

NEEDS ANALYSIS REPORT FOR HALLOWEEN FOR HUNGER

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TABLE OF CONTENTS

Executive Summary.....	3
Context, Perceived Problem, and Purpose of the Needs Analysis.....	3
Summary of the Scope and Results of the Needs Analysis.....	3
Introduction.....	4
The Context and Background Information.....	4
The Problem Statement and the Need for a Change.....	4
Results of the Needs Analysis.....	5
Data Collection Procedure.....	5
Constraints Encountered in the Data Collection.....	5
Questionnaire Data Analysis.....	6
Guided Interview Data Analysis.....	8
Observation Data Analysis.....	9
Recommendations	10
Proposed Solutions.....	10
Appendix A: Volunteer Questionnaire.....	11
Appendix B: Guided Interview Questions	12
Appendix C: URLs of Comparable Organizations to H4H	13
Appendix D: SPSS Data Tabulation.....	14
Appendix E: Interviews with the Organizers.....	19
Appendix F: Extant/Observation Data.....	29
Appendix G: Suggested Schedule.....	30
Bibliography.....	31

Executive Summary

Context, Perceived Problem, and Purpose of the Needs Analysis

Halloween for Hunger, a seasonal food drive, has been gathering non-perishable food items in Brossard for five years. Started by two eighteen-year-old girls, the project has grown to include over 100 volunteers and now amasses 6000 food items on one night. This amount is enough to provide food for an entire year for the food bank they are associated with, La Mosaïque.

The organizers of this project would like more youth to get involved and make a difference in other communities. However, La Mosaïque can only redistribute goods to certain cities. Halloween for Hunger has come to us in order to create a package or start up kit that would allow them to inform youth in Quebec about the problem of hunger at a local scale and invite them to take part or start up a similar project in their community.

The purpose of this analysis is to review the project as it is today as well as the process of its coming into being and investigate how/if the aspects of this project can be translated into other communities and what tools are best suited for doing so.

Summary of the Scope and Results of the Needs Analysis

The results of the analysis were extracted from surveys given out to volunteers the night of the event, interviews with the organizers, observations done by researchers pre and post event as well as various documentation provided by the organizers of Halloween for Hunger.

Results show that the project has involved youth in volunteerism through a network of friends and family as well as school organizations. Most of the aspects of the project are transferable to other communities. The main challenges presented to youth wanting to start up a similar project were organization, time, finding volunteers, establishing credibility, administrative particularities with the city and finding an organization to associate with.

Introduction

The Context and Background Information

In October 2000, a group of approximately seventy-five youth volunteers gathered together in one of the founders' garage. The group's mission was to (1) collect as many non-perishable food items as possible on Halloween night, (2) inform the population of the continuing problem of hunger in their communities, and (3) to involve youth in volunteerism. This was the beginning of the Halloween for Hunger (H4H) seasonal food drive project.

Since those humble beginnings, the group has added to its membership. There is now approximately one hundred and thirty volunteers. It has also become more efficient at collecting non-perishable food items. This year, they have reached a record breaking six thousand items.

The project works in cooperation with the City of Brossard, the Longueuil Police Department and the Centre d'Action Bénévole et Communautaire La Mosaïque. These dedicated volunteers distribute pamphlets to advertise prior to the event as well as trick-or-treat for non-perishable food items in the city of Brossard on Halloween night. La Mosaïque redistributes the items collected over the course of the year amongst the families that are in need of food bank services in their mandated sectors: Brossard, Greenfield Park, Lemoyne, and St-Lambert.

The Problem Statement and the Need for a Change

Halloween for Hunger would like to find a way to expand into other communities. La Mosaïque, the organization that enables H4H to redistribute the food to the community, is only mandated to give out food in the communities that they serve as mentioned above. Also, the organizers wanted to fulfill the third part of their mission by involving more youth in volunteer activities and encouraging them to take action in their own communities.

H4H originally suggested that the solution to the problem would be to produce a CD-ROM that would act as a Halloween for Hunger Food Drive Kit to help motivate and guide individuals to start up similar projects in their communities. The following will assess if this solutions is possible.

Results of the Needs Analysis

Data Collection Procedure

To bridge the gap in our knowledge of the project and better understand the process followed by both the organizers and the volunteers, we needed to collect data. Because there were so many volunteers, we decided that we would get a better response rate from a questionnaire. Guided interviews were prepared for the organizers to get more rich qualitative data for our analysis.

Volunteers

While writing the questionnaire, we considered when it would be given to volunteers. We wanted to make sure that we would give them sufficient opportunity to give it back in person as well as electronically later on to maximize sample size. Thus, we administered the questionnaire the night of the event and asked volunteers to fill it out and hand it in on the spot. Electronic questionnaires were sent out to those who did not have a chance to fill it out the night of the event.

Organizers

As for the organizers or Subject Matter Experts (SMEs), we decided to carry out guided interviews at their location of choice. We wanted to leave the questions somewhat open so that they could elaborate on their experience while starting up and fine tuning the project.

Extant Data

We will also be able to refer to a documentary that was filmed the night of Halloween for Hunger 2004, the information provided to volunteers the night of the event and packages sent out door-to-door.

Finally, we reviewed websites of similar organizations situated in Canada and the United-States (see Appendice C). This helped us determine what the differences were between these organizations and H4H. It also allowed us to see different tools they were using to propagate their individual missions.

Constraints Encountered in Data Collection

There were two constraints encountered while collecting data. One was that it was preferable to have the volunteers fill out the questionnaire forms the night of Halloween because we knew that they would be available at that time. This factor greatly influenced our data collection in that we only had one night to collect most of our volunteer data. The second was that we had hoped that La Mosaïque would provide us with documentation from the H4H project. We were unable to retrieve the documents at this time because of their busy schedule around the holiday season and will have them at a later date.

Questionnaire Data Analysis

This part of the analysis was done in order to evaluate what kind of people volunteer for H4H as well as establish the current situation of the project.

H4H had a total of 129 volunteers for the Fall 2004. The response rate for the questionnaire was a very satisfactory 56/129 or 43%. The data collected from the questionnaires was inputted into a program for statistical analysis called Statistical Product and Service Solution, or SPSS for short. (See Appendice D)

The results of the questionnaire are as follows:

FACTOR	INFORMATION	IMPLICATIONS
AGE	29% of respondents were 23 years old, whereas more than half were in their 20s.	<ul style="list-style-type: none"> ▪ H4H is achieving its mission of involving youth in volunteerism. ▪ This is more or less the age group we want to reach out to and incite to start up a similar project.
OCCUPATION	The volunteers were mostly students.	Schools may be a good way to inform youth about starting a similar project
LOCATION	Almost 60% of volunteers came from Montreal, while less than 20% came from the community in which the food was being redistributed.	There is visibly a gap in that the organizers felt that this project was “for the community, by the community.”
ADVERTIZING	Many volunteers were involved because of word of mouth. In fact, 30% of questionnaire respondents knew one or both of the founders.	For such a project to succeed, it is important to advertise it amongst friends and family and have their support.
PARTICIPATION	<ul style="list-style-type: none"> ▪ The reasons that people gave for participating in the project varied. ▪ Many of the volunteers are involved because they believe it is a good cause and a fun experience to have with friends. 	<ul style="list-style-type: none"> ▪ To start up a similar project, one must first be able to convince people that it is a good cause. ▪ The project must be presented as a fun group activity, maybe even a way or meet new friends.
WILLINGNESS TO START A SIMILAR PROJET	<ul style="list-style-type: none"> ▪ About half the respondents would consider starting up a similar project in their community. ▪ However, results show that most people (80%) would rather volunteer than start up the project. 	<ul style="list-style-type: none"> ▪ Most people that volunteer for H4H do so because it is easy and fun. ▪ The commitment is only for one night as opposed to months of planning.

