



Children's CARNIVAL 2019

EVENT REPORT

**CELEBRATING
63 YEARS**



1. INTRODUCTION TO THE EVENT

The Trinidad and Tobago Red Cross Society (TTRCS) prides itself on staging a well organized and highly entertaining, 'Kiddies Carnival', as it is fondly known.

It was first held in 1956 under the patronage of Lady Beetham. During the first five years of its existence, the show evolved from its origins under the British Red Cross and by 1960, flourished and blossomed in the capable hands of cultural impresario, the late Aubrey Adams.

It was Adams, in 1961 who named the show, the Red Cross Children's Carnival.



IN THAT REGARD, IT REMINDS US OF WHAT MAS IS AND REALLY SHOULD BE, THAT IS, A TALE THAT PLEASURES AND FEEDS THE IMAGINATION.



Today the TTRCS Children's Carnival has become an institution on the Carnival scene. The event has brought vibrant color, splendor and various dimensions of local creativity to the forefront of attention just before the Big Mass.

Through its elaborate costumes worn by babes in arms, toddlers and teens the Children's Carnival is a storyteller. In form and substance, it often tells a human and environmental story which adult mas rarely does.

2. OBJECTIVES OF THE EVENT

To create a stage show event for children that allows them to display the splendor and design of mas makers while learning and exploring the beauty of our culture in a festive, safe and controlled environment.

3. EVENT DETAILS

The show was held at the Queen's Park Savannah on Saturday 25th February 2019. The event saw 23 small bands, 11 medium bands, 244 individuals and 2 large registered bands cross the big stage. The winners of the day were:

Carnival Babies; Portrayal - Celebrating Cheers to 10 years of Carnival Babies.

Large Band - 1st place:

Classix Productions 2019; Portrayal - Mas Mas Ah Know Yuh!

Medium Band - 1st place:

Fun time Mas Productions; For the love of Calypso

Small Band - 1st place:

Classix Productions 2019 - Mas Mas Ah Know Yuh!

Band of the Year:

Victoria Carvalho; Portrayal - Save the Beauty of the Caroni Swamp

Queen of Carnival:

Samuel Jackson; Portrayal - Le Grande Pierrot Commedia Dell'arte

King of Carnival:

4. ORGANIZING COMMITTEE MEMBERS

Jill De Bourg, **President TTRCS**

Nicole Jordan-Coombs, **Chairperson**

Erica George, **Operations**

Augustus Forde, **Operations**

Lisa Francis Mc Carthy, **Sponsorship Liaison**

Cheryl Ann Lutchman, **Prizes**

Sáde Budhlall, **Volunteer Coordinator**

Sita Ramdeen, **Registration / Band Liaison**

Jhole Gonzalez, **Admin and Logistics**

Sherise Gomez, **Fundraising and Finance**

Kevin Garcia, **PR and Communications**

As You Like It Events (Ayli Events), **Events Supports**

5. VIP AND SPECIALLY INVITED GUESTS

Her Excellency Ms. Paula Mae-Weekes; **President of the Republic of Trinidad and Tobago**

Dr. the Honourable Nyan Gadsby-Dolly; **Minister of Community Development, Culture and the Arts**

The Honourable Minister Randall Mitchell; **Minister of Tourism**

Permanent Secretary Ms. Nicolette Duke; **Ministry of Youth and Youth Affairs**

Permanent Secretary Mrs. Lenore Baptiste-Simmons; **Ministry of Education**

Chairman Mr. Winston 'Gypsy' Peters; **National Carnival Commission**

Chief Executive Officer Mr. Colin Lucas; **National Carnival Commission**

Head of Cluster Office Mr. Timothy Lam; **International Federation of the Red Cross and Red Crescent Societies**

Mrs. Zalayhar Hassanali; **Former First Lady of Trinidad and Tobago and Patron of the Red Cross**

Anna Mahase - **Former Vice President - Trinidad and Tobago Red Cross Society**



6. CHALLENGES

In our effort to keep improving the following challenges were identified coming out of the 2019 show.

