



celengan
A GIFT FOR NATION

ABOUT CELENGAN

What is Celengan?

Celengan is the pioneer and leading fashion brand that are dedicated for charity in Jakarta, Indonesia. We are committed to contributing a portion of our revenue (15%) that we make from each product to various orphanages in Jakarta, Indonesia. Hence the name, Celengan.

The Vision

We have a long-term vision to have our own orphanage in the future, where we are able to nurture and provide mentoring program and such, so the orphans can grow and fully live their passion and calling in the world of commerce. We also want to make our cause to be nation-wide, not only in Jakarta, but reachable through other parts of the nation as well.

How Celengan Works

After the purchase of Celengan products, the customer expects to establish a relationship with the brand because of its uniqueness, as from each of our quarterly charity event, we try to set up a charity workshop for orphans, and invite business and creative practitioners so that they can teach the orphans.

So in addition to a donation that we give, we also hope that orphans can also learn new skills, broaden their horizons and explore the passion that they have through our charity event that are organized on every 3 months. In addition to our quarterly charity event, we also support yearly school fees of one under-supported childrens each months for Harapan Bangsa Orphanage in Patih, Central Java.

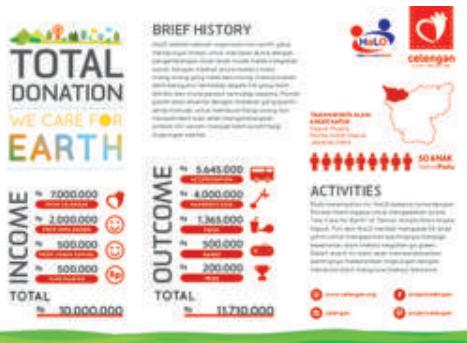
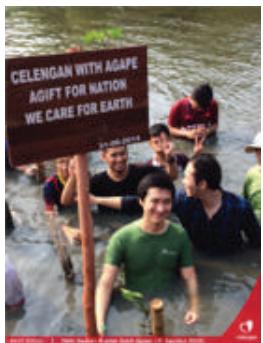


WHY COLLABORATE WITH CELENGAN

I. Creative Charity Projects

By Collaborating with Celengan and becoming involved with us, it will help you to set you apart from other CSR Activities. Once the consumer realizes the impact of their purchase to a child in need, they will strive to help more children and become more involved in the movement. This movement will influence new customers to get involved as well.

As we mentioned above, Celengan has organized different types of charity event with variety of partners and communities that can be used creatively for your CSR program:



1.1 Eco-friendly Awareness Events to Orphans

Dalam acara We Care for Earth, Celengan bersama dengan Komunitas Sosial HALO (Help and Love Others) mengajak anak-anak Panti Asuhan Pondok Kasih Agape untuk menanam tanaman bakau (mangrove) serta sosialisasi pentingnya hutan bakau untuk mencegah abrasi.

1.2 Eco-friendly awareness workshop to Orphans

Dalam Acara bersama Komunitas GROPESH (Gerakan Pemudi Peduli Sampah dan Lingkungan Hidup), Kami memberikan donasi dan juga mengajari anak Panti Asuhan Hieronymus untuk membuat aksesoris dan keychain dengan menggunakan bahan daur ulang.

1.3 Art Workshop for Orphans

Dalam Acara Paint Me Bokumi, Kami mengundang Komunitas FUSE dan juga Partner Pengajar dari Bokumi Dolls untuk mengajari anak panti asuhan Panti Asuhan Agape untuk berkreasi menumpahkan imajinasi mereka untuk membuat dan melukis boneka 3D Bokumi yang menggunakan limbah kayu sebagai bahan utamanya (Go-Green awareness).



