

Description Area

This contest recognizes the most innovative and impactful signature projects from Kiwanis clubs across the world. We look forward to learning more about your club's impact! This year we are excited to announce monetary awards for the top three finalists in each group: US\$1,000 for bronze winners, US\$1,500 for silver winners, and US\$2,000 for gold winners. Clubs with 27 members or fewer will be evaluated in Group I. Clubs with 28 members or more will be evaluated in Group II. The top ten and top three finalists in each group will be recognized and receive awards at the 2025 Kiwanis International Convention. Review the contest webpage for details and the list of questions before completing the entry form. REMINDERS: 1. You cannot save the form and come back later to finish it. Use the link above to view and print the contest questions. Prepare your answers before you complete the form. 2. Upload only the listed file types for your photos. Photos must be in JPG, JPEG, or PNG form smaller than 25 MB per image. Uploading any other file type could result in a submission error and potential loss of the information you entered. There are free online image conversion tools you may use such as file converter. 3. You should receive an email confirmation after you submit your entry. Remember to check your junk email folder.

1. Name of the signature project	Stamford Kiwanis Grand Santa Tour
2. Name of club owning this signature project	Stamford and District (UK)
3. Club ID number	K08789
4. How many active members are in your club?	15
5. Based on your current number of club members on the official roster sent to Kiwanis International, select your contest group.	Group I - 27 members or fewer
6. Club city, state, and country (if applicable)	Stamford, Lincs PE9 1PJ United Kingdom
7. Club president name	Ian Abbott-Donnelly
8. Club president email	ianad123@btinternet.com
9. Name of person submitting this entry	Steve Marsh
10. Email address of submitter	sjmmarsh@gmail.com

11. Phone number of submitter	07834036408
11. Select district ID and name	K61 United Kingdom
12. Type of Signature Project	Fundraiser
13. How many years have you conducted this project or event?	43
14. Does your club conduct or intend to conduct this project at least annually?	Yes
15. How many people were positively impacted or served by your signature project this past year?	4000
16. What's the primary focus of your signature project?	Other - see question 17 below
17. If the focus of your event was not listed above, please enter it here.	Provide enjoyment to children of all ages
18. What group of people are primarily being served by your signature project?	Pre-kindergarten - (5 yrs and under) Kids - (6-12 yrs) Adults Families Adults with special needs
19. Describe the population being served and the need that's being addressed or met through your project.	Residents of Stamford and its surrounding villages. We go out on 13 nights to bring joy to children of all ages whilst at the same time collecting door to door. We also visit a number of children's parties and a special needs school. By going out for 2 hours each night with a team of typically 10, we estimate cover in excess of 4000 people who see Santa before Christmas. This brings good publicity to Kiwanis and awareness of what we do. The funds raised support local groups and charities who are not able to get support from the larger charities. We are also supported by 'friends of Kiwanis' - family members and volunteers from groups we have supported financially.
20. How many people attended your most recent event?	4000
21. How many club members participated? Include both those involved in the planning and execution.	15
Percent member participation calculation	1.00
22. How many members from OTHER Kiwanis clubs helped with this project?	0

23. Did members of any Service Leadership clubs participate? If yes, please describe.	We get support from the scouts and other service groups who we have helped - it is good fun and they are very willing to help us in return.
24. If this is a fundraiser, what are the average funds raised by the project or event?	\$10000
25. What are the total expenses for your signature project?	0
26. How many new club members, if any, were gained through the project since it began?	4
27. How did you promote your event or project?	Club webpage Club Facebook page Local newspaper Radio
28. Share details of your promotional efforts for your project and club, and explain how you used the Kiwanis brand.	<p>Our primary promotion is via Facebook and we typically get 1500-2000 views with a reach of 600-900 for each post. We trail the event leading up to the start and we then publish details of the route each night.</p> <p>Example post https://m.facebook.com/story.php?story_fbid=pfbid032BeXB4rEaoNrTwjo1PDhSVncNiH9QsGxmGPa7Ljp2gS9xTJQt5wEUxit7w4yn4Eql&id=100064604475273</p> <p>We also provide the same information on our website</p> <p>https://sites.google.com/view/stamfordkiwanis/santas-tour-2024?authuser=0</p> <p>We also get support from the local paper which publishes the full itinerary and also free mentions on the local radio station.</p> <p>The branding used is 'Stamford Kiwanis' and on social media and our website we use the kiwanis logo on all posts.</p>
29. Did you collaborate with any of Kiwanis International's official partners?	None of the above
30. Were there local partners involved in the project? Please use a numbered list and include their name and role in your project?	<ol style="list-style-type: none"> 1. Heidelberg cement (sponsor) 2. Cummins - local and global company that supports the lighting on the sleigh 3. Stamford Scouts 4. Volunteers from Evergreen, a charity we have supported extensively

31. Add any additional information about your signature project you'd like us to know.

This is one of 3 annual projects we run, but the oldest one. All our projects provide a service/enjoyment to the community whilst at the same time trying to raise funds and awareness of kiwanis and what we do.

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