



For Immediate Release — Thursday, October 31, 2019

Integrated Management Experience project to support Interfaith Food Bank needs

WHAT: Members of the Dhillon School of Business's Integrated Management Experience (IME) program will be volunteering at the Interfaith Food Bank

WHEN: Monday, Nov. 4, 2019 from 9 to 11 a.m.

WHERE: Interfaith Food Bank, 1103 3 Ave. N.

Each year, University of Lethbridge students in the Dhillon School of Business's Integrated Management Experience program assist a local non-profit organization in solving a problem they face. The IME program combines academics with this community assignment as a means to help students build practical, analytical and personal skills, all while solving a real need for a local non-profit.

"By having IME students work on-site at the Interfaith Food Bank, they are developing a perspective they may not otherwise acquire," says IME Director and Dhillon School of Business marketing professor Mike Madore. "Exposing students to this sort of activity is critical since the responsibility of educators here in the Dhillon School of Business is to develop the next generation of industry leaders. Supporting people in need and having a social conscience are critical elements of the IME program, the Dhillon School of Business and the University of Lethbridge."

At the end of this semester, the class will separate into groups and create individual fundraising plans to be presented to the entire class, after which a vote is taken to determine the best fundraiser for next semester. The winning group then becomes the project manager, assignments are handed out and the entire class works to make the project come to life. Proceeds from the fundraiser will go directly to the Interfaith Food Bank.

"What the program teaches, perhaps most importantly, is that our students have the ability to affect change in the world," says Madore. "They derive a tremendous sense of accomplishment from this assignment — and they should. Since the program began in

2000, students have raised more than \$200,000 towards community development.”

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