1.4 Art & Creative Charity Workshop for Orphans and General Public

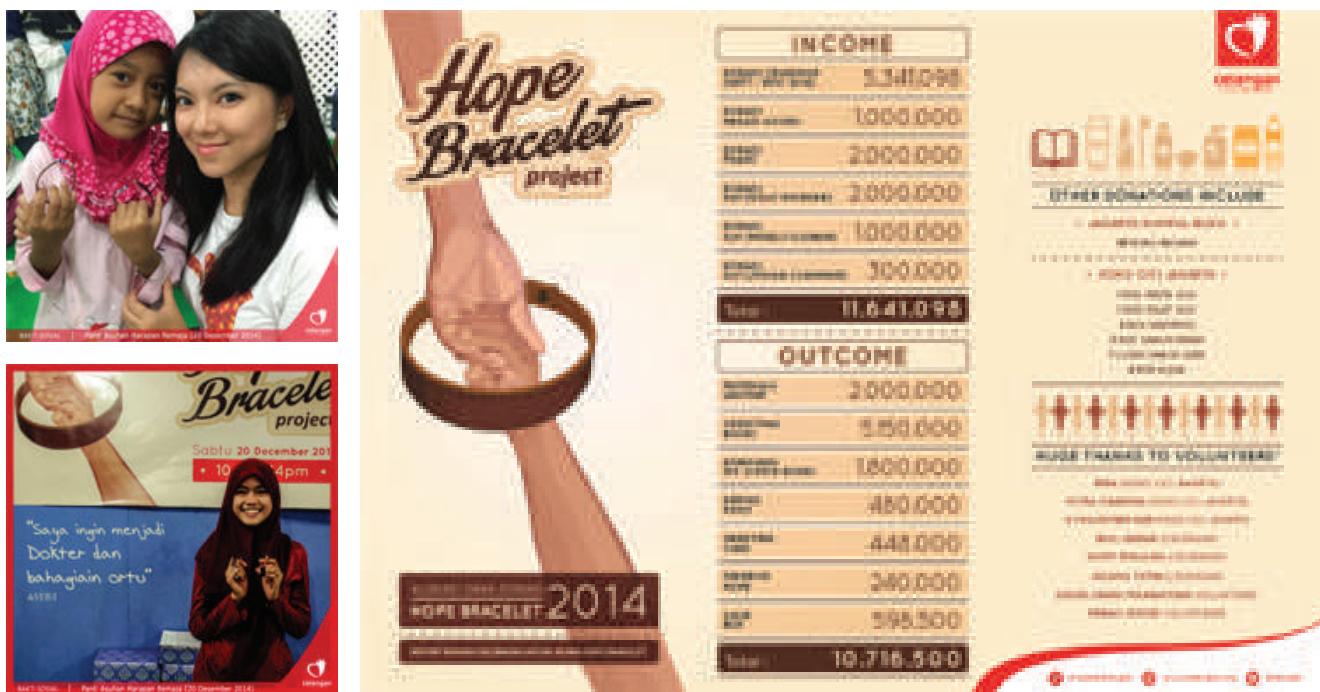
Live Love workshop created thru our desires to create a community event where people can meet together and learn new skills (predominantly in arts and creative workshops) and give to the orphanage at the same time.

We collaborate with other event partners such as Papeterie Party Designer and OhPrep! where we are able to invite successful art and creative experts in the area of florist, terrariums, cake decorations, calligraphy, illustrations and many others.



1.5 Leather & Crafting Workshop for Oprhans

Dalam Acara Hope Bracelet, Bersama dengan Komunitas Silver Linings Foundation dan Brand Leather Meraki Goods, Kami memberi donasi dan juga mengajari anak-anak dari Panti Asuhan Harapan Remaja untuk membuat gelang kulit dengan hasil kreatifitas anak panti sendiri, dan setiap gelang ini juga mempunyai inisial nama dari setiap anak panti yang ikut workshop kami.



1.6 Medical and Sporting Event for Blind Oprhans

Dalam Acara Love Charity Event, Celengan bekerjasama dengan Yayasan Project Indonesia untuk memberikan donasi, dan juga memberikan obat dan check-up mata gratis serta mengajak anak-anak Panti Asuhan Tuna Netra Elsafan untuk bermain futsal bersama.



