

Kiwanis

Serving the Children of the World®

www.kiwanis.org

KIWANIS Magazine

October 2012—Fundraising

Night run

Kiwanis Club of Taman Tun Dr Ismail Park, Malaysia

144 volunteers

Net: RM50,000

Richard B H Lim, project assistant, Malaysia District

The ENERGIZER “NIGHT RACE 2012” is the 3rd year the company is doing the event to promote its product branding however no donation was ever given by the company since its launch. This year, Kiwanis Malaysia was appointed as the official “Charity Organizer” to be the advisor and custodian for the funds raise by the company in several ways, which I will explain in detail below. The funds are to be distributed towards various children causes through our clubs and permanent service centers throughout our nation. There are currently 22 service centers in Malaysia.

This project has given Kiwanis much publicity.

On 31st March 2012, ENERGIZER had a pre clinic run coaching, which was limited to 200 of its 5,000 registered participants. It was held in a park and Kiwanis Malaysia organized 100 of its youth (K-Kids, Key Club, CKI and Aktion Club members) to assist at the clinic and to clean up the park at its conclusion.

ENERGIZER had their “Race Kit” Collection on April 14 and 15 for all its 5000 participants and Kiwanis was provided with a booth for any inquiry support. Kiwanis Malaysia had taken this two-day opportunity to promote The Eliminate Project.

The actual Race day was April 21, and Kiwanis Malaysia took the opportunity to do a nationwide Kiwanis One Day project on the same day. 144 volunteers from more than 20 clubs participated in this first-ever nationwide project. Volunteers were assigned into several zones within the 5.5-kilometer range of the Night Run circuit to be cheerleaders, help distribute prizes and pass out water to runners.

Please look at the answers in RED to your Questions Below

For anyone considering such a project, I would say it's important to explain what is the purpose in having such race and putting our objective focus sincerely for the children as if they were our children. We need these funds to bring smiles to the children no matter how small or how big it's going to be.