

**NATIONAL UNIVERSITY OF MODERN LANGUAGES**

**Social Services**

**Project Planning**



**Semester 06**

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## **Title of the Project:**

**“Spending an Evening with the Owners of Future!”**

**“Celebration Cheezy Khushiyaan, Smiles for Miles!”**

### **1. Project Aim:**

This social service project aims to cultivate hope for a better tomorrow by organizing an event, "Smile for a While" in collaboration with Ideas Foundation and Cheezious Pakistan. The project, led by SOS Children's Village in Islamabad, focuses on bringing joy and happiness to the faces of children in need. The event, scheduled for the evening of Sunday, 17th December 2023, aims to create a positive impact on the lives of the children at SOS Children's Village. The overarching goal is to spread love and care to these young individuals, emphasizing the importance of community support and collective responsibility.

### **2. Problem Identification:**

#### **Awareness and Community Engagement:**

Limited tickets available may suggest a potential challenge in reaching a broader audience or engaging the community. The success of the project depends on active participation and support from the community, indicating a need for increased awareness and outreach efforts.

#### **Long-Term Impact Assessment:**

While the event aims to bring joy to the children for a short period, there may be a need to assess the long-term impact on the children's lives. This could involve evaluating how the funds raised contribute to the children's well-being beyond the event.

#### **Child Welfare and Support:**

The emphasis on giving children smiles for a little while suggests a recognition of their need for joy and care. However, there might be underlying issues or challenges faced by the children that need sustained attention and support beyond a single event.

## **Need Assessment:**

### **Needs Assessment for SOS Children's Village:**

Evaluate the current resources available at SOS Children's Village, including financial, infrastructural, and human resources. Identify specific areas where additional support is required to ensure the well-being and development of the children.

### **Impact Assessment Tools:**

Develop tools and methodologies to assess the long-term impact of the project on the lives of the children at SOS Children's Village. This may involve creating key performance indicators (KPIs) related to education, health, emotional well-being, and overall development.

### **Child Welfare Assessment:**

Conduct a comprehensive assessment of the current well-being of the children at SOS Children's Village. This includes understanding their emotional, psychological, educational, and healthcare needs. Identify areas where additional support, counseling, or specialized services may be required.

### **a. Results of Need Assessment:**

By conducting these needs assessments, organizers can gather valuable information to tailor their approach, address specific challenges, and ensure that the project aligns with the actual needs of SOS Children's Village and the community it serves. This will contribute to the development of a more effective and sustainable social environment.

### **b. Rationale of Problem:**

#### **Child Welfare and Development:**

**Problem:** Many children in society, especially those without parental care, face challenges in their emotional and social development.

**Rationale:** The event aims to create a positive and nurturing environment for the children of SOS Children's Village, providing them with an opportunity to experience joy, happiness, and a sense of belonging.

## **Promoting Social Responsibility:**

**Problem:** There is often a lack of awareness and involvement in social issues among the general public.

**Rationale:** The event creates awareness about the needs of children in SOS Children's Village and encourages individuals to take social responsibility. By attending the event, participants actively contribute to the betterment of society and become agents of positive change.

### **3. Solution/Plan:**

#### **Event Organization:**

**Collaboration:** Strengthen collaboration with Ideas Foundation and Cheezious Pakistan for resources, support, and expertise.

**Event Date:** Confirm and publicize the event date (Sunday, 17th December 2023).

#### **Ticket Sales:**

**Pricing:** Set the ticket price at PKR 1000, ensuring affordability and accessibility.

**Online and Offline Platforms:** Implement both online and offline ticket sales to reach a wider audience.

**Marketing Campaign:** Launch a robust marketing campaign emphasizing the impact of each ticket on sponsoring a child for the event.

#### **Event Activities:**

**BBQ:** Arrange a BBQ session to provide a delightful dining experience for attendees.

**Bonfire:** Create a warm and inviting atmosphere with a bonfire, encouraging interaction and engagement.

**Gig:** Organize a lively musical performance to entertain both children and attendees.

**Mushaira:** Arrange a poetry recitation session to add cultural enrichment to the event.

**Awards:** Recognize and celebrate the achievements of children to boost their self-esteem.

**Community Engagement:**

**Awareness Campaign:** Conduct an awareness campaign through social media, local newspapers, and community bulletins to engage the community in the cause.

**Corporate Partnerships:** Seek corporate sponsorships and partnerships to increase the event's impact and reach.

**Child Participation and Preparation:**

**Workshops and Rehearsals:** Conduct workshops and rehearsals with the children to prepare them for the event activities.

