

ROTARY CLUB OF PUDU

Electronic Submission to District Award & Recognition Selection Committee

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Under

Avenue of Service Projects & Public Relations
PUBLIC RELATIONS PROJECT

Submitted by
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A BACKGROUND OF THE PROJECT

- 1 In the year RY2013/ 2014 The Rotary Club of Pudu has undertaken and accomplished much in its Service Projects which focus mainly on local communities with two on international projects.
- 2 All the projects were successfully rectified. It is clear that we need to identify the benefits and values they have contributed to public relations.
- 3 Every project carried out is aimed to achieve specific purposes to the different array of beneficiaries. Along the way, the members of the organising committee and fellow Rotarians learnt much about the strength, weaknesses of each project and the impact on public relations.

B BENEFITS, EFFECTIVENESS AND IMPLEMENTATION

4 Fund Raising - The Wolverine, July 27, 2013

- 4.1 The Rotary Club of Pudu successfully raised RM84,000.00. This is an annual fund raising which gained much support among the Rotarian, family, friends and members of public.
 - 4.1.1 This event has gained vast publicity where RTM TV1 was present;
 - 4.1.2 The event was aired on Astro Channel 180; and



5 Jenjarom Old Folks Home Visit

- 5.1 Annual visit to the Jenjarom old folks' home which we have adopted some 26 years ago. The newspaper carried a photo of our visit.
- 5.2 Two (2) visits were made to the Jenjarom Home and had contributed the following:-
 - 5.2.1 A cheque amounting to RM3,000.00;
 - 5.2.2 60 pairs of canvas black shoes for senior citizen;
 - 5.2.3 A list of needy items; and

5.2.4 A Water Dispenser (Hot and Cold).

5.3 Media coverage - Chinese News Paper

5.4 The visits demonstrated compassion in Humanities among the fellow Rotarians.



6 Vocation at work - 4 Way Test, October 7, 2013

6.1 This is an admirable initiative to organise this event from time to time to remind fellow Rotarians of “The Things We Think Say or Do” to be enforced in the Rotary literature, projects leaflets, meetings, launches and events.

6.2 Organised by Rotarian Sandy Soh, to date more than 70,000 4 Way Test stickers were attached to the products produced by her company to promote the awareness.



7 Teachers Advisors High Tea

7.1 Every year we invite the teachers advisors of our Interact Clubs to attend a high tea in appreciation of the assistance.



8 Membership Development Night, September 23, 2013

8.1 This two-hour program focused on sharing and briefing new members and guests by PDG Dr Paul Lee and Past President Leong Choy Ying on “Rotary” to educate the guests on what the Rotarians do.

8.2 This event has garnered the accolades from the nineteen (19) guests as well as the twenty one (21) fellow Rotarians which many find the talk enlightening and much support was given to promote The Rotary Club of Pudu.

8.3 This event has promoted a great fellowship among club members and invited guest.



9 Employer Employee Appreciation Nights, October 14, 2013

9.1 This event was organised to enhance the relationship and better understanding between the Rotarians and their employees.

9.2 The dinner function held at Shangri-la Hotel was attended by 30 guests who were the employees of the Rotarians.



- 10 **Typhoon Haiyan Disaster Fund The Philippines, November 2 -11, 2013**
- 10.1 The fund raised of RM32,000.00 (US\$10,00) was handed over to sister clubs The Rotary Club of Mandaluyong and their partner club, The Rotary Club of Alabang in the Philippines which initiated the Humanitarian Relief Mission.
- 10.2 The fund of The Rotary Club of Pudu was allocated into three (3) categories that is 20% for water and sanitation, 55% for medication and 25% for the purchase of a Boat.
- 11 Mock cheque presentation was held at the weekly Rotary Club meeting at Shangri-la Hotel, Kuala Lumpur on November 25, 2013, which incidentally was a joint meeting between RC Sungei Way and RC Cheras, and the speaker for the day was PP Robin Tay from RC Ampang. The President of our Rotaract Club Tim Danker was also present together with some of his club members.
- 11.1 The mock cheque PHP 400,000 was received by the Consul General of the Philippines Embassy, Mr Medaodo Macaraig witnessed by DG Dato Dr Mohinder Singh, PP Tiffany Tan (RC Titiwangsa) Inter Country Committee Member (Philippines/ Malaysia Relations), The Chilean Ambassador HE Rehren, Romanian Deputy Head of Mission Camelia Tudose, President of RC Sungei Way and RC Cheras.
- 11.2 We received a certificate of appreciation from the Embassy of the Philippines.



