The Haworth and Worth Valley Rotary Club is a well-established Club which is a proud part of the local community and Rotary International. Our club consists of community and business professionals representing different professions, experiences and perspectives but with a common desire to connect with others to address the challenges affecting our community and those around the World.

Our Club offers opportunities for our members – and those interested in becoming involved in helping those in need – to get involved in projects that will make a difference. Through meetings and social events, and volunteering projects, our members learn more about the issues facing communities all over the world and through partnering with local, national and global specialists we are able to propose potential – an innovative – solutions in order to respond.

We are currently working with local charities and good causes including providing grants to local community groups, food banks, and hospices covering the young and the old.

Internationally we have provided money for the re-establishment of a paediatric facility in Beruit that was destroyed in the recent explosion and provided money for both Shelterbox and Aquabox both of which are lifelines to people in need of shelter and clean water. Last but by no means least we partner with the Gates Foundation in providing money for the World Health Organisation for the eradication of Polio which has resulted in only a few cases of this disease around the world

**Our project**

Our objective is to help Martin House restore some of their much-valued services which have been curtailed by the effects of COVID 19 pandemic

Martin House needs £9m($12.5m) / year to operate – much of which is raised through public subscription, and we plan to raise £5000 ($6900) to help restore their essential bereavement service through a number of promotional initiatives focussed on encouraging people to make donations

Martin House provides a unique bereavement service to families which is vital to help the family come to terms with their loss. Unfortunately, due to the pandemic this service has been suspended, and we are seeking cash donations in order to bring this service back to the high pre covid level.

An example of the importance of this service is illustrated by the family of a 6yr old girl who died suddenly leaving her parents in a state of shock and not knowing what to do. Martin House took them in and helped them. To quote a parent who had lost a 6yr old child

“*“At Martin House, we saw pure joy and happiness – it was like a different world. We couldn’t help but feel comforted by the joy we were seeing.”*

A fitting remark of endorsement for this wonderful charity, and one worthy of our support

**How we will promote our cause**

* **Press releases / local radio interviews**
	+ We propose to send press releases about our quest to raise money for Martin House in order to raise the profile for our event. We also propose to conduct a local radio interview with Rombalds radio in order to reach out to the local community
* **Social Media**
	+ We will be posting regular updates of progress of our fundraising campaign on Facebook, Instragram, and Linkedin. These updates will be interspersed about news from Martin House Hospice
* **Personal contact with friends and family network**
	+ The plan is for Rotary Club members (about 30) to send out e mails promoting our event and providing details of how donations can be made through Global Giving to at least 10 friends or family members. If just 15 members sent out 10 e mails with a 50% response with each donating £10 we would raise £750
* **E mail contact with individual members within local Rotary District**
	+ We can access the 2400 members in Rotary District 1040 through our bulk e mailing system. E mails will be sent out to Club Secretaries and Presidents to make a donation of £100 / club. If just 25% of the Clubs contributed this way we could raise about £2000.
* **Contact with local businesses to obtain Corporate donation**
	+ We propose to contact a select number of local businesses which we hope will be in a position to make a small donation (target 5 businesses @ £250 =£1250)
* **Contact with local schools and encourage a no uniform day to raise money**
	+ We propose to contact 4 or 5 local schools and see if they are prepared to organise a non-uniform day. Target 2 schools raising £250 each = £500
* **Public display of promotional posters and distribution of leaflets**
	+ The plan is to place posters in our local community encouraging people to donate. The poster will contain a QR code to enable people to make donations from mobile devices. Target £250
* **Contact with local community groups**
	+ Poster/leaflet display to encourage donations from members. Target 40 donations of £5 = £200

Members of our Team will be responsible to monitoring the various sectors from where the donations are being made, and report back to the Team leader every 2 days during the accelerator, should a sector not showing the expected returns a renewed effort by targeting this sector will be made