised, a detailed list of resources directed towards relief efforts, and an impact assessment—could be shared with supporters, donors, and stakeholders to increase transparency and trust.

5.

Sponsorship and Funding:

- **Engage More Sponsors:** Although the project achieved its fundraising goals, expanding the network of corporate sponsors, international NGOs, and philanthropic individuals could ensure greater financial sustainability for larger-scale initiatives.
- **Crowdfunding Campaigns:** Incorporating online crowdfunding campaigns could allow for a broader reach of potential donors, especially from international supporters who may not have been able to attend the event.

Gallery



