

District Simplified Grant # _____ Individual Project Report # _____

To be completed by Rotarians. Return this form to your District.

Rotary Club: Rotary Clubs of City Northwest Hong Kong & Kingspark Hong Kong

Project Title: Raising Awareness of Sexual Violence Against Women

Progress Report

Project Description

1. Briefly describe the project. What was done, when and where did project activities take place, and who were the beneficiaries?

Rotary Club of City Northwest Hong Kong and Kingspark Hong Kong's aim in this project is to promote Rotary's image of Lead the Way. We want to raise awareness on sexual violence issues, to show Rotary's determination in the community to promote a safe and equal society for the Family of Rotary. Furthermore, in line with Rotary's theme on literacy and education, by targeting students in particular, we hope to foster this very important aspect of life in the youth of Hong Kong early on in their lives.

Part of this project is in progress, namely, the education of school children on this subject; whilst we are at the same time planning for the fund-raising concert and closing ceremony in May this year.

In progress:

- A.) Educate school children on the sexual violence issues:
- 1.) Focus on schools in the New Territories West area (including Tuen Mun, Yuen Long, etc.) which ACSVAW has identified as hot spots for related crimes;
 - 2.) Raise awareness via educational games and exercises
 - 3.) 9 schools have already been visited, out of a target of 10 by the end of April; reaching out to thousands of school children. Following is the list of participating schools:
 - i. HKMA K S Lo College, Tin Shui Wai
 - ii. Tin Shui Wai Methodist College, Tin Shui Wai
 - iii. Carmel Bunnan Tong Memorial Secondary School, Tuen Mun
 - iv. Kam Tin Mung Yeung Public School, Kam Tin
 - v. Chiu Lut Sau Memorial Secondary School, Yuen Long
 - vi. TWGHs Mr & Mrs Kwong Sik Kwan College, Tuen Mun
 - vii. Tin Shui Wai Government Primary School, Tin Shui Wai
 - viii. S.R.B.C.E.P.S.A. Ho Sau Ki School, Tuen Mun
 - ix. Semple Memorial Secondary School, Tuen Mun
 - 4.) Rotarians will participate in one of these outreach programs on a Rotary family day on April 21st, 2007

Photo examples taken on January 24th, 2007:



ACSVAW @ 錦田公立蒙養學校 [Kam Tin Mung Yeung Public School](#) in Kam Tin



Students responding to ACSVAW's educational games

In the planning stages:

B.) Raise funds for ACSVAW's marketing:

- 1.) Co-host a fund raising concert with the help of singers from the Opera Society of Hong Kong, a premier choral and opera performing group in Hong Kong;
- 2.) Market the event, further raising the profile of both ACSVAW and Rotary;
- 3.) Concert date is scheduled for May 3rd, 2007 at St. John's Cathedral

C.) Raise public awareness of ACSVAW's mission & Rotary's support of the community:

- 1.) Stage a closing ceremony in a shopping mall in one of the ACSVAW "hotspots";
- 2.) Display exhibition boards regarding the work done by ACSVAW and Rotary;
- 3.) Raise profile of event by asking celebrities to help entertain shoppers;
- 4.) Closing ceremony is scheduled for May 6th, 2007

2. How many Rotarians participated in the project? 50+

3. What did they do? Please give at least two examples.

1. Planning of the project led by Community Service Directors of the Rotary Clubs of Kingspark Hong Kong and City Northwest Hong Kong with full support from the Presidents, IPPs, PEs and other members of the clubs.
2. Liaison with partners-in-service ACSVAW, the primary beneficiary organization, and Opera Society of Hong Kong, the primary supporting partner-in-service organization.
3. Publicity campaigns – prepare media releases jointly with partners-in-service, liaison with public relations firm for media contacts, publicity for project activities and events, and media attendance and coverage of such activities and events.
4. Compile and submit Rotary materials for exhibition panels displaying the community service mission and actions of Rotary.
5. Compile and submit Rotary information for all promotional materials including banners, posters, pamphlets and post cards.
6. Participation in education activities at schools – Rotarians and Family of Rotary tour the school exhibition, attend educational seminars and talks, and join in educational activities (games and projects).
7. Participation in fund raising activities – concert publicity, ticket sales, soliciting corporate sponsorships, as audience and as performers (some Rotary members are also members of the Opera Society of Hong Kong). District officials, all clubs in the District, and Family of Rotary are invited to attend to support in the fund raising concert.
8. Rotarians will attend closing ceremony of project and help in the event set up and logistics. District officials and members of the Family of Rotary will also be invited to attend and help in the distribution of educational materials, award ceremonies and other activities.
9. Chronicle project progress and spread publicity through email to Rotarians and club websites. Project website: <http://www.rotary3450.org/cnwhk/kingspark-hk/rainlily.htm>

4. How many non-Rotarians benefited from this project? 10,000+

5. What are the expected long-term community impacts of the project?

The project promotes community awareness and educates our younger generation on sexual violence, and eventually helps to reduce sexual violence and promote a harmonious society. The fund-raising activities and service promotion for ACSVAW supports the work of ACSVAW, one of the few organizations providing service for female victims, and encourage more victims to seek help.

6. If a cooperating organization was involved, what was its role?

ACSVAW is a non-government charity organization that has two goals:

- 1.) to provide emergency and crisis support to victims of sexual violence, through RainLily (the only centre of this kind in Hong Kong) and RainLily hotline
- 2.) to prevent sexual violence (including physical and verbal assault) through research, public awareness campaign, education (especially young people) and training for the professionals.

ACSVAW is listed in the Hong Kong NGO Databank at the District 3450 website: <http://www.rotary3450.org/service/ngo/databank.asp>. (The databank was designed with a hope that District 3450 Rotary clubs will "at least try to contact one or more of these NGOs and look at possibilities of assisting these NGOs with their work.")

ACSVAW has been spearheading the education drive at the schools. They are also co-hosting the fund-raising concert and closing ceremony with our two Rotary clubs.

Financial Report (District must retain receipts of all expenditures)

7. Income, to date, including pledged support amounts	Amount
1. District Simplified Grant funds allocated from the District	[REDACTED]
2. Other funding (from Rotary Clubs of City Northwest Hong Kong & Kingspark Hong Kong)	[REDACTED]
3. Fundraising concert sponsorship	[REDACTED]
4. Other funding (from sister clubs – Rotary Club of Sathorn and Taipei Chung Yuan)	[REDACTED]
Total Project Income	[REDACTED]
8. Expenditures (please be specific and add lines as needed) to date	
1. Pamphlet, ticket and postcards printing (marketing materials)	[REDACTED]
2.	
3.	
4.	
5.	
6.	
7.	
Total Project Expenditures	[REDACTED]

9. By signing this report, I confirm that to the best of my knowledge these District Simplified Grant funds were spent only for eligible items in accordance with Trustee-approved guidelines, and that all of the information contained herein is true and accurate. Receipts for all grant-funded expenditures have been provided to the district.

Certifying Signature

Date: 30 March 2007

/s/

Print name, Rotary title, and club

Joyce Mak, Community Service Director, Rotary Club of Kingspark