The Executive Board had tasked the Services Committee with performing an analysis of Shinerama/Terry Fox. The following report highlights areas of internal and external research that were conducted through our efforts. Ultimately, our research efforts and lengthy discussions led us to create seven recommendations concerning the future operation of both campaigns which are outlined at the end of the report.

**SHINERAMA**

Shinerama began in 1961 at Waterloo Lutheran University, now known as Wilfrid Laurier. Since 1964, Shinerama has raised over $26 million for Cystic Fibrosis research and care. The vast majority of money raised during Shinerama comes from university campuses and private donors, and the campaign has become the largest post-secondary school fundraiser in Canada. From 1960 to 2016, Canadians have seen the average life expectancy of a CF patient increase from ~5 years to 50+ years.

McMaster has been involved with Shinerama efforts since 1965 and has been a consistent top contributor in recent years, along with Wilfrid Laurier. As viewed in Table 1, the amount raised has fluctuated but remains significantly higher than pre-2010 totals and is now consistently above $100,000. In addition to wages and benefits, the MSU had allocated $15,000 for Shinerama expenses for the 2016 campaign.

Shinerama is the largest fundraising effort that goes toward Cystic Fibrosis research efforts. Smaller events include the Walk To Make CF History and the Ride For the Breath of Life. Due to Wilfrid Laurier’s role in creating Shinerama, university campaigns provide a niche for CF fundraising efforts.
Table 1: MSU Shinerama Fundraising

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount Raised (est.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$61,000</td>
</tr>
<tr>
<td>2011</td>
<td>$90,000</td>
</tr>
<tr>
<td>2012</td>
<td>$117,000</td>
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<tr>
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<tr>
<td>2014</td>
<td>$165,000+</td>
</tr>
<tr>
<td>2015</td>
<td>$126,000+</td>
</tr>
<tr>
<td>2016</td>
<td>$110,000</td>
</tr>
</tbody>
</table>

Shinerama at Other Universities

- McMaster and Wilfrid Laurier are significant leaders in online fundraising efforts for Shinerama. This past campaign, WLU raised $49,498.62 and McMaster raised $41,713.22. There was a visibly steep drop after this with Carleton ($29,454.15) being the only other school to raise more than $12,000 online.
- Some universities like McGill see Shinerama run via CF clubs that exist. However, with these models, the amount of money raised is significantly less than observed at McMaster.
- Western University has a Charity Orientation Coordinator and “soph team” that raises funds for Shinerama.
- Two Canadian universities have made headlines within the past decade concerning their desire to move away from Shinerama.
  - Just this year, UPEI ended their 40-year-long tradition and is now opting to raise money for local causes. They had previously raised a total of $380,00 during this time.
  - In 2008, Carleton’s students association rescinded support for the campaign. However, this created controversy amongst the student population and the decision was later reversed within a within. Two student council members who voted in favour of rescinding support subsequently resigned.

Silhouette Articles

- In a September 2014 article in The Silhouette, Cystic Fibrosis Canada was analyzed. They pointed out that for every $1 donated to the charity, 55 cents goes directly to programming (i.e. providing grants to researchers focused on cause/treatment (areas like gene-therapy, CFTR proteins); providing grants to CF clinics to ensure personnel are available to serve CF patients), 30 cents covers fundraising costs, and 15 cents cover
administrative costs. Also provides grants to CF clinics to ensure personnel available to serve CF patients. The organization Charity Intelligence gives CF Canada a rating of B +.

• A July 2015 Silhouette article brought up the issue that keggers are frequently used by faculty societies to raise money for Shinerama.

Shinerama in Residence

• Many First Years aren’t aware of what Shinerama is prior to Welcome Week. Much work needs to be done within the week to educate students about the cause in order for them to successfully participate in Shine Day, as many students (even in their upper years) don’t fully understand where the money goes. Though the pep rally aims to combat most of this ignorance, motivating students to attend the rally and Shine Day has been proven difficult. For example, in 2014 only 14% of incoming students, Residence Reps, and SOCS reps attended Shine Day. Meanwhile, in that same year over 70%+ of faculty reps participated.

• The Shinerama cause places significant pressure on residences and residence rep teams to raise money in order to contribute to the cause and earn Residence Cup points. Residence rep teams typically assign a few individuals to be in charge of the Shinerama efforts for their building throughout the week. One extremely common method is to purchase (potentially out-of-pocket) food/beverage/other products in order to re-sell them at higher cost. It has been seen that these efforts are relatively ineffective, coupled by the fact that many First Year students do not carry cash around with them. The majority of residence money raised often appears to come from Shine Day and Residence Shine Auction events. One note on Shine Auction events is that, while they can provide a lot of benefits, they also often take advantage of first year students for the sake of raising money. It is not uncommon to see a student or two spend upwards of $100 at the event.

Lack of Local Connection to Shinerama

• Many students have expressed that they feel Shinerama doesn’t have a local connection. Some students cited that this makes them less likely to participate or contribute to the cause. Popular suggestions have been to pick a local Hamilton-based cause instead of Shinerama.

