



Halloween Trivia Night Fundraising Project 2023

Project Mission Statement – Mission Statement:

At Spirit of Ukraine, our mission is to make a meaningful impact in the lives of those in need. Through our Charity Trivia Fundraiser, we aim to bring together communities, foster a spirit of giving, and raise funds to support our shipping costs for delivery of aid to Ukraine.

We believe in the power of knowledge, camaraderie, and collective action. By combining the fun and excitement of a trivia competition with the noble cause of helping others, we strive to create an enjoyable and purposeful experience for all participants.

Our mission is threefold:

Community Engagement: We seek to build stronger, more connected communities by providing a platform for individuals to come together, share knowledge, and enjoy a friendly competition. Through this shared experience, we hope to create lasting bonds and a sense of unity.

Raising Awareness:

Education is a powerful tool for change. Through our trivia questions and discussions, we aim to raise awareness about the specific challenges faced by Ukraine and the people who support them in this challenging time. By spreading knowledge, we hope to inspire empathy and action.

Fundraising for Impact:

The heart of our mission lies in making a tangible difference. Through the generosity of our participants and sponsors, we aim to raise funds that will directly contribute to sending our aid to Ukraine whether that is from the European continent or the North American Continent. Every donation, no matter the size, plays a crucial role in creating positive change.

Together, we can turn knowledge into action and trivia into impact. Join us in our mission to make the world a better place, one question at a time."

Logistical Plan

We will be holding this event online because the host is in Australia, our co-host is in Great Britain and the board chair is in the United States. We will be starting very early in Australia at 05:00, Great Britain will be 21:00 and the United States will be 14:00 so we accommodate each continent and time zone.



Bank Platforms:

Our fundraising platform is GiveButter but we also use PayPal for donations. These donations are made by our verified charity PayPal account and then transferred to our business checking account where we made the international purchase through a verified banking system.

Fundraising Tactics

Getting our trivia night advertised is essential for our fundraiser. We have all of our volunteers making and sharing videos on every platform so we can reach as many people as possible.

Fundraising Tactics

(social media) Use Twitter, Instagram, Facebook, Telegram, LinkedIn, YouTube and TikTok to help share our information about the fundraiser as well as the GiveButter platform. Using Facebook and TikTok:

Facebook

10 posts scheduled over a 5 day period and we had a goal of 20 engagements (comments, shares, likes, and clicks)

TikTok

4 posts scheduled over 7 days and 1 live streaming event every 2 days so we can remind our supporters about the trivia night and how to sign up for it. We have a goal of 15 attendees at each; 20 shares at each; 100 likes at each.

By utilizing social media as a tool expressly TikTok's lives streams, QR codes, and sharing actively on other platforms, we are able to point donors and participants to our PayPal, and GiveButter platforms. Results

Goal vs Actual \$ Raised

(broken down by methods and number of donors)

We raised \$522.64 from 19 donors on PayPal, bank transfers.

Goal vs Actuality:

Our goal was \$200 USD, and exceeded that in one night in a 2 hour timespan. Although more donations came in later on during the week.

Proof Provided

(All receipts and records are filed in our financial binder along with emails sent to donors) Our partner charity's in Ukraine will be providing thank you videos, so far 2 have been received. We are posting them to all of our social media platforms once we have blurred all faces and removed any geotag information.



Final Results Statement:

This project was a success, we were able to add to our shipping fund by \$522.64USD from 1 trivia night of laughs and fun.

Final Result Statement:

Thanks to the incredible generosity and knowledge-sharing spirit of Trivia Night Fundraiser has achieved remarkable success!

Together, we raised \$522.64 USD in support of Spirit of Ukraine Charity. These funds will be used for shipping humanitarian aid.

But the impact goes beyond numbers. Through shared laughter, friendly competition, and a collective commitment to making a difference, we've strengthened our community bonds and increased awareness about the crisis in Ukraine.

This event has proven that when individuals come together with a common purpose, they can create meaningful change. Thank you for being a part of this journey. Your contributions will leave a lasting positive impact on the lives of those we aim to support.

Measuring the success and impact of non-profit programs is essential for demonstrating accountability to our donors, supporters, and clients. Proper evaluation of our programs will help our charity by improving effectiveness, and help to make future informed decision-making more proficient.

Spirit of Ukraine's metrics used to evaluate our Halloween Trivia Night Fundraiser

1. **Outcome Metrics:**

****Impact on Beneficiaries:****

We Measured the changes or benefits experienced by the target population as an estimated guess being that we will really never know how learning about Ukraine while having fun can help share the information that is needed to keep Ukraine in the spotlight.

****Behavioral Changes:****

As an estimate, we assessed that the possibility of positive change far out weighed the situation that would arise from the impact of not having proper knowledge about Ukraine is essential.

