



LONDON 2012

Four-year project on
NGO Humanitarian Organization "Venera"
In partnership with NUVO Marketing Agency,
Drama Marketing Agency and Final Fiction Production



Skopje 2011

Background

Project	London 2012	
Organization	NGO Humanitarian organization "Venera" - Prilep	
Address	Kej 9-ti September No. 1/1 Prilep	
Representative	Dragan Vencoski (Chairman)	
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	Contact person: Dime Georgievski +389 70 330 661 Final Fiction production	
Project team	<p>Project coordinator: Mile Stojkoski</p> <p>Project assistant: Dragan Vencoski</p> <p>Logistical support:</p> <ul style="list-style-type: none"> - Jovan Bozinovski (Logistics Officer) - Vladimir Pandovski (PR & HR Officer) - Pavle Livrinic (Marketing & Multimedia) - Daniel Angelovski (IT Officer) - Dime Georgievski (Production) - Biljana Stojkoska (Logistics Assistant) 	
Timeline	40 months (01 May 2009 r. - 15 September 2012 r.)	
Partners involved	NGO Humanitarian organization "Venera" NUVO Marketing Agency Drama Marketing Agency Final Fiction Production	
Bank details	Owner of account: H.O. "Venera" Prilep	E.D.B. : 4021003138765
	Currency account:	Bank: Commercial Bank AD Skopie – Branch Prilep
	MKD account: 300020000285215	Bank: Commercial Bank AD Skopie – Branch Prilep

1. General description

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The handicap on world level is treated louder as a matter of human rights and obligations, and in this context are worldwide efforts for finally and completely leveling of conditions and possibilities that are given to these people, compared with those that are given to other members of the social community, their acceptance as equal citizens and full and active participation in all social spheres.

In this general and global environment, need to find an ideal solution as the main task will be to promote these people and their needs. So as a result of our desire for involvement in efforts for full equalization of those conditions and opportunities and the realization of this ideal worldwide solution, we gave us the order to arrange something which will be the presentation and promotion of persons with disabilities, as well and a great and universal message of peace for which we are confident that our persistence and desire will succeed and will achieve the goal.

The project "London 2012" is initiative by Mile Stojkoski, handicap man with great enthusiasm and commitment with all his strength to fight and toil on behalf of all handicap persons to attract world attention and thus help. Inspired by his life story and his experience in knowing what problems are encountered people like him we are confident that we will succeed in this project that will reach everyone who find himself in it.

Mile Stojkoski's fight began at the LOI Athens in 2004 when with his wheelchair went 704 km and with his persistence and desire reach the gates of the stadium. In 2007 together with his team and the few resources available he starts the trip across Asia to reach the LOI in Beijing 2008. On this trip managed to go 3500 km to Damascus (Syria) and the dismay of the team, due to various technical factors (Visa and Finance), the journey did not continue to the end. But the Macedonian and world public showed their support for the vision and efforts of Mr. Stojkoski is huge and every Macedonian is proud of what has been achieved and expectations for future are high. The public sent a message to Mr. Stojkoski on each meeting with him, on every medium, by mail, by messages, with each handling on the street, we want from him to continue with his commitment and energy to reach the Summer Olympics in London 2012. It will be a great success for the Republic of Macedonia and because of that the project "London 2012 is started!

Olympics begin in London on July 27, 2012 and our team 5 months before that date will pass 3500 km across 14 European countries to promote the Republic of Macedonia as part of Europe which has human views and understanding for improving the lives of handicap persons. Besides Mile Stojkoski's marathon with his wheelchair as a motivation and demonstration of our initiative to improve the present, our visits to European cities with institutions, organizations, companies and individuals will provide assistance to establish fund for improving the quality of handicap people's life in R. Macedonia. An important part of the harmonization of Republic of Macedonia to the European Union is improving the quality of life of handicap people socially, economically and health as it is in all developed European countries. The project "London 2012" is our contribution to this vision to become a reality for our fellow citizens, friends, relatives, associates, parents and our children which are faced with difficult everyday life as handicap people.

