

## UNICEF SFU Meeting Minutes - Oct 29th, 2013

**Attendance:** Katie, Julia, Bianka, Alberije, Rajita, Hayleigh, Aneesha, Albert, Veronica, Chris, Wayne, Wisdom, Sam, Ali, Vanessa, Kristen, Melinda, Arthur, Coco, Kelvin, Nuwan, Bilal

**Regrets:** Alena, Marina, Elaine, Karen, Stephen, Elaine, Jennica

### **Advocacy Video of the Week:** [TOMS Shoes Rethinks Its 'Buy One, Give One' Model of Helping the Needy](#)

- How the 1% of the world carries most of the world's wealth
- Guilt hand washing by believing that we are doing good by giving people things that we enjoy
  - Solving short-term problems while creating long term ones
  - Donating the money into that shoe into something that is more durable
  - The for-profit sector can do something that is selfish and it's fine, while you're talking about a non-profit sector does something to benefit themselves we see that it's wrong
  - Self-sufficiency?

### **PROF IN A BOX**

- This is the week that the prof will be wearing the boxes
- Collections are still happening so try to meet the quotas!
- We need to meet the specific demands of the profs
- Three orange boxes and three homemade boxes
- Where to put the boxes? On the top of the Rotunda lockers and the Women's Centre.

#### **Action items:**

- Start building the box costumes
- Post the schedule for when each prof should be wearing the box
- Put down when each prof needs the box by **TONIGHT** - figure out time conflict

### **COFFEE AND DONUT SALE AT THE AQ**

**When:** Nov 6th and 7th From 8am - 1pm

- Doing Krispy Kreme donuts with a grant
- Planning to sell 25 dozen donuts in two days - already ordered
- Went to Starbucks in Holdom to check for coffee sponsors - looks
- Hayleigh has sponsorship letters for other Starbucks locations
- Aneesha is offering Taco Time coffee cups
- Slogan? "One cup, one child, infinite possibilities"
- Should we sell survival gifts on the side?
- Focus on awareness portion instead of fundraising
- Grants have been put in towards the food items but we're worried that it will not get approved

#### **Action items:**

- Need to come up with a name
- Recommended to make a facebook event page
- Have Elaine put little facts on the sleeves

- Should we add another item to sell since free coffee doesn't sell \*add a quirk\*
- Look into other aspects to help market the event and UNICEF a little more

### **ADVOCACY NIGHT**

**When:** Nov 20th - Universal children's day

- Have the prof allow them into the class to advertise for the advocacy event
- Will provide food and drinks
- Open floor for documentary ideas

### **STOCKINGS EVENT**

- Didn't have time to talk about it. Come up with a more solid idea next week
- Will occur at the end of November

### **SOCIAL MEDIA CAMPAIGN**

- Will start coming up with more solid idea the week after the next