****Quality of Life:****



Gauging from the amount of information that was shared that night about Ukraine the well-being and quality of life we hope to raise awareness of the plight of Ukraine and continue the aid that is imperative to the basic needs of life.

2. **Output Metrics:**

****Number of Participants:****

The total number of individuals involved in the program including all donors, sponsors, and volunteers was approximately 35 persons.

****Services Delivered:****

We quantified the various services provided by the program by what is known as the 5 dimensions.

1. Tangibility 2. Reliability 3. Responsiveness

4. Assurance 5. Empathy

****Units Distributed:****

We were able to utilize our Ukrainian transport company which charges £2/kg to move 34 boxes of humanitarian aid and Christmas presents for children. The total weight of accumulated items that was shipped from Great Britain to Ukraine was 227.27kg with an approximate value of £4064.00

3. **Financial Metrics:**

****Cost per Beneficiary:****

The guesstimated number of persons helped by this aid is around 400 in Ukraine. That puts our average to help one person at £1.25

****Return on Investment (ROI):****

Quantifying the value of a person served with humanitarian aid in Ukraine, or in any context, is a complex and ethically sensitive task. Humanitarian aid is provided with the primary goal of alleviating suffering and supporting the well-being of individuals in crisis situations. Attempting to assign a monetary value to a person's well-being or the impact of humanitarian aid raises ethical concerns and can oversimplify the complex nature of humanitarian assistance.



4. **Engagement Metrics:**

****Volunteer Hours:****

The amount of time volunteers contribute to the program in total was about 15 hours. That includes all social media posts, live streams, research, active donor interaction, payment processing and accountability in acknowledgment letters, inventory and invoice tracking.

****Community Involvement:****

Measurements of the level of engagement and participation from the local community was on average around 3 hours in total for the project.

5. **Sustainability Metrics:**

****Long-Term Impact:****

In our assessment the lasting effects of the program beyond the immediate outcome are these three core elements: 1. Economic Growth 2. Social Inclusion and 3. Environmental Protection.

****Partnership Development:****

By tracking the growth of partnerships with other organizations while actively engaged in a program we make connections that are not only local but also international. Working with other charities, postal services, internet platforms and businesses we broaden our network and reach making program goals more attainable.

6. **Learning and Development Metrics:**

****Participant Learning:****

By actively listening to each participant and utilizing their knowledge and expertise we were able to evaluate the acquisition of new knowledge and skills by program participants.

****Training Effectiveness:****

Assessing the capabilities of our partners and volunteers we have implemented efficiency in our educational and training components.



7. **Social Media and Online Presence:**

****Online Reach:****

Measurement of the program's visibility and reach on social media is key to using such tools. Being able to read the analytics of each tool and learning from that will only help our programs in the future.

****Digital Engagement:****

We used statistical interpretation to identify patterns and relationships within our engagements. Tracking likes, shares, and comments on digital content related to the program.

8. **Client Satisfaction and Feedback:**

****Surveys and Interviews:****

Gather feedback from program participants to assess satisfaction and areas for improvement.

****Testimonials:****

We were not able to gather information or testimonials in regards to the project because we do not ask these type of questions to persons who receive our aid.

9. **Health and Wellness Metrics:**

****Health Outcomes:****

We are not privy to how our aid helps or is monitored in terms of improvements in health indicators among program participants.

****Wellness and Safety:****

10. **Compliance and Accountability:**

****Regulatory Compliance:****

Making sure that we complied with all international and national laws and regulations was a must. We make sure that all of our programs will align accordingly to all legal and regulatory requirements.

****Transparency:****

Spirit of Ukraine tries very hard to make sure that we demonstrate accountability and transparency through clear reporting on program activities and outcomes.



Rather than assigning a monetary value to an individual's well-being, it is more common to evaluate the success of humanitarian aid based on qualitative and quantitative indicators such as:

Health outcomes:

Monitoring improvements in health, reduction of mortality rates, and addressing diseases.

Nutritional status:

Ensuring access to sufficient and nutritious food to prevent malnutrition.

Shelter and living conditions:

Providing safe and adequate housing to those affected by crises.

Access to education:

Supporting educational opportunities and ensuring children and adults have access to learning resources.

Community resilience:

Strengthening the capacity of communities to cope with and recover from crises.

Protection and safety:

Ensuring the safety and well-being of vulnerable populations, including women, children, and refugees.

Livelihoods and economic recovery:

Supporting the restoration of economic activities to help communities become self-sustainable.

These indicators help humanitarian organizations assess the impact of their interventions and tailor their assistance to the specific needs of the affected population. It is important to approach humanitarian aid with a focus on dignity, respect, and the protection of human rights, rather than attempting to place a monetary value on an individual's well-being.

Additionally, a combination of quantitative and qualitative data provides a more comprehensive understanding of the program's impact. Regularly reviewing and adjusting metrics ensures that Spirit of

Ukraine upholds their mission and makes sure that these metrics will remain relevant and useful over time.