**Introduction- Zenia**

* UWUKRSA from the University of Winnipeg in Winnipeg, Manitoba
* Dayna Konopelny (President)
* Zenia Michno (Vice-President)
* Marko Roslycky (Secretary)
* Hannah Picklyk (Event Coordinator)

**Fall Events 2016- Dayna**

* Founded the club
* Baba’s Bake Sale (first fundraiser)
* Holodomor Installation (Set up a display in high traffic area of the University. Posted ‘Share the Story’ videos on our social media accounts throughout Novemeber)

**Winter Events 2017- Marko**

* Student Fair (Set up a table to encourage new membership and raise awareness about a Ukrainian Student group on campus)
* Caroling Tour
* Malanka Pub Night
* Revolutionary Rundown (To commemorate the Maidan, we asked one of our well-informed executive members to share his knowledge on the happenings in Ukraine. The goal was to become better informed on the lead up to the 2013-2014 revolution in Ukraine, its causes, purpose, and what it means for all of us.)
* Bitter Harvest Pre-Screening
* Perogy Sale
* Bowling Wind-up

**Caroling 2017- Hannah**

* Our most successful event was our caroling tour at the beginning of January, just before Winter Term got underway

What was the goal of the event?

* We had a few goals in mind for this event. We largely wanted to raise some money for our club. We wanted to do some outreach into the community and raise awareness about our club’s existence. We also wanted to plan an event for our members that wasn’t based out of the University.

Is this the first time the event occurred?

* Since it was our first year as a club, everything we planned was a first for us.

How did you involve your community?

* We made a big effort to include a nursing home into our tour, the Sister Servants of Mary Immaculate, a few priests and the vice-president of the university. We also reached out to the U of M student group and asked if they would join us for some of the stops on the tour.

How was the event funded?

* There was no funding for our event. All the drivers graciously donated gas.

**Caroling 2017- Zenia**

What made the event successful?

* We made a significant effort to do as much planning as we possible could prior to the event so we could enjoy the day with minimal stress. (This included arranging drivers, setting a timetable)
* We were able to arrange a rehearsal prior to the event. This allowed for everyone to get comfortable with the carols and it was another opportunity for members to get to know each other. The rehearsal got people jazzed for the actual event.
* The day of, we tried our best to stick to our timetable.
* We also gave cards thanking each household for welcoming us into their home and that was received well.

How did you promote it?

* To our members, we sent emails, used Instagram and facebook
* To the community, we used Instagram, facebook and made phone calls. Many of us had been caroling before so we were able to compile a list of contacts to call.

How did people register?

* At the beginning of Winter Break, we sent out an email with a Survey Monkey poll for members to fill out. We gave them the option of a couple dates to choose from. Based on highest availability, we were able to choose a caroling date that included the most members as possible.

How many people attended?

* 19 (combined with the U of M group)

**Caroling 2017- Dayna**

What would you change for next time?

* Next year we would plan the event more independently. It was difficult to coordinate with the U of M group

Did you receive any feedback?

* We received some feedback encouraging us to reach out to even more administration at the University and try to include them in our tour for next year.

Did you collect any feedback?

* We collected feedback at our following general club meeting. We opened the discussion to our members to let us know what they thought of the event. All those who were able to attend had positive remarks, including mentions of enjoying spending time with the club off campus

Did you make a media release?

* We made a very successful media release the day after caroling. This was a 1 minute ‘trailer’ with video footage of our tour. It turned out to be very popular, generating 23 shares and reaching 3000 people on facebook. About a week later we also posted a longer video, which we also received positive feedback from.

**Biggest Challenges of the Year- Marko**

What were some of the biggest challenges that your USO faced this year?

* First and foremost, start-up financial issues were our biggest challenge. The university only gave us a $20 printing credit. We had to use our own money to open a bank account.
* External relation was another challenge we faced, as we worked with the U of M club for a few events.

How did you overcome those challenges?

* To tackle our financial issue, we knew we had to plan some fundraisers. Our first event was ‘Baba’s Bake Sale’. We planned our very successful caroling tour. During the winter term we had a Perogy Sale which also put some change in our pocket.
* In facing our challenges with external relations, when planning an event with U of M we tried to make smaller committees of people to focus on certain aspects of event planning. This was to try and lessen the ‘too many cooks in the kitchen’ problem. On occasion, we also asked for Connor’s assistance to try and guide the combined club efforts in the right direction.

What would your USO do differently next time?

* Now that we have a better idea of what kind of events we want to have next year, we will be able to apply for more grants and plan more fundraising events.
* In working with other organizations, we found there’s a need for more continuous communication. We also found that we need to voice our expectations more often so our main goals of the event at hand don’t get lost in the shuffle of planning.