<p>PERCEIVED OBSTACLES</p>	<p>The following were mentioned repeatedly:</p> <ul style="list-style-type: none"> ▪ Lack of time. ▪ Lack of organizational skills. ▪ Lack of interest from the community. 	<ul style="list-style-type: none"> ▪ Some busy individuals may not want to take on the responsibility of organizing such a project. ▪ People who start up a similar project must have good organizational skills or be shown how to acquire them. ▪ The community in which the project is started may have direct repercussions on the success of the project.
<p>VOLUNTEERING</p>	<p>About 75% of H4H volunteers also volunteer for other organizations.</p>	<p>We do not know if the volunteers are the type of people who are more prone to volunteering or if H4H, noted as a positive experience by all respondents, made them feel like volunteering elsewhere.</p> <p>Since H4H only requires a few hours on only one night of the year, it is likely that volunteers saw how easy and fun it was to volunteer and decided to repeat the experience.</p>
<p>REPEAT VOLUNTEERS</p>	<ul style="list-style-type: none"> ▪ Of the 56 people who responded to the questionnaire, 26 of them had previously volunteered for H4H. ▪ About 45% came back more than once. ▪ All respondents (100%) would recommend H4H to a friend. 	<p>This positive response leads us to believe that because the project is presented as an easy and fun way to help, people not only get involved, but come back for more.</p>

Guided Interview Data Analysis

In order for others to start up the project in their community, it is important to know what steps one must take to make it all happen. Agata and Alessia shared their experience with us and the analysis of the interviews with the founders of H4H is as follows:

- **Experience** in volunteer organizations is a plus when starting your own project. Both founders of Halloween for Hunger were previously involved with volunteer organizations. They both knew the implications of volunteer work and knew other people who volunteered. Thus, it might be easier for someone who has a base in volunteer work to start up a similar project.
- **Motivation** was a big factor in starting up the project. Agata mentioned a motivational speech that she heard at a conference given by the organizer of Sports for Hunger. Thus, self-motivation and also motivation from others that have lead similar and successful projects can help someone start up a H4H in their community,
- **Support** was needed not only from friends and family, but from the city as well. It is important to write a proposal and contact the city in which the project is to be started to get the permissions required to begin.
- **Being accredited** or finding an accredited organization to be affiliated with is very important since the redistribution of goods cannot be done legally otherwise.
- **Credibility**, not only of the organizers but also of the chosen affiliation, is a factor to consider. As mentioned in the interviews, La Mosaïque and the city of Brossard had a good standing relationship so it was easier for Agata and Alessia to have credibility with the city and its citizens. Thus, it is important to research the organization that the project will be affiliated with.
- **Research** of the area and the problem of hunger in the community is a key factor in starting up a project. If the problem of hunger is not present or if the area itself is too poor to help, the project may not be needed or will not be beneficial to the community.
- **Organizational skills** are a plus. Agata and Alessia pointed out that volunteers usually come in groups of friends and are “enthusiastic and there to have a good time by helping out just for an evening.” The organizers also pointed out that for the project to work, volunteers must be punctual and follow the rules. This implies a certain level of leadership and organizational skills from the part of the project organizers. Thus, the people more likely to be able to start up a similar project to H4H will most likely have those attributes.
- **Starting small** is more feasible for first timers. Agata pointed out that just ten people with good intentions is enough.

- **Do not get discouraged** if the project does not go as expected. Agata and Alessia did not foresee the project growing into what it is today. Agata suggests "...it's not the end of the world in the sense that as long as you do it out of the goodness of your heart, there is always something that comes out of it. So it's a learning experience."

Observation Data Analysis

There is a lot of organization that goes into the H4H project, but everyone works as a team to get things done. This collaboration between the organizers and supporters of the project makes everything go smoothly. Retired women help fold pamphlets and bags on their own time and take work home, local merchants give discounts to volunteers, and friends and family help with little things like photocopying maps, buying food for the volunteers or sending emails to past volunteers to remind them that H4H is happening once again. Even very young children, dressed in costumes, go trick or treating with their parents for H4H.

The motivation and spirit of the people involved seems to keep them going even though the rain and cold are often present on Halloween day. Alessia mentions that everyone can help in their own way and that volunteering for H4H does not necessarily mean trick or treating. Friends volunteer their time by building websites, making documentaries and editing footage. All this demonstrates that youth can get involved in volunteerism in many ways.

Recommendations

Here are the recommendations based on the data analysis. A suggest schedule for development has also been included in Appendice G.

Proposed Solutions for Halloween for Hunger

1. To recruit more volunteers from Brossard and make the project emphasize that it is “for the community, by the community”. It would be beneficial to involve the retired volunteers on the night of H4H.
2. Brossard volunteers can be recruited through the local paper, local radio show, ads on bulentin boards at La Mosaïque or at town hall and announcements at local high schools.

Proposed Solutions for Expansion

1. Since all the H4H volunteers are contacted by email, we can assume that they all have computers or access to a computer. Also knowing that most volunteers are students in their twenties makes it likely that they have good computer knowledge and/or skills. Therefore, the possibility of a CD-ROM, as proposed by Alessia, is a definite possibility.

The CD could be distributed to high schools and Cégeps across Quebec, more specifically to volunteer groups already established in those schools. It could include: information about Halloween for Hunger and La Mosaïque, the steps involved in starting such a project, tips to start up a project, a motivational speech by one or both of the founders, links to other food drives, information about hunger in Québec and other information that will motivate, encourage and prepare young people to get involved in their communities.

2. Get in touch with high schools and/or Cégeps in other communities and ask if they have volunteer organizations or groups of youngsters that participate in related activities. This will give H4H an idea of who might want to get involved.
3. Ask the people responsible at these schools if they would be interested in receiving a package from H4H. As we have seen, it is important to ask for permission and never to assume that there are no rules when starting a project.
4. Think of the possibility of getting a grant from the government to produce and distribute the information package.
5. A website is another alternative for disseminating the information about H4H. The same information as the CD can be incorporated. The costs would be reduced and more people could be reached.

Appendix A

Volunteer Questionnaire

N.B.: This questionnaire was also available in French for francophone volunteers. Only the English version is included in this report.

