

## Proposal for The Expansion Of Halloween for Hunger

This document is a proposal from MJ Design for methods of expansion of the Halloween for Hunger project.

### Need:

Halloween for Hunger (H4H) 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 want 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.

### 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 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.

### Deliverables:

<i>Activity</i>	<i>Week of</i>
Organize content for CD-ROM	January 24 <sup>th</sup>
Design the layout of the CD-ROM	February 6 <sup>th</sup>
Approval of CD-ROM layout	February 13 <sup>th</sup>
Prototype finished	March 14 <sup>th</sup>
Field test	March 21 <sup>st</sup>
Delivery of final product	April 20 <sup>th</sup>

**Action Plan:**

<u>Step Descriptions</u>	<u>Resources</u>	<u>Effort</u>	<u>Dates</u>
Questionnaire preparation	HFH documentation	Must be revised by experts and approved by committee	Last day for approval: October 30 <sup>h</sup> , 2004
Administration/gathering of questionnaire	HFH volunteers, the night of the event	10-15 minute to complete questionnaire	October 31 <sup>h</sup> , 2004
Guided interview with Agata	Organizer, SME	About 30 minutes	November 29 <sup>th</sup> , 2004
Guided interview with Alessia	Organizer, SME	About 30 minutes	December 7 <sup>th</sup> , 2004
Shooting of video to be included in CD	Agata and Alessia	About 1-2 hours	February 6 <sup>th</sup> , 2005
Meeting with Alessia for revision/approval	Alessia	1 hour	February 13 <sup>th</sup> , 2005

**Fees and Conditions:**

- MJ Design has accepted to collaborate with Halloween for Hunger as a volunteer for the project. No fees will be billed to the non-profit organisation for this project.
- If, at any time, profits do ensue from the CD, these profits may freely be distributed to the communities serviced by Halloween for Hunger or directly to Halloween for Hunger for volunteer purposes
- Start of project: October 31, 2005
- Delivery of project: April 20, 2005.
- Projected effort: 6 months
- Allow for a month between prototype demonstration and completed version.
- MJ Design will require access to all Halloween for Hunger documentation, video and volunteer pool.
- MJ Design will require cooperation from volunteers on Halloween night
- MJ Design will require cooperation of the organizers of Halloween for Hunger at various times throughout the project.

**Company:**

**MJ Design**  
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