**Personalized Care:** Ensure that each child's needs and preferences are taken into consideration during the planning and execution.

**Volunteer Recruitment:**

**Recruitment Drive:** Launch a volunteer recruitment drive to involve individuals in organizing and facilitating the event.

**Training:** Provide volunteers with training on working with children and the specific event logistics.

**Fundraising and Resource Allocation:**

**Transparency:** Maintain transparency in financial matters, showcasing how funds are allocated for the event and the ongoing support of SOS Children's Village.

**Documentation and Media Coverage:**

**Media Presence:** Ensure media coverage of the event to enhance visibility and inspire others to participate in similar initiatives.

**Documentation:** Capture the event through photos and videos for documentation and future promotional activities.

**a. Materials Required:****Venue:**

Arrange a suitable venue to accommodate the event and the expected number of attendees.

**Tickets:**

Design and print tickets for the event. Ensure they contain necessary information such as the date, time, venue, and what is included in the ticket price.

**Promotional Materials:**

Create promotional materials such as posters, banners, and flyers to spread the word about the event. Include details like the purpose of the event, highlights, and ticket information.

**Collaboration Agreements:**

Have written agreements or contracts with collaborating partners, such as Ideas Foundation and Cheezious Pakistan, outlining their roles and contributions to the event.

**Food and Beverages:**

Coordinate with a catering service to provide BBQ for the attendees. Ensure there are enough supplies for the expected number of participants.

**Bonfire Setup:**

Arrange for a safe and controlled bonfire setup, including firewood and safety measures.

**Entertainment Setup:**

Organize the necessary equipment for the gig and mushaira performances. This may include a stage, sound system, microphones, and any other audio-visual equipment.

**Awards and Recognition:**

Acquire or design awards to be presented during the event. Consider certificates, plaques, or trophies for individuals or organizations contributing to the cause.

**Security and Safety Measures:**

Ensure the safety of attendees by coordinating with security personnel and having first aid kits on standby.

### **Volunteer Coordination:**

Recruit and organize volunteers to assist with various aspects of the event, such as registration, guiding attendees, and assisting with activities.

### **Waste Management:**

Plan for waste disposal by arranging trash bins and coordinating with a waste management service.

### **Child-Friendly Activities:**

Prepare materials for activities that will engage and entertain the children attending the event.

### **b. Funding Details:**

**We have collected the funds from different sources and it will be donated among the childrens of SOS Village.**

### **c. Manpower Required:**

- Event Organizers/Coordinators
- Marketing and Promotion
- Ticketing and Registration
- Food and Catering
- Security and Safety
- Transportation
- Photography/Videography
- Cleanup Crew

## **4. Ethical Issues and Considerations:**

### **Transparency and Accountability:**

**Ethical Issue:** Ensure transparency in how the funds raised through ticket sales are utilized.

**Consideration:** Provide a breakdown of how the ticket price contributes to the various aspects of the event, such as food, entertainment, and sponsorship for children.

**Informed Consent:**

**Ethical Issue:** Obtain informed consent from the children and their guardians before involving them in the event.

**Consideration:** Clearly communicate the purpose of the event, its activities, and any potential media coverage. Ensure that guardians understand the nature of their child's participation.

**Cultural Sensitivity:**

**Ethical Issue:** Be sensitive to the cultural background and preferences of the children and their families.

**Consideration:** Ensure that the event activities, including the gig and mushaira, are culturally appropriate and respectful of the diverse backgrounds of the children.

**Privacy and Dignity:**

**Ethical Issue:** Respect the privacy and dignity of the children in SOS Children's Village.

**Consideration:** Avoid intrusive activities or media coverage that may compromise the dignity or privacy of the children. Obtain consent for any photographs or videos taken during the event.

**Fair Treatment:**

**Ethical Issue:** Ensure fair treatment of all children, regardless of their background or circumstances.

**Consideration:** Avoid any activities or awards that may inadvertently create distinctions or hierarchies among the children. The goal is to bring joy and inclusivity.

**Long-Term Impact:**

**Ethical Issue:** Consider the long-term impact of the event on the children and the community.

**Consideration:** Evaluate how the event contributes to the well-being and development of the children beyond just providing momentary joy. Consider sustainable ways to support them.

**Accessibility:**

**Ethical Issue:** Ensure that the event is accessible to a diverse audience.



**Consideration:** Consider the financial capacity of the target audience and explore options to make the event inclusive, such as offering scholarships for tickets or alternative ways to participate.