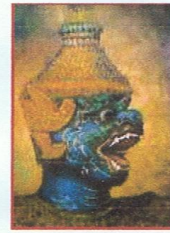


# Creativity & Charity



**Exchange Support Healing**

A Thai & Japanese network has joined hands for a unique exhibition and sale of artworks by international artists. With the proceeds of the sale an international camp will be conducted for child victims of the earthquake-tsunamis and floods in Thailand and Japan.

Send a message of hope and join us on

**March 10-11, 2012**

11am - 6pm

on the 3<sup>rd</sup> floor of **Central World**

*For a personal preview of the pictures please contact 02-67 14 045-8 ext: 112/117 or email: [dpffound@ksc.th.com](mailto:dpffound@ksc.th.com)*

Baan Tharn Namchai Foundation

Hua Chiew Chalermprakiet University

Thai-Japanese Alumni Association

Central Pattana Company Limited (Public Company)

Shanti Volunteer Association (SVA)

Duang Prateep Foundation

Sikkha Asia Foundation

Voice TV

**Duang Prateep Foundation**

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# “HeART for Hope” Project

## Fiscal year 2012

### (10-11 March, 2012)

#### 1. Justification:

Natural disasters occur in many areas of the world. Many people have lost their lives, mental health and property. In Thailand, after the tsunami disaster of 2004, many children still need long term assistance. In March 2010, there was a disastrous tsunami in Japan which not only destroyed property and hit the Japanese economy (private households as well as industry) hardly, but also claimed thousands of lives. And, most recently, the floods in Thailand which started in September and cover a huge part of Thailand, including Bangkok, have caused huge economic damage as well. Many children have been affected by those disasters, they lost family members or other beloved persons, a lot of them became orphans and have no more person to take care of them.

The Duang Prateep Foundation is a small organization with a long term experience in working with children and people affected by the tsunami in Thailand. Since the first week of the disaster, we have provided help and assistance to children and other tsunami victims. The foundation staff advanced the victims’ mental rehabilitation by raising their hope again, making them understand the situation and develop themselves to ensure having a good future.

After the Tsunami in Japan had happened, the foundation immediately arranged fund raising activities in and around the slums to help the Japanese victims. However, the Japanese Tsunami caused a lot of damage. Therefore, it will take some time to rehabilitate the country both economically and mentally and especially the children who have experienced the Tsunami and have lost beloved people.

Now, the foundation and 7 co-organizers are arranging the “HeART for Hope” Project by inviting both Thai & foreign artists to place their pictures at the disposal in order to show them in a big exhibition together with pictures of children from the slum and from Thai children affected by the Tsunami. Income of this exhibition will be used to arrange a “HeART for Hope Camp” where Thai and Japanese children affected by the Tsunami as well as Thai children affected by the floods will be mentally rehabilitated and encouraged.

#### Project Summary:

Project sharing is divided into 2 phases:

- (a) *Phase 1* is an art exhibition and auction to mark the first anniversary of the Japanese tsunami. It will be held on March 10-12, 2012 at the Central World Complex at Rajprasong, Bangkok. Artworks will be donated by Japanese and Thai children, art students and professional artists, and auctioned off during an opening event on March 10 2012. Proceeds from the auction will be used to finance Phase 2 expenses.
- (b) *Phase 2* is a nine-day-camp for Japanese and Thai victims of tsunamis and other severe hardships. Eight Japanese children and 50 Thai children will join activities in Phang-nga in Southern Thailand, hosted by Baan Than Namchai Foundation

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## 2. Objectives:

- 2.1 To invite international artists to help rehabilitate and give encouragement to children being affected by natural disasters
- 2.2 Let students, Thai people, children and underprivileged people participate in helping children & youths affected by natural disasters
- 2.3 To inspire children who have suffered from natural disasters or other severe hardships with a spirit of empathy and the joy of giving
- 2.4 To arrange bilateral activities for Thai-Japanese tsunami victims to make them encourage each other

## 3. Target group = 408 people

- 80 Artists
- 250 Guests of honour
- 20 The Steering committees
- 8 Japanese child victims of the March, 2011 tsunami (SVA & Sendai School)
- 25 Thai child victims of the December, 2004 tsunami
- 25 Thai child victims of October-November, 2011 floods

## 4. Time period:

- 10-11 March 2012
- Opening of Art Exhibition from 10-11 March 2012
- Camp for Thai & Japanese affected from Tsunami & flooding in the end of march or August 2012 (school holidays)

## 5. Co-organizers of the project “ HeART for Hope”

1. Hua Chiew Chalermprakiet University
2. Thai-Japanese Alumni Association
3. Voice TV
4. Sikkha Asia Foundation
5. Baan Tharn Namjai Foundation
6. Duang Prateep Foundation
7. Central Pattana Company Limited (Public Company)
8. Shanti Volunteer Association (SVA)

## 6. Method of Implementation:

### The Steering Committees consists of:

- 6.1 Prof. Sant Hathirat, M.D. Chairperson of the Working Committees (Duang Prateep Foundation)
- 6.2 Police Colonel. Suphwat Yangcharoen Deputy Chairperson (Thai-Japanese Alumni Association)
- 6.3 Mr. Katsumasa Yagisawa, Deputy Chairperson (Santi Volunteer Association (SVA))
- 6.4 Ms. Prateep Ungsongtham Hata, Secretary of Working Committees (Duang Prateep Foundation)