1.7 Bakti Sosial ke Yayasan Relada Kasih

Kami dari Celengan berkesempatan berkunjung & saling berbagi Yayasan Relada Kasih. Yayasan Relada Kasih dimulai dari mimpi pensiunan guru untuk memberdayakan masyarakat dengan memprakarsai pembangunan Balai Impian, yang diharapkan menjadi tempat warga berlatih ketrampilan.

Sejak itu Balai Impian, telah digunakan sebagai sekolah dan pelayanan kesehatan bagi anak-anak malang. Terletak di Cilincing, masyarakat sekitarnya dikelilingi sampah. Bagi mereka, Yayasan Relada Kasih adalah satu-satunya harapan untuk anak-anak mereka memiliki pendidikan.

Yayasan Relada Kasih (10 September 2012)

The Celengan Foundation has been working with various non-governmental organizations (NGOs) to help the less fortunate. This time, Celangan Foundation has joined hands with Yayasan Relada Kasih to help the less fortunate children in Cilincing, Jakarta. Celangan Foundation has been working with NGOs such as Yayasan Relada Kasih since 2010. This time, Celangan Foundation has joined hands with Yayasan Relada Kasih to help the less fortunate children in Cilincing, Jakarta. Celangan Foundation has been working with NGOs such as Yayasan Relada Kasih since 2010.

A BRIEF HISTORY

Yayasan Relada Kasih (YRK) was founded in 1998 by Mr. Tulus Kartika. It is a non-profit organization that aims to provide education and health services to underprivileged children in Cilincing, Jakarta. The organization has been working closely with the local community to improve their living conditions. They have built several schools and clinics in the area, and provide various services such as education, healthcare, and nutrition programs. Their mission is to ensure that every child has access to basic necessities and opportunities for a better future.

STATISTIC

Education

Age Group

Gender

Family Children

TOTAL DONATION

RP 7.850.000,00

RP 5.950.000,00 cash

RP 1.000.000,00 food

RP 800.000,00 gift

DONATION plush

CONTACT INFO

www.yayasanreladakasih.org

Mr. Tulus Kartika (Tulus)

Edwina Kartika (Edwina)

Ruko 105A Rawa Sengon

CELENGAN FOUNDATION

www.celengangroup.com

CONTACT

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1.8 Free Medical Check-Up & Medicines for Underprivileged Children

Celengan juga berkesempatan mengunjungi anak-anak di Yayasan Bina Mandiri. Dalam acara ini Celengan memberikan Donasi, baik secara finansial ataupun berupa barang dan sembako kepada Yayasan Bina Mandiri,

Kami juga memberikan Pemeriksaan dan Pengobatan Umum gratis bagi anak-anak dan keluarga yang tidak mampu berobat di kawasan Rawa Sengon, Cipinang. Selain itu, kami juga tentunya melakukan beberapa games adu ketangkasan yang disukai oleh anak-anak dari Yayasan Bina Mandiri.

TOTAL DONATION FOR YAYASAN BINA MANDIRI INDONESIA

A BRIEF HISTORY

Yayasan Bina Mandiri Indonesia merupakan organisasi nirlaba yang berdiri pada tahun 1990. Tujuan utama Yayasan Bina Mandiri Indonesia adalah memberikan pengembangan dan perlindungan bagi anak-anak yang kurang mampu dan tidak mampu berobat di kawasan Rawa Sengon, Cipinang. Yayasan Bina Mandiri Indonesia juga memberikan bantuan sosial dan pendidikan bagi anak-anak yang kurang mampu.

ACTIVITIES

THANK YOU

GRAND TOTAL Rp 13.873.360



1.9 DUFAN & MURI Record Breaking Trip with Orphans

Celengan bersama dengan IM Code selaku penyelenggara Do-Fun Celengan Charity Event 2013 berkesempatan untuk mengadakan bakti sosial kreatif dengan nama "DO-FUN" yang bertujuan untuk mengajak anak-anak yatim dari rekan panti asuhan pondok kasih agape untuk bertamasya ke Dunia Fantasi.