The answers provided through this questionnaire are strictly confidential and will be used solely for the Halloween For Hunger project. The information gathered will be used in an analysis that will permit the project to improve and expand into other communities. Please answer all the questions to the best of your knowledge.

Age: _____

City of Residence: _____

Sexe: Female Male

Completed Education: High School University Cégep

1)	How did you hear about the Halloween For Hunger project?		
2)	What motivated you to volunteer for this particular project?		
3)	Are you from Brossard?		
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
		a. Would you consider starting up a similar project in your community?	<input type="checkbox"/> Yes <input type="checkbox"/> No
		b. Would you consider getting involved in a similar project as a volunteer in your community?	<input type="checkbox"/> Yes <input type="checkbox"/> No

4)	What would motivate you to start up a similar project in another community?	
5)	Please indicate possible obstacles of starting a similar project in another community.	
6)	Have you previously been, or are you currently involved in another volunteering project?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7)	Is this the first time that you volunteer for Halloween For Hunger project?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	a. How many years have you volunteered for the project? _____	
	b. Have you seen any improvements from previous years?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No
		a. Please specify what these improvements are. _____
8)	Do you have any recommendations for the Halloween For Hunger project?	
9)	Would you recommend this experience to a friend?	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Thank you very much for your time!

Appendix B

Guided Interview Questions

- 1) What, in your opinion, is **Halloween For Hunger**'s mission?
- 2) How did the idea for **Halloween For Hunger** come about?
- 3) What specific steps did you take to set up the project?
- 4) What were some of the challenges that you encountered?
- 5) How did you overcome these challenges?
- 6) What is the ideal performance of the **Halloween For Hunger** volunteers?
- 7) What is the actual performance of the **Halloween For Hunger** volunteers?
- 8) What parts of the project will translate well to other communities?
- 9) Is **Halloween For Hunger** achieving its mission?

Appendice C

URLs of Comparable Organizations to H4H

<http://www.umext.maine.edu/onlinepubs/htmpubs/food4me/4305.htm>
http://www.accfb.org/food_drive.html
http://www.hungertaskforce.org/How_You_Can_Help/Host_A_Food_Drive.html
http://www.secondharvest.org/site_content.asp?s=101
<http://www.uri.edu/endhunger/fooddrive.html>
<http://www.idahofoodbank.org/fooddrive.htm>
<http://www.gpfb.org/involve/fooddrive.htm>
http://www.oregonfoodbank.org/events_and_food_drives/food_drives/
<http://www.feedingchildrenbetter.org/pages/getinvolved/fooddrive/index.jsp>
http://www.sffoodbank.org/hunger101_online.html
<http://www.centralmofoodbank.org/fooddrive.asp>
<http://www.communityfoodshare.org/howToFoodDrive.htm>
http://www.foodgatherers.org/food_drive.htm
http://www.foodgatherers.org/hunger_facts.htm
http://www.westsidefoodbank.org/h101_host_drive.htm
<http://www.ccahelps.org/FoodOrgandrive.htm>
http://www.acfb.org/projects/hunger_101/
<http://www.feedingminds.org/>
<http://www.bread.org/hungerbasics/faq.html>
<http://www.bread.org/hungerbasics/international.html>
<http://www.lamosaique.qc.ca/vitrine/lamosaique>
http://www.unicef.ca/education/teachers_halloween.php
<http://www.unicef.ca/kids/halloween.php>
<http://www.ccsd.ca/pubs/qpov/qpove.htm>
http://www.cbc.ca/stories/2004/10/15/Foodbanks_041015
<http://www.todayparent.com/lifeasparent/parenting/article.jsp?content=3304>
<http://www.cafb-acba.ca/english/What'sNew-FactsandStatistics.html>
http://www.findarticles.com/p/articles/mi_m0LVZ/is_11_17/ai_88998510
<http://www.mealexchange.com/>

Appendix D

SPSS Data Tabulation

(Earlier version, missing two respondents. More recent version to come)

AGE		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	2	3.7	3.8	3.8
	17	1	1.9	1.9	5.7
	18	5	9.3	9.4	15.1
	19	4	7.4	7.5	22.6
	20	6	11.1	11.3	34.0
	21	3	5.6	5.7	39.6
	22	7	13.0	13.2	52.8
	23	16	29.6	30.2	83.0
	24	3	5.6	5.7	88.7
	25	4	7.4	7.5	96.2
	29	1	1.9	1.9	98.1
	47	1	1.9	1.9	100.0
	Total	53	98.1	100.0	
	Missing	999	1	1.9	
	Total	54	100.0		

How did you hear about HFH?		Frequency	Percent	Valid Percent	Cumulative Percent
A friend/organization		1	1.9	1.9	1.9
Agata		3	5.6	5.6	7.4
Alessia		10	18.5	18.5	25.9
Alessia and Agata		3	5.6	5.6	31.5
Alessia, cegep friend		1	1.9	1.9	33.3
Charity group		1	1.9	1.9	35.2
Dawson "Free children" organization		1	1.9	1.9	37.0
Dawson college		1	1.9	1.9	38.9
Free children club at Dawson		1	1.9	1.9	40.7
Free the Children volunteer club		1	1.9	1.9	42.6
Free the children student group		1	1.9	1.9	44.4
Mcgill		2	3.7	3.7	48.1
Mcgill PPO		1	1.9	1.9	50.0
Mcgill engineering (PPO)		1	1.9	1.9	51.9
PPO		6	11.1	11.1	63.0
Plummer's Philharmonic Orchestra		1	1.9	1.9	64.8
School		3	5.6	5.6	70.4
friend		9	16.7	16.7	87.0
friend who participated previously		1	1.9	1.9	88.9
friends		3	5.6	5.6	94.4
roommate		1	1.9	1.9	96.3
school		2	3.7	3.7	100.0
Total		54	100.0	100.0	

What motivated you to volunteer?

