



# YEARplan13

*Department: Shinerama & Terry Fox*

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*Administered by:*

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*Date Approved:*

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by May 31<sup>st</sup>, 2013.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to [vpadmin@msu.mcmaster.ca](mailto:vpadmin@msu.mcmaster.ca) by June 16<sup>th</sup>, 2013

The final copy will be submitted to the Executive Board for review and approval at the June 25<sup>th</sup> meeting.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

## MISSION an overview

Our mission is to run the largest Shinerama and Terry Fox campaigns McMaster has seen to date, and raise money to help the fights against Cystic Fibrosis and Cancer. Not only do we want to improve on last year's efforts, but we also want to lay the foundation, so future coordinators can continue to find success with these campaigns. McMaster should be seeing improvement every year, therefore it is our mission to avoid a fundraising plateau and continue to soar to new heights. Our fundraising goal for Shinerama is \$120,000 and to become the top fundraising school in the country, and we hope to achieve this by further involvement of the faculties and residences, greater fundraising efforts by the Shinerama & Terry Fox Executives, as well as better planning and logistics of all fundraising efforts. We also hope that Shinerama and Terry Fox will continue to create a culture at our school, and that every student will be aware of the impact of both Cystic Fibrosis and Cancer.

## ROLES that individuals play

List all positions found within or in relation to your department including full-time and part time staff, as well as one of a few general volunteer roles if applicable and how their role intersects with yours.

	Name of Individual	Role(s)
1.	Alyscia McMullin 2012 Shinerama & Terry Fox Coordinator	As former Shinerama and Terry Fox Coordinator, Alyscia is a great resource and can answer any questions pertaining to last year's campaign.
2.	Anna D'Angela VP Administration	Anna is my direct supervisor and is my first point of contact with anything regarding my service. Anna is also a helpful resource being a former Shinerama executive.
3.	Jeff Doucet VP Finance	Jeff is my main contact for any questions regarding budget or funding. Also in charge of approving purchase orders.
4.	Pauline Taggart Network Administrator	Pauline is my main contact regarding any technical issues with the MSU network.
5.	Michael Wooder SLDC	Michael is not only one of the main contacts for the MSU Charity Golf Tournament, but as well a great resource when one has questions for their service.
6.	Al Legault Campus Events Director	Campus events collaborates with Shinerama on events such as the Golf Tournament and Welcome Week Casino night, therefore Al would be my main contact for those events. As well, he is a great resource for asking questions about event logistics.
7.	Marn Lawton Accounting	All money going to Cystic Fibrosis Canada will be submitted to Marn. Also my main contact for anything accounting.

8.	Kevin O'Mara Accounting	Kevin is responsible for paying the PO's.
9.	Victoria Scott Administrative Assistant	Main contact regarding keys, phones etc.
10.	Shinerama/Terry Fox Executive	<p>My team will aid me in all planning and logistics of Summer events as well as Welcome Week. Includes two Terry Fox Executives responsible for the Terry Fox run.</p> <p>Positions:</p> <p><b>Programming Assistant – Natasha Sahota</b> – My assistant for the whole summer and Welcome Week. Helps me with everything including Shine Day locations, logistics of WW events and managing volunteers.</p> <p><b>Marketing and Promotions – David Cheng</b> – In charge of promotion of all Shinerama/TF events and responsible for developing sponsorship package and seeking sponsorship.</p> <p><b>Summer Events – Navneet Natt</b> – Responsible for planning secondary fundraisers throughout the summer and perhaps in the fall.</p> <p><b>Terry Fox Assistant Campaign Coordinators – Grecia Alaniz and Priya Gupta</b> – One exec is in charge of recruitment and promotion of the run while the other is in charge of the logistics of the run itself.</p>
11.	Inemesit Etokudo Maroons Coordinator	Inemesit and the Maroons are a huge resource in terms of volunteer power. Partnership with the Maroons will be very important for my campaigns, therefore a good relationship is necessary.
12.	Maroons Executive + Rep team	See above.
13.	Tracey Adams Cystic Fibrosis Canada (CFC)	Main contact at Cystic Fibrosis Canada.
14.	Kiara Bennett Special Events Coordinator at CFC	Usually my main contact for anything administrative within Cystic Fibrosis Canada. Also responsible for supply orders and tax receipts.
15.	Sara Glover Shinerama Chair Person	Chair of Shinerama, main contact for anything related to Shinerama on a large scale.
16.	Kevin Duquette Ontario-Quebec Shinerama Regional Director	Regional Shinerama contact. Required to follow up with him monthly. Great resource for anything Shinerama related.
17.	Tara Dahn Shinerama Campaign	Always there to help, campaign advisor will answer any Shinerama related questions or direct you to the right

