

# Woburn Community Pop-up Event

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 Course: C4 (Cross-Campus Capstone Course), Faculty of LAPS  
 During the C4 summer 2021 course, we worked with community partners to fulfill their needs in strengthening community ties and maximizing the use of outdoor spaces. We ultimately planned, organized and executed a **community pop-up** at Woburn Park where we distributed **hundreds** of feminine hygiene products, books, school supplies and over **400 backpacks**. We also sourced sports equipment for community use, all without any initial budget/funds.



## 4. Lake of Reflection

As we progressed through the course, our group began to gain a clearer idea of our final project plans. At first, there were a variety of topics and issues we wanted to address. However, we realized we needed to be realistic, and thus narrowed it down to something significantly more manageable. Our research led to our initial proposal of a community pantry in Scarborough with nonperishable food items, books and feminine hygiene products.

## 5. Whirlpools of Redirection

In taking the time to pause and reassess our goals and the true needs of the community, we were able to effectively **pivot** our project and use this as an opportunity for improvement. We realized the importance of a **growth mindset** as our meeting with community leaders, Leah and Nita, did not stop us from creating a community pantry but rather allowed us to pivot our project into something that could benefit the community in a much greater capacity. Moreover, we were able to use a considerable amount of the work we had done for the pantry towards creating a pop-up due to the many connections we had already made. As a result, **taking the time to pause and reassess our situation** ensured that we were on track with our goals of centring community voices early on, rather than realizing too late when the project would be nearly complete.

## 6. Fork of Change

Through our **meetings with the Woburn Local Planning Table**, we listened and understood the importance of community voices and adapted the project to align with our goal of **facilitating the needs of marginalized communities**. Instead of a pantry, we decided to have a **community pop-up day** at Woburn Park, distributing items such as feminine hygiene products, school supplies and backpacks at no cost and with the help of sponsors.

Initial Views	Realizations/Redirection
<ul style="list-style-type: none"> <li>Support food banks needs with non-perishables through community pantry</li> <li>Gain books through a community library</li> <li>Provide access to feminine hygiene products</li> </ul>	<ul style="list-style-type: none"> <li>Food banks needs largely fulfilled by community food bank services</li> <li>Books available through The Children's Book Bank</li> <li>Require proper use of public spaces</li> <li>Lack of sports equipment for youth</li> <li>Supports for youth engagement post-pandemic</li> <li>Urgent need for school supplies for upcoming school year</li> </ul>

## 1. Forest of Confusion

- Entering a project can be intimidating!
- Working in a team
  - Unique Project-Focused Course Structure
  - Team Dynamics
  - No Budget/Funds
  - Online Covid-Course Format

## 2. Fountain of Teamwork

- Set expectations and responsibilities using a team charter
  - Build bonds and understanding
  - Overcome obstacles and work collaboratively
- Our key values in our team charter included:
- Effective Communication
  - Equity
  - Active Listening
  - Responsibility

