



REPORT

From the office of the...

Shinerama & Terry Fox

TO: Members of the Executive Board
FROM: Samantha Jones
SUBJECT: Shinerama & Terry Fox Report 3
DATE: Thursday August 11th 2016

UPDATE

Shinerama & Terry Fox

Hello and thank you for taking the time to read this report. Over the past month, my team and I have been finalizing details for Welcome Week. We have experienced a few setbacks in regards to the Terry Fox Run but are not too concerned as there is still five weeks before Run Day.

Since I last reported I hired thirteen general volunteers. They will be receiving shirts this week to wear at fundraisers during the summer, September and through Welcome Week. They have had a significant impact in the execution of bottle drives and bar blitzes, making our team more efficient.

SERVICE USAGE

Shinerama

My team and I have successfully completed five bar blitz's. We have handed out over 100 condoms, 57 glowsticks and 30 lollipops.

I have given out 1200 stickers to different faculties to help with summer fundraisers.

Since I last reported the Facebook page has seen post reach of 15,613. We have released different Cystic Fibrosis related videos, trendy Arthur graphics promoting the beer festival and a PokeShine event along with our Shiner of the Week posts.

Terry Fox

The Runner of the Week feature has brought in a record breaking 5409 post reach.

Since I last reported we have 25 new likes on the Terry Fox Facebook page.

PAST EVENTS, PROJECTS & ACTIVITIES

Shinerama

Bottle Drive

On Saturday July 30th we did our third bottle drive. On Tuesday July 26th we distributed flyers in two large neighbourhoods in Ancaster (the day before their garbage and recycling pickup). One man gave us his empties that day. We went back on the Saturday with two cars and a total of five volunteers (including myself). We filled up both vehicles. We also picked up bottles from Snooty Fox, East Side Mario's, Thirsty Cactus and Ora. Ora gave us over \$60 worth of bottles and we could have taken more but the cars were full. This was our most successful bottle drive yet, raising \$219.

I chose to experiment with this bottle drive. We did not promote our bottle drive through any social media outlets. I noticed that people were no longer donating to our bottle drive because the different faculty

groups are starting more fundraisers, including bottle drives. Thus, there is more of an incentive for a rep to donate to their own faculty and influence faculty points, then to donate to the overall campaign. I have set a goal of raising \$400 from four bottle drives. To date we have raised \$386 from 3 bottle drives. I am confident we will reach our goal.

For the last bottle drive I plan to approach as many bars and restaurants in Hamilton as possible. I asked the general volunteers if they had any empty bottles or cans and will continue that for the last bottle drive as more of them will be around in Hamilton at that point.

Visit to Niagara Falls

As one of the first outings with the general volunteers, we drove down to Niagara Falls. The owner of a No Frills gave us over 200 pop cans and I had some Powerade and Vitamin Water left over from the Charity Golf Tournament. We took only 60 cans, 24 bottles of Powerade and 12 bottles of Vitamin Water and sold everything in 1 hour. We made \$137.

This was a very easy way to make money, especially since we didn't pay for any of the drinks. We plan to go back to the falls with the remaining pop and purchase a case of water, before Welcome Week. This was a last minute event that was very efficient and effective in both time and amount of money raised.

Terry Fox

This past month we went to Fortinos and set up a table for run registration. We were not expecting to receive donations but we ended up raising \$16 for the campaign. We were planning on going back in August as we had confirmed two dates with them. Unfortunately, I recently received an email saying that they have overbooked the store front and we no longer have that spot for the days we had specified.

While this is a bit of a setback, but we do have run registration set for two runs in September, prior to our run date.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Shinerama

As previously mentioned in this report we are scheduled for one more bottle drive on Thursday August 25th. I plan to execute in a similar regard to this past bottle drive.

I have scheduled five bar blitz's for the remainder of August. I recently found out that Social Science is doing bar blitz's. I think it's great to get different groups out there. As a result, I don't want to compete with them on these days, especially considering how competitive they are with their Shinerama fundraising totals. This has impacted the days I have chosen for bar blitz's. However, I am still projecting to raise \$500 from the remaining bar blitz's which will help boost our overall total.

Shoppers is putting on a fundraising event for us! We have scheduled a BBQ with them for Wednesday September 7th. They are working on getting sponsors and giveaway items. This is great because they want us to show up and be there for the day of. This is an awesome secondary fundraiser for us as we don't have to spend any money or put a lot of time and effort into planning because Shoppers is taking care of it all.

I am working with Al from Campus Events and Megan the Maroons Coordinator to get dealers for our Charity Casino night. We currently have 43 volunteers for dealers and our goal is to get 60. There are 32 tables, however, I would like all dealers to have a back up so they can take breaks when they need them. As well, in previous years roughly 5-10 volunteers will cancel the day of the event. This is why I am planning to get more than I need so I have a buffer when people are unable to attend the event the day of. Most of the logistics are taken care of by Al. I am responsible for creating the packages for the dealers with the rules of all the games as well as the raffle table. Currently we are ahead of schedule in terms of planning and completing necessary tasks to execute the event during Welcome Week.

Terry Fox

I am working with my External Relations Coordinator to start preparing training for all volunteers. An issue in previous years is that we don't get enough volunteers. We have started early and plan to fill in necessary gaps with Maroons. Based on my experience last year with getting Run Day volunteers, Welcome Week Reps don't want to participate or help out, even if they get to wear their suit. There is no culture surrounding the Terry Fox Run at McMaster and thus students aren't as interested.

