

QPID Annual General  
Report  
2020-2021

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## INTRODUCTION

Despite challenges faced in the 2020-2021 schoolyear due to COVID-19, QPID adapted and was able to successfully run most initiatives with the same care and organization as previous years. Our hardworking team managed to continue educating Queen's and Kingston communities, and they expanded in new ways to global communities to foster a development consciousness and raise awareness for local and global development issues.

## ABOUT QPID

Queen's Project on International Development (QPID) is a student-run organization that has been operating out of the Queen's University Engineering Society since 1990. QPID has four branches: Campus & Community, Internships, Finance & Sponsorships, and Marketing, each as critical as the last. Together, we host a variety of events on and off campus to promote a development consciousness within the Queen's and Kingston Community, as well as the Global Community.

On campus, we host monthly forums in which Queen's students engage in discussions with guest speakers and with one another about various development issues. Our annual Collecting with QPID Campaign aims to raise awareness for youth homelessness in Kingston, while raising money for the Kingston Youth Shelter. We also organize student-run workshops in Kingston schools and an annual Youth Conference to engage local youth in similar discussions, and to educate them on fundamental concepts of local and global development. To promote global change, QPID runs international summer internships, in which volunteers intern for organizations to fulfill the needs of the host communities using a holistic and teamwork-based approach.

## QPID'S MANDATE

### *Vision Statement:*

To foster a development consciousness in the Queen's community as a catalyst for local and global change.

### *Mission Statement:*

QPID is a venue for collaboration among students and members of our host communities to share knowledge and promotes development consciousness. QPID uses a holistic approach to development through engagement in critical thinking and informed action.

## CAMPUS AND COMMUNITY

### Portfolio: Community Outreach

In the 2020-2021 school year, the Community Outreach team was able to effectively and safely execute a fall event, the annual winter campaign, and an additional COVID-related initiative.

In early November, the Community Outreach team along with volunteers was able to coordinate a donation of 36,000 masks to the Kingston Youth Shelter. This initiative helped the shelter in coping with the COVID-19 pandemic impacting their services.

The fall event took place in late November and consisted primarily of two elements: a presentation and a food drive. The goal of the event was not only to educate the community about the interconnectedness of youth homelessness and food insecurity, but also how COVID-19 had exacerbated these issues and programs addressing them. The Community Outreach team also wanted to couple this learning with tangible action by running a food drive to help the community. The presentation covered information about homelessness in Kingston, food insecurity, and the Kingston Youth Shelter- all examined through the lens of how COVID-19 has impacted these issues and operations. Two representatives from the Kingston Youth Shelter, Maria Morais and Emily Haak, spoke during the presentation and answered audience questions. The presentation took place over Zoom and had a great turnout of roughly 40 attendees. The food drive took place the following week in collaboration with Grocery Checkout at the ARC on campus. People from the QPID, Queen's, and Kingston communities were encouraged drop off non-perishable food items at this location, and all food was donated to the Kingston Youth Shelter. The food drive was extremely successful, and many boxes full of non-perishable food items were taken to the shelter.

One major change this year was rebranding our annual 5 Days for Homelessness campaign as it was associated with a national initiative that did not reflect QPID's mandate or guiding principles. As a result, 2021 marked the inaugural Collecting with QPID (CwQ) campaign, aiming to raise awareness for youth homelessness in Canada, and raise funds and support for the Kingston Youth Shelter.

CwQ was a 5-day campaign from March 1st to 5th with daily events open to the Queen's community as well as anyone external who wanted to participate. To incentivize donations, every person who donated would be entered to win a fully catered brunch meal from local restaurant, Tommy's. There were additional prizes being announced at the end of the week as well: gift cards to local businesses Crave and Northside. A week prior to CwQ, the QPID team collaborated as a whole to hand out flyers around Kingston and Queen's neighbourhoods in a socially distanced manner. In the end, roughly 500 flyers were handed out promoting CwQ as an event and fundraiser.

The CwQ campaign week began with a Homelessness and Food Insecurity workshop lead by QPID's Workshops team. Next, a QPID-lead vegan cooking class was held to bring the community together, promote sustainable eating, and to make hot meals to be donated to the

Kingston Youth Shelter. The third event was a trivia night in collaboration with the Sexual Assault Centre Kingston (QSACK), with a primary focus on sexual assault among homeless youth. The winner of the trivia won a \$30 gift card to a local bookstore, Novel Idea; the winner donated this prize to the Kingston Youth Shelter. The following event was a contact-less clothing drive following social distancing protocols; all clothing was donated to the Kingston Youth Shelter. The Community Outreach team set a goal to fundraise \$3000 for the Kingston Youth Shelter, and this goal was surpassed on the final day of the campaign, totaling \$3589.00 raised.

