25th ANNUAL ANNIVERSARY CHARITY BAZAAR

International Women’s Club of Sofia
WHEN?
Sunday, 1st of December 2019

WHERE?
Same venue as last year:
Inter Expo Center,
147 Tsarigradsko Shosse
At the 2018 Bazaar

- 60 countries
- 82 Stalls
- Over 10,000 visitors
- Over 1,000 volunteers
- Raised 383,525 BGN
Who is IWC

✓ Over 150 members
✓ Representing over 42 countries
✓ Provides financial and material support with our Charity Foundation
✓ Welcomes and assists newcomers in Bulgaria
✓ Creates a warm international community
✓ Fosters friendship and goodwill among club members in Bulgaria
✓ Helps the International Community better understand Bulgaria
# Charities supported in 2018

<table>
<thead>
<tr>
<th>#</th>
<th>Organization</th>
<th>Project Name</th>
<th>Approved budget BGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Caritas - Medical and social care for elderly</td>
<td>Medical and social care for elderly</td>
<td>13 250</td>
</tr>
<tr>
<td>2</td>
<td>Bcause</td>
<td>Support for women victims of domestic violence</td>
<td>12 000</td>
</tr>
<tr>
<td>3</td>
<td>Big brother, big sister association</td>
<td>Gender equality education</td>
<td>4 630</td>
</tr>
<tr>
<td>4</td>
<td>Child and Space</td>
<td>Better care for children with intellectual and physical disabilities</td>
<td>13 970</td>
</tr>
<tr>
<td>5</td>
<td>FSCI - Foundation for Social Change and Inclusion</td>
<td>Early Years educational intervention among vulnerable children</td>
<td>14 000</td>
</tr>
<tr>
<td>6</td>
<td>Karin Dom Foundation</td>
<td>Capacity building and empowerment of parents with children with special needs</td>
<td>12 000</td>
</tr>
<tr>
<td>7</td>
<td>Open Society Stara Zagora</td>
<td>Book Literacy for Bright Minds</td>
<td>4 920</td>
</tr>
<tr>
<td>8</td>
<td>Teach for Bulgaria</td>
<td>A dedicated teacher for every child</td>
<td>8 000</td>
</tr>
<tr>
<td>9</td>
<td>Light for Life</td>
<td>New opportunities for people with disabilities and their families through culture, art and sport</td>
<td>14 780</td>
</tr>
<tr>
<td>10</td>
<td>Yanika Foundation</td>
<td>Dream, Talk and Play</td>
<td>5 000</td>
</tr>
<tr>
<td>11</td>
<td>ForOurChildren Foundation</td>
<td>On the road to a better future</td>
<td>4 000</td>
</tr>
<tr>
<td>12</td>
<td>Worldwide Orphans Foundation</td>
<td>Growing together</td>
<td>5 000</td>
</tr>
<tr>
<td>13</td>
<td>Mini Art Foundation</td>
<td>Social circus for hope</td>
<td>4 000</td>
</tr>
<tr>
<td>14</td>
<td>*** CVS - Women Empowerment through Entrepreneurship WEE</td>
<td>Women empowerment</td>
<td>5 000</td>
</tr>
<tr>
<td>15</td>
<td>IDA - Pediatric Palliative Care Foundation</td>
<td>Let's talk about death</td>
<td>5 000</td>
</tr>
<tr>
<td>16</td>
<td>*** Bread House Network, part of I3C</td>
<td>The Bread house network methods to help social change</td>
<td>5 000</td>
</tr>
<tr>
<td>17</td>
<td>Bulgarian Fund for Women</td>
<td>Strong Men</td>
<td>5 000</td>
</tr>
<tr>
<td>18</td>
<td>New Steps Foundation</td>
<td>Neurodevelopment programme for children with special needs</td>
<td>5 200</td>
</tr>
<tr>
<td>19</td>
<td>Organization of Little People in Bulgaria</td>
<td>Development of sport and creative activities for little people</td>
<td>5 000</td>
</tr>
<tr>
<td>20</td>
<td>Foundation for children with oncohematological diseases</td>
<td>Summer Camp for Children with cancer</td>
<td>16 720</td>
</tr>
<tr>
<td>21</td>
<td>Down Syndrome Foundation</td>
<td>Summer family camp</td>
<td>9 920</td>
</tr>
<tr>
<td>22</td>
<td>Together we can do more</td>
<td>Art therapy for children with disabilities</td>
<td>5 000</td>
</tr>
<tr>
<td>23</td>
<td>Usardie (Zeal) Association</td>
<td>Canine activities for children with special education needs</td>
<td>5 200</td>
</tr>
<tr>
<td>24</td>
<td>Happy MumsFoundation, Veliko Tamovo</td>
<td>Music for and with babies</td>
<td>3 990</td>
</tr>
<tr>
<td>25</td>
<td>Natural Sciences Olympic Teams Association (NSOTA)</td>
<td>Astronomy and Astrophysics preparatory school</td>
<td>5 000</td>
</tr>
<tr>
<td>26</td>
<td>5km Run</td>
<td>5km run initiative 2019</td>
<td>10 000</td>
</tr>
<tr>
<td>27</td>
<td>Duke of Edinburgh Intern Award</td>
<td>Teachers are the great leaders</td>
<td>8 500</td>
</tr>
<tr>
<td>28</td>
<td>RICE Bulgaria - Ihtiman</td>
<td>New horizons for the children of Ihtiman</td>
<td>9 200</td>
</tr>
<tr>
<td>29</td>
<td>IDEA - Urban garden (Vama)</td>
<td>Urban garden - fighting climate change with a community spirit</td>
<td>5 000</td>
</tr>
<tr>
<td>30</td>
<td>Partners Bulgaria - Kids Friendship Skills</td>
<td>Kids Friendship skills</td>
<td>6 800</td>
</tr>
</tbody>
</table>