NEEDS ANALYSIS REPORT: HALLOWEEN FOR HUNGER

	Frequency	Percent	Valid Percent	Cumulative Percent
Alessia	1	1.9	1.9	1.9
Alessia's enthusiasm, fun project	1	1.9	1.9	3.7
FTC	1	1.9	1.9	5.6
I am the friend of the organiser	1	1.9	1.9	7.4
I wanted to do something helpful	1	1.9	1.9	9.3
I was asked	1	1.9	1.9	11.1
I've done this sort of project before	1	1.9	1.9	13.0
Peer pressure	1	1.9	1.9	14.8
am involved in various charities, great idea since people are expecting to open doors on Halloween	1	1.9	1.9	16.7
amazing idea, I like to volunteerm, great fun	1	1.9	1.9	18.5
being with friends, doing something for community	1	1.9	1.9	20.4
everyone said it was fun (peer pressure)	1	1.9	1.9	22.2
food drive at other time than Xmas. people are hungry all year round	1	1.9	1.9	24.1
friends were doing it	1	1.9	1.9	25.9
fun, friends were getting involved	1	1.9	1.9	27.8
fun, good cause	2	3.7	3.7	31.5
getting to trick or treat at the age of 25	1	1.9	1.9	33.3
give back to community	1	1.9	1.9	35.2
good cause	1	1.9	1.9	37.0
good cause	6	11.1	11.1	48.1
good cause, Alessia, PPO	1	1.9	1.9	50.0
good cause, fun	2	3.7	3.7	53.7
good cause, fun, friends	1	1.9	1.9	55.6
good cause, good concept	1	1.9	1.9	57.4
good cause, have fun with friends	1	1.9	1.9	59.3
good cause, takes only a few hours	1	1.9	1.9	61.1
good idea to do this at a time other than Xmas	1	1.9	1.9	63.0
great idea	1	1.9	1.9	64.8
great initiative to make Halloween a charitable occasion	1	1.9	1.9	66.7
had participated back home	1	1.9	1.9	68.5
happy occasion to help people in need, excuse to pass Halloween as an adult	1	1.9	1.9	70.4
helpfulness, personal interest and satisfaction	1	1.9	1.9	72.2
helping out in a great atmosphere	1	1.9	1.9	74.1
helping people in need is gratifying	1	1.9	1.9	75.9
helping people, socializing with people	1	1.9	1.9	77.8
humanitarian cause	1	1.9	1.9	79.6
in my hometown, fun with friends	1	1.9	1.9	81.5
interesting project	1	1.9	1.9	83.3
needy people in a community that is presumed "rich"	1	1.9	1.9	85.2
president of my volunteer club, love to volunteer for good cause	1	1.9	1.9	87.0
productive and beneficial, worthwhile cause	1	1.9	1.9	88.9
productive way to spend Halloween while benefiting the community	1	1.9	1.9	90.7
something better to do than partying on Halloween	1	1.9	1.9	92.6
the cause	1	1.9	1.9	94.4
volunteering with friends	1	1.9	1.9	96.3

NEEDS ANALYSIS REPORT: HALLOWEEN FOR HUNGER

worthwhile to give few hours to benefit people in need	1	1.9	1.9	98.1
worthy cause, do some good through active involvement	1	1.9	1.9	100.0
Total	54	100.0	100.0	

Are you from Brossard?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	10	18.5	18.5	18.5
No	44	81.5	81.5	100.0
Total	54	100.0	100.0	

Would you consider starting a similar project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	40.7	50.0	50.0
	No	22	40.7	50.0	100.0
	Total	44	81.5	100.0	
Missing	999	10	18.5		
Total		54	100.0		

What would motivate you to start similar project in another community?

	Frequency	Percent	Valid Percent	Cumulative Percent
I wouldn't:so much work!	1	1.9	1.9	1.9
999	8	14.8	14.8	18.5
?	1	1.9	1.9	20.4
I would not	1	1.9	1.9	22.2
The fact that we already collect a lot in Brosard	1	1.9	1.9	24.1
a need, feasibility, time	1	1.9	1.9	25.9
already having volunteers	1	1.9	1.9	27.8
closer to home, I know the people	1	1.9	1.9	29.6
closer to where I live	1	1.9	1.9	31.5
enough support and funds, idea is great	1	1.9	1.9	33.3
finding a community near my own that needs help	1	1.9	1.9	35.2
finding support from an organism in my community	1	1.9	1.9	37.0
goal of project and success	1	1.9	1.9	38.9
good cause	2	3.7	3.7	42.6
good idea, people give at Halloween anyway	1	1.9	1.9	44.4
good info	1	1.9	1.9	46.3
Halloween perfect occasion to bother people without bothering them	1	1.9	1.9	48.1
helping people from starvation	1	1.9	1.9	50.0
history of people in need, having facilities (cars, people, bags)	1	1.9	1.9	51.9
hunger, poverty are universal	1	1.9	1.9	53.7
if people in Bross. are hungry, there must be people in Mtl as well	1	1.9	1.9	55.6
info about how to start project	1	1.9	1.9	57.4
issue of poverty, disparity between classes, promote awareness, etc	1	1.9	1.9	59.3
knowing that there are people in need everywhere, having experienced it myself	1	1.9	1.9	61.1
living in a community in which the project would work (too many app/	1	1.9	1.9	63.0

NEEDS ANALYSIS REPORT: HALLOWEEN FOR HUNGER

buildings)					
need in my community, effectiveness of this project	1	1.9	1.9		64.8
not doing all the organization myself	1	1.9	1.9		66.7
ocassion to help and get together with friends	1	1.9	1.9		68.5
participating in this one, knowing that food banks always need help	1	1.9	1.9		70.4
people in need are everywhere, just need to work hard	1	1.9	1.9		72.2
people in need everywhere	1	1.9	1.9		74.1
receptiveness of organisms	1	1.9	1.9		75.9
someone to help me, the fact that I am president of Dawson volunteer club	1	1.9	1.9		77.8
something to help other	1	1.9	1.9		79.6
success of this project, good cause	1	1.9	1.9		81.5
the need	1	1.9	1.9		83.3
time	5	9.3	9.3		92.6
time, local need	1	1.9	1.9		94.4
to see the suces of this project in such a short time	1	1.9	1.9		96.3
works well, poeple answer door on Halloween anyway	1	1.9	1.9		98.1
yes, would have to live in community	1	1.9	1.9		100.0
	Total	54	100.0	100.0	

Have you previously been or are you currently involved in another volunteering project?

		Frequency	Percent Valid	Percent	Cumulative Percent
Valid	Yes	40	74.1	75.5	75.5
	No	13	24.1	24.5	100.0
	Total	53	98.1	100.0	
Missing	System	1	1.9		
Total		54	100.0		

Is this the first time that you volunteer for HFH?

	Frequency	Percent Valid	Percent	Cumulative Percent
Yes	28	51.9	51.9	51.9
No	26	48.1	48.1	100.0
Total	54	100.0	100.0	

How many years have you volunteers for the project?

	Frequency	Percent Valid	Percent	Cumulative Percent
Valid	1	2	3.7	3.7
	2	3	5.6	9.3
	3	8	14.8	24.1
	4	7	13.0	37.0
	5	7	13.0	50.0
	999	27	50.0	50.0
	Total	54	100.0	100.0

Would you recommend this experience to a friend?

	Frequency	Percent Valid	Percent	Cumulative Percent
Valid	Yes	54	100.0	100.0

Appendix E

Interviews with the Organizers

Interview with Agata Szlanta
Original Founder of Halloween for Hunger – Brossard
3:44 PM, November 29th, 2004

Interviewer: What is Halloween for Hunger's mission?

Agata: I think that H4H has two main missions. Its first mission is to raise awareness about the problem of hunger in our community and the second mission is to get youth actively involved in being part of the solution. So those are the two main ideas behind it.

I: It's true, there are a lot of young people doing the project.

A: If you allow me to diverge already....

I: Of course!

A: Often, when we think of youth, there's this stereotype that we're, especially today's generation, that we're just bums, you know. All we care is about ourselves and computers and having fun and that we're just this big egotistic society. I think that this project or the idea of this project is to sort of, you know, destroy that stereotype. That if you give youth a chance to do something creative and that has some good behind it, great things can happen. They have the energy and they have the skills, you just have to believe in them and give them a chance.