## Portfolio: Youth Conference

In the past, QPID's Youth Conference has been a local event hosting students from Kingston schools for a two-day interactive conference on a topic related to development. However, this year the conference was altered to an online, two-evening event, hosting students from not only outside of Kingston but also outside of Canada. Although the online platform was at first thought to be an obstacle to student engagement, it turned out to allow the conference to be more accessible to eager high school students everywhere, allowing 110 delegates from 5 countries around the globe to participate.

The theme of the youth conference this year was Global Development Online: Social Media and its Political Influence. The goal was to critically analyze the role of social media on social justice movements, the issue of imagery- specifically, contrasting portrayals the Global South by the Global North- and how political power influences our media consumption with the rising risk of fake news. There were three keynote speaker presentations, with 5 different guest speakers. Victoria Ptashnick, the Content Manager at UNICEF Canada, spoke about how social media has changed social justice movements. Lubega Wendy, Kelsey Nielson, and Alaso Olivia of No White Saviours, an advocacy group from Uganda, discussed the White Saviour Complex, imagery, and how media is used in different cultures for social awareness. Lastly, Jessica Lott Thompson, the former Director of the Yukon's Human Rights Commission, spoke on the rise of disinformation through social media, fake news, where we receive our information, and the importance of looking into everything we read online.

On top of the keynote speakers, there were various interactive workshops lead by QPID's Workshops team. The first workshop was Social Media Case Studies, in which students were split into groups to research and discuss specific social justice movements, and then presented a summary of their findings. The movements discussed were ENDSARS, Ni Una Menos, and Black Lives Matter. This was followed by a discussion reflecting what the delegates had learned so far, the pros and cons of social media, and its impact on public policy. The second workshop, Analyzing Imagery, introduced students to the misrepresentation of poverty such as through analyzing images posted to social media and discussing if they were "poverty porn". The third and final workshop was the TikTok Debate, in which delegates discussed the pros and cons of the potential TikTok ban from the viewpoint of one of three stakeholders: the American Government, Tech Companies, or the Public/Activists.

The 2019/2020 QPID Youth Conference was originally to be a comprehensive introduction to “global development”: what it is, its many intersectional topics, how it affects us in our daily lives, and what youth can do to get involved, especially with Queen’s University. The aim was to bestow youth with the “think global, act local” activist mindset. The focal points of the conference were our speakers—David McDonald, a professor at Queen’s, who would be giving an introduction to the subject and common misconceptions, and Meena Waseem, a Queen’s Commerce student, who was going to give a talk on social media and how it can be used to generate movement and change within communities—and our workshops, which would further educate students on global development in an engaging and interactive manner. We were to provide catered food from a sustainability-focused Queen’s-student-run café.

Unfortunately, we learned that due to rotating teachers’ strikes, we would not be able to run our conference with our target demographic (students’ attendance at our conference would have been classified as a field trip, which was banned for the duration of the strike). At first, our efforts were focused toward attracting a student audience despite the strike. However, after discussion we decided it would be best if we rehauled our conference to cater to university students whose schedules were more amenable.

We wanted to make the conference as appealing to university students as possible. As a result, we shifted the focus of our conference from “education” to “networking,” and sought out many more speakers than we had originally planned in order to create a networking environment for students thinking about their futures after graduation. In order to broaden our target demographic, we also sought out speakers in various science, engineering, and business industries whose fields intersected with global development.

Ultimately, due to COVID-19, campus was shut down and classes were shifted to online learning, and our conference was subsequently cancelled. However, the experience was nonetheless eye-opening, revealing to our committee just what can be adapted in response to extenuating circumstances with dedication and perseverance, and many of our ideas for workshops and themes still remain to be passed down to the organizers of next year’s conference.

## Portfolio: Workshops

This year, the Workshops team converted existing workshops to an online format and delivered them via Zoom to high school classrooms. They updated and improved existing workshops from past years and also developed new workshop topics, including The Triple Burden of Women and Sustainability. The team also developed infographics summarizing the main themes of each workshop so that students were able to refer back to what they learned in the workshop.