*** = subject to contract signing
The IWC Charity Foundation

✓ Proven long track record and an inspiring history
✓ Strong reputation as a trusted partner
✓ Developed collaborative relationships
✓ Monitors the entire process

Chrastina Aranitasi:
Charity Chairperson
We are having a great time!
New Things for the 25th Anniversary Bazaar

✓ New entertainment hall rented especially for this year anniversary:
  • Will foster new public
  • Will allow for calm and relaxed atmosphere to enjoy the performances
  • Will prevent crowds between the stalls so that more people can by and see the stall items

✓ Special traditional sitting areas to be suggested by different national stalls

✓ Special focus on Bulgarian traditions – will invite 101 pipes for the anniversary

✓ No external area, new entertainment area instead

✓ Bazaar coordinator for 2019 Angelina Liakova +359 879119151
Our goals for the 25th Anniversary Bazaar

✓ Raise over 400,000 BGN
✓ Include over 70 countries
✓ Increase attendance to over 10,000
✓ Improve the experience of the public by ensuring more Bazaar space and places to relax
✓ Include more interesting new things and experiences such as traditional sitting areas etc.
✓ Celebrate the 25th edition of the Bazaar attracting even more public and raising even more funds for charities and good causes during next year
✓ Reduce the stress of preparation and cleanup
✓ Have fun on Bazaar day!
How the Bazaar works

✓ Responsibilities are divided between the IWC bazaar team and the individual country stallholders

✓ IWC:
  • Rents Halls 2, 3 and 4 of the IEC
  • Organizes publicity
  • Organizes the overall bazaar
  • Sells tickets to cover costs
  • Finds sponsors for the bazaar as a whole

✓ Stallholders
  • Put together a group of people to represent their country/countries
  • Sell crafts, products and/or food at their stall
  • Organize activities—games, workshops, photo-taking, etc.
  • Provide some of the entertainment for the main stage(s)

✓ All funds raised at all stalls are turned over to the IWC treasury for distribution to charity.
  • Friendly competition: Top fundraising stalls receive special recognition
## How the Bazaar works

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>20963.24</td>
</tr>
<tr>
<td>Lebanon</td>
<td>14670.50</td>
</tr>
<tr>
<td>Greece</td>
<td>12722.46</td>
</tr>
<tr>
<td>Nordics</td>
<td>11570.00</td>
</tr>
<tr>
<td>Belgium</td>
<td>10049.80</td>
</tr>
</tbody>
</table>
About the 2019 stalls

- Stallholders will include only countries, IWC, and its partners. This will allow space for over 70 country stalls.