I: How did the idea of H4H come about?

A: Do you want the short version or the long version (laughs)

I: The long version.

A: I knew this question would come up! Actually, to start up, this wasn't my idea. It's an idea that comes from an organization that's called sports for hunger. It's an American organization.

The whole (H4H) project came about at a critical point in my life. I'm of the opinion that some things happen for a reason and H4H was one of those things. Five years ago when the project came about, I was involved with an organization called free the children. I don't know if you know about it, but it's this organization that was started by a twelve-year-old boy from Ontario called Craig Kilberger. He basically started this children's rights organization to stop child labor and I was involved with this organization. It's through their group that I went to Jamaica that summer. A place where I returned twice.

And I worked with children in garbage dumps and I saw poverty. I came back here, culture shock, wanted to do something and I just didn't know where to channel my energy.

And that same summer, through free the children, I attended a conference, which was also attended by the organizer of sports for hunger. He gave this passionate speech about the problem of hunger. Not in third world countries but in our own backyards, in Canada and the United States. He spoke about the magnitude of it. And he was speaking to an audience of kids and his challenge at the end was; well there's this project called H4H and he explained it to us and

right then and there I think he had 95% of the audience. They decided to go back in their communities and start the project and that was just one of the numerous kids that got involved with H4H.

I: How old were you?

A: Five years ago? I was eighteen.

I don't know if this project is going on elsewhere in Quebec, but I do know that in Ontario there's quite a number of youngsters that have started the project.

I: So the turning point for you was the speech that this person gave.

A: Oh, definitely.

I: A mentor-type person that encouraged you.

A: Yes, he was basically he was the spark or the flame that got everybody galvanized and that extra little push that we all needed.

I: After you knew what you wanted to do, what were the steps that you took to make it happen?

A: Because of my involvement and experience with free the children, I knew some of the challenges that I was facing. The first thing that I did was tried to get support. The whole idea behind the project was not for it to become my little baby project and to be the one doing everything. I wanted it to be a group project, to get as many people involved as possible. I thought about friends that would be interested and Alessia was the first person that came to mind. And so the first thing I did was basically to get a little committee together, which consisted of Alessia and me (laughs) but that was enough

Then, we needed to find an organization to help out so I contacted a bunch of people, tried to find food drives on the island of Montreal, on the South shore, tried to get a bit of information about the extent of the problem in Brossard. That's when I finally got in touch with La Mosaïque. I got a good vibe with them, they were really enthusiastic about the project and that's why we decided to stick with them. After that we needed to get support from the city.

I: How did you know you needed support?

A: First, I didn't think that I would need it. But since I knew that we would be approaching a lot of household and not be this tiny little project, we wanted to spread as much as possible. I didn't know it would be that important, but it turned out that we absolutely needed the approval of the city and it was a bit more complex. The city was great about it though.

I: So what were the steps you had to take? Did you need to submit proposal to the city.

A: Yes, that's one of the things I didn't know I had to do. We wrote a proposal to the city of Brossard and also to the police station because they had to know that there would be volunteers out there on the streets on the night of Halloween. Part of their job is to patrol on Halloween night. They were notified and the city needed it more as an administrative (document)

I: So there was no permit or....

A: No. We got really lucky with the organization we picked because they had a really good reputation with the city, they were very actively involved so they knew that they would help us a lot and they (the city) saw that we were honest, sincere, that we were not benefiting from it. Two youngsters that came out of nowhere...I think they were maybe doubtful, weren't too sure...who are these two students? (laughs) But they saw that after the first year it went so well and we kept on doing it that now we don't even need their approval. We just call them by their first name. "Hi George, we're doing this again this year."

I: So after the first year, you felt that it was a reputation builder.

A: The biggest challenge that we got was not necessarily from the city but we had a little incident with a church group. I believe it was either the first or the second year. They basically raised hell. Out of all the people, you'd think that as good Catholics they wouldn't have anything against collecting food for the poor. They thought that we were stepping on their turf or territory because the church group does the annual "guignolée" in December. And the Halloween project was very close to La Guignolée and they foresaw a problem that people wouldn't be as generous to them. So what they did, actually behind our backs because we were not notified nor the city, is that they distributed a day or two before Halloween pamphlets in a few sectors in Brossard denouncing the project, saying that we had no right to do this...

They ridiculed the project.

I: How did you get passed that?

A: It was actually Karine (a friend). The pamphlets were distributed in her sector so by chance she happened to take it the night of H4H. She saw all these white pamphlets in everybody's mailbox and she was like, "well that's funny, what is that..." and that's how we found out about it. So I contacted the city, the person who was overseeing all the community projects, and I told him about it. I was obviously frustrated and I told them, "what's the deal with that." If they had a problem they could have talked to us. There are more civilized ways of dealing with these things instead of backstabbing.

I: What happened finally?

A: I think they had a chat with the group and made them understand. City hall was also overseeing part of the church project.

I: So it's important to have people backing you up.

A: Exactly. It's all a question of credibility.

I: So since then you haven't had any problems with the church group?

A: No, but it goes to show, the whole irony of it, that there is jealousy even in the world of charity. People get sort of territorial (laughs). You think that if you're doing it for all the good reasons...you should embrace other people's projects.

And they took it really personally too. They invited us, as a means of making peace with us, to their Guignolée. That was in December, just around our finals. They took it very personal and they wrote an article in the local news paper, the Brossard Éclair, saying that these people are doing it for their own glory" because we refused. But it was just...we were a bunch of young students and it was just really crappy timing, during our finals. If two people should be doing it [volunteer work], it would be me and Alessia and we couldn't so...just little things like that. So you learn as you go.

I: Were there any other big challenges?

A: Um...hmm....well there is the whole idea of fundraising too that is always a big challenge, to manage to get support from local businesses. Just to encourage us in the project. Because obviously, we don't make money.

I: How about the first year? I'm curious to know how that went. I know you started out storing the food in your garage.

A: (laughs) To my mom's great discontent. Yeah, especially when it started to smell.

I: How big was your team of volunteers back then?

A: It was pretty big from the very first year. Around seventy-five. The first year we were surprised from many points of view. The community's response, the response from our friends who participated and how excited La Mosaïque got about the project...

I: Did you find that the second year the enthusiasm dropped or picked up a little?

A: No, it picked up. The only decline that I saw is that we've been asking the same people to help us year after year so some of our friends have been doing it for five years. There aren't many, a good handful of them. I have a feeling that we're harassing them. But I guess that if they're doing it, if they're still here after five years, it's because they believe in it or doing it for the right reason.

I: So it would be important to consider fresh recruits?

A: Yeah, for sure. It's a good point that you bring. It's important to reach out to a new pool of young people. It's difficult.

I'm not a part of the project anymore. I'm just...I'm a volunteer on the night of. I'm not part of the organizational committee. It's just that our original pool of volunteers is getting older, people are moving. They've helped out, they did their part but the idea is also to pass it down to younger people to make it last. I don't know if anything has been done about it. You should ask Alessia how she sees this in the future. I know this year they contacted Pierre Brosseau, one of the local high schools for volunteers.

