



# REPORT

From the office of the...  
**Food Collective Centre Director**

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TO: Members of the Executive Board  
FROM: Morghen Jael  
SUBJECT: FCC Report 4  
DATE: September 29, 2021

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## **Year plan Update**

We are proceeding with the events and programs laid out in our Year Plan. Most notable is our (very) recent hiring of a volunteer base and formation of committees under various Exec members, and our impending re-launch of on-campus, in-person Lockers of Love.

One major update that wasn't fully elaborated on in the Year Plan was the work that I and the Good Food Coordinator are doing to secure a sustainable, longer-term delivery solution for monthly Good Food Boxes. Partnering with a cab company is no longer our first choice; instead, we are investigating local courier companies.

## **Events, Projects, & Activities**

### *General Service Usage*

Our food bank space in the basement of Bridges remains closed to the public, but students and community members are engaging with our service through Lockers of Love. In fact, we have received surprising and unsustainable number of Lockers of Love orders since we officially re-launched the program in mid-August; we have received 41 total orders for electronic gift cards. This is *significantly* higher than the rate of usage of Lockers of Love from last school year (in fact, FCC received about 43 Lockers of Love orders in the *entire 2020-2021 school year*).

Lockers of Love has just re-opened in-person; we hope that offering this hybrid model of the program will offset some of our costs from the grocery store electronic gift cards (since it is cheaper for us to use donated, real-life food items than to draw from our budget to provide electronic gift cards). We have also implemented a general guideline that partners only get to use the electronic gift card service one time; then, in future months, they will have to switch to the on-campus, in-person support. (We will work with partners on a case-by-case basis; if someone is living far from campus this semester, for example, we will consider giving them another electronic gift card if they request one).

Finally, we withdrew the "dependents" section of our electronic gift card form; we had been trying to offer an extra 5\$ for each dependent indicated by partners, but

we removed this option to conserve our budget. We will still take dependents into account when fulfilling in-person orders, though: giving them two cans of soup instead of one, for example, on a case-by-case basis.

We have repeatedly requested a meeting with VP Finance to discuss our dwindling Reserve budget but have yet to secure a time. We hope to meet with the VP Finance in the near future about this.

### *Projects & Events: Good Food Box (On-going)*

I am submitting this report on the day of our first Good Food Box pick-up. We received 11 orders this month, and offered on-campus pick-up only (i.e., did not offer delivery). Due to increased costs of the Good Food Program at The Salvation Army (our new GFB partner this year), we had to increase the cost of Good Food Boxes from last year's 12\$ and 15\$ to 15\$ (for FCC Partners) and 18\$ (for general community members). Only 3 of these boxes were ordered by FCC Partners, so the FCC's total subsidization cost is 9\$ (since we paid the Salvation Army 18\$ for each box).

The Good Food Coordinator and I are actively investigating local courier companies and asking them for quotes, to help establish a long-term delivery solution for these boxes. We have a meeting set up with VP Admin and the Director of Communications and Marketing; we will further discuss our delivery plans with them then.

### *Projects & Events: Virtual (Plant-Based) Community Cook-Along (Upcoming)*

This Zoom event is an expanded version of our monthly Community Kitchen Workshops; it is a partnership with Meal Exchange Canada (via McMaster's Meal Exchange Student Ambassador), who has generously provided 50\$ grocery store gift cards to offer to a limited number of participants that sign up for the event on a first-come, first-served basis. The gift cards are intended to help cover the costs of ingredients for the event. Our Community Kitchen Coordinator and the Meal Exchange Student Ambassador will co-lead the cook-along, and help participants to cook first a tofu curry meal, then a tofu pudding for dessert.

### *Projects & Events: FCC Volunteer Orientation (Complete)*

On Wednesday September 22, the FCC Exec team held a virtual orientation session for our newly-hired volunteer base. We introduced the service and its operating policy, explained our branches of programming and how volunteers can become involved, and provided an introduction to the topic of food insecurity. We also had the opportunity to do ice breakers in breakout rooms, which was a great chance for volunteers to meet each other and Execs. The orientation was recorded, and volunteers who couldn't attend were sent the link to review on their own time.

## **Outreach & Promotions**

### *Summary*

We have been promoting several of our events and programs on social media (e.g., the Community Cook-Along and the September Good Food Box), which

provides folks that follow us with tangible action items and opportunities to get involved. We have also been re-sharing initiatives from other MSU Services to support them in network-building too!

