

Monthly Report



JANUARY
2024

Fundraising

£4513.75 was the total amount of funds raised
£1261.82 was the total amount of donations given

Financially, the most successful activities were

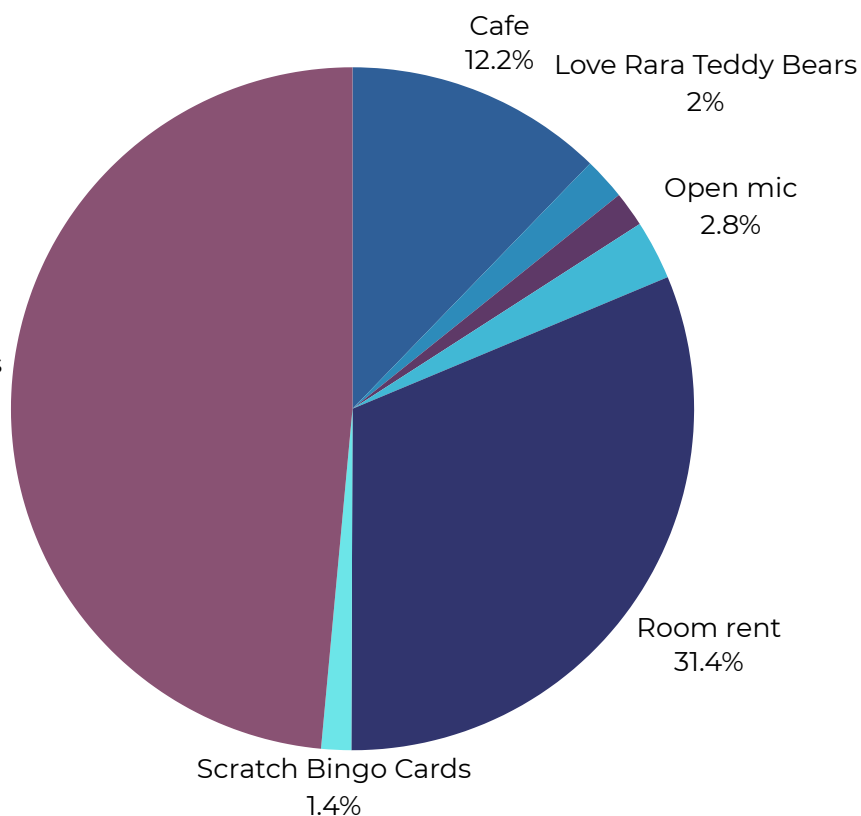
- Income from social projects events;
- room rent;

We also received some item-donations: sofa and chairs, puzzles, games and five items that were purchased from the wish-list.

Social Project Events
48.5%

Our freshly launched fundraising events led by our staff and volunteers have received a great feedback. **Thank you!** Your efforts are highly appreciated.

We donated to other charities and social project by providing discounts to our services.



From a previous successful application we have £10 000 from the **National Lottery Fund**, which means there will be ongoing work in the basement. The kitchen should be completed by the end of February. We'd also like to congratulate Thomas Speirs, who was successful in a funding application, and we received £1000 to purchase our TVs for youth club!



The biggest **investments** were the new floor in our Hub 2, and that has brought resulted with **5 corporate bookings** and **15 party bookings** through Love Rara. We have multiple dance events, also yoga and personal development workshops booked for upcoming months as well.

Our goals for February are to get £3000 extra funding for our Youth Club, £500 for Baby Sensory Sessions and £300 for Afternoon Teas. If you have any ideas for fundraising, please contact Zara, Zack, or Birgit. If you'd like to take part helping out with the planned events, please sign up ASAP to support other team members.

Rising Stars Staff Members Award



Angel Ozoemelum
Heather Heather Milne
Cameron MacRae

Congratulations to Angel on reaching 100 hours and Heather on reaching 10 hours of volunteering for Saltire Awards.

We appreciate your time and dedication.



Shoutout to Milana, Ella, Angel and Corey for organising their first open mic night. They managed to raise a fantastic £126.60 in donations and café sales.



In January, we celebrated our sister company's Love Rara's 11th birthday, and all the staff members and volunteers were invited for a night out. 14 people found their way to the event.

Our gratitude goes to the team members who have taken on more roles. Cameron MacRae will be responsible for the **marketing** for Love Rara Ltd, Love Rara Kidz, and Ellie Robertson for Your Love Rara CIC. Our **TikTok** channel(s) will be run by Saffron Bhat and Cameron MacRae.

To keep our venue up to high standards, we'll have Lee Fraser and Angel Ozoemelum to look after **maintenance**.

Funding Applications/Reports will be supported by Birgit Itse and Zack Proctor, and Milana Barkovska and Ellie Robertson will be our **fundraising organisers**.

Heather Milne and Angel Ozoemelum have stepped in as **health and wellbeing officers**.

GOOD!
JOB!

THANK
YOU!

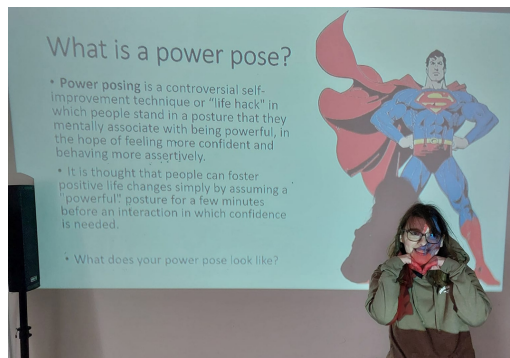
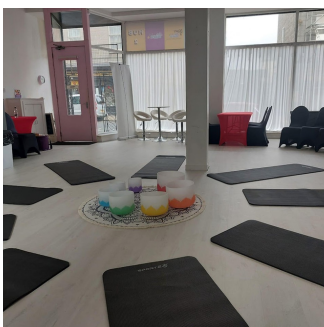
Thank you so much for your time and hard work!

Collaborations

In January we worked together with 9 other businesses and organisations.
The total of people benefitting from these sessions was 148.

Organisation	Activities	People who benefitted from the session
Early Intervention	Tea Party with our Tea party Characters ASN Children	17
Early Intervention	Minfulness workshop for ASN children	8
Reset Aberdeen	Room rental gaming session	
Dancing with the Universe	Sound healing	8
Befriend a Child	10% discount to be frienders in cafe	1
Man Chat	Men's mental health	20
Luxlyk	Teens make-up courses	10
Yuva Yoga	Yoga	8
Mates-n-Dates	Additional needs adults group	15

Sound healing with
Dancing with the
Universe



Mates-n-Dates held their
confidence workshop

Teens make-up courses with
Luxlyk



Social Media



4 317
followers



16 284
followers



3 562
followers

My son had a great time, He enjoyed a lot with all the activities. I am impressed by the way Love Rara takes care of kids, and engages them in different activities. this is the best place for kids during the school holidays. see you in the next school holidays. Thank you.

Your Love Rara CIC

*These sessions are so great, and skills we can take away and use!
Thanks to you and Early Intervention*

A massive thank you to your team at Love Rara who were phenomenal on the day!

Tips for the team:

Although the number of followers is important, engagement rate shows how well the content performs - how many likes, shares, comments, reactions, our social media content receives per follower.

When the engagement is low, then the two main reasons are that we don't have the right target customer, or - it's not the content they're expecting.

When the engagement is higher than the number of followers that shows the good use of hashtags, and by that reaching to the audience who like that kind of content. The next task is to convert these people into followers, and then loyal customers.