2. Interested parties

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Humanity and strength which we struggle you can see through the size of our project and our commitments and promises. Normally that most interested people would be people for whom we prepare the project. Population of handicap people in the world for whose future will be

realized, regardless of their racial and religious affiliations. Their treatment and their active involvement in all social spheres in which normal human live. Also important in this project that will include all citizens who think and feel they are able and willing to make a personal contribution and that their presence and professionalism will be of great benefit.

Through our presentations and promotions on this project, we are confident that interest will be high. Because this is not only idea put on paper, but we are confident that our human idea will succeed.

We are proud of our traditional cooperation with business sector in the framework of social responsibility programs on companies. Companies wishing to be sponsors and helpers on this trip may include financial, technical, logistics, media, or in any manner which they believe will contribute. Believe that their practicality and their desire to conquer the European markets will mean their investment in this journey, and thus their promotion as successful Macedonian companies across Europe.

Especially we need support from state institutions in Republic of Macedonia for this journey to be realized. Support that would have from the institutions will be an indicator of our seriousness and potential to be part of the European family. All our European contacts in the trip would have been in the role of our institutions to achieve this journey. Our failure due to lack of resources and support from state institutions would mean failure for Republic of Macedonia, not for Mile Stojkoski, because we collectively failed to contribute to the realization of a great but very real and possible vision for our fellow citizens with handicap. Let us not allow this to happen and positive to focus this trip to promote the Republic of Macedonia as a unique pearl, worthy and valuable contribution to the European family of developed countries. We wish and call upon all state institutions to help within its capacity for this trip can be realized as soon as successful.

3. Method of implementation

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The most important mission in the context of our project is achieving the general goal: *improving the quality of life of people with handicap in R. Macedonia.*

Instrument for realizing the general objective of this great and humane project is establishing a fund to collect money. The Fund is intended for people with handicap, and can be use for their treatment and rehabilitation and material support. We believe that the European world is human and can prove this through the assistance that will facilitate for people with handicap. A chance to do that is our project.

The Olympics in London will start after 1180 days. 14 countries need to be traveled in total of 3500 km marathon. The Olympics begin on July 27, 2012 and lasts until August 12, 2012 followed by further Paralympics (29 August - September 9, 2012). Mile Stojkoski in his wheelchair will passes average 50 km a day and his marathon will last 150 days included days of activities in cities that are visited through the countries: Macedonia, Serbia, Croatia, Slovenia, Austria, Hungary, Italy, Switzerland, Germany, Luxemburg, Holland, Belgium, France and finally the United Kingdom.

Traveling team coordinated by the logistic center in Skopje will attend all relevant organizations, companies, institutions and individuals who are working to improve the lives of people with handicap in the European Union and worldwide. Our team will establish initial contact and cooperation on further projects to help people with handicap in the Republic of Macedonia. Whether we will provide financial, technical and educational support from the organizations, institutions and companies that we them meet on this journey, all future activities that will arise from the established cooperation with the aim of improving the quality of life of persons with handicap in Republic of Macedonia. Our journey to the Olympics in London 2012 will mean not only a great promotion of Macedonia as part of Europe and soon part of the EU, but also significant lobbying for the establishment of funds to help persons with handicap from foreign financiers. From this trip we will return home with substantial experience of the way that members of the European Union are care of persons with handicap and to make further efforts that European reality to become our reality in Republic of Macedonia. The European Union funds for this purpose exist, foreign partners will provide, especially because their interest is

great to build rehabilitation centers to us for our and their citizens and to contribute to improving conditions in existing centers in Republic of Macedonia. Our current European contacts indicated that we as Republic of Macedonia are expected to organize this trip to be conducted efficiently, without difficulties, with as many meetings throughout the European countries to reach the target in London and thereby to show our seriousness for future cooperation with European partners.