I: Speaking of volunteers, what in your mind, is the ideal performance of your volunteers?

A: Hmmmm

I: What is the definition of a volunteer for H4H? What do they do? What is expected of them?

A: the ideal volunteer would be someone who is enthusiastic, who is there to have a good time by helping out just for an evening. It would be someone who is punctual and that follows guidelines, who goes to houses that he/she is supposed to. Basically, that's it!

I: Do you have any idea of what the actual performance is from your past experience?

A: Yeah, well (laughs), a lot of our friends, since it is a group of friend project, a lot of people don't show up on time so that affects the number of streets that are going to be covered. A lot of people, especially if it's a bad night in terms of weather, not everybody bother to finish their routes or knock on every door. Every year we have people who have food prepared contact La Mosaïque to let them know that the volunteers didn't show up and that they have this huge bag. Obviously, that works against us because we might lose these people as donors next year.

I: So an ideal volunteer would also pay attention to detail?

A: Yeah. We obviously make that clear every year but you can't...it's natural, you've had a long day, you're tired. Especially if it's like this year. It was raining and if you're wet all you want to is hide inside. After an hour, you're like, "whatever, it's not important for me to finish my route." But it is. I mean, the reputation of the project is a bit on the line because people don't like to feel left out.

I: In your opinion, what part of the project would translate into other communities if someone wants to start is out elsewhere?

A: Ummm, part of it, well all of it, the whole format is really easy to transpose. There obviously some organization involved but not so much. It's not a super complex project. You don't have to have a pool of one hundred volunteers. You can just have ten and it's equally as effective.

I: So it scales up and down really well?

A: Uh huh.

I: Could you do it just on your street and work it that way?

A: Absolutely! Why not? And it can involve the little ones if they're accompanied by their parents. It could be for all ages. It reaches out to all the generations.

I: One of the comments given on the H4H questionnaire is that it was good for kids who are too old to trick or treat but to young to go out and party. Would you agree with that?

A: Yeah, that's the ideal age group.

I had lots of fun. I had no idea what it was to trick or treat before doing it for the first time last year. I had a blast. Maybe I'm biased because I started the project with Alessia (laughs). I've always been very enthusiastic about it.

But it's great when you knock on a door and somebody is already waiting for you with a huge bag and with a smile, letting you know, "thumbs up, it's a great thing you're doing". It's very motivating and makes you want to do it the next year.

I: A lot of volunteers said they really felt like they were making a difference. Do you think that H4H is achieving the mission that was first envisioned?

A: Yes. I think it is. But what I regret maybe not doing at the beginning was lecturing the volunteers about the problem of hunger in Brossard. I often feel like when I would knock on doors, people would say, "there are problems with hunger in Brossard? I had no idea."

Honestly, I don't know what the extent of the problem is. I know from La Mosaïque that there are a lot of single parent families.

I: So would recommend preliminary research for someone wanting to start out this project in their community?

A: Yes. And also the volunteers themselves, so they can have a better appreciation of the reasons behind the project. I actually attempted to do that at the beginning but it's hard. Even La Mosaïque had very few information to give me.

I: Even the city of Brossard?

A: Well, I asked our contact, but he's just an administrator. He oversees all the different projects so he didn't have anything to give me. It was just a bit time consuming and I left it aside. I wish that I would have found more about it.

I: Is there anything that you would recommend for H4H for the next years or is there anything that could be improved if we want to bring it into other communities?

A: (silence)

I: Just your personal recommendations, something that could be better in the future...closing thoughts?

A: I would say start small. Don't necessarily envision it to be a big thing. I know Alessia and I didn't foresee that it would take this shape five years after. It's really was a surprise to all of us. Even if it doesn't work out (laughs), it's not the end of the world in the sense that as long as you do it out of the goodness of your heart there is always something that comes out of it. So it's a learning experience.

I: Well thank you Agata for your time.

A: You're welcome.

Interview with Alessia Bongiovanni
Original Founder of Halloween for Hunger – Brossard
10:47 PM, December 7th, 2004

Interviewer: What, in your opinion, is H4H's mission?

Alessia: Well, our mission is twofold. One is to have a food drive to get as many perishable food items as we can on Halloween night by trick or treating and doing something innovative. Actually threefold (laughs)...

Second would be to make the population aware that our community needs help. It's known to be a community that has a lot of means and people don't understand that some members of the community are still in need of help and hunger is present 365 days a year. That's why we do it at Halloween, so people are aware that it's not just for Christmas baskets. That's also why we give to La Mosaïque, because they do "dépanage alimentaire". They do it all year around and they do a follow up with the beneficiaries.

Third is to involve students. There is a problem in Quebec right now with volunteerism. People don't get involved in their communities as much as they used to so we try to get the in this innovative way to participate in their community. Its fun, it's one night, they don't have to commit to anything. So they get involved in an interesting project with their friends after which they go, "hey, volunteering is fun!" and they come back. Some volunteers have been with us for five years running and they've come back to H4H because they enjoy themselves, they like volunteering. From there, many people have gone on to volunteer. It give the youth a lot of tools too so they can use it in the workforce. It's fun.

I: How did the idea for H4H come about?

A: Well, Agata who is one of the co-founders, went to Jamaica to do some missionary work and when she came back she also went to a conference in Toronto with Craig Kilberger. She met him and he inspired her. They were talking about an organization called Sports for Hunger and they do some type of food drive on Halloween. We decided to bring it to our community and do something locally and adapt the project. This project is not unique in the sense that a lot of other communities trick or treat for non-perishable food items around Canada, probably in North America as well. However, it has been adapted for our needs, for Quebec, for our region, for our community. We have a threefold mission that is different from other groups that have been doing H4H type activities.

I: What are the steps that you took to set up the project?

A: The first thing we did was get together and plan what we wanted to do really. Step by step, what do we want this project to look like for us? How can we adapt it for our community? We wrote down a proposal and from there we went to see the city. At the same time we were negotiating with La Mosaïque, which is the organization we give the food to and that redistributes it throughout the community. So we went to see the city and they told us everything we needed to do to be accredited and this and that. So we conformed to their needs and they helped us out. They gave us the name of the person at La Mosaïque to talk to get more feedback and that went really well. They really knew each other (the city and the organization). They were really well established. That was the beginning of that. From there we just went step by step with what the organization and the city needed from us so that we could achieve our goal that we have set out to do at the beginning in our plan.

I: You said "accredited" earlier. Do you mean a permit or something?

A: Well you can't go from door to door in the city of Brossard without having the permission of the city. To be allowed to have the right to do this type of activity, you need to be associated or with an organization who is chartered or you have to be chartered yourself. However, as two students who have no staff, we didn't have the resources. You have to pay to be chartered. Plus we don't just want to be an organization. We're not two people with a vision who want to do their own project. It's for the community, with the community, within the community. It's important to get these things latched on to people who already exist, already established like La Mosaïque. Not only was it easier to start, but because we did it that way, now this organization that has been there forever, that gives us credibility, that legitimizes.