- All fundraising will be designated for the general IWC charity pool, not for specific charities or bazaar costs.

- Sponsors covering the operational costs of individual stalls must donate their funds directly to the stalls and not to the IWC.

- IWC-funded charities will have their work highlighted at a combined IWC stall and are welcome to send representatives.

- To simplify setup and organization, most stall sizes and layouts will be standardized. Choices for stallholders will be presented at the September stallholders meeting.

- To smooth the setup process, stallholders will be asked to finalize their layout requests by mid-November.
About the 2019 tickets

- Ticket sales will be designated to cover the IWC’s costs of running the bazaar.

- Ticket prices for adults same as last year

- Paid admission for children age 6-12

- Family ticket packages available.

- Advance ticket sales through Ticket Portal, IWC members and stallholders will be promoted.

- Tickets will go on sale in October and will be available to stallholders at the October stallholders meeting.

- Volunteers at the stalls, as always, are admitted free of charge.
About 2019 entertainment

✓ Bazaar-wide entertainment venue: Bazaar main stage will be at the newly rented Hall 2.

✓ As always, stalls may schedule entertainment, games and workshops

✓ We are open to EVERYONE who wants to perform

✓ We are open to all types of workshops

✓ Please work closely with the entertainment team to arrange and schedule activities.

✓ We appreciate your flexibility in allowing IWC to organize and schedule our dozens of singers and dancers to best meet everyone’s needs.

✓ Programs will be displayed on a large lighted board in the foyer and in each hall and printed)
## IWC Bazaar Team 2019

<table>
<thead>
<tr>
<th>Role</th>
<th>Who</th>
<th>e-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall organization</td>
<td>IWC Bazaar Co-coordinator Angelina Liakova</td>
<td><a href="mailto:c.iwcbazaar@gmail.com">c.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td>Sponsor recruitment</td>
<td>Co-coordinator Sylviq Stamenova Gigi Balagot</td>
<td><a href="mailto:sponsor.iwcbazaar@gmail.com">sponsor.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="mailto:office@iwc-sofia.org">office@iwc-sofia.org</a></td>
</tr>
<tr>
<td>Stallholder coordination and stall layout</td>
<td>Teodora Petrova Angelina Makreva Mihaela Dobre</td>
<td><a href="mailto:stallholder.iwcbazaar@gmail.com">stallholder.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td>PR and coordination with Sofia municipality</td>
<td>Elizaveta Petrusheva Olga Georgieva M3 Communications</td>
<td><a href="mailto:e.Petrusheva@mysextet.com">e.Petrusheva@mysextet.com</a></td>
</tr>
<tr>
<td>Entertainment program</td>
<td>Dessislava Tenev Svetlana Yanakieva Tatyana Milanova-Kasimova</td>
<td><a href="mailto:iwcbazaar.entretertainment@gmail.com">iwcbazaar.entretertainment@gmail.com</a></td>
</tr>
<tr>
<td>Volunteer coordination for bazaar week</td>
<td>Camelia Giuleva Patricia Paixao</td>
<td><a href="mailto:Volunteers.iwcbazaar@gmail.com">Volunteers.iwcbazaar@gmail.com</a></td>
</tr>
<tr>
<td>Treasury coordination</td>
<td>IWC Treasurer Desislava Ivanova</td>
<td><a href="mailto:treasurer@iwc-sofia.org">treasurer@iwc-sofia.org</a></td>
</tr>
</tbody>
</table>
IWC Bazaar Team
Bazaar Deadlines

- Registration of the stalls with IWC not later than 12th of October 2019, plans are sent to Inter expo by the 15th of October 2019.

