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# IMPACT

Together for a better community!

## “Open Hearts” fundraising Christmas Gala

IMPACT Evolution & Best Hurricane

Uricani, Romania

December 19th 2004

### Project Summary

The Uricani IMPACT club came together on the 19<sup>th</sup> of December 2004 with a student-led drama performance and Christmas carols that had the twin goals of 1) benefiting the IMPACT members and the community through the Christmas program itself, and 2) to also raise money for poor families from the community of Uricani. This event had an attendance of 400 people and succeeded to raise money through donations, selling tickets, and selling souvenirs made by kids, totaling approximately 7,5 millions lei (\$250). This money made it possible for us to provide Christmas dinners for 15 poor families. This project benefited from important involvement with the local mass-media (press, radio and TV) and community institutions like mayor's office, local council, churches and schools.

### Problem Statement / Justification

The idea of the project came from a tour of Uricani city that focused on making the IMPACT participants familiar with their community problems, including those ecological, administrative and social. The large number of very poor families that lived in less-than-decent living conditions concerned the IMPACT youth most of all. Thus, the IMPACT Clubs decided that their first project should have those families as beneficiaries. An emotional factor was involved, as well, because of the holiday season. Christmas was coming and those families did not have the resources to enjoy the holiday spirit in the Romanian traditional way. The project addressed the entire Uricani community by increasing its awareness and compassion for its poor members. This can also be seen and understood as spreading and expressing the true Christmas spirit, which is serving and caring for others

### Budget

Total project budget = \$ 300

\$70 –New Horizons Foundation    \$230 –funds raised from the community

### Objectives

- Making the IMPACT participants familiar with their community problems
- Raising awareness about the true meaning of Christmas – giving.
- Sensitizing the whole community regarding the financial problems that some families are confronted with
- Actually helping 15 poor families with Christmas gifts
- Acting as role models for compassionate behaviors in the community

### Activities

- IMPACT youth prepared a Christmas gala involving carols and drama, as well as performances from other members of the community
- Produced and sold Christmas cards and art craft that raised funds
- Informed the community about the project via the media (press releases, tv), focusing on the donations' importance
- Purchased and distributed food supplies to the 15 very poor families

### Evaluation

Overall, “Open Hearts” was a great success, with more than 400 people attended the Christmas show and donated money for the poor families in their community. The total amount of money collected was 7,5 millions lei (\$250). The beneficiaries were selected with the help of the city hall and the priests from the community and 15 very poor families benefited from the project (\$17 were allocated to each family). The project was advertised by the local media and was given strong support by the main community institutions –the city hall, churches, and schools.

### Partners & Sponsors

- Uricani City Hall • RCN Radio Station • Uricani Orthodox Church
- Local Primary • School No 1 and School No 2

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