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6.5 Ms. Pitchaya SomkittiTham, a representative from Voice TV

### **A. Responsibilities of each organization arranging the Art Exhibition**

(Hua Chiew Chalermprakiet University coordinates the artists & Duang Prateep Foundation coordinates sponsors)

- To organize a place to hold the Art Exhibition “**HeART for Hope**”- Project
- To coordinate the organizational networks participating in the exhibition

### **B. Coordination of Artist & sponsors**

- To coordinate 80 artists and letters soliciting donations of their artworks
- To coordinate the sponsors to reserve /buy and auction the children & artists’ pictures

### **C. Public relations/ documents**

9.1 Voice TV will be responsible for public relations

9.2 Duang Prateep Foundation will be responsible for documents such as

- Invitation letters, letters soliciting donations of the artists’ works etc.
- To prepare information for public relations like posters, leaflets, program, agenda, information on the website and other media
- Media invitation
- \* To publish 500 program books (300 Thai language, 200 English language)

### **D. Implementation method:**

1. Meeting with the involved people for general agreement
2. To prepare the drawing of 100 pictures with frames from children of the Duang Prateep Foundation (Klong Toey), the New Life Project-Kanchanaburi Center and children from the Baan Tharn Namchai Foundation-Phang nga
3. To prepare 15 children from Klong Toey Communities and 5 children from the New Life Project-Kanchanaburi Center to present their pictures
4. Creation of a storyboard describing the project, including pictures of the disaster and an introduction of the Duang Prateep Foundation. The storyboard will be available on the exhibition site
5. Opening ceremony of “HeART for Hope” Project. We plan a two-day-art exhibition, auction and the sale of “ HeART for Hope” cards & T-shirts

### **E. Location of Opening Ceremony of Art Exhibition**

At Central World, Rachaprasong

- Opening ceremony date: Saturday 10 March 2012
- Closing date: Sunday 11 March 2012

**The agenda for the opening ceremony is as follows:**

- Opening remarks by Japanese Ambassador.
- Introduction to the project by Khru Prateep Ungsongtham Hata, DPF Founder & Secretary General

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- Recognition of sponsors
- Introduction to the auction
- Auction (presentation of drawings by disadvantaged Thai Children for the guests during auction)

## **F. Holding of a camp for Thai-Japanese Children affected from Tsunami and flooding in Thailand**

Around the end of March or August 2012 (during school holidays), the eight Japanese child tsunami victims , 25 Thai child flood victims from Bangkok will arrive in Phuket from Japan and Bangkok to join another 25 Thai child tsunami victims from Baan Tharn Namchai Foundation (BTNC) in Phangnga.

Baan Tharn Namchai Foundation will manage all camp activities. Main activities at the camp will be getting-to-know-you and ice-breaking activities, consciousness-raising sessions, games, drawing and painting, cultural and historical tours, visit of national and theme parks, and seaside activities. The children will fly to Bangkok where the continuation of the camp activities will be managed by Duang Prateep Foundation. During their visit in Bangkok, the children will be accommodated in hotels.

## **G. Evaluation and project's working summary**

### **6. Expected results**

- 7.1 To earn donations enabling the foundation to hold a camp for Thai-Japanese Children affected by natural disasters
- 7.2 Artists, students, normal people, children & underprivileged people can contribute to charity
- 7.3 Children & youths can present their art works and thereby encourage the disaster victims
- 7.4 To hold a rehabilitation camp for Thai-Japanese children being affected from Tsunamis and flooding
- 7.5 To build up a Thai-Japanese relationship

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### Action Plan:

Activities	Monthly Action Plan													
	Jul 11	Aug 11	Sept 11	Oct 11	Nov. 11	Dec. 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Jul 12	Aug 12
Coordination of a place to hold the “ <b>HeART for Hope</b> ” Art Exhibition	x	x												
Coordination of the organizational networks participating in the exhibition	x	x												
Coordination of 80 artists and letters soliciting donations of their artworks		x	x	x	x									
Coordination of the sponsors to reserve /buy and auction the children´ & artists´ pictures						x	x	x	x					
Invitation letters, letters soliciting donations of their works etc.	x	x	x											
Preparation of information for public relations such as posters, leaflets, program, agenda, information on website and other media														
*To publish 500 program books to distribute to the guests (300 in Thai and 200 in English language)	x	x	x	x	x									
Media Invitation			x	x	x	x	x	x	x	x	x	x	x	x
Preparation of Art exhibition & Meeting with the involved people for understanding		x		x										
A 9-day camp for Thai-Japanese children who have been affected from both Tsunami and floods in Thailand (around the end of March or August 2012, during school holidays)									x					x
Evaluation and project’s work summary														x

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Artist's Agreement

First Name..... Last Name ..... Pseudonym.....  
Address.....  
Country.....  
Telephone.....  
Email.....  
Website.....

I am pleased to participate in the art exhibition “HeArt for Hope“and would like to donate .....pictures at a price of ..... Baht per picture.

In total ..... Baht (.....) under the condition of receiving money back for drawing and the picture's frame

- 20%
- 30%
- Donate all

Signature .....  
(.....)

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