### Promotional Materials



### Social Media Engagement since the Previous Report

Instagram: We have 890 followers (up 78 from the previous report)

Insights:

Last 30 Days ▾ **Aug 25 - Sep 23**

#### Insights Overview

You received **+889%** more content interactions compared to Jul 26 - Aug 24.

Accounts Reached	1,013	>
	+157%	
Content Interactions	386	>
	+889%	

#### Your Audience

Total Followers	890	>
	+9.6%	

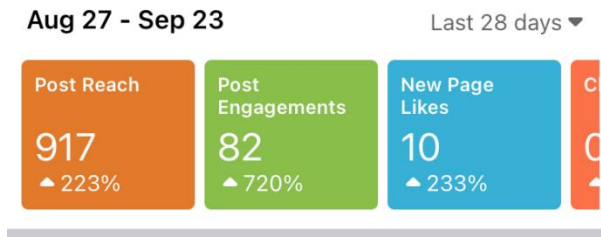
Twitter: We have 667 followers (up 7 from the previous report)

Analytics:

28 day summary with change over previous period



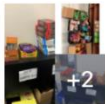

Facebook: We have 1503 page likes (up 10 from the previous report)  
 Page Insights:



**Posts** [See More](#)

5 posts published in the last 28 days.

**MOST ENGAGING POSTS**

	<p><b>Union Market has food past their "b..."</b> September 6</p>	<p>Reach <b>500</b></p> <hr/> <p>Engagements <b>37</b></p>
	<p><b>Interested in promoting food s...</b> September 3</p>	<p>Reach <b>513</b></p> <hr/> <p>Engagements <b>23</b></p>

Our social media engagement has increased because of our launch of events and campaigns like volunteer hiring and the Community Cook-Along. We also have encouraged all our volunteers to follow us on all platforms, so they are contributing to the uptick in engagement.

## Finances

### *Budget Summary*

Since the last report, we have received a 50\$ donation from the External Relations office at McMaster (a focus group member requested that their remuneration be donated to the FCC instead); that now appears in our Sponsorships and Donations portion of the budget. As described in "General Service Usage," we have been using up our Reserve budget at an unsustainable rate due to high uptake of the Lockers of Love program. There is evidently a lot of need among the McMaster community, and we don't want to withhold aid, but we also want to be smart with our budget! This has been a major challenge of budgeting this month.

As for Good Food Box, we are looking into long-term courier options for delivery; once we receive more quotes from companies, we will review them and assess whether/how they might be able to fit into our budget. We have received informal agreement from the VP Admin and VP Finance that some Good Food Box delivery costs might be able to be (at least partially covered) by the Services Special Project Fund, so we will investigate this very soon.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0318	FCC – OFFICE SUPPLIES	
<b>SUPPLIES</b>	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	0
6102-0318	FCC – ANNUAL CAMPAIGNS	2300
	TOTAL SPENT IN LINE	62.09
	REMAINING IN LINE	2237.91
6494-0318	FCC – VOLUNTEER RECOGNITION	750
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	750
6501-0318	FCC – ADVERTISING & PROMOTIONS	2300
	TOTAL SPENT IN LINE	385
	REMAINING IN LINE	1915
6603-0318	FCC – RESERVE	1000
	TOTAL SPENT IN LINE	785
	TOTAL REMAINING IN LINE	215
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		6450
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		1232.09
<b>REMAINING DISCRETIONARY SPENDING</b>		5217.91

### **Executives & Volunteers**

We now have a volunteer base! They just completed FCC Orientation and they have been invited to join a Facebook Group. We are also collecting “Committee Interest Forms,” where we can see which volunteers are interested in joining which committees, if any. Committees include Social and Political Advocacy Committee, Promotions Committee, and Community Kitchen Committee. The exec team is busy but happy. We are ironing out some details about regular exec meetings due to changing work schedules, but we continue to meet weekly regardless.

## **Successes**

We received 58 volunteer applicants, which meant that we had a huge and fantastic pool of applicants to choose from! This was bittersweet, because we couldn't take on everyone who applied, but it means that we have an excellent and enthusiastic volunteer base now. We are excited to see what the volunteers can bring to the service this year.

## **Current Challenges**

The delivery of the Good Food Box this month was a challenge; our volunteer driver at the Salvation Army (who was tentatively going to bring the bags of produce to campus for us) fell through, and we had to come up with a transportation plan last-minute. We ended up calling an Uber from Salvation Army to campus, which will not be a cost-effective solution moving forward but worked for the September Good Food Box! Delivery for Good Food Boxes long-term remains uncertain, but we are working on it.

## **Miscellaneous**

N/A. Thanks for reading my report!