Workshops was likely the most collaborative portfolio within QPID this year, as they joined forces with Forum, Community Outreach, and Youth Conference portfolios. They collaborated with the Forum team for a QPID-only workshop on the COVAX plan and the power

dynamics of a vaccine rollout. For the Collecting with QPID initiative run by Community Outreach, the Workshops team created a workshop on Homelessness and Food Insecurity, which was attended by many Queen's students from within and external to QPID. The Workshops team was also integral to the Youth Conference, helping create and run workshops for high schoolers surrounding the theme of Social Media and Development. Workshops run were Social Justice Movements and Social Media, Analyzing Imagery, and a debate on the benefits and harm of the app Tik Tok.

Additionally, the Workshops team contributed to Queen's Sustainability Week by hosting a virtual workshop on Sustainability and Palm Oil Production open to the Queen's student body.

## Portfolio: Forum

This year, the Forum portfolio organized and lead five virtual forums for the QPID and Queen's Community, all of which were well attended. Descriptions of these forums can be found below:

### *1. COVID-19 and Global Mental Health*

Guest speaker Professor Colin Farrelly spoke about self-care and mental health issues during a global pandemic. This forum was catered to the needs of the students in that it took place close to Global Mental Health Day, and at a time when online schooling was still a relatively new experience to students.

### *2. Where will waste and PPE go?*

Dr. Warren Mabee spoke about the current and future impacts that waste and PPE from the COVID-19 pandemic have had on the environment and on society. The audience was then split into groups and followed interactive discussion activities lead by the Forum team.

### *3. COVID-19 Vaccination*

In collaboration with the Workshops portfolio, this forum included an interactive lesson about COVAX, the progress that had been made at the time and future plans for vaccine distribution. This was followed by group discussions about the barriers to receiving the vaccine for various populations and regions, as well as a brainstorm for potential solutions.

### *4. Global Water Rights Issue*

For this forum, two guest speakers, Dr. David McDonald and Dr. Geof Hall, approached the topic of Global Water Rights Issues from theoretical and empirical perspectives. The consequences and intersectionality of water insecurity were discussed, as well as the areas and populations most affected by water policies. The audience was then split into smaller groups to

share ideas and watch videos to shed light on different perspectives on the topic, and this was followed by a group discussion and Q&A with the panelists.

### *5. Food Sustainability*

Three guest panelists approached the topic of Food Sustainability from several perspectives based on their educational and career backgrounds. Chef Charleston Dollano, founder of What's Good Wellness, spoke about the need to educate people on sustainably sourced and healthy foods. Professor Kristen Lowitt, PhD, spoke about food security policy and governance. Ian Affleck, of CropLife Canada, touched on plant science innovations supporting Canadian farmers. On top of the interaction Q&A period during this forum, a link was created so that QPID members and forum attendees could share sustainable, plant-based recipes with each other.

While in the past forums have been a space to bring together Queen's students and faculty physically to discuss important and relevant topics, this year the Forum team had to create this sense of community virtually. They overcame this barrier and kept the audience engaged using a variety of online platforms for video conferencing, presentations and workshops, and interactive activities.

## INTERNSHIPS

Unfortunately, for the second year in a row, Summer Internships could not run due to the global pandemic. However, this was a great opportunity for the Internships team to update and reorganize the program for the following year. Much of the year was spent developing and organizing new presentations and workshops for the incoming interns, and creating a 12-week schedule for the incoming Internships Managers and Directors to follow. The presentations updated for the upcoming year include topics such as Culture Sensitivity, Mental Health, Physical Health and Safety, Fundraising, Inclusivity and Diversity, and Conflict Resolution.

In partnership with Finance, the Internship Managers were tasked with researching and proposing several organizations that QPID could donate to each month. The directorate, including the Internship Directors, acted as the panel and decided which organization to choose each month. This initiative is called the Community Development Fund (CDF) and is described in more detail below.



## FINANCE

This year, the Finance team in partnership with the Internships team and the Directorate developed and expanded the Community Development Fund. They also updated the QPID sponsorship package, although this did not result in any new sponsorships due to the barriers and complications of the 2020-2021 school year.

In this coming year, the Finance team will take a hybrid approach to securing sponsorships for QPID's key events, meaning they will use a combination of in-person and remote strategies. They will continue to leverage the sponsorship package and maintain local business partnerships while also establishing new partners by reaching out to Canadian firms whose principals align with QPID's. The Finance team will be largely working in the budgeting and tracking of funds for Internships, should they go ahead. They are happy to be able to offer an Intern grant again this year to help make Internships as accessible as possible to students.

