



# **Tidings of Hope**

## **Community Service**



Submitted by  
Rtr. Kaumini Mapa (Secretary)  
from the  
Rotaract Club of Colombo Fort  
Sponsored By  
Rotary Club of Colombo Fort  
Held on  
April 18th, 2025  
at the  
Jayam Wijayarathnam Cancer Care  
Centre, Ragama

### **Secondary Avenues**

- Finance

## Description

*“Tidings of Hope”* was a heartfelt Christmas initiative by the Rotaract Club of Colombo Fort to bring light, warmth, and hope to the lives of cancer care patients at the Jayam Wijayarathnam Cancer Care Center in Ragama. As the festive season is often a time of togetherness and joy, the club recognised the importance of extending this spirit to those going through difficult health battles, many of whom are away from family and loved ones during the holidays.

The project focused on uplifting spirits through donations, interactions, and small gestures of kindness. With the overwhelming support of our members and generous donors, we raised over **LKR 50,000**, which was used to provide essential supplies and festive gifts for the patients and caretakers.

### Impact

- Reached over 30 patients and staff members at the center.
- Strengthened community ties and reminded patients they are not forgotten.
- Sparked a spirit of service and empathy among Rotaract members and donors.

### Key Highlights

- Decorated the care center with Christmas-themed ornaments and lights.
- Distributed gift packs to patients containing snacks, hygiene items, and personalised greeting cards.
- Donated essential supplies to the facility, tailored to its specific needs.
- Reached over 30 patients and staff members at the center.

## Objectives

- **Bring Cheer to Cancer Patients:** Provide emotional comfort and festive joy to individuals battling cancer during the holiday season.
- **Support with Essentials:** Donate meaningful and useful items that help patients and the care center in their daily routines.
- **Foster Compassion in Service:** Inspire Rotaractors to engage in empathetic and impactful community outreach.
- **Encourage Holiday Giving:** Promote the values of generosity and kindness during a time of

celebration.

## Goals

### SDG Goals

- 3 - Good Health and Well-being
  - 3.8 Achieve universal health coverage.
- 10 - Reduced Inequality
  - 10.2 Promote universal social, economic and political inclusion.
- 17 - Partnerships to achieve the Goal
  - 17.17 Encourage effective partnerships.

### Rotary Area of Focus

- Maternal and Child Health
- Economic and Community Development
- Disease Prevention and Treatment

### Other focus Areas

## Project Chair

Name	Volunteer Hours
Kaumini Mapa	97 Hours (Appox.)

## Project Committee

Name	Volunteer Hours	Committee Role
Ahmadh Booso	84 Hours (Appox.)	Project Secretary & Coordinator
Manusha Wickramaratne	43 Hours (Appox.)	Visual Content Editor
Yazeed Ahamed	62 Hours (Appox.)	Event Coordinator
Mahdi Namiz	26 Hours (Appox.)	Visual Content Review
Total Hours		312 Hours

## Club Participation

Club Name	Count
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Other Organization Participation

Organization Name	Organization Type	Count
rotary		

District Steering Committee Participation

Name	Designation
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# Budget

## Income

Description		Amount
Donations Received		50000 LKR
Club Contribution		10000 LKR
	Total Income	60000 LKR

## Expenses

Description		Amount
Donations Given		-50000 LKR
Decoration		-3000 LKR
Gifts		-7000 LKR
	Total Expense	60000 LKR
	Total	0 LKR

## Project Planning

### Planning Timeline:

- **Early December:** Project ideation and goal setting
- **First Week of December:** Budget planning and donation campaign launch
- **Mid-December:** Procurement of donations, gift preparation
- **December 22, 2024:** On-ground visit and distribution at the center

### Division of Responsibilities:

- **Chairperson (Rtr. Kaumini Mapa):** Overall coordination, center liaison
- **Finance Team:** Managed budgeting, donations, and expenditures
- **Procurement Team:** Purchased and packaged gift items
- **Event Volunteers:** Handled logistics, setup, and patient engagement
- **PR Team:** Designed flyers, managed social media posts, and donor communications

## Public Relations Plan

### Pre-Project PR:

- A flyer campaign was launched on Instagram and WhatsApp, inviting donations and volunteers.
- Captioned posts were used to emotionally connect the audience with the cause.

### Event-Day PR:

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Stories and real-time photos were shared from the care center, highlighting key moments of interaction and giving.

- A mini video snippet was created showing volunteers handing out gifts and spending time with patients.

### **Post-Project PR:**

- A thank-you post was released appreciating donors and volunteers.
- Behind-the-scenes photos were shared to showcase the preparation and teamwork involved.

### **PR links**

[https://www.linkedin.com/posts/rotaract-club-of-colombo-fort\\_tidingssofhope-merrychristmas-christmas25-activity-7277595495647125504-SMu0?utm\\_source=social\\_share\\_send&utm\\_medium=android\\_app&rcm=ACoAACTGkZ8BOH8t\\_o0gVVAnfOr8FCUPdXleKfo&utm\\_campaign=copy\\_link](https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_tidingssofhope-merrychristmas-christmas25-activity-7277595495647125504-SMu0?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfo&utm_campaign=copy_link)

[https://www.linkedin.com/posts/rotaract-club-of-colombo-fort\\_tidingssofhope-rotaract3220-cancercarepatients-activity-7321760846806687744-QiDc?utm\\_source=social\\_share\\_send&utm\\_medium=android\\_app&rcm=ACoAACTGkZ8BOH8t\\_o0gVVAnfOr8FCUPdXleKfo&utm\\_campaign=copy\\_link](https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_tidingssofhope-rotaract3220-cancercarepatients-activity-7321760846806687744-QiDc?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKfo&utm_campaign=copy_link)

<https://www.instagram.com/p/DI3hRRpoPUN/?igsh=MTI2b2wzYXlXOWNjNQ==>

<https://www.instagram.com/p/DI3hV2loGV2/?igsh=MWMycTMycTdqOGJ3Nw==>

<https://www.instagram.com/p/DI3hqjAopr/?igsh=MXFpazlyamNyMmU1Mw==>

<https://www.facebook.com/share/p/12CWy1UicUK/>

<https://www.facebook.com/share/p/19Vixz9Vtj/>

### **Beneficiaries**

- Cancer patients and caregivers at Jayam Wijayarathnam Cancer Care Center
- Donors from the Rotaract Club of Colombo Fort network
- Club members and volunteers

### **Partners**

- Jayam Wijayarathnam Cancer Care Center (logistical and permission support)

## **Outcomes**

### **Short-Term Impact:**

- Patients experienced festive joy and personal connection through thoughtful gifts and shared moments.
- Caretakers felt recognized and supported.
- Members developed a deeper understanding of compassion in service.

### **Long-Term Impact:**

- Strengthened the club's reputation for meaningful, impact-driven projects.
- Inspired members to continue working on humanitarian projects beyond the holidays.
- Opened the door for long-term partnerships with the care center.

## **Areas of Improvements**

- A larger team could have enabled deeper one-on-one interactions with patients.
- Future editions could include a short entertainment segment (e.g., caroling or musical performance).
- Gathering feedback from caretakers and patients can help tailor future donations and support better.
- Explore sustainable donation models (e.g., quarterly support vs. one-off seasonal giving).

Gallery