	Advisor	person. Required to follow up every 2 weeks.
18.	Judy Wilson-Henry CFC Hamilton Chapter	Main contact at the CFC Hamilton Chapter. Collaboration with them will be helpful down the road. For example, I supported their Great Strides Walk and in return they donated silent auction items for the MSU golf tournament. They will be able to promote any secondary fundraisers to their community and provide speakers for Shine Day.
19.	Susan Tran CFC Hamilton Chapter-Shinerama liaison	Liaison between my campaign and CFC Hamilton. Usually need to go through her to contact CFC Hamilton.
20.	Cathy O'Donnell Parking and Security – McMaster	Need to contact to find out where buses can go on Shine day.
21.	Matthew Bergen Union Market Manager	Union Market provides part of the breakfast on Shine day.
22.	Chris Hurley Health and Safety Specialist – McMaster	Any secondary events need to go through EOHSS approval. Managed by Chris Hurley. *Might change
23.	Jay Flesher Festival Promotions	Main contact for ordering T-Shirts.
24.	Bill and Susan Advantage	Main contacts for ordering lollipops
25.	Jeff Springstead	Main contact for ordering HSR buses for Shine Day.
26.	Lori Gosselin	Main contact for ordering Shine Pendants
27.	Jeff Cudahy Avtek	Main contact to order AVTEK set up for Shine day and Terry Fox
28.	Michele Corbeil and Rachel Nelson Student Success Center	Main contacts for all aspects of Welcome Week that have to do with the SSC. SSC also provides a resource to promote Shinerama during summer orientation programs.
29.	Lucas Canzona Campus Events Assistant Director	Important contact for MSU related Welcome Week events.
30.	Dave Dedrick MSU Underground Graphic Designer	Main contact for any graphic design work needed through MSU Underground.
31.	Kim Smith Terry Fox Run	Main contact for the Terry Fox Run. Also responsible for providing supplies.
32.	Rhonda Risebrough	Main contact for Terry's Cause on Campus.

## OBJECTIVES step by step

Objective 1	More Secondary Fundraisers for Shinerama
Description	At the National Shinerama Conference, they presented lists of ideas to raise money outside of Shine Day. Although the faculties do a great job during the summer to take initiative and raise money on their own, I believe planning fundraisers with my exec will increase our fundraising potential.
Benefits	As mentioned, this will give us more fundraising potential, and will help us reach our goal of \$120,000. Adding to faculties efforts with efforts of our own will have beneficial results.
Difficulties	This will add extra planning to an already busy summer and there is potential of overlap with plans from the faculties/residences. However, I have designated an executive for summer events and I plan to increase communication between Welcome Week planners and myself.
Long-term	Planning these events will hopefully pave the road for future coordinators to run these events as well and perhaps even can become traditions. This will help my objective of seeing improvement in our campaigns every year.
How	A critical path will be set with my Summer Events Coordinator, listing all events we will run and how they will be run. Also communication with the faculties will continue to ensure there is no overlap.
Partners	-Shinerama Exec - Maroons (volunteer force) - All other partners are dependent on the origin of the event.