The important thing is that the project is followed by several events that will be of great significance for promoting the project and increase the fund for assistance to persons with handicap. Specifically, the project is followed by visits of influential persons in each country through which we will travel and collaboration with the Olympic committees and fundraising resources that needs to humanitarian fund to support people with handicap in Republic of Macedonia.

For promotion of the project will use some common instruments and tools for raising public awareness - promotional materials, video recordings of the trip, images which will then be used for recording of the documentary.

⌘ This project is open and has undergone changes during its implementation, and is guided by the basic objectives, the framework of activities and other specifications listed here. This project documentation will be revised periodically depending on changes that occur in planned and implemented project activities and partners that will support the project, and all this is necessary because of the essential purpose of the project continued to collect resources for an open fund to help people with handicap in Republic of Macedonia. But changes in any way will not be related to the fundamental human project objectives and target group which is intended.

4. Project objectives

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General goals:

- Improving quality of life of handicap people in Republic of Macedonia.
- Promotion of Republic of Macedonia as part of the European family of developed countries.

Individual goals:

- 1) Establishment of fund to support handicap people in the Republic of Macedonia in their health, social, economic and educational development.
- 2) Developing and managing of infrastructural centers for health, social, economical and educational rehabilitation of people with handicap in Macedonia.
- 3) Raising public awareness of the need for adequate and equal treatment for all matters concerning people with handicap in Republic of Macedonia.
- 4) Initiation of projects for the employment of capable persons with handicap or the employment of unemployed members of families with not capable handicap persons.

5. Target group

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Primary target group of this project are persons with disabilities in Republic of Macedonia because project activities are in function to motivate these people to be proactive members of their community and to lead a rich social, economic and cultural life.

8. Activities

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Period	Activities
December 2011 – March 2012	<p>Preparations before the main trip Preparing all necessary documents, logistical equipment, resources, organization of team for travel etc.</p>
March – July 2012	<p>Departure and travel on caravan to London, England Caravan heads Mile Stojkoski, marathon in a wheelchair. Caravan passing through 14 countries with a total road length of 3500 km. By way meetings are planned with all the Olympic committees and associations of persons with handicap and their acquaintance with local problems. Each entry in the settlement is followed by various events (formal welcome by local authorities, meeting with influential persons). The trip has continued support from its own international media - website www.milestojkoski.com.</p> <p>The traveling production team will record video materials for a documentary film, collect audio/video materials from given interviews and produce online live traveling video diary (reality show).</p> <p>The team will register a marathon record to the Guinness Book of Records for longest marathon by normal wheelchair done by a person with handicap.</p>
July – August 2012	<p>Olympic games Arrival of the caravan before the gates of the Olympic stadium, entry and passage of an honorary round on the athletic path.</p>
August – September 2012	<p>Paralympic games Visit the various events of the Paralympic Games, meetings with relevant members of the organizers, sponsors, companies and representatives of international organizations.</p>
September - October 2012	<p>Marathon to Larn, North Ireland Visit to one of the most developed cities in N.I. with organized reception at the Mayor of Larn. Discussion will be made concerning future cooperation with Larn's business sector, nonprofit organizations and the new Fund for supporting people with handicap in Macedonia.</p>
October 2012	<p>Return of the caravan to Macedonia The trip takes place after another relation. Planned visit to other countries of Eastern Europe and there we will meet influential political and business actors and fundraising assets for the fund. All audio/video materials will have postproduction and will be published worldwide in numerous languages to multiple media platforms.</p>
November 2012	<p>Nation wide survey Exploring the state of persons with handicap in Republic of Macedonia conducted at the national level by NUVO Marketing Agency and his partners</p>

