

Metropolitan Volunteer Program

FY2017 Base Augmentation Requests

Request #1 – On-Campus Events Base Augmentation Request

In order to expand the number of volunteering opportunities and events provided on campus for students, MVP is asking for a \$2,120 increase in funding. Last year, MVP created a new on-campus service event called “MVP Service Nights” which was a part of the on campus service events committee created by the SFAC funding from spring 2015. The event was held three times in the spring throughout various rooms in the student center. The volunteer event gave students the opportunity to make peanut butter and jelly sandwiches for the homeless at Star of Hope and cards for various occasions such as Valentines’ Day, Easter and other festive holidays. The cards were then donated to patients in hospital and nursing homes around the city. Because the event was highly successful with an average volunteer turnout of 51 students at each event, we are continuing the event this semester and expanding the number of volunteer projects offered at each event to include making tied fleece blankets for Houston’s homeless population. We are requesting an increase in permanent funding in order to purchase enough supplies to hold this event three times in both the Fall and Spring semesters. The supplies will include bread, peanut butter, and jelly for the sandwiches, construction paper and craft supplies for the cards, and fleece material for the blankets. These funds will also allow MVP to host screenings of documentaries to raise awareness about local and global issues, as well as organize on-campus gardening and landscaping projects used in efforts with the Office of Sustainability to purchase supplies for existing on-campus service events.

Funding Request:

Supplies for On Campus Events	\$1250.00
Theme Week Documentaries	\$750.00
Administrative Fee 6%	\$120.00
Total	\$2120.00

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Request #2 – Increased Marketing Budget Base Augmentation Request

MVP is requesting an additional \$5,300 in our marketing budget in order to effectively reach out to the growing student population. A tribute to the success in our growing number of events and volunteers derives from our increased marketing around campus. By placing posters in every academic college, residence halls as well as Cougar Postings, large banners in the student center, and finally providing handbills at our events such as Cat's Back, General Meetings, and other on campus events, we are able to reach out to more students as opposed to those who are just registered within our newsletter listserv. It is MVP's goal to begin to better utilize the resources provided through the Center of Student Media, including promotional and introductory videos, radio ads, and print ads in The Cougar. With an increase in our events from 73 in FY14 to 87 in FY15, the marketing budget will be used to support some of our newest events such as the theme weeks which include Hunger and Homelessness Awareness Week in the fall and Environmental Week in the spring as well as the addition of two other theme weeks, and continue to increase the marketing for our large scale events such as the volunteer fair and Rock the Block.

Feather Banner and Retractable Banner Stand: MVP is requesting \$800 to purchase two feather banners and retractable banner stand with MVP's name, logo, and social media and contact information. The retractable banner stand will be light and portable enough to be used at any on campus event or table and can be easily rolled up into the base when not in use. Similarly, the feather banner would be easy to transport and install, and provide MVP with a means to market more effectively, increase visibility and name recognition on campus, and allow students to target where MVP's events are located.

Advertisements: In spring 2015, MVP began to utilize a more interactive form of advertisements including video and radio ads. Through the use of these ads, we had more student interaction within the office to come meet the board members. Similarly, the use of these ads is also helpful when promoting our large annual events such as Rock the Campus or Rock the Block due to the fact that these other resources are promoted around campus, possess the online component, and reach a variety of students.

Funding Request:

2 Feather Banners	\$400.00
Retractable Banner Stand	\$400.00
Marketing for Service Events	\$2800.00
Ads & Signage	\$1400.00
Administrative Fee 6%	\$30.000
Total	\$5,300.00

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Request #3 – Increased funding for Volunteer Fair

Base Augmentation Request

MVP hosts a volunteer fair each semester to connect students at the University of Houston with local charities and non-profit agencies that are in need of volunteers. However, many of the organizations present complained about the heat. Consequently, we are requesting an additional \$5,300 to increase marketing for the event, purchase additional lunches for organizations, and rent 8 20'x10' tents both semesters so that the event can be held outdoors at Butler Plaza, reach a greater audience, and keep representatives from volunteer organizations satisfied so that they continue to attend the event. In spring 2015, by purchasing tents and moving the location of the event to Butler Plaza, we were able to successfully increase the number of students that actively participated from 376 in fall 2014 to 750 in spring 2015 and the number of volunteer agencies that were showcased from 33 to 34. With the additional funding, we hope to continue holding the event at Butler Plaza and expanding the size of the volunteer fair to reach more students.

Funding Request:

8 (10x20) ft tents (Fall)	\$2,200
8 (10x20) ft tents (Spring)	\$2,200
50 Additional Lunch Boxes	\$300
Increased Marketing	\$500
Administrative Fee 6%	\$312
Total	\$5,512