Objective 2	Increased Participation by Faculties and Residences for Terry Fox
Description	Terry Fox is usually in the shadow of Shinerama every year and lacks awareness and participation. Therefore to garner further participation, I have been in talks with Welcome Week planners to set up teams for Terry Fox. Mostly, they have been on board, and I hope that this will create more awareness for Terry Fox. There is also a possibility of giving a prize to the team that raises the most money.
Benefits	The benefit is to increase awareness of the Terry Fox run around campus as well as increase our fundraising total. This also presents the opportunity to relive Welcome Week, and get the reps together one last time before school work picks up.
Difficulties	The difficulty is getting all the reps on board with the idea. As long as they buy in, and get excited for the run, this should be successful.
Long-term	It will increase awareness for the TF run for future years as well as make it a tradition that every year faculties/residences come out to the

	run.
How	As I meet with WW planners, I have been making them aware of the run as well as encouraging them to participate. I will of course follow up once registration opens. For the most part, they seem on board with the idea.
Partners	<ul style="list-style-type: none"> <li>- Welcome Week planners</li> <li>- Welcome Week reps</li> </ul>

<b>Objective 3</b>	<b>Improved Relationships with Welcome Week Planners</b>
Description	Welcome Week planners play a crucial role in my campaign. Their respective teams raise the bulk of the money for our Shinerama campaign; therefore it is important that a good relationship is developed between them. Also, I would like them to know I am here to help them with their fundraising efforts, and I am able to provide them with anything they need.
Benefits	This will hopefully give them more motivation to raise money for Shinerama. They will hopefully be able to see the importance of Shinerama, and with the proper resources (which I will provide) they will be able to increase their efforts.
Difficulties	Takes time to meet with every planner. Not many difficulties outside of that.
Long-term	If a norm can be set with the new planners every year, then the long-term benefit will be an improved relationship between Shinerama/TF and the WW planners.
How	I set up meetings with each group (including their Shinerama exec if applicable) and list out expectations, provide resources and build on the relationship.
Partners	<ul style="list-style-type: none"> <li>- Welcome Week planners</li> <li>- Shinerama executives for the applicable faculties</li> </ul>

<b>Objective 4</b>	<b>Improve Online Fundraising Efforts</b>
Description	Online fundraising is a huge tool because you are able to ask people you know for donations as opposed to going on the street and asking random people for money. People you have personal connections with are more likely to donate to you. As well, it targets a larger range of people.
Benefits	As mentioned, it is an easy way to gain more money for your campaign.

Difficulties	Getting people committed to seek donations from family and friends as not everyone is as passionate about the cause or comfortable asking for money.
Long-term	Every year, online donations increase, so hopefully this will remain a trend so we see an increase every year.
How	By promoting it to the WW planners during the meeting, on the MSU website (banner will be up shortly), Facebook and Twitter, emails and through personal connections. Also adding incentives for reps such as "Shiner of the week", where the person within each faculty that raises the most money online given a certain time period can get a prize or a perk.
Partners	- Everyone

Objective 5	Incorporate Faculties into Bling Bling
Description	Bling Bling was a huge success last year, however it was just with residence so I would like to expand it to faculties as well. The event will be done with dimes instead of pennies because they are the second smallest coin (will fit more in bucket) and you will make more money.
Benefits	More groups participating means more money generated for the campaign.
Difficulties	Might be hard to manage as there will be a lot of bins to monitor throughout WW and you need volunteers to man the tables all week.
Long-term	Can become a tradition done at Mac every year and will hopefully improve every year.
How	I have been making the planners aware at our meetings, and I will continuously promote it once Welcome Week gets closer.
Partners	<ul style="list-style-type: none"> <li>- Shinerama Exec</li> <li>- Volunteers</li> <li>- Residence Reps/First years</li> <li>- Faculties</li> <li>- All students</li> </ul>

Objective 6	Improve Shine Off
Description	Shine off is an event that was lacking in the past (and was taken out last year) so to improve it, it will be combined with PJ Parade.
Benefits	Being done before Shine Day, will hopefully get first years aware and enthusiastic for the event. As well, it improves PJ Parade by adding something to the end, which is usually the part that is lacking the most. It can also be an opportunity to raise money depending on how its run.