	(Cyril and Methodius University - Institute of Sociology, Institute of Statistics of the Republic of Macedonia, World Health Organization, Ministry of Health and Ministry of Labor and Social Policy). Issuance of statistical and analytical reports as a result of research.
January – March 2013	<p>Organizing fund</p> <p>After returning to the Republic of Macedonia, we calculated the collected assets in the Fund and based on performed research we make 4-year work program of the Fund and convened a consortium of donors to dispose of assets and establish a new legal entity - Foundation for support of persons with handicap.</p>
April 2013	<p>Initiation of projects</p> <p>Foundation established to initiate and support projects that contribute towards the main goal, improving the quality of life of persons with handicap in Republic of Macedonia.</p>

9. Expected results

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- 1) This project will strongly affect the lifting of awareness of people, not only for the position, treatment and conditions in which handicap people live, but in terms of growth of this population in "class for itself," members of the community aware and confident in the ability to actively and productively and to participate equally in all social and political layers, giving the maximum contribution to the common interest community.
- 2) The collection of as many assets in the fund and their use of purpose to build facilities for health and psychosocial rehabilitation of persons with handicap in Republic of Macedonia.
- 3) Transmission of the message of the Olympic Games for humanity. It will be heard by the world media that will carry the Olympic Games, which will be important for promotion of Republic of Macedonia.
- 4) This whole project with cause connection of many goals, will actually be an incentive and catalyst, while an indicator and result of the strengthening of the movement of persons with handicap, in a real, homogeneous and unique voice as an expression, a common denominator of interests, rights and needs of all persons with handicap.

10. Sustainability of the project

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Sustainability of this project is valued by financial and social aspects. The financial side is that justifies efforts, causal and wellintended utilization of the resources collected in that fund. And the social role is not small. This will achieve a positioning of people with handicap in the community, especially in the process of making decision and preservation of their spirit and themselves-respect regardless of their handicap.

Registering a Governmental or Nongovernmental Foundation with worldwide partnerships and relations will provide for the necessary institutionalized form of sustainability in achieving proposed mission and goal for 100.000 – 200.000 citizens with handicap in Macedonia. Professionally run organization with a recognizable public figure such as Mile Stojkoski will

accumulate significant financial funds and social capital from sponsors, donors and various supporters. Especially this will be a constance with the support of European Union funds for supporting organizations focused on improving lives of people with handicap in Europe.

11. Monitoring and evaluation

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Monitoring will be done by the administration (logistics) team for the travel also the team will inform donors, supporters and media for the implementation of project "London 2012" with ongoing reports. Representatives from all project partners and donors can be included in the project monitoring during ongoing activities and evaluation in the month of January 2013.

Thankfully due to powerfull multimedia technology used during this project not just exclusive individuals will be aware of the project ongoing success but the whole world public. The traveling production team will publish video materials each day from the travels to television networks and provide constant live video feed online. Unlike many public awareness rising projects in the area of handicap, our project will not be a one month campaign with few ads and billboards. Project LONDON 2012 will publish a complete serial from the video traveling journal (reality show) and will produce a flagship documentary movie available for worldwide distribution in all European languages.

12. Project budget

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The following budget is planned for organizing the main event – journey to London in August 2012.

Transportation	Type	Units	Cost per unit (euros)	Total cost (euros)
	Camper Vehicle (Motorhome – Burstner Argos)	3	67.000	201.000
	Cars	3	15.000	45.000
Technical equipment	Photo camera (Nikon D80 with additional lenses)	2	2.100	4.200
	Lap Top computers (Dell Latitude)	4	600	2.400
	Radio base stations (walkie talkies – Motorola RDX)	8	300	2.400
	GPS (Garmin Nuvi)	6	100	600
	Power generator (Bosch)	1	2.200	2.200
	Lights, stands and cables	-	4.000	4.000
Expenses	Fuel and Lubricants (10.000 km, per vehicle)	6	5.000	30.000
	Road tax, parking, camping etc.	-	-	8.000
	Food (12 people, per month)	5	12.000	60.000
	Mobile communication (12 people, per month)	5	2.000	10.000