- The governing board was instated late in 2018 which caused a late start to preparations and planning
- A lack of record keeping from past shows prevented the timely start
- There was a need for significant stakeholder (mas band leaders and sponsors) relationship rebuilding
- Financial challenges as a result of limited sponsorship
- Human resources to manage the event planning and execution
- Clean up from a previous show caused a delayed start
- Logistics on the day of the show



7. RECOMMENDATIONS



In an effort to continually improve we have identified this list of recommendations for quick action to ensure that there is increased experiential value for those who participate in & view the show.

- An earlier start time to allow a longer stage show.
- Planning phase should begin earlier.
- Improvement to logistics for track and layout
- Live streaming for persons abroad to view the parade of the bands.
- Training in protocol for both volunteers and staff.
- Increased marketing and visibility of the event.
- Continuation of online registration for the bandleaders .
- Open communication with the bandleaders throughout the planning, pre and post event.
- Continuous improvement of the quality of prizes for masqueraders
- Evolving RCCC from an event into a show experience

8. FINANCIAL REPORT

Financial Analysis

Summary of ticket sales.

# Printed tickets	ADULT 500	#	CHILDREN 1,000
# Sales in Units	ADULT 600	#	CHILDREN 397
# Unsold Units	ADULT 314	#	CHILDREN 603

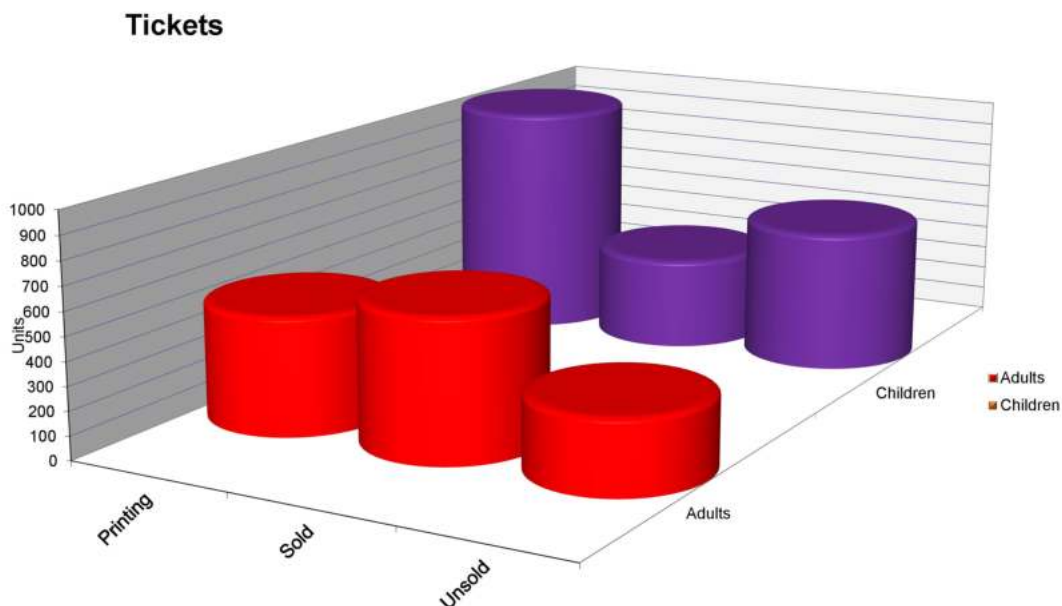
The proposed recommendations for 2020 are:

- Printing of **Adult 1000 units** and **Children 500 units** for sale and tickets watermarked with an special code as complementary for the Homes to prevent scalping at the venue.
- Maintenance of the price of tickets.

With regards to overall finances. The Red Cross Children's Carnival show fortunately did not incur a loss, based on income from sponsorship and audited expenditure. (see page 10).

Actual income was **\$708,995** with actual expenditure being **\$705,355**. This means there was a minor profit of **\$3,640**.

Thanks is needed for our generous media sponsors who gave us close to half a million dollars (**\$451,000**) in free advertising and mentions.



