So what's the 2013 campaign all about?
SHINE SOME LIGHT ON CYSTIC FIBROSIS

WHO
SHINERAMA BEGAN AT WLU, A STUDENT ORIENTATION LEADER WHO SHINED SHOES AND RAISED $1000

NOW 2013
UNIVERSITIES & COLLEGES ACROSS CANADA PARTICIPATING
- LARGEST POST-SECONDARY FUNDRAISER
- RAISED OVER $23.5 MILLION since established for CF Research

WHAT
IS CYSTIC FIBROSIS?
- CYSTIC FIBROSIS (CF) IS THE MOST COMMON FATAL DISEASE AFFECTING YOUNG CANADIANS
- THERE IS NO CURE
- OVER 4000 CANADIANS WITH CF
- CF IS A MULTI-SYSTEM DISEASE AFFECTING PRIMARY LUNGS AND DIGESTIVE SYSTEM CAUSING MUCOUS BUILD-UP CAUSING SEVERE RESPIRATORY PROBLEMS

DID YOU KNOW?
1 IN 25 PEOPLE CARRY DEFECTIVE GENE FOR CF?
CF PATIENTS TAKE ABOUT 30 MILES A DAY AND LIVE THEIR LIFE IN AND OUT OF THE HOSPITAL
IMAGINE BREATHING THROUGH A STRAW YOUR WHOLE LIFE!

LIFE EXPECTANCY FROM 1960-2013
6 YEARS OLD → 48.8 YEARS OLD
THIS MEANS FOR EACH YEAR SHINERAMA RAISES MONEY THE MEDIAN LIFE EXPECTANCY INCREASES BY 10 MONTHS!

REACHING OUT & RAISING AWARENESS
UBC CONNECTED WITH UBCO TO START UP THE SHINERAMA CAMPAIGN THERE THIS YEAR WE HOPE TO GET UNIVERSITIES AROUND KAMLOOPS INTERESTED AS WELL

EVERY PENNY COUNTS!

THE PLAN FOR 2013-2014
LAST YEAR'S GOAL WAS $35,000
BUT WE RAISED $39,500 (THAT'S $4,500 MORE)
WE NEED YOUR HELP OUR GOAL THIS YEAR: $65,000

UBC EVENTS IN 2012
- WARRIOR DASH: $1000 (30 VOLUNTEERS)
- CAR WASH
- CLUB FUNDRAISERS
- PUB DINNER AND SILENT AUCTION
- AMS DONATION JARS AND DONATION JARS AROUND UBC
- BBQ
- AWARENESS EVENTS
- CHAMPION OF THE MONTH IN THE FIGHT FOR LIFE

UBC RAISED: $40,000

UBC BOOKSTORE ROUND-UP FUNDRAISER
RAISED $8000 & AWARENESS

AMS CLUBS | REZ GROUPS
IN INVOLVEMENT AT UBC
UNDERGRAD FACULTIES
FACTOR WIDE PENNY WAR RAISED OVER $500
THE GREEK SYSTEM DONATED OVER $5,000
COMMITTEE OF 6 DEDICATED STUDENTS Jared, Martisa, Avin, Ravi, Avva and Caroline

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So what's the 2013 campaign all about?
Our Goals This Year

- More Sponsorship
- More Student Involvement
- More Visibility
- More Money = $65,000
- More events

Biggest SHINE DAY ever
More Visibility

More events
More sponsorship

More awareness

Our goal
More Student Involvement
Biggest SHINE

More Money = $65,000

This Year

Sales This Year
More Sponsorship
y = $65,000

Biggest SHINE DAY ever
More events
Our Goals This year

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Biggest SHINE DAY ever
goals This year

More Money = $65,000

Biggest SHINE
How do we raise $65,000?
More Sponsorship
Sponsorship Goal: $10,000 in Cash

$10,000 in Kind
$10,000 in Cash

$10,000 in Kind
More events
Shinerama Events

- Selling Glow-sticks at Celebration Of Lights July 27th, 31st and August 3rd
- Shinerama Club Crawl - Friday 9th August, 2013
- UBC Bookstore Round up - End August - 3rd Week of Sept
- Vancouver Wide Car Wash - Friday 16th August, 2013
- Imagine Day - Booths at Arts, Science (Dunk tank), AMS spaces and one at the main event. Might have a flash-mob
- S&F Paint Party in the SUB Ballroom - 5th September, 2013
- SHINE DAY - 7th September, 2013 Goal is to have 800 volunteers!
- Shinerama Inter - faculty coin wars - SUB Ballroom - First Week of school.
- Shinerama Golf Tournament - 20th September, 2013
- Shinerama Ultimate Video Gaming Competition
- All Ages Dances - No Pants Dance, Foam Party (AUS)
- October Club Crawl - Currently in talks with nightclubs
- Shine Celebrity Auction - Derek will do a photo-shoot in a bikini
- Smaller fundraisers e.g. selling glow sticks at parties, can drives, online tools, selling grilled cheese sandwiches on Pit Nights, beer gardens etc.
More Student Involvement
Better Recruitment

- Imagine Day recruitment - Two ways
  - Shinerama Booth in the SUB
  - Online Recruitment through emails and social media call-outs
- By word of mouth
- AMS Council
- The Greek System - Panhellenic and IFC (Points system)
- RezLife Recruitment
- AMS Clubs
Better Recruitment

- Imagine Day recruitment - Two ways
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- AMS Council
- The Greek System - Panhellenic and IFC (Points system)
- RezLife Recruitment
- AMS Clubs with the help of SAC
- Undergraduate Societies
Presence On Campus

Social Media Outlets: Facebook, Twitter and Instagram accounts are all active with RezLife to communicate with all residents.

Ca - Cross promotions

Greek System is really involved with Shinerama the Pit Pub UBC every Wednesday - ‘Suck it for
Presence On Campus

- Social Media Outlets: Facebook, Twitter and Instagram accounts are all active
- Working with RezLife to communicate with all residents
- TheCalendar.Ca - Cross promotions
- The Greek System is really involved with Shinerama
- Present at the Pit Pub UBC every Wednesday - ‘Suck it for Shinerama’ campaign
- Shinerama Shrine
- ‘What event was the highlight of your past ten months?’ Video
Partners in Shine

• Sigma Chi UBC Chapter
• TheCalendar.Ca
• UBC Anda
• Sigma Chi UBC Chapter
• TheCalendar.Ca
• Red Bull Canada
• Goodnights.ca
• The UBC Bookstore
• The Ubyssy
• Grad Class Council
• Dominos
How can you reach me?

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Questions?
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