

# Project Title: The 4<sup>th</sup> Run for Kids, Run with Heart, Give with Love

Location: Camillian Social Center Rayong

Date: Sunday 8 September 2019



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3. **Project Responsible:** Fr. Woothichai Boonbunlu Director of Camillian Social Center Rayong
- Project coordinator: Miss Sununtha Wannum, Coordinator of Public Relations and Fundraising Department  
Miss Nutrada Simtrakul, Personnel of Public Relations/Fundraising Department
- Project advisor: Fr. Nguen Wan Than, Superior of Camillian Social Center Rayong
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## 4. Introduction

“Camillian Social Center (CSC) Rayong” is an organization under St. Camillus Foundation of Thailand, which is a public charitable organization number 180 as declared by Ministry of Finance. It has been set up in 1996 and approved by Ministry of Social Development and Human Security to open a private welfare home for orphaned children to provide palliative care for orphaned children living with HIV and affected by AIDS, as well as adult AIDS patients who have problems of lacking caretaker and are poor and finally become socially less advantaged people.

These orphaned children and patients were referred from state agencies, namely **provincial office of social development and human security o various hospitals in Rayong and neighbouring provinces**. At present, CSC Rayong takes care of **35 children** who are 19 girls and 16 boys. They are 20 children who got HIV from their mothers, and 15 children who are orphaned because their fathers and mothers died of AIDS (information as of March 29, 2019). They have different ages and are in different educational level as follows.

Preschool	4 children
Kindergarten	3 children
Elementary education	17 children
Junior secondary education	4 children
Senior secondary education	1 child
Vocational education	4 children
Undergraduate education	2 children

Four children have not yet enrolled in educational system due to health and ages.

In addition, CSC Rayong **also takes care of 67 adult patients with palliative care**. They are 28 women and 38 men with different ages, health conditions and physical strength (information on January 1, 2019).

Therefore, **to address the issues of socially less advantages people, develop quality of life of children and youth who are living with HIV and reduce the problem of lack of proper understanding on HIV/AIDS**, CSC Rayong has the goal of operation to resolve problems related to HIV/AIDS with integrated approach by acting as “linkage” in seeking cooperation from all sectors in society on solution and prevention of potential problems through sports as a link and build good relationship between people living with HIV and those who do not have HIV to live together without any conditions.

Therefore, CSC Rayong has got an idea to launch campaign encouraging people to give cooperation in resolving problems that have been occurred in the past as well as at present. This also includes prevention of problems related to HIV/AIDS that might occur in the future through exercise to link the idea with practice. This is the origin of the fourth charitable run event ‘Run For Kids, Rung with Heart, Give with Love’, to raise awareness on living together between people living with HIV and those without HIV, prevention of HIV infection for oneself and others, as well as promoting health through physical exercise.

## **5. Project Objectives**

1. To raise fund, the proceeds of which will be contributed to implementation of activities of the Center for Assistance and Quality of Life Development of patients, children and youth affected by HIV/AIDS under the care of the Center.
2. To promote and support all people in caring for physical exercise for good health.
3. To launch campaign and solution to problems related to HIV/AIDS.
4. To empower network/partners in the working group.
5. To do public relations on Camillian Social Center Rayong to be more known.

## **6. Target population:** about 3,000 people who are from the following groups.

1. Running clubs or associations in Rayong, such as sports association of Rayong.
2. Staff/personnel of various enterprises in Rayong Province.
3. Students
4. People in general

## **7. Location of the Event**

Starting Point: Wat Chark Look Ya School, Huaypong Sub-District, Muang District, Rayong Province 21150

Destination: Wat Chark Look Ya School, Huaypong Sub-District, Muang District, Rayong Province 21150

## **8. Date of the Event**

Sunday September 8, 2019

From 04.00 - 08.30 am

## **9. Method and Steps of the Operation**

1. Meeting to plan operation and seek agreement in common operation of the team.
2. Choose date, time, and location of the event, as well as exploring route and distance for the competition.
3. Write project proposal to seek approval for implementation.
4. Division of tasks and responsibility of each team member
  - Project coordination and organization of the event
  - Route survey
  - Reception of application and public relations of the event
  - Supervision

- Reception and treating chairperson in the event
- Committee and organization of activities on stage
- Venue, lighting, sound and control in the event
- Welfare caring for food and drinks
- Traffic and safety in the event
- Traffic safety and parking
- First aid
- Photography

5. Prepare public relations material, application form and other documents for use in the event

- Publication, vinyl, poster, brochure, and so on.

6. Contact with concerned organisations seeking support on various aspects as follows.

- Maptaput Municipality - Seeking permission to organise the event and personnel support.