TERRY FOX

The Terry Fox Run became a Trust in 1988, making itself independent from the Canadian Cancer Society. To date, the Terry Fox Foundation has raised over $700 million for cancer research, committing roughly $20 million in discovery-based research each year. According to Charity Intelligence, the Terry Fox Foundation has a B- rating.
Terry Fox is an incredibly important campaign with a longstanding history within the MSU. The campaign at McMaster has raised a total of $486,000, with another $3,683.35 being added this year, as observed in Table 2. In addition to wages and benefits, the MSU had allocated $1,300 for Terry Fox Run expenses for the 2016 campaign. Note that this is less than 10% of the budget provided for Shinerama expenses.

Table 2: MSU Terry Fox Fundraising

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount Raised (est.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$5,000</td>
</tr>
<tr>
<td>2011</td>
<td>$6,000</td>
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<tr>
<td>2012</td>
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</tr>
<tr>
<td>2014</td>
<td>$4,000</td>
</tr>
<tr>
<td>2015</td>
<td>?</td>
</tr>
<tr>
<td>2016</td>
<td>$3,683.35</td>
</tr>
</tbody>
</table>

Challenges

• There has been low turnout for both volunteers and participants to the run, especially in recent years. For example, there were only 105 participants in 2014. For 2016, a General Volunteer Job Description was created for Shinerama and Terry Fox to combat volunteer retention. However, only 1 of the 11 volunteers showed up on the day of this year’s run.
• There has been low awareness for the event. Students appear only vaguely aware that the MSU organizes a Terry Fox Run and campaign.
• It is difficult for the MSU to focus its efforts towards two fundraisers that take place so close to each other. Shinerama is a very large-scale campaign that receives a greater budget, raises more money, involves more students, and takes place first. For these and many more reasons, the Terry Fox campaign simply does not have the opportunity to effectively reach its potential goals under current structures.
• While students may hold a strong sense of connection between themselves and cancer, there doesn’t appear to be an incredibly connection directly to Terry Fox when compared to other fundraising causes.

Terry Fox at Other Universities

• Many other schools heavily involve their surrounding communities with the run.
• Some institutions like Simon Fraser University (where Terry attended) have university-organized campaigns.
Western University has a Charity Orientation Coordinator and “soph team” that raises funds for Terry Fox.

Some universities including Queen’s organize the run through clubs and faculty societies. Queen’s Engineering Society organizes their efforts.

**RECOMMENDATIONS**

1) **The MSU should continue to hire a coordinator to organize and run an MSU Shinerama Campaign.**

Shinerama is an established national charity and much of the success that occurs during the campaign (especially on Shine Day) can be owed to the fact that donors already have an understanding of the cause. If a Welcome Week campaign were to be organized for a less established cause, we cannot simply assume that our efforts would prove as fruitful. The MSU would face many challenges in effectively developing a system of choosing a local cause, creating an educational strategy, creating promotional materials and strategies to communicate the cause to the greater Hamilton community…etc. Given that university campuses are the fundraising niche for Shinerama, that the MSU has remained a national leader in Shinerama fundraising in recent years, and that the campaign continues to offers the opportunity for students to actively engage with the greater Hamilton community over we would need to have a clear rationale for why our students union would opt out of continuing our campaign. While there are certainly areas of concern that students have voiced regarding how the campaign is operated, our committee has deemed that the benefits of the MSU continuing to run a Shinerama campaign are large and that some of these concerns can be addressed with adjustments to the current campaign structure.

2) **The Shinerama Coordinator should aim to move towards faculty-specific fundraising and away from residence-organized fundraising, thereby removing Shinerama as a source for Residence Cup points. The Shinerama Coordinator should seek to organize Shine Day such that students are organized into their faculties and led by Faculty Reps.**

The percentage of total funds raised that come from residences is relatively low, and much of these funds are raised during Shine Day and Shine Auction events. Removing Shinerama as a source of Residence Cup points would allow Residence Orientation Representatives (RORs) and Residence Orientation Advisors (ROAs) to focus more of their efforts into fostering relationships with and between students instead of expending resources out of the building campus for the purpose of raising (often minimal) funds. Residences would still be welcome to raise money but any money they do raise should simply be added to the greater McMaster total. A commonly held opinion by both first year students and Faculty Reps is that first year students do not have a significant opportunity to bond with others in their faculty
during Welcome Week. By organizing Shine Day such that students are separated into their faculties rather than residences, this concern will be addressed. Faculty reps already have a 70%+ turnout for Shine Day so they can utilize this already existing enthusiasm to boost participation of incoming students. While Residence Reps are constantly promoting events throughout every day and can continue to promote Shine Day, Faculty Reps would be able to utilize Faculty Day and Faculty Night as unique opportunities to heavily promote the event. Finally, recent years have shown that residences and faculties can often be assigned locations very near to each other. By removing the role of residences, this will help to prevent such overlap.