- Pre approval of the stalls by Inter Expo Center by the 8th of November 2019.

- Final approval of the stalls and final deadline is 22th of November 2019.
Step 1 - Participate

Form a stallholders’ team!

But my embassy doesn’t have enough staff! - Go beyond the embassy - bring in expats! Bring your Bulgarian friends! Bring in cultural groups! Make stall planning a party!

We need start-up funds to run the stall. - Recruit a local sponsor for your stall only. Hold a small fundraiser. Reuse materials from year to year.

My country’s products aren’t available here. - Bring in souvenirs when you go home. Distribute tourist materials. Prepare regional specialties. Arrange a workshop. Provide henna tattoos (if you’re Devam). Raffle off a prize (tombola). Offer photos with someone costumed as a famous national figure—say Uncle Sam (if you’re the USA). Be creative!

My country is too small. - Join together with your neighbors - the Nordic countries do!
Step 2 – Register your Stall

- Do it now at https://iwc-sofia.org/

All available information is in your Stallholders pack
- Navigation
- Annual charity bazaar
- Stallholder contact information form – what are the main contacts and who do you represent;
- Stallholder request form – what type of stall and space you like;
- Stallholder declaration/contract – that you agree to place the stall as requested and approved by IWC and IEC and IWC provides organization, halls rental and logistics;
- Transport request form.
Step 3 – Add Song & dance

✓ In 2017, 29 musical and dance groups entertained bazaar-goers on the main stage in Hall 4, for 10-30 minutes each.

✓ Additional musical groups entertained the German and Spanish stalls.

✓ There were 7 workshops for children, in addition to the Wonder Party child care stall.

✓ Entertainers – whether linked to a stall or not - may register for a slot on the entertainment program by completing the Bazaar Entertainment Form 2018 (stage) at

🔗 https://iwc-sofia.org/bazaar-information/

✓ Workshops may be registered by completing the Bazaar registration form 2018 (workshops) at the same link.
Step 4 – Sign up your sponsors

✓ We are enormously grateful to the over 500 firms - partners, donors and sponsors - who contributed to the bazaar either in cash, in services or in kind.

✓ Sponsors are frequently willing to donate products for sale, prizes for a raffle, or provide services to help run the bazaar for free or at a discount.

✓ Most of these sponsors were recruited by individual stalls. In our mini-competition between stalls, cash contributions can be “credited” to the stall who solicits them. (as long as we know which stall did the solicitation before Dec. 15).

✓ All sponsors who contribute (whether in cash, kind or services) any amount before the Nov. 15 deadline will have their logo prominently displayed at the bazaar

✓ All sponsors will be recognized on the IWC website through May 2020.
Sponsorships rewards, by level

✓ **Endowment donor:** BGN 25,000+
  - Co-promotion opportunities to be discussed
  - Use of advertising space in IEC foyer
  - Logo on ticket, prominently in publicity, information on IWC website
  - “Thank you” gift

✓ **Gold donor:** BGN 5000+
  - Logo on publicity and at bazaar, information on IWC website
  - May use the phrase “A proud donor to the IWC Foundation”
  - Thank-you gift

✓ **Silver donor:** BGN 1000+
  - Logo on publicity and at bazaar, information on IWC website
  - Thank you gift

✓ **Supporter:** BGN 50-999
  - Certificate of appreciation

Logos of all sponsors contributing by Nov. 15 will be displayed on large banner at the bazaar.
All sponsors will be invited to the thank-you cocktail in Jan-Feb
In-kind donations are to be valued by the donor
More details will be provided at future stallholders’ meetings

- October 20 or 30th 2019 - INTER EXPO CENTER
- November 20-22th 2019 - venue TBD

Our deepest gratitude to our hosts!
THE WORLD COMES TO YOU IN BULGARIA

IWC SOFIA CHARITY BAZAAR