- Wat Chark Look Ya School - Seeking support of place for organizing the event

- Community chairperson/local people - Seeking support on care of the area and running route and various facilities

- Chalerm Phrakiat Hospital - Seeking support of ambulance and medical personnel

- Huaypong Police Station - Seeking support of police and equipment for traffic control to facilitate use of the route.

- Siam Ruamjai Poo In - Seeking support on personnel and rescue van and traffic control equipment

- Community police/volunteers - Seeking support on personnel and traffic control equipment

7. Contract public and private organisations and community to do public relations and invite people to take part in the event

- Send public relations document to concerned groups and organisations:-

- Runners who used to take part in the event

- Running association team of Rayong Province

- State agencies of Rayong Province

- Rayong administration organisation

- Sports Authority of Thailand of Rayong Province

- Sports schools in different provinces and other concerned organisations

- Organise public relations booth at various running events

- Social Media and publications made by CSC Rayong and ask for support from outside organisations:-

- Radio (Radio stations in Rayong and nearby provinces, community loud speaker system)
- Public relations brochure, posters, vinyl and LED sign
- Websites of CSC Rayong and other sponsoring organisations
- Facebook: Camillian Social Center Rayong, We are rayong, Thai Rayong Web, Where to run page

8. Contact various organisations, both public and private, and communities to seek financial support and other necessities for organizing the event.

- Materials - Organisations, agencies, public and private sectors, state enterprises and factories.
- Budget - Organisations, agencies, public and private sectors, state enterprises and factories.

9. Opening for application from runners to take part in the event

- At CSC Rayong
- Online application through Google Form web
- At running event where the team open a public relations booth
- At the event area (at the event: September 8, 2019)

10. Explain details of the operation and seek agreement on the operation among the team and assisting personnel.

11. Follow-up the operation and reporting

12. Organize the event

13. Conclude the operation and the event

## 10. Activities

### Activity 1: Charity running competition

VIP type No age limit and no competition group

Mini-marathon, the eastern running club chairperson group, a distance of 12 kilometers, has a group in the competition

Mini-marathon, a distance of 12.8 kilometers, has 13 groups in the competition, divided into 7 men groups and 6 women groups as follows.

<u>Men</u> Below 19 years	20-29 years old
30-39 years old	40-49 years old
50-59 years old	60-69 years old
Over 70 years old	

<u>Women</u> Below 19 years old	20-29 years old
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30-39 years old

40-49 years old

50-59 years old

Over 60 years old

Fun Run-Run for Health type - a distance of 5.6 kilometers, has 4 groups in the competition, divided into 1 men age group and 2 women age groups as follows:

Men

Below 15 years old

Over 16 years old

Women

Below 15 years old

Over 16 years old

## **Activity 2: Fundraising**

Fundraising is done to mobilise income for expenditures in giving assistance to patients, children and youth affected by HIV/AIDS under the care of CSC Rayong.

### **Method: 1. Sale of application**

- Sale of application to take part the charitable walk-run activity for VIP at the price of 1,000 THB with no group for competition.
- Sale of application to take part the charitable walk-run activity for the group of eastern running club chairman at the price of 500 THB.
- **Sale of** to take part the charitable walk-run activity for mini-marathon and fun run at 400 THB.

### What the runner participants will get

- Souvenir for VIP group
- Trophies 1-7 prizes for the eastern running club chairpersons, mini-marathon and fun run
- Souvenir medal after arrival at the finish line for all participants in the event.
- Souvenir T-Shirt

### Places for application

- Camillian Social Center Rayong, 1/1 Soi Kiri, Huaypong Sub-District, Muang District, Rayong Province, 21150
- Online application through Google Form web
- Public relations booth of the team at various running events.
- At the location of the event is at Wat Chark Look Ya School, Huaypong Sub-District, Muang District, Rayong, 21150

### Date and Time for Application

- From April 1-August 10, 2019 for VIP group
- From April 1-September 8 for the eastern running club chairpersons, mini-marathon and fun run groups.

### **Method: 2. Seeing support for organisation of the event**

Seek main sponsors for the event. The main sponsors giving donations are divided into 6 levels as follows.

- Main Sponsor with an amount of 300,000 THB will get the following benefits.

- Name or logo of sponsoring organization or individual sponsor **appears on the T-Shirt for Runners.**
- Name of sponsoring organization or individual **appears in annual report of CSC.**
- Plaque of honour in the name of sponsoring organization or individual.
- Name of logo of the sponsoring organization or individual will be in all public relations materials, including backdrop in the event (at important position).
- Name of sponsoring organization or individual will be thanked in the event.
- Be able to send 35 running participants for free without paying additional fees.
- Tax exemptible receipt
- Photo album on activities will be sent to sponsor after the event.

