

# ROTARY CHARITY RUN 2017

Date: 26<sup>th</sup> February  
Venue: CityONE Megamall

What were over 3000 people doing at 6.30am on a Sunday at CityONE Megamall? These early birds were taking part in the Rotary Charity Run 2017 organized by the Rotary Club of Kuching Central on the 26th of February 2017. This run allowed them to do good in the world while exercising.

The club first decided to have the run as a fund-raising activity since several members have had first-hand experience in organizing runs, and many are also avid runners. It would also serve a secondary purpose of increasing awareness of Rotary because it could engage members of the public of all ages together. The funds raised would be used to continue several of RCKC's signature and ongoing projects, which the club has carried out over the last few years.



These projects are:

- Cataract remedy/operations for low-income groups in Sarawak rural areas in association with the Ministry of Health's Ophthalmology Department.
- Solar Lighting System for rural longhouses and communities in Kanowit & Telang Usan areas.
- Providing school kits for selected students from poor families from urban as well as rural communities.
- Sponsorship/organisation of Rotary Youth Leadership Camp to provide leadership development and training for Interactors from School Interact Clubs sponsored by Rotary Club of Kuching Central



The Rotary Charity Run 2017 was officially launched on the 5th of November which was followed by 4 months of preparation, publicity and promotional activities. The venue sponsor KenBest kindly allocated a booth at CityONE Megamall to the club to promote the event, as well as an area for preparation in the run-up to the event. Rotarians and family members, Rotaractors, and Interactors worked together to man the booth at weekly and weekend roadshows to get people to sign up for the run. Additionally, participants were able to sign up at five other locations, thanks to the kind support of companies such as Supreme Optical (CityONE), Jee Kwong Optical (Tun Jugah), Eritel Telecommunications, Best Motors Toyota (Semariang), and SUKHA Cafe.

## PROMOTIONAL AND PUBLICITY CAMPAIGN

Besides these booths, club members worked together to look for sponsors and volunteers. The club also paid several courtesy calls to local dignitaries and companies to seek their support. Various articles promoting the run were regularly featured in a total of seven local newspapers while Hitz FM, MY FM, and Era FM also assisted in publicizing the event. In addition, PDG Andre Suharto, President Clarence Yong, and Organizing Chair Rotarian Leonard Sia were guests on the Antap Breakfast show of CATS FM to promote the Rotary Charity Run 2017 as well as Rotary's aims, and activities. Big Box Media also kindly consented to screen our club's run advertisement on their giant LED TV in the Satok area.

RCKC decided to utilize more social media this time to get the attention of media-savvy runners with targeted ads and posts. The main highlights of the social media campaign were the two videos by SOOL Productions which featured Joyce Khoo, Miss Fitness for Miss Malaysia World 2016, and Maggie Goh, the first Malaysian marathoner to complete all 6 major marathons in the world, and received Abbotts World Marathon Majors medal. They also leveraged on their extensive fan base to promote the project. This campaign resulted in an average reach of 10,200 to 55,000 for the main Facebook posts, and a 49% growth in Facebook page likes over the two months. It is also hoped that the campaign helped to increase the awareness of Rotary among the younger generation.



## RACE PREPARATION

Ultimately, the club's hard work paid off as they exceeded their original target of 2000 runners, culminating in a total of over 3000 participants to run in either the 2km, 5km or 8km categories. This also included 15 participants from the Sarawak Society for the Deaf, in addition to numerous supportive Rotarians from various other clubs of District 3310 and District 3300.

With the number of participants confirmed, the club then moved into the next phase, which was to prepare the race packs for all participants. This daunting task was met headlong enthusiastically by many willing Rotarians, family members, Rotaractors, and Interactors. There were also trial runs, route planning, safety briefings, and preparations in collaboration with Polis DiRaja Malaysia (Kuching), RELA, Kuching Marathon Association, O-ran Utan Running Group, and Batu Kawah Cycling Group. Volunteers from these groups later assisted with traffic guidance, pacing, and safety during the run itself.



## ACTUAL DAY

Despite fears of rain, ideal weather conditions greeted the members and the 3050 participants when they turned up to the starting line. The club members, family members, and volunteers woke up early to complete all preparations. 144 Interactors, Rotaractors, and teacher advisers from the 7 youth clubs under the umbrella of RCKC volunteered to help out at the water stations, start and finish line, and various other tasks. The event was also covered by 98's Photography who offered their services for the good cause, along with several Rotarians, Rotaractors, Interactors and friends of Rotary. Runners who arrived early warmed up with an invigorating zumba session led by The Stage Studio.



The Rotary Charity Run 2017 was flagged off at 6.30am by the representative of the Guest of Honour YB Dato' Sri Hajah Nancy Shukri (En Mohammed Kamaluddin Effendie, Political Secretary of YB), with special guests DG Michael Yee (flag off with Rotary International Flag), YB Datuk Prof Dr Sim Kui Hian, Dato Mayor James Chan of Kuching South City Council, Kuching Police Chief ACP Abang Ahmad Abang Julai, President Clarence Yong, Organising Chair Leonard Sia, Stephen Long (KenBest), PDG Andre Suharto and several other senior Rotarians.

The run went fairly smoothly without any major mishaps, and the runners came back sweaty, tired, but in high spirits at being able to complete their runs while contributing to great causes. They were extremely happy with the drinks and freshly made sandwiches provided by food and beverage sponsors Vico and Ayam Brand. Moma Drinking Water and Revive Isotonic water also assisted with some of the water station arrangements.

Once the official times were verified, the results for the top 10 winners of the 8km Male and Female categories were announced. The dignitaries were on hand to present the cash prizes to the deserving runners, as well as to recognize the contributions of the sponsors, and some notable participants, and groups. All in all, a great run and event was had by those who participated in one way or another.

## THANK YOU

Thanks to the strong support from members of the public and corporate sponsors, the Rotary Charity Run 2017 raised RM210,000 in kind and cash. The funds raised will go towards continuing the Rotary Club of Kuching Central's signature projects for the lower income groups, especially those residing in rural areas of Sarawak.

This was undoubtedly the single largest project the club has undertaken, and it was only possible due to the support of everyone who was involved throughout the event. The Rotary Club of Kuching Central would like to thank all runners, volunteers, sponsors, and well-wishers for their generous support and contributions in making the Rotary Charity Run 2017 a great success. We look forward to more significant projects to do good in the world, together.



### Rotary Charity Run 2017 in numbers

- 113 days** of preparation
- Over **3000 participants**
- Over **65 Rotarians** and family members
- 144 Interactors, Rotaractors, and teacher advisers**
- More than **100 volunteers** from various groups in different capacities

### AWARDS FOR ROTARY CHARITY RUN 2017

- 2016-17 Rotary International Significant Achievement Award
- District 3310 Awards 2016-17 Best Project with Public Relations Content: Gold
- District 3310 Awards 2016-17 Best Family of Rotary: Silver
- District 3310 Awards 2016-17 Best Public Relations Project: Silver