BUDGET

Shinerama

ITEM	COST
Printing	\$250
Glowsticks	\$23.48
Bouncy Castle	\$326.57
Swag Swap (for National Conference)	\$100
Phone Line	\$120
Volunteer Shirts	\$78
Avtek For Shine Day	\$999.99
Shine Day Shirts	\$7700
Bouncy Castle Generator	\$100
Bus For Shine Day	\$2256.05
Shine logo shirts	\$600
Volunteer Appreciation	\$250
Total	\$12,804.09
Remainder of budget to be used	\$2,195.91

Projected costs:

I spoke with Rachel from SSC and she said that the cost to use sport hall for Shine Day is \$999.99 which is \$98 more than what we spent last year, requiring less labour hours and the same type of equipment. I have asked Avtek and Rachel to review these costs and see if we can get it back down to what we paid last year.

The t-shirt company has yet to send me an invoice as they are working out the shipping costs. This is what I am projecting to spend on the shine shirts.

Bus prices have increased this year. Due to the increase in volunteers, we will also be requiring additional busses, even with the help of the taxis. This is a detail that will be finalized by the end of the week.

I may have to purchase a generator depending on whether or not we can get power to BSB field.

I am looking into selling Shinerama shirts this year for \$10. This will be finalized by the end of the week.

Terry Fox

To date I have purchased a bouncy castle for the Terry Fox Run. It cost \$396.26. I plan to purchase water and granola bars for the run as well. My exec team and I are currently looking into alternate activities for Run Day.

VOLUNTEERS

Shinerama

Flyer Distribution

Last time I reported, only myself and one of my exec members distributed flyers in Ancaster for our bottle drive. We did this over two days, allotting 3 hours each day to hit 400 houses (the number of flyers we had).

The general volunteers have now been hired and helped out with the flyer distribution. Eight people, including myself, went into two different neighbourhoods handing out 400 flyers and this only took us an hour and a half. This was much more efficient and also a great time for the volunteers to get to know each other.

Bar Blitz's

Getting some volunteers to come out to these events in the summer is difficult (despite them indicating they can attend night events during their interview) because Go Busses stop running at 10:45pm. Our bar blitz's go from 10pm-1am. We have typically had around 6-7 volunteers attend each bar blitz. This is a good number for Hess Village but not enough for us to expand to other bars in one night. Some volunteers have indicated that closer to Welcome Week, they will be moving back to Hamilton and will be able to attend bar blitz's.

Terry Fox

Terry Fox Run Registration

I was able to recruit five members from my executive team to help out at Fortinos promoting our run. We had a good number of people there as any more would have overcrowded the front door and our table.

CURRENT CHALLENGES

Shinerama

Bussing for Shine Day

I have been looking into six different bussing companies. Last year we used First Student. Their price has increased by \$30 per bus and stands as the lowest offer. I plan to book the bussing this week and I'm going to see if First Student is willing to lower some of the costs for busses that are not travelling as far, especially since we are a charity. Some of the bussing companies do offer charitable discounts, however First Student remains as the cheapest option even with those discounts factored in.

Blue Line Taxi has sponsored \$2000 worth of taxi rides. Once the bussing has been finalized, I will be filling in "gaps" with the taxis. Many faculties that require transportation have odd numbers where twelve or so volunteers do not fit into the busses. For these instances, students will be provided with taxi vouchers to get to and from their Shine Day location. This will help alleviate some of the costs associated with bussing.

Food for Shine Day

I have chosen to take on a number of new tasks that are projected to bring in over \$2000 of revenue. With that being said, I have had to compromise different areas of my budget to accommodate this.

Lunches for first years are being provided by the Student Success Centre. I am currently working on getting David's Tea and/or Starbucks to provide tea and coffee for all volunteers in the morning. I have been working on getting fruit plates or muffins from Costco sponsored, however none of these options have been finalized.

Ideally, I would like to provide volunteers with food, however I am noticing tight constraints on my budget. I have talked to my Campaign Advisor with Shinerama and she has listed some companies that may be

willing to donate food. I have contacted these places and hopefully I receive a response. I have also looked into getting fruit from the company we used last year for snacks on Shine Day. This may be the cheapest supplier (assuming costs have not increased) but with the high volume of volunteers (over 1000), the ability to provide fruit and stay within my budget is still an issue.

Terry Fox

We have set a goal of running 10,000km as a school. We have a google doc that has been posted on Twitter, Facebook and the MSU website. I have noticed that it's very difficult to get people to fill out the google doc. I have emailed the track team to see if they would be willing to participate and track the distance they run for one week. I have not heard back from any of the coaches. This is our current barrier.

Since I applied for my position I have been talking about doing a fire truck pull. My external relations coordinator reached out to several businesses (to get any kind of truck) including a fire station and they have all declined. I am currently thinking of a solution or alternate event that we can run in September that is as visible as a truck pull.

SUCSESSES

Shinerama

We raised \$15,000 in two days. This came from the Shine Day Incentive for faculties. We are currently the number one fundraising school in the country and continue to set the pace for the rest of the participating schools.

We have raised over \$26,000 online!

Terry Fox

At the Horizons booth during Successfest, we had many incoming first year students inquire about getting involved with the Terry Fox Run and. We handed out flyers with dates and hope that this brings in a good number of first year students that want to be involved

The marching band confirmed their performance at the run.

Last year we had a bit of a delay receiving Terry Fox garden stakes and signs. These came in on Monday August 9th.

OTHER

Shinerama

N/A

Terry Fox

The Running Room let us put up a poster advertising our run. All the information is on the poster. I am hoping to receive some emails from participants expressing their interest in our run.