Goals for the portfolio moving forward include developing a sponsorship network to be used in upcoming years, as well as maintaining the CDF and researching new funding opportunities for this project. The Finance team will also continue to maintain financial records in accordance with the standards for Non-Profit Organizations, including evaluating investments to ensure financial health.

## MARKETING

Marketing has remained one of the most unchanged portfolios on QPID as a result of the shift to online platforms, as they continue to market through virtual media such as Facebook, Instagram, and the QPID website. However, now more than ever the Marketing team works endlessly to ensure that our audience is being reached, people come out to events, hear about our causes, and donate money, clothes, food, or otherwise.

This year, the Marketing team implemented a “Linktree” on QPID’s social media, which allowed QPID followers to find all of our relevant links in one place, whether that be event links, a link to donate to CwQ, the QPID website, or otherwise. Additionally, they completely reconstructed the QPID website with updated information and contemporary formatting. The Marketing team also ran a sticker sale with a selection of stickers designed by an executive, including variations of the QPID logo and the Kingston Youth Shelter logo.

The Marketing team was an integral component in the rebranding of the youth homelessness campaign run by the Community Outreach team. This involved creating a new campaign name, a new logo, and increased advertisement of the initiative under its new name: Collecting with QPID (CwQ). They also ordered a new tent to be used during the CwQ campaign in upcoming years in person. In an effort to diversify QPID’s marketing techniques and audience reach, the CwQ campaign was marketed in part by using flyers which were handed out to Kingston and Queen’s neighbourhoods. This was done in a sustainable manner to ensure there was no littering, and all flyers were handed out by QPID members who were masked and socially distanced to abide by COVID-19 protocols.

For the upcoming school year, the Marketing team aims to expand QPID’s marketing to different platforms, increase educational posts on social media platforms, and increase audience engagement. Additionally, they hope to create more connections and partnerships with other Queen’s clubs. Finally, they wish to further establish the QPID blog, such as increasing the frequency of posts and improving audience engagement and reception.

## MONITORING & EVALUATIONS

Monitoring and evaluations (M&E) is a role taken on by one executive each year, with the goal of allowing QPID members of every stature to voice their concerns, suggestions, and feedback, may that be positive or negative. This year posed some challenges in that feedback and interviews had to be done remotely, as with the rest of the organization's events and meetings. As a result, it was necessary that M&E go the extra mile to ensure all voices were being heard.

This year, the main role of M&E was to collect, evaluate, and then report on feedback for each of the different initiatives put forward by the QPID executive teams. A secondary role was collecting, evaluating, and reporting on feedback collected on the performance of executives and their committee members in the form of goal interviews (conducted over Zoom) and feedback forms. Feedback was collected via feedback forms created with Google Forms that were sent out at the end of each QPID event. The feedback was then sent to the organizers of the events to be evaluated and integrated into upcoming initiatives. A tertiary role that is being transitioned into the position is developing a conflict resolution human resources (HR) protocol that can be followed by those holding the position in the future when intra-community conflicts inevitably arise. Along with implementing this HR protocol, another goal for the future is to innovate new ways to collect feedback on events, especially from non-QPID members, which has been difficult due to online schooling.

Another future goal for QPID is to implement an equity-based position. This individual would run equity and anti-oppression trainings and workshops, and create resources for QPID members. Furthermore, they would review QPID's policies, and write new policies on equity and accessibility, as well as implementing "best practices" to ensure all events are accessible and equitable. The Equity Executive would work closely with M&E to get specific feedback that would help us understand how to diversify QPID and ensure an equitable environment for all members.

## COMMUNITY DEVELOPMENT FUND

A new initiative put forth by QPID this year is the Community Development Fund (CDF), in which \$500 is donated to a different non-governmental organization (NGO) or non-profit organization (NPO) each month. The organizations are chosen by the Finance Executive and the Internships Managers in order to pick both local and global initiatives that align with QPID's values and mandate. Organizations have often surrounded timely topics, such as giving to a Black-centered organization during Black History Month. Some organizations that have been included in the CDF are Water First, My Choices Foundation, and Dawn House.

One goal for the CDF moving forward is to have a more rigorous set of standards for picking organizations by following specific criteria for trustworthy NGOs that align with QPID's values. In order to pick a variety of NGOs, a structured outline of several pillars of development and monthly causes will be created for future QPID members to follow.

## CONCLUSION

Overall, QPID had an extremely successful year and each portfolio managed to exceed expectations in terms of event quality and turnout. We are excited to see what this coming year brings for QPID and we are prepared to adapt to any changes, whether we are completely online, hybrid, or in-person.

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