They have trouble, like all the other organization in Quebec, getting youth involved in volunteerism. So for them, it's great because they have 150 volunteers now that under the age of 25 helping them out. It just helps the whole base of the community get together. I think it's great that we were able to do it that way and it even made it easier.

I : So if somebody wants to start their own H4H somewhere else, it would be easier to look around and see if there are chartered organizations and that could help them.

A: Definitely, definitely! I was support that 150%. You don't know what the distribution cycle is, you don't know the people that are in need in your community. You can learn. But to get the funding, to do this, to do that...other people are already doing it. You don't want to go against other people. There are already tons of people out there trying to do the same thing as you. The whole point of this project is cooperation. It would be counterproductive to do it any other way.

I : Agata was telling us about the people who were doing La Guignolée that gave you a bit of trouble in the first year that it started. Do you want to tell us a bit about that?

A: Well, La Mosaïque's actual location is in Lemoyne. They serve Lemoyne, Greenfield Park, St-Lambert and Brossard. So when we started, the city had a rule that if we solicit citizens from Brossard, everything that is taken from our city has to be given back to our city. They were a little reticent that we would go and give what we collected to La Mosaïque because they were afraid that they would distribute to poor communities outside of Brossard and that it wouldn't come back to our citizens. However, we got an agreement. Most of the people who needed La Mosaïque's help were from Brossard anyway, so that was fine.

However, La Mosaïque met with "Les comités d'entraide" who are the people who do La Guignolée and asked them if they wanted to take on the project in the first year. They had met together, they know each other. "Les comités d'entraide" refused because, in their opinion, it's more productive to do Christmas baskets. They think that giving once a year, giving at Christmas is great, whereas we think that it's better to follow up with the person and go to the source of the problem. Which is why we chose La Mosaïque and they kept us on after that discussion. However, because we did the project anyway, without the consent of "Les comités d'entraide" we did have a bit of a problem where people would pass pamphlets in homes where we were going to trick or treat to misinform them about what we wanted to do and said that we were going to give to people outside the community to scare donors away. But it went well anyway. We knew one of the people who received the pamphlets in their homes and she was one of our volunteers. She told us about it so we were able to nip it in the bud.

I: Besides that, what were the other challenges that you had starting up the project?

A: Well, coordinating with the city and La Mosaïque, however easier than if we did it alone was very time-consuming. That was to be accepted because you're two students, you go there and they're not used to it. You present your project and they ask you, "Is this for school credit?". No. "What organization are you affiliated with?" and you don't really have one yet. People don't really understand why you're doing this. They're having a hard time understanding volunteering entrepreneurial feeling from two young girls. We were...I think we were eighteen at the time it started so just getting people to believe we were serious about what we were doing was a bit of a challenge but I think that it made us grow (laughs) you know...

I : And how did you overcome these challenges?

A: Well I think they saw we were passionate about our project. Really it was a leap of faith for them. They gave us a go and they said, "We got nothing to lose really." because we were almost self-sufficient. The only thing that they did the first year is print our pamphlets and we were smaller scale. They helped us out, they really were a great support, both the city and La Mosaïque made it work. And then the second year when we wanted to do it again, they were more than glad to help us out again. I think when they saw that we were passionate about what we were doing and that we were committed...you know they do a really great job with volunteer recognition to make sure that you feel like what you do is important so that you want to continue. They make you part of the team.

I : So that first year when it started up, I believe you were doing out of Agata's garage.

A: (laughs) Yeah.

I : How did that go and how many volunteers did you have at that point?

A: Um, yeah, Agata's garage. I think the first two years were out of her garage because the city couldn't provide us with a location. Like I said, we were just starting, they really didn't know who we were, how involved we were really going to be..we weren't as established so we would do it out of her garage. She cleaned out her whole garage, which is usually very clean anyway and we would set up and receive between 40 and 60 volunteers the first year, it was small. We would bring back the food and we would store it in her garage over the weekend until La Mosaïque could come pick it up with their trucks. They only one in those days. Now they have two.

Now La Mosaïque has two trucks and the city loans us a truck. We pack everything up in the trucks the night of Halloween and everything is finished the night of Halloween for us. Then La Mosaïque has some volunteers on the first and second of November to count the items and go through them. But that first year and the second year, it was a problem because the food would just linger in her home for days. And it was difficult too because if it rained, the volunteers had to stay outdoors. We had hot cocoa from her kitchen, but we couldn't have 60 people in her house either. They didn't fit in the garage because it was full! You have no idea! It was piled up food, there was even no way of stepping back into the garage. We had to lean over rice and cans of tuna. It was quite an experience, you should see the pictures of that.

I : If you have them, it would be great. Now let's talk about the volunteers a little bit more. What do you think is the ideal performance of a volunteer for H4H? What is expected of them?

A: Well, there are two types of volunteers, which we hope to make into one kind of volunteer in the future. There are the pamphlet passers and there are the trick or treaters. Now the pamphlet passers are our favorite kind of volunteer because we don't have too many of those. So whomever chooses to participate in this activity gets a gold star really. What that [pamphlet passing] is, a week before Halloween, we pass out pamphlets to every single home we will potentially visit to inform them what we'll be doing, where we're from, who we're affiliated with, just to give us some credibility and make sure people can go out and buy some non-perishable food items and be ready for us.

This is a bit complicated because there are a lot of homes. We have a penetration of about 7000 homes this year so we need a lot of people to pass pamphlets. It's usually very rainy and cold and it's not a great time of the year to go door to door. A lot of our volunteers are from the community but there are people that are from outside the community as well that help out with friends and family or their student groups from Universities or Cegeps so it's hard to get them out here, spend an hour or two or three (laughs) passing pamphlets. So that's the first type of volunteer.

And then there is the second type of volunteer which is the trick or treaters. What we like is that they come on time because the later you get here on Halloween night, the less doors are going to be open.

I: What time does it start?

A: It's from 5:00 to about 8:30-9:00 because we only go visit homes that are lit. If you start at 7:00 and most of the homes, most of the lights are going to be closed by the time you get to the middle of your circuit, you're going to finish early, however you won't have been to as many homes. This year is the first year that we tried to do something new because of this problem. We distributed bags instead of pamphlets with information with our logo on it that people could reuse. If they weren't home or if they closed their lights early or if they didn't want to open their lights on Halloween and give out candy, they could still fill up a bag and leave it on their doorstep. We made the area where people needed to trick or treat smaller than we used to and people had to visit every home, not knock on the doors but just see if there was a bag if the lights were closed, and ring the doorbells only where the lights were open. It worked pretty well. It was the best year ever. We were able to collect over 6000 items this year.

I : That's great! So, you want the volunteers to be on time. Are they actually on time? What's the actual performance of your volunteers?