	Clothing and hygiene products	-	-	12.000
	Health insurance and medical supplies	-	-	4.800
	Traveling team – petty cash (12 people, per month)	5	12.000	60.000
	Unexpected expenses	-	-	20.000
Sport gear	Handicap wheelchair (Küschall r33)	1	5.000	5.000
	Spare parts for a handicap wheelchair	-	2.500	2.500
	Roho anatomic cushions	2	600	1.200
TOTAL without production cost:				475.300 euro
Production cost:				118.700 euro
(for details review ATTACHMENT 1)				
TOTAL:				594.000 euro

13. Funding

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Funding will be achieved from donors and sponsors including institutions, development agencies, foundations, companies and individuals. Single logo type of branding is designed for promotion of sponsors on shared marketing space. Full design type of branding is custom made unique promotional design for a single sponsor.

Vehicles	Media	Type	position
	Motorhome	logo	back (1)
	Motorhome	logo	side (1)
	Motorhome	logo	roof (1)
	Motorhome	full design	side (1)
	Motorhome	full design	back (1)
	Motorhome	full design	bonnet (1)
	Cars	logo	bonnet (1)
	Cars	logo	side (1)
	Cars	logo	roof (1)
	Cars	full design	side (1)
Traveling team	T-Shirts	logo	double side (2)
	T-Shirts	full design	double side (2)
	Track Clothes	logo	one side (1)
	Track Clothes	full design	one side (1)
	Track Clothes	logo	sleeve (1)
	Hats	logo	front (1)

	Handicap Wheelchair	full design	back (1)
	Handicap Wheelchair	full design	wheels (2)
Our promotional materials	Flags/Banners (5)	logo	-
	Flags/Banners (5)	full design	-
	Press Stand	logo	-
	Press Stand	full design	-
	Video Presentation	video projector	-
	Leaflets (10.000)	logo	1 page
	Leaflets (10.000)	full design	1 page
	Website – Frontpage	logo	right
	Website – Frontpage	banner	header
	Website – Frontpage	banner	footer
	Website – Frontpage	logo	left
	Website – Frontpage	video	center
	Website - Inside	banner	right
	Website - Inside	logo	left
	Your promotional materials	Leaflets/Brochures (10.000)	-
Products/Samples		-	-
Donations	Expressing gratitude in all media to all donors and publishing in our web site list of donnors.		

Exclusive sponsors receive special discounts for batch branding on various media platforms we offer. The option for Complete Exclusive branding with only one brand and complete ownership on all media spaces (printed, audio and video) should contact us for further details.

All sponsors and donnors receive special gratitude document from Mr. Mile Stojkoski and Humanitarian Organization VENUS.