Untuk tema acara, selain merupakan suatu acara yang akan dilakukan oleh Celengan untuk menunjukkan kepedulian akan sesama, terutama anak yatim piatu di Jakarta, Celengan juga mengadakan acara pemecahan Rekor MURI dalam hal baju terhubung terpanjang yang bertema Hari raya Kartini.



1.10 Cinco De Mayo Charity Dinner

Together with Poblano Restaurant & Pacific Place, Celengan dedicate 50% of the restaurant's sales on May 5, 2015 to benefit Bersinar Orphanage.

Founded in 2003, Bersinar Orphanage provides assistance in the areas of education as well as mental, spiritual and health development to orphans and underprivileged children. Just recently, in March 2015, a major fire broke out at the orphanage; destroying all of its classrooms and library, including desks and chairs, musical instruments, stationery and reading books.



1.11 Nails for Charity

Untuk kegiatan Nails for Charity, bersama dengan Komunitas Nails Culture dan Ron's Laboratory Cafe, kami menggalang dana dengan memberikan service manicure dan nail art gratis kepada customer. Namun customer dapat memberikan tips kepada service nail artist yang dimana uang tersebut akan dikumpulkan dan di donasikan kepada Panti Asuhan Parapattan.



1.12 Mural Kreasi dan Mengecat Sekolah & Panti Asuhan

Pada event ini, Kita membantu membuat mural kreasi dan mengecat ruangan sekolah beserta dengan meja dan kursi yang ada di TK Yayasan Bina Mandiri.

Yayasan Bina Mandiri Indonesia adalah sebuah organisasi nirlaba yang bergerak dalam bidang pendidikan sekolah Taman Kanak-Kanak khusus bagi anak-anak masyarakat prasejahtera.



celengan
mempersembahkan

Bakti Sosial
Mural Kreasi & Mengecat Ruangan

TK Yayasan Bina Mandiri
Sabtu, 27 Juni 2015
Pukul 9.00 WIB

TK Sunter I
Jln. Papangga II E-BT.001 RW.006
Kel. Papangga Kec. Tg. Pinang - Jakarta Utara
PIC Muji Junior 0852.8018.3680

II. Extensive Networks

Our strongest presence lies in the Non-Traditional Marketing, such as events and word of mouth. We believe in the word “synergy”, by working together with other communities and foundations who share the same spirit, such as Koko Cici Jakarta, Project Indonesia Foundation, FUSE Indonesia, and Live Love Communities to name a few. These collaborations allow us to further spread and influence our movements and causes to the general public.

On-line Presence:

Celengan website, www.celengan.org, served its purpose as a brief company profile and our social media hub. Our website is quite well-known and immediately draws the consumer in with simplistic and eye-catching scroll design showed on the landing page.

Social Media Presence:

Despite a limited media exposure, Celengan has quite a strong presence on social platforms, especially on Instagram, Facebook, Pinterest, and Twitter.



Our Instagram @celengan, holds the strongest presence on social media, with approximately 4000 followers, we use our Instagram to market our products and promote our upcoming events and social media competitions.



Our @projectcelengan Twitter account, with approximately 2000 followers, is predominantly used to promote our campaign and promotion (such as Instagram competition). Celengan is preparing to release a new campaign this year, and our Twitter account will be central with related tweets encouraging consumers to look out for our campaign updates.



Facebook on the other hand, focuses more on the giving part of the brand and the children associated with this. Consumers can read about the process of our donations and charity events, as well as answer different polls and questions regarding this.

Lastly, for customers who like to see detailed pictures and documentations of our events and product catalogue, they can access it through our Pinterest account (Project Celengan). Our Social Media page is user-friendly and responds to the concerns and/or comments consumers have.