3) **The Shinerama campaign should consider making a 1-3 day freeze period during Welcome Week in which the only campaigning efforts are to be done off-campus.**

Feedback from committee members has shown that on-campus students are approached multiple times a day to donate money for Shinerama. The marginal increase in funds raised by constantly approaching students on campus is often not substantial. This is especially evident when we take into account the costs associated with the purchase of items (e.g. glow-sticks, freezies, pizza...etc.) that are popularly used to raise funds. Many of the students who are approached now have meal cards and, as such, have less incentive to carry around change with them anyways. By initiating a freeze period, faculty teams would not be able to raise money on campus and would have incentive to be more creative with how they operate during this period. For example, faculties may organize some reps to be sent off-campus to raise money in other areas of Hamilton, where their efforts may be more fruitful. We have left the recommendation for the freeze period to be 1-3 days to provide some room for navigating this new proposal. Ultimately, our efforts should move away from making students donate a quarter here and there. Instead, we should focus on promoting a goal of educating students about the cause and encouraging their participation on Shine Day.

4) **The Shinerama Coordinator should make it a focus of theirs to highlight the local impact that the campaign has on the greater Hamilton community.**

One of the primary concerns with Shinerama is that students feel it doesn’t have a significant local impact. The Shinerama campaign should aim to make it clear to students how our fundraising efforts affect the CF Hamilton Chapter and McMaster students. The Shinerama team could organize a series of promotional videos that feature individuals from McMaster and from the Hamilton Chapter.
5) The MSU should investigate the possibility of creating/encouraging creation of an MSU Club to organize charitable efforts for the Terry Fox Run.

It has become a recurring pattern for the Shinerama/Terry Fox Year Plan to have an objective of increasing promotion, awareness, participation, and funds raised for the Terry Fox Run. Unfortunately though, we are continuing to see a decrease in participants, volunteers, and money raised. MSU’s Terry Fox campaign has a relatively low budget, another sign that it simply doesn’t have resources to operate effectively under its current structure. It is clearly difficult for a single group to be organizing and successfully running both the Shinerama and Terry Fox campaigns given that they operate during similar time frames. In past years we have seen the focus shift towards Shinerama, especially given that we are a top national fundraiser. Allowing Terry Fox to operate under the status of a club may give the event the opportunity to stand on its own and allow club members to plan out effective campaign strategies without being blinded by duties for a larger campaign. Within the MSU we have seen clubs such as Relay for Life display that club-run cancer campaigns can have huge success. Just because a PTM is not in charge does not mean that the MSU still can’t take an active role in participating and raising money for the Terry Fox Run. Given that the Terry Fox run does not find its niche in university campuses and that the current MSU campaign is relatively small, the relative impact of shifting Terry Fox to run under club status shouldn’t be devastating by any means. There exists a lot of potential for a club-run campaign to succeed, potentially through partnering with the Hamilton-Gage Park and utilizing support from other existing cancer-awareness clubs.

6) The MSU should explore the opportunity for FYC, SCSN, and other relevant MSU bodies to work with Residence Life in order to partner residence building area teams with local charitable causes each year.

Our committee deemed that given the level of student interest in participating more with local charitable causes, there exists a unique opportunity within partnering with Res Life. We thought it would be beneficial for the MSU to explore whether residence area teams could be partnered with a local charity or cause, potentially having one event each semester in which students can get actively into the city of Hamilton and give back to the community. Recently, First Year Council underwent large structural changes and a potential area for them to continue expanding would include involvement in organizing these efforts. Part of FYC’s mandate is to plan/promote events for first year students and to maintain regular communication with SOCS and Residence Life. As such, they already have partnerships that can help facilitate this initiative. While FYC has a Vice-Chair Events portfolio, potentially creating a new position of Vice-Chair Community Outreach may better equip FYC for success with this recommendation.
SCSN’s mandate is to develop and strengthen relationships between McMaster students and various community members. Their Events Coordinator is responsible for creating and implementing monthly Discover Your City events with a focus on building connections between students and the Hamilton Community. As such, there is opportunity for SCSN to collaborate on this recommendation.

Part of Residence Life’s programming structure is for residence students to engage in Hamilton Experience events, and Community Advisors are required to assist with or attend a certain number of organized “Booster Events” throughout the year. As such, a proposal to Residence Life that highlights this unique opportunity as a Hamilton Experience or Booster Event would fall in line with their current programming structure.

Ultimately, this recommendation may be the most ambitious one but it appears we have the ability to make adjustments to existing roles to carry this plan out. In exploring this opportunity, the MSU can show students that we are listening to their feedback about wanting the union to engage more with local charitable causes. Also, we can use this opportunity to promote community service as an important part of charitable efforts, whereas some other campaigns are more focused on the raising of funds.

7) The MSU should release an annual document/infographic to students, displaying all the charitable causes that the MSU has partook in within the past school year.

As noted in Recommendation 4, students express that they don’t see the MSU making efforts to raise funds and awareness for local causes. By creating an infographic that provides detailed information on events and campaigns such as Shinerama, Charity Ball, and the MSU Charity Golf Tournament, the MSU can display the charitable role of our students union. Statistics such as funds raised and numbers of participants should be highlighted in an accessible way for the student population to see.

If you have any questions regarding the content of this report, please do not hesitate to contact me.

Regards,

Kevan McDougall
SRA Services Commissioner
McMaster Students Union
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