Last revision of the project

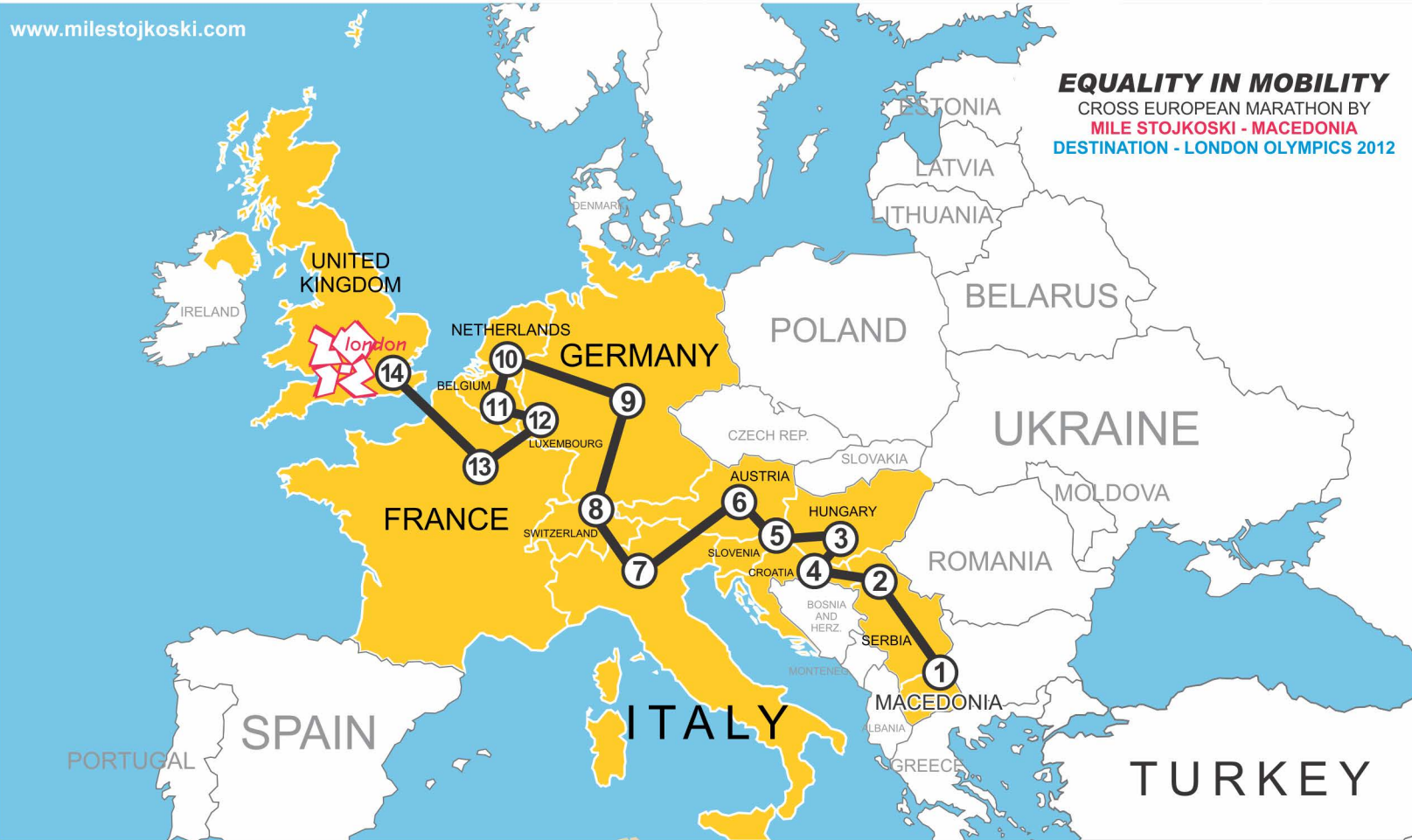
Date: 09 November 2011

Auditor: Vladimir Pandovski

Edit: - update the list of project partners,
 - specifying and amendment of the project activities
 - added Production ATTACHMENT 1

Amendments approved: Dragan Vancoski

EQUALITY IN MOBILITY
CROSS EUROPEAN MARATHON BY
MILE STOJKOSKI - MACEDONIA
DESTINATION - LONDON OLYMPICS 2012



Back of wheelchair (panel)

Exclusive



Wheels - with circular design

Exclusive



Single brand - logo on sleeves

Exclusive



Front

Exclusive

Single brand - custom design



Back

Shared

Logos from sponsors & donors

Roof of vehicle - full design

Birdview

Single brand - custom design

Exclusive



Logos from sponsors & donors

Back-Shared



Single brand - logo design

Exclusive



Logos from sponsors & donors

Shared

Roof of vehicle - full design

Birdview

Logos from sponsors & donors

Shared



Bonnet of vehicle - full design

Exclusive



Exclusive

One brand - full design



ATTACHMENT – 1 (Production)

Author: Dime Georgievski

For: Project LONDON 2012 – Humanitarian Organization VENERA Prilep

Production Partner: **Final Fiction Production**

LONDON 2012

PRODUCERS EXPLICATION

The amazing and courageous ambition of Mile Stojkoski to travel a 3.500 km marathon in his wheelchair to the opening gates of London's Summer Olympic Games in 2012 is set in existence as a message for the world public to reconsider its everyday reality. This ambition immediately inspires any producer to paint a portray in a form of **Documented Video Traveling Journal** which will boost enormous global publicity and shout the message to everyone everywhere.