## 3. Cave of Realization

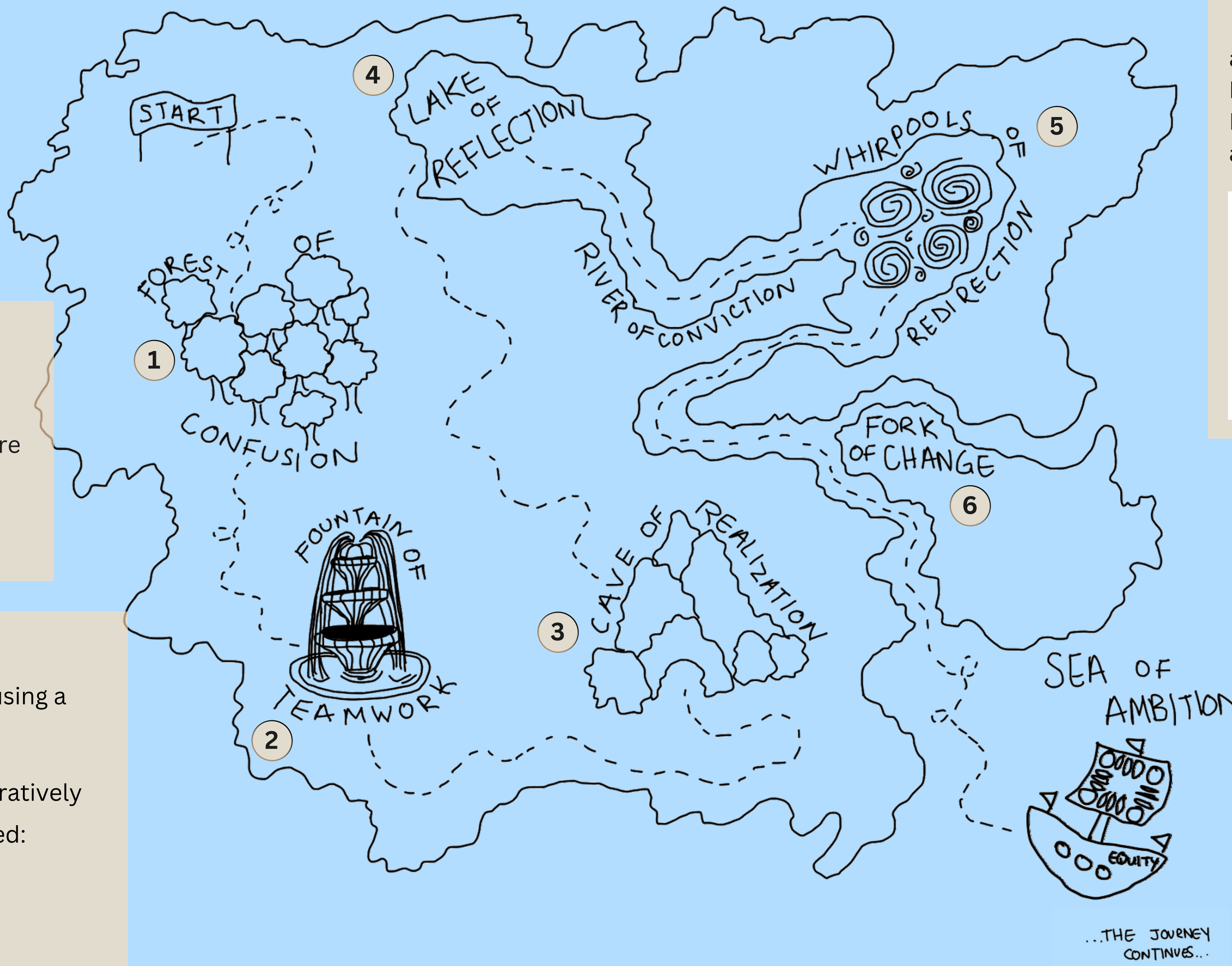
The more we discussed and worked together, our team grew stronger, both in our confidence in each other and our project. We began implementing our plan and reaching out to **community representatives** such as Antonette Dinovo, from the Scarborough-Guildwood Councillor's Office, as well as community **nonprofits** such as the Red Dot Project. We were able to advance our project because of our team's initial work in developing expectations. We had learned one another's strengths and weaknesses, which we used to effectively allocate and assign tasks.

## Conclusion

During our experience, we gained a variety of skills including:

- Public speaking
- Collaboration
- Communication
- Leadership
- Project Management
- Responsibility

C4 has allowed us to realize the power we have, individually and collectively, to create true change in the world around us. In addition to practical skills in presenting and editing, we learned how to effectively plan, work collaboratively, and overcome obstacles to emerge from the team project stronger than before. We are proud of everything our team has accomplished so far and look forward to seeing what the future holds.



## Our Final Deliverable

On Sunday, August 29th 2021, our team successfully conducted our community pop-up in Woburn Park in Scarborough.



Company	Donation
Kehan Food Imports	• 408 backpacks (17 inches)
Second Kicks	• 1 pop-up soccer net • 75 pylons • 20 pinnies • 30 soccer balls • 10 corner flags • 4 rebound posts
Real Canadian Superstore	• \$50 gift card (spent of freezies & water bottles)
Red Dot Project	• 153 boxes of pads • 48 pumps of hand sanitizer
Toronto District School Board (essential skill upgrading)	• 10 gift baskets for raffle (filled with school supplies) • Pencil case, pen, and disposable straw for each backpack
Muslim Welfare Canada	• 25 backpacks filled with school supplies
Children's Book Bank	• Hundreds of books for children
Leah	• Art supplies for banners/colouring on the day for children to use • Basketballs for raffle