*\* Please accept to sponsor by April 2019.*

- Main sponsor donating an amount of 100,000 THB

- Name of sponsoring organization or individual **appears in annual report of CSC.**
- Plaque of honour in the name of sponsoring organization or individual.
- Name of logo of the sponsoring organization or individual will be in all public relations materials, including backdrop in the event (at important position).
- Name of sponsoring organization or individual will be thanked in the event.
- Be able to send 30 running participants for free without paying additional fees.
- Tax exemptible receipt

- Photo album on activities will be sent to sponsor after the event.

*\* Please accept to sponsor by June 2019.*

**- Main sponsor donating an amount of 50,000 THB**

- Name of sponsoring organization or individual **appears in annual report of CSC.**

- Plaque of honour in the name of sponsoring organization or individual.

- Name of logo of the sponsoring organization or individual will be on backdrop in the event.

- Name of sponsoring organization or individual will be thanked in the event.

- Be able to send 25 running participants for free without paying additional fees.

- Tax exemptible receipt

- Photo album on activities will be sent to sponsor after the event.

*\* Please accept to sponsor by June 2019.*

**- Main sponsor donating an amount of 30,000 THB**

- Certificate of honour in the name of sponsoring organization or individual.

- Name of logo of the sponsoring organization or individual will be on backdrop in the event.

- Name of sponsoring organization or individual will be thanked in the event.

- Be able to send 15 running participants for free without paying additional fees.

- Tax exemptible receipt

- Photo album on activities will be sent to sponsor after the event.

*\* Please accept to sponsor by August 2019.*

**- Main sponsor donating an amount of 10,000 THB**

- Certificate of honour in the name of sponsoring organization or individual.



- Name of sponsoring organization or individual will be thanked in the event.
- Be able to send 5 running participants for free without paying additional fees.
- Tax exemptible receipt
- Photo album on activities will be sent to sponsor after the event.

*\* Please accept to sponsor by August 2019.*

- Sponsoring materials more than 10,000 THB will get the following.

- Certificate of honour in the name of sponsoring organization or individual.
- Name of sponsoring organization or individual will be thanked in the event.

*\* Please accept to sponsor by August 2019.*

### Activity 3: Conclusion of the Activity

Objective: to evaluate the activity and find direction for development of future activity.

Method: identify weaknesses in the activity as well as direction to address the problems for development of future activity.

## 11. Action Plan

Activity	Duration (2018)						
	Mar	Apr	May	Jun	Jul	Aug	Sep
1. Write project proposal and formulate action plan	←→						
2. Implement the activity as		←→					

planned							
3. Organize the activity/Conclusion							↔

## 12. Draft Budget for the Activity with an Amount of 982,000 THB (Nine Hundred and Eighty Two Thousand THB)

Activity	Budget	
1. T-Shirt - For sale to the runners, 3,000 pieces at 150 THB each - T-Shirt for organizing team member, 250 pieces at 150 THB each	450,000 37,500	THB THB
2. Plaque of honour	10,000	THB
3. Trophies 17 sets, 7 trophies per set, each at 2,500 THB	42,500	THB
4. Souvenir medal, 3,000 pieces, each at 60 THB	180,000	THB
5. Public relations materials	30,000	THB
6. Postage	20,000	THB
7. General expenses (water, electricity in the event, decorative items)	30,000	THB
8. Supplies (ranking banner, pin, checkpoint, food containers, and others)	30,000	THB
9. Consultancy fee	12,000	THB
10. Sound system + electricity	20,000	THB
11. Food and drink (each person at 40 THB for 3,000 people)	120,000	THB
<b>Total Expenditures</b>	<b><u>982,000 THB</u></b>	

## 13. Expected Results

1. CSC Rayong has enough budget for its operation in activities to achieve its objectives continuously and sustainably.
2. People realize the importance of healthcare through exercise.
3. People are aware of problems occurring in society related to HIV/AIDS.
4. CSC Rayong gets cooperation from its network and partner organisations in working together.

#### 14. Extension

There is collaboration in public and private sectors and people in general in organizing mini-marathon charity run as an annual tradition to campaign for the people to be aware of the importance of living together with people living with HIV/AIDS in society. It provides opportunity and reduction of stigma, as well as being aware that people living with HIV and AIDS patients are people with equal human values and dignity, and also taking care of their own health through exercise.

#### 15. Project writer

Sign .....  
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PR/Fundraising Staff  
Camillian Social Center Rayong

#### 16. Project Proponent

Sign .....  
(Ms. Sununtha Wannum)  
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#### 17. Project Holder

Sign .....  
(Fr. Woothichai Boonbunlu)  
Director  
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