Difficulties	Connecting the event to Shinerama, as well as making sure the event is beneficial in the way we intend it to be. Also, getting people to stay after PJ Parade can be a challenge.
Long-term	This event can become a tradition once again at McMaster.
How	Collaboration with Campus Events to ensure this event runs smoothly. Also, might be ideal to get speakers, music or a hype man which can make the event more lively.
Partners	<ul style="list-style-type: none"> <li>- Campus Events</li> <li>- Maroons</li> <li>- Shinerama Exec</li> <li>- All Welcome Week participants</li> </ul>

Objective 7	Have Fundraising Event at Football Home Opener
Description	I have been in talks of having a fundraising event at the football home opener game such as a 50/50 draw. Since this is the game before Welcome Week, it will be beneficial to take advantage of the community that will attend the game.
Benefits	Opportunity to raise money and target an audience that wouldn't usually be targeted (members of the Hamilton community who are fans of the Marauders).
Difficulties	Ath & Rec wants us to sell 50 tickets to be allowed to have the 50/50 draw which can be a challenge because WW reps already get in for free.
Long-term	Unsure of long term benefit because home opener alternates every year, therefore next year it'll be during Welcome Week.
How	Speak to Ath & Rec and seek a partnership with them.
Partners	<ul style="list-style-type: none"> <li>- Ath &amp; Rec</li> <li>- Shinerama Exec</li> <li>- Maroons</li> <li>- Members of Hamilton community</li> </ul>

Objective 8	Provide Reps and First Years With More Fundraising Resources
Description	Sometimes people want to fundraise but lack either the resources or ideas to raise money the most efficiently. I plan on helping everyone out as much as possible because by facilitating their fundraising they will be able to raise more money not only to reach my goal, but to contribute to the fight against CF.

Benefits	By being a resource for reps and first years, they have more potential to raise more money, and we will both benefit. They get points for their respective cups, I get money towards my campaign, and we both are an integral part in battling CF.
Difficulties	Making everyone aware that I am a resource, and that I have the ability to help them with anything related to Shinerama. It will also take more time and effort on my part.
Long-term	Long term benefit if the next Coordinators do the same.
How	Provide reps with resources such as a list of secondary fundraisers, supplies (T-Shirts, boxes, stickers etc.), and labour force. I am to support them in any way possible. Also on Shine day I would like to provide a card listing ways to fundraise for the First Years so they don't have to just ask for donations.
Partners	<ul style="list-style-type: none"> <li>- WW planners</li> <li>- WW reps</li> <li>- First Years</li> <li>- Maroons</li> <li>- Shine Exec</li> </ul>

Objective 9	More promotion and awareness of the Terry Fox Run
Description	Every year, the Terry Fox Run is not as well promoted as Shinerama. I would like to promote the run more this year to the McMaster students as well as the Hamilton community. A lot of students and community members are effected by cancer and I believe that several would participate in the Terry Fox Run if they were only made aware of it.
Benefits	It will hopefully create increased participation which will hopefully lead to a larger fundraising total at the end of the run.
Difficulties	It will always be difficult to reach everybody in the McMaster community and beyond, however trying to make as many people as possible aware of this event will be my goal.
Long-term	Every year, the Terry Fox Run will be known to take place on the Sunday after Welcome Week and hopefully it becomes just as much as a culture as Shinerama is.
How	Promote promote promote. Flyers, TV announcements around campus, local media, social media, MSU homepage, and word of mouth are the best ways to promote the Terry Fox Run.
Partners	<ul style="list-style-type: none"> <li>- Mike Scott (social media for the MSU)</li> <li>- Local media (CFMU, CHCH, Spectator etc)</li> <li>- TF exec</li> <li>- Maroons</li> </ul>

