



ams

Student Society
of UBC Vancouver
ams.ubc.ca

The AMS Shinerama Faculty Cup



What is Shinerama?:

Shinerama is Canada's largest post-secondary fundraising campaign involving students from over 70 universities and colleges across Canada. The campaign aims to raise money and awareness for Cystic Fibrosis; the most common, fatal, inherited disease affecting young Canadians. Originally starting at the University of Waterloo in 1964, Shinerama was intended as a way for first year students to get involved in their school and give back to the community. By partnering with a shoe polish company, students would hit the streets of Waterloo and shine people's shoes for donations.

Since then, the campaign has vastly grown and attracts more than 40,000 student volunteers each year in more than 60 Canadian towns, cities, and communities. While the scale of the campaign has drastically changed, each Shinerama campaign's major event is has remained relatively the same as students head out into their respective cities and hit the streets to shine shoes, sing songs, play instruments, dance up a storm, and get crazy and creative to raise money for Shinerama. In the 2009, the National Shinerama campaign raised ~\$990,000.00. This year we are aiming for the 1 Million dollar mark!

At UBC, Shinerama is going on its 16th year and is currently the AMS's major charity campaign as well as one of the largest across the campus. This year, the UBC AMS Shinerama has consisted of an exciting program of events throughout the summer, all of which lead up to Shinerama Week during the first week of school and our premier event, Shine Day on September 11th. On this day each year, over 350 UBC students hit the streets of Vancouver to help fight cystic fibrosis.

While the Shinerama campaign at UBC has always been a successful, the AMS is looking to take the campaign to the next level. This year we want to break all previous UBC records by raising over \$25,000.00, having more than 500 volunteers out to Shine Day on September 11th, hold more events, get more people involved, and generally raise the awareness of the AMS Shinerama campaign at UBC. One of the ways we want to do that is...

The AMS Shinerama Faculty Cup Competition!!!

So What is AMS Shinerama Faculty Cup?:

One of the major goals of the AMS Shinerama campaign this year is to get more groups on campus more involved! And what better way to do that than thought a little healthy competition between the faculties at UBC! So without any further ado, allow me to introduce the AMS Shinerama Faculty Cup!

What it is?:

The faculty cup is a competition between the different faculties of UBC to see which faculty can raise the most money before and on Shine Day. This can be done two different ways:

- **1)** By donate to the campaign online through your faculty team (any club, organization, or individual can donate!).
- **2)** By having people come out to Shine Day on September 11th.

What are the Prizes?:

So this is probably the burning question in your head right now. Well rest assured, AMS Shinerama wants to go big or go home. As such, we have three major prizes for the faculty who wins the competition:

- **1)** Bragging rights.
 - o You get to straight up gloat about how you are superior to every other faculty at being awesome!
- **2)** AMS Shinerama will be donating pizza lunches or dinners for all of your faculty executive/council meetings from October 1st to December 3rd (the end of classes 1st semester).
- **3)** Possession of the brand new, massive Shinerama Faculty Cup trophy to proudly display in the location of your choice for the next year.
 - o Each year the winning faculty exec will be engraved on the trophy.

How to Raise Money Online:

While the AMS Shinerama team doesn't want to see faculties having to dump huge amounts of their own money into this competition to win, why not others? The Shinerama online donations page is a super-simple, super-easy way to add an extra little punch to your total amount raised. To donate online:

- Go to shinerama.ca.
- Click on the orange "donate" button in the top right corner.
- Click on the "Register Now" button.
- Fill out the requested information and join as a "Team Member" of your faculty team by searching that team (ex. of a name team would be "UBC Arts").

- Then click on the “Join this team” button and fill out the information.
- Type in your personal fundraising goals.
- Add any videos, images, and edit the stock message if you like. Feel free to jazz up your page! When done, continue the registration.
- Choose whether you’d like to use your email account to send out the donation message out to everyone or Shinerama’s.
- Add some social media help.
- And start fundraising!
- Using the personal message they provide or you’re own, email friends, family, and everyone you know hoping that they will donate. Tell them to pass along the email to people they know and make the web even bigger!

How to Raise Money on Shine Day:

As previously mentioned, Shine Day is the AMS Shinerama’s premier charity event. This year, Shine Day will be taking place on September 11th, starting at 10:00 a.m. On that day, students will hit the streets of Vancouver to shine shoes, sing songs, play instruments, dance up a storm, and get crazy and creative to raise money for Shinerama.

When students arrive at the SUB Ballroom for registration that morning, they will be asked for their association (aka a club, a fraternity, a sorority, a residence, or an independent). When a student registers as a faculty, they will be put in a group that day comprised completely of other students in their faculty and all of the money raised by the team that day will go towards the faculty’s total amount raised. On average, each volunteer on Shine Day raises \$35.00. So the more people you have out under your faculty’s banner, the better you’re the chance at winning the competition!

So all you need to do is tell students to come out to Shine Day (spread the word to everyone using your MUG group, your email server lists, your FROSH events, and anything else!).

This is by far the easiest way to rake up your faculty’s “money raised” while doing the least amount of work!!!

After September 11th, we will rack up the totals from both the online donations and the Shine Day fundraising and will let each faculty know who won!!!

Check out our website at ubcamsshinerama.ca for more information!

If you have any questions, please feel free to call/email me!

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