



Bloggers in Big Shoes 2010 Annual Report



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Overview

This year marked the inaugural Bloggers in Big Shoes event. Bloggers in Big Shoes is an event that was created to raise awareness for the less-fortunate segments of society.

To that end, it has succeeded. We are pleased to announce that Bloggers in Big Shoes generated a public relations value of \$90,000 worth of media for the event, Sanctuary House and our partners. This figure has surpassed our original projection of \$60,000.

This could not have been possible without the kind support of all our partners.

The organizing team for Bloggers in Big Shoes would like to thank Sanctuary House for the trust and faith they had in this inaugural event.

We also want to thank Canon for their invaluable support and for their kind sponsorship for this year's event. Canon stepped in on short notice and we are grateful for their generosity and expedience.

We also want to thank SAFFC for their participation, sportsmanship and good humour. This event is a strong testament to the club's commitment to community building via the use of soccer. We could not have asked for a more gracious team to work with us.

This event was easily organized due to the extraordinary assistance from Sports Planet East Coast. In addition to being a great host, Sports Planet East Coast also donated 50% of the rental charges to Sanctuary House. We are grateful for their generosity.

We would also like to thank Jing Yng from Mediacorp, Yan Bing from the New Paper and Darren, Peiru and Stuart from VoxSports.net. The media plays an invaluable role in raising awareness for organizations like Sanctuary House. Their kind coverage of this event has garnered an immediate impact on the organization and we are thankful for their support.

We also want to thank Umani Microfinance for their generous corporate donation to Sanctuary House. Their kind donation marked the largest single cash donation made by an organization or individual.

Lastly, we would like to thank the big-hearted bloggers who participated in this year's event. Bloggers have gained much traction in the local community. We are thankful that these emerging opinion leaders possess the community spirit and sense of charity that makes non-for-profit events possible.

On behalf of the organizing team, I would like to thank all our partners for their participation in this year's event. We look forward to your continued support in coming years.

Total Publicity Value

Bloggers in Big Shoes received more than \$90,000 worth of media coverage.

Results

After receiving media coverage, Sanctuary House saw an increased need for their assistance. Fortunately, Sanctuary House received around \$11,000 worth of cash, goods, and services-in-kind during this three month campaign.

Sanctuary House has also seen an increase in volunteers as a result of this campaign.

Future of Bloggers in Big Shoes

Bloggers in Big Shoes was originally founded upon the premise that it would adopt a different non-for-profit organization every year. However, after working with Sanctuary House, we have come to realize that it still requires more assistance.

Therefore, we are pleased to announce that Bloggers in Big Shoes will be adopting Sanctuary House as our beneficiary for up to 5 years. Ideally, by the end of this period, Bloggers in Big Shoes would have enabled Sanctuary House to gain a higher level of societal awareness. .

Call for organizers

Yi-Hui and Dedrick will remain in stewardship positions as the Bloggers in Big Shoes team undergoes transitional restructuring. The organizing team for Bloggers in Big Shoes was a team of tertiary students. We hope to maintain this legacy to keep the event fresh and dynamic.

We will be working closely with tertiary institutes as we assemble a new organizing team. This team will be closely supervised and monitored by Yi-Hui and Dedrick.

Next year's event

We are already preparing for next year's event. In addition to forming a new organizing committee, we will also be calling for ideas as to what the bloggers should do next year. Should you wish to contribute, kindly email to hengyihui@gmail.com.