## GOALS to strive for

List 3 things that you would like to have completed during the summer

- 1) Have all logistics of Welcome Week Shinerama events planned out
- 2) Hold at least 4 secondary fundraisers
- 3) Meet with every Welcome Week planner and their Shinerama executive if applicable

List 3 things you would like to have completed during the fall

- 1) Have all logistics for Terry Fox run planned out
- 2) Increase participation and awareness of the Terry Fox Run
- 3) Reach my goal for both Shinerama and Terry Fox

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

Both the Shinerama and Terry Fox campaigns not only reached their goals, but raised record breaking amounts in the fight against cystic fibrosis and cancer. Shinerama had surpassed their goal of \$120,000, and McMaster became the top Shinerama fundraising school in the country. The faculties and residences all improved on their amount raised last year, as well as the executive team ran several secondary fundraisers to contribute to the best campaign McMaster has seen yet. For the most part, the events during Welcome Week and the summer ran smoothly. The buses ran on time for Shine day, and were able to pick students up in time for the football game. Students were able to either go to the game if they wanted or had the option to stay back and continue fundraising. The first years and reps enjoyed Shine off, and it complemented the PJ Parade well. All secondary fundraisers throughout Welcome Week such as bling bling and Willy Dog were successful. We were able to count our money on Saturday night and announce the total at closing ceremonies. Shinerama once again was a culture during Welcome Week, and had the power to bring students together for a greater cause. The students were passionate and enthusiastic about Shinerama, and together McMaster worked together to battle cystic fibrosis. The incoming students learned a lot about CF, and awareness has grown even stronger around campus. I hope that Shinerama has also built future leaders, and has changed people's lives for the better.

Terry Fox also not only had a record breaking total, but had the largest participation as well. The faculties and residences all made teams and the reps re created the Welcome Week atmosphere. They all came out with the first years and the run ran incredibly smoothly. Everyone had a meal afterwards, and the participants left satisfied. All the participants were very enthusiastic about the run, and the volunteers did the best they can do. The Terry Fox run generated a lot more awareness than years past, and again were able to bring the school and community together despite being only a week after Welcome Week.

Overall, both campaigns ran really well and were successful. They did a great job at

bringing the McMaster community together to raise money for two incredible causes. Together McMaster made a difference, and only paved the road for future campaigns to come.

## MASTER SUMMARY calendar and checklist

The month of May	
	Meet with Executive – Discuss roles
	Send out your first email to faculty planners and ROAS to introduce yourself – let them know the official start date for fundraising (you decide this)
	Meet with CFC Hamilton
	Go through the back room to figure out what is there and what isn't
	Go through emails and the server and become acquainted with your new position
	Talk to Chris at EOHSS and make sure that there is nothing you are required to do or fill out for Shinerama or Terry Fox. I didn't have to, but you might want to make sure.
	Start designing your T-shirt and talk to Jay at Festival Promotions to let him know your order is coming.
	Get prizes for MSU Golf Tournament Silent Auction
	Meet with WW planners
	Get Declaration for Shine Day from the city of Hamilton
	Set critical path for secondary fundraisers <ul style="list-style-type: none"> <li>- BBQ</li> <li>- Car Wash</li> <li>- Bar Blitz</li> <li>- Grocery Bagging</li> <li>- Gas Pumping</li> <li>- Casual Day at MPs</li> <li>- Canada Day</li> </ul>
The Month of June	
	At the start of June or even in May contact HSR and book the busses for Shine Day
	Contact Parking services once you have busses booked to figure out where on campus the busses can go
	Contact Campus Events Assistant Director about booking Sports Hall for Shine day
	Meet with Ath and Rec about partnership
	Supplies due June 14 <sup>th</sup>
	Make site location letters and contracts (all on the server)
	Contact Advantage about ordering suckers
	Talk to the manager of Union Market about ordering