- 12 **Colours of Malaysia Art Competition, November 9, 2013**
- 12.1 The event was held in Komplek Kraft:-
- 12.1.1 The main objective of this event is to promote out to Malaysian Youth, to encourage creativity and talent amongst youth, to motivate young artists and underprivileged children to develop their autistic talent.
- 12.2 The participation from eight (8) schools in Klang Valley and four (4) underprivileged homes was encouraging
- 12.2.1 Press Coverage:
- 12.2.2 Media TV:



13 **Pudu Rotary Club Charity Foundation Scholarship, January 11, 2014**

13.1 A modest budget of RM45,000.00 was set aside to provide for the scholarship. An excess RM5,000 from fund raising was added to the budget, totalling to RM49,000 was awarded to the recipients were:-

- | | | |
|--------|-------------------------------|-------------|
| 13.1.1 | 152 secondary school students | @RM250.00 |
| 13.1.2 | 3 undergraduate | @RM3,000.00 |

13.2 An allocation of RM2,000.00 was spent on gift to headmistress Pudu English Secondary School (f), souvenir programme, food and contribution to Pudu English Secondary School (f) for the use of the school hall.

14 **Berjaya University Career Development, March 29, 2014**

14.1 This event aimed to offer the options by educating youth the options available for their future career in Culinary Events and Hospitality. The guest of Honour is DG Dr. Mohinder Singh. It was held in Berjaya University College, Berjaya Time Square.

14.2 The attendees were orphans from YWCA and Rita Home, Klang, Interactors, Rotractors, friends and family of the Rotarians.

14.3 This event focussed on Youth Development and career opportunity in line with hospitality.



15 Vocational Service Award - The late Kelvin Tan, March 31, 2014

- 15.1 This year's recognition was awarded posthumously to the late Kelvin Tan, a nature enthusiast and a promoter of eco-tourism who had saved the life of a member from a group. The late Kelvin Tan was caught in the whirlpool and drowned.
- 15.2 The Rotary Club of Pudu vocation service committee presented a plaque to recognise his heroic sacrifice.
- 15.3 An Endowment Fund was donated by generous Rotarians to both his children, Zoe 4 years old and Lucas 1 year old.



16 38th Interact Leadership Training Seminar (ILTS), March 23, 2014

- 16.1 This seminar was held in Methodist Boys Secondary School. This has emphasised the training and grooming of Interactors to run their respective office. The six and a half hour seminar was attended by the Interactors from the eight Interact Clubs sponsored by the Rotary Club of Pudu. The Interactors gained much knowledge related to their functions as office bearers in their club including secretarial and financial duties.

17 Stop Hunger Now, April 21, 2014



18 Erican Express English Programme, April 24, 2014

- 18.1 The aim of this sponsored programme is to explore the beneficiaries who are teacher refugees to be more exposed to the language and in turn impact their skills to be taught to refugees kids in two (2) different schools in Puchong.
- 18.2 The sponsor, the Erican Education Group offered five (5) sponsorship amounting to RM7,550.00 to five (5) eligible refugees.

- 18.3 The Puchong centre was chosen for the convenience of the refugees to attend the classes which are 2 ½ hourly, twice a week for a period of 3 months.
- 18.4 This programme has enhanced the Basic Education and literacy values to the Refugee community.



19 Weekly Meeting

- 19.1 The Rotary and theme logos are prominently displayed during our weekly meeting and we distribute hard copies of our e bulletins for the members and guests in the promotion of Rotary.

20 Club Web Site

- 20.1 We have a club website where we have uploaded our e bulletins and promoted Rotary to all the readers of the world wide web.

C MEMBERSHIP INVOLVEMENT

21 Organising Chairman: Rtn Edward Lee

- 21.1 Ex Officio President Alex Chang

Members

- 21.2 Rtn Elaine Tan

- 21.3 Rtn Laura Lee

- 21.4 Rtn Patrick Lee

D PROMOTION OF ROTARY PUBLIC IMAGE

- 22 This is done throughout our year vide various projects.

E ORIGINALITY

- 23 We came up with many innovative projects to promote the image of Rotary.

F RELEVANCE TO PRESIDENTIAL EMPHASES

24 Promotion of Rotary and to increase Public Image and Awareness

24.1 We displayed the Rotary Wheel prominently at every opportunity available (all other logos including theme logo to be smaller than the Rotary Wheel)

24.2 publicised action oriented service projects

24.3 Emphasized vocational service ideals.

G CONCLUSION

25 We have achieved this aim through the various projects aforesaid.

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