A: It's not really performance. It's exam season, there's traffic... So on our website, when you come and register there are different times that you can come at. So you choose. Are you going to be there at 5:00, 5:30, 6:00? So we give them those three times and the areas that are going to be given to people who get there at 6:00 are going to be different from the area from the people that get there at 5:00. So we organize it so it's better but we have to know what time people get there before. When I say "late", I mean not there at the time you said you were going to be. And we are totally flexible. We understand that if you have an exam and that you decide to come trick or treat after and volunteer, that still makes you an awesome performing volunteer. You know what I mean?

That's why youth doesn't volunteer, because the projects that are out there right now don't cater to this schedule that's completely hectic. We try to be flexible so that people participate and want to continue.

I: I know that you want to expand into other communities. What part of the project do you think would translate well to other communities? You said that you did make it so that it could be tailored to your community so what would translate to another community, what could they take out of it?

A: Well, they can definitely... just the basic idea of trick or treating on Halloween. The date is really important, to go visit homes that are already lit, it's different from other food drives where you go knock at every door. It's a more pleasant experience, trick or treating, because it's a fun environment for the volunteers, "c'est féérique". You have people opening their doors to you that are expecting guests. They all know that somebody is coming. They all want to give something if their lights are open on that evening. So really, you don't get too many people saying, "No, I'm sorry." they don't turn you away as much as if you were doing a Christmas food drive or, you know, where some people look out the window and don't even open the door. That doesn't happen with us so it makes it a really pleasant experience for most of our volunteers.

What else can be exported to other communities... I think that the idea of bags was really interesting this year. I would suggest that to a lot of different communities.

The way we select our areas. In Brossard it's by section. The different sections are by alphabetical order. And I know that's not the case for other communities. However, the city helped us. They gave us, the first year, the number of homes that were on every street. It's going to take this many hours to do this many homes and then you can adapt that to your community.

Location is really important. We learned that the hard way with the garage the first year. It's doable outside of a garage, but it's much more pleasant to be inside, out of the rain, in the facility that the city lends us for one evening. We're in a skating chalet that nobody uses outside of winter so it's great for us. And it's out of the way, we can make as much noise as we want and it, not in a residential area so we were lucky to have this place. So location would be important and just, you know, get together with an organization that's already established.

Really the key is to find out what the needs are before you find a solution, you have to make sure you're dealing with the right problem because if you're bringing up innovative and great solutions that's wonderful but you have to make sure that you're serving some sort of purpose and not just doing for yourself, you know.

I: With that, I would just like to ask a closing question. Do you think that H4H is achieving its mission?

A: Well, if you go see La Mosaïque about the 1st of October, they'll tell you, "When is Halloween for Hunger happening?". They are so happy to have us along because that means they don't have to think about food for the rest of the year. We supply them with enough non-perishables to go an entire year. That's great for them. I mean, they have so many other problems to deal with right now with... the funding is being cut by the government... they can just put their efforts elsewhere. So they're really happy about that because it works great for them and the demands are getting higher and higher.

With the volunteers I think that it's going really well. We're getting more and more volunteers every year. We're getting people involved in different ways. We have people helping out not only on the night of Halloween but we get people who volunteer by doing a website, we get people to volunteer by making a video. See what people's talents are and make them apply it to your program. They'll be able to say, "Well, I don't really like to trick or treat, but I can still

make a contribution.” Be open to anything. So I think that in that way, we’re really making a contribution in the community, making people discover that they can volunteer the way that they want to volunteer. As for making people aware of the problem in the community, I think we still have a way to go there. I think that the project is starting to be known, but we need to do a lot more fierce publicity so that people not only know who we are, but know what we stand for and understand the problem because there is still a lot of prejudice out there about the community. Because there are new developments happening, the smaller areas, the people who are in difficulty...people just don’t believe that people have problems in this community and it’s hard to change that mentality so that’s what we need to focus on in the future.

I: Well, thank you very much Alessia.

A: No problem. Thanks.

Appendix F

Extant/Observation Data

Extant Data

The following was collected from the video filmed on Halloween 2004, pictures of previous years and pamphlet information.

During its first years, the project was conducted out of Agata's garage. The pamphlets were printed by La Mosaïque on orange paper and food was collected in cardboard boxes and shopping bags. Volunteers were provided with hot chocolate but no shelter from the elements. Volunteers were friends and family.

The city now provides H4H with a cabin to store the non-perishable food items and shelter the volunteers as well as a van. In addition, volunteers get sweaters (with name tags) identifying them, giving them credibility and keeping them warm. H4H has a website, constructed voluntarily by 9media, on which the volunteers can sign up. This year, bags have been printed (paid for by La Mosaïque) to be included with the pamphlets with instructions to use the bags to put food in. Citizens now have a choice between leaving their lights on and handing the bags to volunteers when they come knocking or leaving the bag on their doorstep for volunteers to pick up. Also this year, CKOI FM has gotten involved as well as a documentary maker Ziad Toumas, showing that volunteering can be done in various forms.

A couple of months before Halloween night, the organizers begin updating the website, contacting La Mosaïque to print pamphlets, recruiting new and old volunteers, updating maps of the city, making routes, making copies of maps for volunteers, actively soliciting local merchants for sponsorship and contacting the city of Brossard.

Observation Data

The following information was gathered the night of the event as well as during the weeks preceding the event.

About a month before the big night, people begin signing up in teams on the website found at www.halloweenforhunger.com. The organizer must then divide the sectors on the maps (provided by the city) according to the number of teams. These sectors will not only be assigned to the teams, but also to the pamphlet passers. The pamphlets and bags are received, folded and distributed accordingly. Halloween for Hunger gets youth involved but seniors as well. Many retired women helped fold and package the bags that were distributed to the 7000 homes H4H covers. Many volunteers brought their work home and folded on their kitchen table.

Keys to the cabin as well as the van are picked up at City Hall a few days prior to the event. The cabin must be aired out and prepared for the volunteers. The night of the event, the organizers decorate the cabin, make fresh coffee and hot chocolate for the volunteers as well as prepare a table with food since many volunteers come from work, school or an exam. The cabin is separated into various spots. One area is designated for food, one for inscription, another for information and sweater pick up, one for food deposit, another for prize give away and, this year, a spot for the Needs Analysis Questionnaires.

As the volunteers trickle in, they are informed, given their tools and sent out. The organizer has a copy of the maps and is always available by phone if someone has a problem. When the volunteers come back with the food items, many go back to finish their route. People are so generous that trunks fill up pretty quickly. This year, volunteers were soaked with rain but returned in the rain nonetheless. A very important part of the success of H4H is not mentioned anywhere else in the data collection. One of the reasons why volunteers come back year after year is that they feel appreciated. H4H organizers work hard to get local merchants involved by giving prizes for the volunteers. This year, all the volunteers received 30% off at Subway as well as free Guzzo theatre tickets.

Appendix G

Suggested Schedule for Development of H4H Kit

Activity	Week of
Meeting with current organizer	January 10 th
Discuss possibility of video and funding	January 10 th
Gather and/or organize content for CD	January 24 th
Design the layout of the CD	February 6 th
Meet with Alessia for approval	February 13 th
Prototype finished	March 14 th
Field test	March 21 st
Delivery of final product	April 20 th

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