	bagels for Shine Day
	Book AVTEK for Shine Day
	Start contacting locations for Shine Day
	Make Sponsorship packages and find sponsors
First Two Weeks of July	
	Finalize T-Shirt numbers for Jay
	When you get declaration, make sure Hamilton Police is made aware of Shine Day. Declaration is from the city so they will already be aware.
	Contact the Hamilton CF chapter and ask for someone to speak on Shine Day
	Continue contacting Shine Day Sites
	Start getting Shine site locations signed
	Look into sponsorship for the campaign
	Message Moksha Yoga and Willy Dog about partnerships
End of July	
	Follow up about T-Shirts (designs by 1 <sup>st</sup> week of august)
	Look into cars for Shine off
	Prize for Charity Casino
	Develop a map for HSR for a bus route for Shine Day
	Start purchasing equipment and supplies needed for Shine day
Start of August	
	Contact Costco and put your muffin order in for Shine Day – order for the day before
	Order your apples for Shine day
	Check in with parking and security
	Plan training materials for maroons, volunteers exec etc.
	Inventory of coin rollers etc. and purchase what you will need
	Photocopy all waivers for Shine day and Bus monitor forms
	Package for Shine day: <ul style="list-style-type: none"> <li>- Contract</li> <li>- Bus route</li> <li>- Ways to fundraise</li> <li>- Thank you cards</li> <li>- Contact info</li> <li>- Rule/expectations outline</li> <li>- Who collects money</li> </ul>
	Contact media about Shine Day? <ul style="list-style-type: none"> <li>- Daily News (Matt Terry)</li> <li>- MSU Website</li> </ul>

	<ul style="list-style-type: none"> <li>- CHCH</li> <li>- CFMU</li> </ul>
	Make sure you have every planners contact info
	Follow up with HSR, make sure everything is good
	Recruit for Terry Fox run
	Book Avtek and food for TF run
The Week Before Welcome Week	
	Contact locations to give them a reminder of Shine Day
	Make all Shine boxes and get all supplies ready
	Do any last minute things that you may have forgotten
	Go through Shine Day step-by-step, make sure you have backup plans!
	Prepare Shine Day Presentation
	Make sure logistics for Shine off, Charity Casino, and Bling Bling are all planned out
September	Run all Welcome Week events
	Count money in MSU Boardroom and announce total next day
	Continue to recruit for Terry Fox run
	Make sure logistics are planned out for the run
	Prepare packages and final details for TF run
	Follow ups on both Shinerama and Terry Fox

## COLLABORATION within the MSU

The service that Shinerama and Terry Fox has the biggest collaboration with are the Maroons. As we share an office, Shinerama/TF and Maroons have a partnership for the summer and fall. The Maroons have a rep team of roughly 50 people, and can be used as the volunteer task force for Shinerama and Terry Fox events. As well, they are crucial in fundraising throughout Welcome Week as well as act as site leaders on Shine Day. In return, Shinerama Executive can act as an extra set of hands during Welcome Week when not busy with Shinerama related activities. Also, Inemesit and I use each other to discuss idea and get different perspectives on our services.

Another area of collaboration is with Campus Events. Campus Events is a huge partner in Welcome Week planning, and they are the go-to organization to plan certain events such as Shine off. Al is a very important resource throughout my term as Shinerama and Terry Fox Coordinator, and can also provide advice when needed.

## FINAL COMMENTS leave nothing out

As the Shinerama and Terry Fox Coordinator, I plan to take both campaigns to new heights. There are a lot of resources at my disposal, within the MSU as well as outside, and I plan on taking full advantage. My executive team is also a great help to me, and as the summer progresses, our team will solidify and we will only become better. I hope that Shinerama and Terry Fox become a culture at our school, and that year in year out every student fights passionately for both causes. I will pave the road for future coordinators, so that McMaster can be the top Shinerama fundraising school in the country for years to come. I also would like to see the Terry Fox run to have a larger presence on campus, and every student is aware and passionate of the event.

All in all, I will use all the resources provided to me by the MSU, Cystic Fibrosis Canada and the Terry Fox foundation to take this service higher than it has ever been and reach my goal for both the Shinerama and Terry Fox campaigns.