8. FINANCIAL REPORT CONTINUED



Income and Expenditure Statement

Name: Red Cross Children's Carnival 2019
Time Period: Nov 1st '18 - May 15th '19

Financial Statements in T.T. Dollars

Revenue

	Projected	Actual as at May 15th	Comments
Donations	\$ 750,000.00	\$ 209,555.00	
Ticket Sales	\$ 150,000.00	\$ 43,940.00	
Booklet Sales	\$ -	\$ 2,900.00	
Contra Ads	\$ -	\$ 451,000.00	
Vendor Payments	\$ -	\$ 1,600.00	

Total Projected/Actual Income 900000 708995

Expenses

Advertising	\$ -	\$ 451,000.00	
Prizes including Trophies	\$ 50,000.00	\$ 45,383.13	
Salary	\$ 30,000.00	\$ 4,192.75	
Printing of tickets, banners, invitations etc.	\$ 6,000.00	\$ 9,055.00	
Stationery		\$ 3,025.84	
Refreshments etc. at launch of show	\$ 12,000.00	\$ 610.00	
Refreshments at meetings	\$ -	\$ 2,866.69	
Purchase of Polos and Tshirts - Staff	\$ 15,000.00	\$ 4,800.00	
Purchase of Printer and Laptop and Ink	\$ -	\$ 8,675.00	
Photography	\$ 10,000.00	\$ -	
Videography	\$ 20,000.00	\$ -	
DJ Music	\$ 5,000.00	\$ 7,100.00	
Master of Ceremonies/Announcers	\$ -	\$ -	
Fire Services	\$ 12,500.00	\$ 9,944.00	
Tent Rental	\$ -	\$ 950.00	
Added Entertainment	\$ 25,000.00	\$ 2,500.00	
Professional Services (Design and Décor Services)	\$ 20,000.00	\$ 8,600.00	
Stage Management	\$ 10,000.00	\$ 4,000.00	
Catering and Bar Services for Event Day VIP	\$ 10,000.00	\$ 9,325.83	
LED Screen		\$ -	
Telephone		\$ 785.26	
TV Station (Production)		\$ 8,150.00	
Graphic Design	\$ 40,500.00	\$ 19,420.00	
Event Booklet Design and Printing		\$ 19,592.75	
Event Ushers for Grand Stand	\$ 5,000.00	\$ -	
Tokens		\$ -	
Public Liability	\$ 4,000.00	\$ -	
Post show RCCC Committee appreciation event		\$ -	
Production of Ads - TV/Radio/Print		\$ 11,123.44	
BIR		\$ 778.65	
NIB		\$ 2,074.80	
Fuel and Parking - Prize Pick Up etc		\$ 1,003.00	
Event Management Initial Fee	\$ 75,000.00	\$ 54,000.00	
Volunteers	\$ -	\$ 850.00	
Transportation, Rentals and Hospitality	\$ -	\$ 5,885.02	
Vendor Refund		\$ 400.00	
Social Media Management	\$ -	\$ 1,263.96	
Co-ordinating Fees	\$ -	\$ 2,000.00	
Sponsorship Coordinator	\$ -	\$ 6,000.00	

Total Expenses 350000 705355

Net Operating Income 550000 3640

Other Income

Total Other income 0 0

Net Income Profit/(Loss) 550000 3640

9. CONCLUSION

Improving Youth Resilience is enshrined in the TTRCS Strategic Plan 2019-2022 as Strategic Goal 3, this signals our commitment as an organization to give focus on our young people and the pivotal role they play in what we do.

It is anticipated that proceeds from the 2020 Red Cross Children's Carnival will go towards the youth development programme that was launched throughout the Secondary schools in October.

This came in the form of the TTRCS Youth Trailblazers Club and is our expressed commitment to work alongside state agencies and community partners to empower, develop, coach, support and mentor our young people.

Special thanks to our staff, volunteers, sponsors, masquerades, band leaders and patrons who were instrumental in making the RCCC show 2019 a success.



WHAT'S NEXT FOR US IN THE NEW YEAR

Timeline of Our Upcoming Strategies



REGULAR PLANNING MEETINGS

- The RCCC committee meet almost every Thursday to ensure that preparations are moving apace.

FINAL MEETING OF INTERNAL STAKEHOLDERS

- Marketing: tie ups with internal activity and foundations, fundraising centered initiatives
- Call to action: buy tickets, get costumes ready.
- Turn web traffic into sales through enticing text and graphics on our website or social media channels

MEDIA LAUNCH

- Official media launch of RCCC

CHILDREN'S CARNIVAL 2020

- PR marketing: take advantage of media relations and build stronger connections while simultaneously carrying out your marketing and advertising initiatives

**PHOTO
HIGHLIGHTS**

