



# REPORT

*From the office of the...*

## Shinerama and Terry Fox Coordinator

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TO: Members of the Executive Board  
FROM: Karissa Holyer  
SUBJECT: Shinerama and Terry Fox Report #1  
DATE: Thursday July 17, 2014

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### **UPDATE**

Overall things are going well. Over the past two months, I have spent a lot of my time coming up with some new ideas for this year, structuring what needs to be done when and planning some activities for the summer. Going forward I will be spending the majority of my time planning for Welcome Week and the Terry Fox Run.

### **SERVICE USAGE**

Most of my service usage has been through faculty and the Maroon rep groups. A group of 18 faculty and Maroon reps volunteered at the Great Strides Walk run by the Hamilton chapter of Cystic Fibrosis Canada. The Maroons and Shinerama and Terry Fox Exec also volunteered at the MSU Charity Golf Tournament. I have also connected with almost all of the faculties and SOCS to talk about their Shinerama campaigns and provide support.

### **PAST EVENTS, PROJECTS & ACTIVITIES**

#### **Great Strides Walk**

A group of 18 volunteers helped run games and activities at the Great Strides Walk. It was a great day for these reps to learn more about cystic fibrosis and meet families affected by the disorder.

#### **MSU Charity Golf Tournament**

My execs and I helped before the golf tournament by going out into the community and obtaining donations of items for the silent auction table at the event. We also helped with various tasks at the golf tournament.

### **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

#### **Welcome Day**

At Welcome Day this year I have organized to have a bouncy castle and cotton candy sale to raise money and awareness for Shinerama. I have also organized a Boston Pizza fundraiser for this day.

#### **Shinerama Promotion**

With help from the communications officer, we have filmed a Rocky style Shinerama promo video to post online to introduce and gain interest for Shinerama.

## **Welcome Week**

I am currently working on planning the logistics for Shine Day including food, locations and transportation. I am working on the Shine Off and Charity Casino with the assistance of Campus Events. I have also launched our online fundraising and started seeking out sponsors for the Shinerama campaign with help from my exec. I am also continuing to meet with faculties.

## **Terry Fox**

So far I have talked with my exec about how we want to expand the Terry Fox campaign this year. I have started by creating Terry Fox social media accounts. We are beginning to work on logistics for the run and planning for a secondary fundraiser.

## **BUDGET**

### **Shinerama Budget**

Budget: \$15 000                      Amount spent: \$10 022.63 (66.8%)

This includes costs for Welcome Day, t-shirts and AVTEK for Shine Day, lollipops for Welcome Week, sponsorship package design work and a few other small miscellaneous costs.

## **CURRENT CHALLENGES**

One of biggest challenges so far has been planning the Shine Off. With the help of Campus Events most of the details have been figured out and at this point we are just looking for a suitable location for this event.

## **SUCSESSES**

So far both the Great Strides Walk and Golf Tournament went very well. I have received positive feedback from the volunteers who attended both of these events. I have talked to almost all faculties and they seem to be off to a great start on their campaigns.

## **OTHER**

Our goal for Shinerama this year is \$150 000 and we hope to accomplish this through increased participation, a new secondary fundraiser on Welcome Day and increased faculty and residence totals. So far we have raised \$3200 online and a few faculties have ran fundraisers. For Terry Fox our goal is \$10 000 and we hope to accomplish this by running a secondary fundraiser and increasing awareness and participation.