McMaster Shinerama fundraising efforts bring record success

Shinerama volunteers, staff and students surpass all expectations in raising money for Cystic Fibrosis research, putting McMaster on pace to reach a new all-time high.

For numerous decades now, the students of the McMaster Students Union have undertaken the immense task of raising funds for Cystic Fibrosis research, by way of the Shinerama Campaign. It has become the largest post-secondary student fundraising campaign in the country, and has helped to support research by providing millions of dollars of funding each year. The program began in 1961 at what was then called Waterloo Lutheran University (now Wilfrid Laurier University). They used the program to start a dental insurance plan for full-time students, and/or dependent children to the Health Insurance plan at a cost of $55.00 per member or to the Dental plan at a cost of $130.00 for a single parent/two dependent or $199.00 for family/all dependents before FRIDAY, SEPTEMBER 30, 2011. For more information about what is covered, as well as opt-out and add-on info, please visit our website at: http://optout.msumcmaster.ca

This year we had over 1,100 first-year students and Welcome Week reps come out to help raise money on Shine Day. It would be impossible to go on without mentioning the impressive support we received from our sponsors. For the first time ever, we have had the opportunity to expand the Shinerama round-up program to our own MSU services. If you are shopping at Undergraduate Media and Design, Compass or Union Market, you’ll have the opportunity to make a small donation right at the cash register. Some off-campus support was gained from Moksha Yoga, during their special community support classes during the month of August. Furthermore, the Office of the President and Alumni Advancement both made significant contributions to the campaign and both of their logos can be found on the back of this year’s Shinerama shirts.

The MSU Shinerama program is still growing and is not showing any signs of slowing down. Tifts bookstore participates heavily in the round-up program and with one of their supports, it is a significant possibility that for the first time ever we will reach the $100,000 digit mark of $100,000!! All of these successes would not have been possible without Mr. Paul Mesano, the Shinerama Coordinator for 2011 here at the MSU. He has laid the groundwork for an even more successful campaign next year. As we continue to grow, we just might be able to reach the $100,000 fundraising school in all of Canada.

Thanks to all of you who said yes to round-up, donated on Shine Day and volunteered your time to help us in this very worthy cause.

With the upcoming opt-out deadline of September 30th quickly approaching, learn more about your MSU Health and Dental coverage.

The McMaster Students Union, in conjunction with McMaster University, has been one of the first universities to join with Cystic Fibrosis Canada and the Shinerama campaign in the late 1960s. Since then we have had many great achievements, but most notably over the last few years we have been ranked 3rd for fundraising out of all the schools in the country. This is obviously an achievement of which we should all feel very proud.

Some of our monetary achievements include the following fundraising milestones, in 2009 we achieved a total of just over $60,000. Followed by a concerted effort to improve the total in 2010, McMaster efforts resulted in a total of $86,000. This year, we have already raised just over $90,000 so far, and we expect to see a whole lot more come before the campaign ends at the end of September. This year, we had over 1,100 first-year students and Welcome Week reps come out to help raise money on Shine Day.

It is a space used to communicate with the student body about the projects, goals and agenda of the MSU Board of Directors.

Look into your benefits and compare the two plans before you opt-out, as the MSU plans may provide some coverage options that are not currently available to you. Students may opt-out of either or both of the Health and/or Dental plans if they can provide proof of comparable coverage under another health and/or dental plan, prior to FRIDAY, SEPTEMBER 30, 2011. Students may also add their spouse and/or dependent children to the Health Insurance plan at a cost of $55.00 per member or to the Dental plan at a cost of $130.00 for a single parent/two dependent or $199.00 for family/all dependents before FRIDAY, SEPTEMBER 30, 2011. For more information about what is covered, as well as opt-out and add-on info, please visit our website at: http://optout.msumcmaster.ca

The President’s Page is sponsored by the McMaster Students Union. It is a space used to communicate with the student body about the projects, goals and agenda of the MSU Board of Directors.