CSR WITH CELENGAN

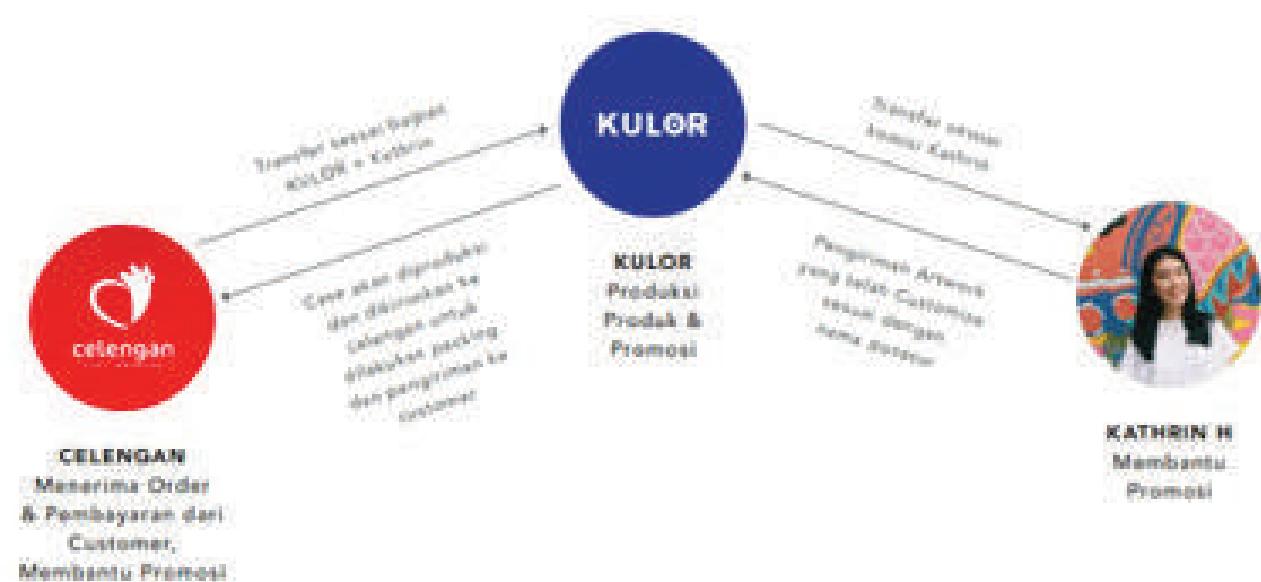
Celengan strive to work together in synergy and do CSR collaboration with other brands and companies to further influence our cause.

Depending on the agreement, we will require a service fee around _____ of your total donation, and in return, not only we will help you to organize a CSR events and finding the cause that really need your donations, but we will also help to promote our CSR events thru our established network.

By working together, we believe that your target market will feel more connected and interested to your company because they see a company that also make a difference in people's life. Our collaborations will allow us together to increase our brands, movements and causes to the general public.

Starting this year, we are also working together with other brands such as Meraki Goods and Kulor Premium Casing, and other possible brand partnership to create a special and limited editions product for a good cause. Here are the following collaboration scheme that we do :

SKEMA KOLABORASI





In this event, #ULOGI collaborated with many independent illustrator and Graphic Designer Kathleen Hosoya. Her illustrations are stories about faith and people. All of her artwork is not about just being pretty aesthetically, but it's about the message it is saying. Our concept is to encourage people to have faith and spread kind words to their everyday life. The case is made by order and the design name can be customized on the case.

CONCLUSION

Celengan product are individual to each customer. The brand is more than just a clothes, its more than its mission, it is a lifestyle. People who buy our products don't just buy them for the clothes, they buy into the lifestyle, and they live the Celengan brand.

When consumers purchase Celengan Clothes, it is representative to who they are and what they stand for. It is helping a young child in need, shaping their future, and what you feel after having done so. This in turn, will build the Celengan brand into a culture and a lifestyle.

Together with your company, Celengan will reach market segments that are said to be some of the most influential people in Indonesia. We look forward to hear back from you soon.