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# Peace Run



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## SCI Penang Peace Run 2017 and other charity runs

Peace Run is an annual event held in the city of Penang for any kind of participant, with an emphasis on the disabled. Each year it attracts from 1,500 to 2,000 runners and walkers (500 of them disabled), and has been doing so for over 30 years continuously. It is organised with the intention of promoting peace and solidarity, but also to promote SCI and raise funds for the organisation.



Picture 1 - Start

It has become a staple in the yearly life of the city and is going strong despite Penang being a city of runs – every weekend there are multiple runs going on, often simultaneously. It not only serves to bring people together, but also gives a chance to help with the integration of the disabled, who look forward to it every year. Participants include people with all kinds of disabilities – mental, spastics, blind, and movement impaired individuals, among others.



Picture 2 - Start for the disabled



The event starts in the early morning. First, people can take part in some initial programmes, do a joint warm up, then they take to the road. While most go for the 7km run, the disabled, elderly or those who simply choose to, go on a 1.5km walk with the help of many volunteers from SCI, other organisations and companies. After the run/walk, there are some speeches, a concert and also performances by the disabled.



*Picture 3 - Performances by the disabled*

It is held free of charge for the disabled, all others pay a participation fee. The participants all receive t-shirts, breakfast and a certificate of participation upon completion. They are also all included in a raffle, the prizes for which are donated by local companies. Although it has a competitive aspect (there are winners), the winners do not receive special prizes as the organisers want to attract people for the intention of promoting peace, inclusion of the disabled and solidarity among all, and not for the prizes.



*Picture 4 - The team*



Below you can find the things SCI Malaysia (Penang chapter) does to ensure the funding of not only the run, but through it, also other SCI projects.

### **Types of promotion:**

The promotion of the run kicks off approximately 3 months before the run. The types of promotion listed below generate exposure with the intent of attracting participants. They can register on-line, with volunteers, at the SCI office or in certain shops or restaurants throughout the city.

All of these kinds of promotions represent a lot of work, and they are done with a group of 5-10 committed volunteers over three months. Through their work they have been able to attract a steady number of participants. Due to the flood of these types of events, some runs do not attract even 10% of the projected participants.

- Promotional materials
  - o Video (You can watch the promotional video on this [link](#))
  - o Flyers
  - o Posters
  - o Banners
- On-ground promotions
  - o In parks and local areas where there are a lot of runners in the morning (volunteers approach people individually)
  - o Busier Penang streets in the centre (on stalls)
  - o Beachfronts (volunteers approach people individually)
  - o Restaurants (volunteers approach people individually)
  - o Schools and universities (by arranging promotions through teachers and school workers or by SCI volunteers)
  - o Factories and companies (volunteers approach HR departments)
  - o Hotels (volunteers approach management or HR)



Picture 5 - Promotions on Beach street



- Internet and mobile
  - o WhatsApp (this is the main one as it is most common among people)
  - o SCI webpage
  - o Facebook (both through SCI sites and individually)
- Mainstream media and ads
  - o Printed newspapers
  - o On-line newspapers
  - o Organised press conferences
  - o Banners in the city
  - o Banners at hiking trails
- Individual promotions
  - o Volunteers and participants share with friends and family and also post their work on social media
  - o Participants share among friends and family
- Endorsements
  - o Local politicians and leaders
  - o Other NGOs
  - o Sportspeople
- Other participating organisations
  - o As the run is a big event for the disabled, all homes and organisations that help them are approached and invited to participate



Picture 6 - Press conference



### Types of funding:

- Entry fees
  - o The fees are different for adults and persons under 18 years of age
  - o Disabled people participate for free
  - o "Peace walkers" pay a reduced fee
- Corporate (donations)
  - o Companies donate with the purpose of supporting the implementation of the run or to cover the costs and goodie bags for the disabled
- Registrations of participants by companies or benefactors
  - o Some companies enrolled their employees as part of their company environment policy
  - o As Penang is a touristic destination, some hotels paid for their guests
  - o One college professor offered to pay half the fee for his students

### Other donations:

- City government
  - o An important partner in the run is also the City Government which takes care of logistical matters, some materials and permits. Without them the cost of the run would skyrocket or quality would go down. Things such as getting the help of police to secure roads, erecting tents for the venue, securing the venue, ... all of this would add to the costs
- Media sponsors
  - o To generate exposure
- Material sponsors
  - o Companies and individuals donate rewards, donate food and refreshments
- Volunteer work
  - o Individual people volunteer as well as companies volunteer some of their workers



## Different types – different funding

Penang Peace Run is organised by the SCI Malaysia Penang chapter which does most of the work. Accordingly the organisation also keeps the excess funds generated by this event to fund other SCI work and activities. All the work is done on a volunteer basis, and none of the fundraisers or other people involved are paid for their work.

There are of course other ways of doing the runs, two options are presented below.

### Spastic Association of Selangor & FT Annual Charity Walk



The charity walk in Kuala Lumpur is also supported by the SCI Malaysia KL chapter. Although their promotional efforts are somewhat similar, there is one key difference. In the organisation of the run there are many more organisations included as partners who provide mostly help with promotions. A big part of this is on-ground promotions and registrations that are based on a more dispersed method. Every organisation receives entry forms which they can distribute amongst their volunteers. They then take on the role of registering participants by themselves and are independent in how they want to take it on. But, there is an incentive in it for them as a portion of the money goes to the volunteers themselves, a portion to the organisation to which they belong to, and a portion to the charity walk. Excess money in the end is also allocated to individual organisations throughout the year for their projects if they apply for funding.

### The refugee walk





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The refugee walk in Belgium is organised with the intention of helping refugees through the Flemish Refugee Action organisation and employs yet another strategy in their walk. As it is a 40km long hike the participants can be either individuals or teams. After registering they are prompted to create their own page (on the organisation's main page) which they can then use to gain new sponsors to donate to their cause. This way they also use the network and the participants themselves to raise funds for the cause through a bottom-up system.

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