On the south side of my house I have a neighbor which had a great future ahead of him due to the nurture and capital of his family. In one of our casual conversations I found out that he has financial problems at the moment and he started complaining how solutions are impossible and there is no positive horizon for him and his family. I was disappointed because I know this healthy and well nurtured man needs only a little persistence and skill to solve his dilemmas

However I know a man called Mile Stojkoski who has a paraplegic handicap and who since 1996 lives with his wheelchair, crossing barriers as small as the pavement edges and stairs, or as big as trying to live equal and normal family and social life every day. This man has such persistence and dedication, vision that leads him forward, giving hope to others that anything is possible, any obstacle is mind made. This living hero is worthy to be celebrated once again as he decides to travel a marathon 70 km per day, a length of 3.500 km through 14 countries to carry his message.

Improving the living conditions to people with handicap in Macedonia is a message embedded in his journey and when I hear it I look up to Mile Stojkoski and encourage my neighbor to do the same and surpass his life obstacles. This is a message not only for the physical incapability but for any life difficulty. This makes me proud to be Macedonian, knowing such a man lives here with us. His European journey will surpass any regional political bickering and frontier building. The humane values are bigger than political or economical fences.

SYNOPSIS

The Olympic achievement of Mile Stojkoski with his wheelchair traveling a marathon of 3.500 km will be accompanied and eternalized by our production traveling team. This documentary reality show will be a beholders eye for everyday hardship and achievements of Mile Stojkoski on this journey. We will produce 150 short 22 min. shows which will be televised each day so the general public can follow this event; 37 long run shows at 60 min length televised at the end of each week, summarizing the most important segments of the past week happenings to the traveling team.

As we approach towards each major city during the journey, we will provide prerecorded materials to local media to be televised which should support the projects search for more supporters, donnors and partners in future projects. Every press conference, every significant happening of this journey will be televised to spread Mile Stojkoski's message to the world.

Through this documentary show we will portray completely our hero's psychological image trying to understand the inner struggle he survives to achieve his ambition each day.

The caravan LONDON 2012 will include 12 people each having different life story, different views and values and will live through a different struggle on this journey. Some will succeed till the end following the inspiration Mile Stojkoski gives as a team leader and some will fold and give up. This journey is not an easy one but the goal is clear – the Olympic Games in London 2012.

The culmination of this documentary will happen at the very arrival of Mile Stojkoski with his wheelchair to the London Olympic Stadium in August 2012.

Production Budget

Crew

Profession	Units	Months	Monthly salary	Total (euro)
Cameraman	2	5	1.500	15.000
Montage - field	1	5	1.600	8.000
Montage - production	2	6	650	7.800
Sound engineer	1	5	1.500	7.500
Light engineer	1	5	1.500	7.500
Assistant director	1	5	1.800	9.000
Graphic production	1	6	1.000	6.000
Organizer	1	6	650	7.800
Executive Producer	1	6	1.500	9.000
			Subtotal:	77.600

Equipment

Type	Units	Single cost	TOTAL cost (euro)
Mobile cameras	2	5.500	11.000
Static cameras	2	1.000	2.000
Lights	4x800w	400	1.600
Agregat	1x3.000w	2.500	2.500
Up Link	1	6.000	6.000
Mobile montage unit	1	2.000	2.000
Static montage unit	2	1.500	3.000
Memory cards	20	300	6.000
FTP server archive	1x2.000 hours	4.000	4.000
DVCam tapes	200	15	3.000
		Subtotal:	41.100

Total sum of expenses for production: **118.700 euros**