



REPORT

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

TO: Members of the Executive Board
FROM: Morghen Jael
SUBJECT: FCC Report 5
DATE: October 27, 2021

Yearplan Update

Most notably, we have achieved the major success of re-launching in-person Lockers of Love in this past report cycle. This was a major uncertainty in my year plan – whether or not we could offer our classic food support programming on-campus – and we are proud that our service was able to develop a comprehensive hybrid in-person + online Lockers of Love model.

Another major update that wasn't anticipated in my year plan was the possibility of moving to an in-house production model for Good Food Boxes. At the time of writing this report, conversations between the Good Food Coordinator, Director of Communications, TwelvEighty staff, and myself are ongoing. Producing our own Good Food Boxes (then delivering them to students' and community members' houses!) would be a major and long-term update to the program. Updates will be provided in the coming weeks.

Events, Projects, & Activities

General Service Usage

The food bank space in Bridges continues to be closed to the public, but Lockers of Love has been able to expand into its hybrid on-campus + online model. We continue to receive several (2-7 or so) Lockers of Love orders weekly; a trend, as noted in my previous report, that significantly exceeds last year's program usage and that was proving unsustainable for the FCC Reserve budget line. There are several partners with severe need that we are working with on a case-by-case basis to connect them to other, longer-term food and financial support resources. We are also giving a few of these special-case partners more frequent food support: bi-monthly or even weekly, as budget and supplies allow, as opposed to the general once-a-month system we had been encouraging to conserve budget. On Wednesday October 20, EB approved the transfer of 1500\$ in additional funding to the FCC Reserve budget line to support our well-used and much-needed Lockers of Love programming. In the coming days and weeks, the Assistant Director and I will be discussing how this piece of additional funding might change our protocols surrounding Lockers of Love for the rest of the school year.

Projects & Events: Trick or Eat (On-going)

On October 21 we launched our annual Halloween food drive, Trick or Eat. In past years, FCC volunteers have gone door-to-door on Halloween to collect non-perishable food and health/hygiene product donations, but since the COVID-19 pandemic is ongoing, we have a “distanced” model for the food drive. Donation bins have been stationed in three campus and community locations: outside the MSU Office (MUSC 201), inside the entrance foyer of William’s Café on Main Street W, and on the back wall inside the Pita Pit on King Street W. We have put up posters advertising the event around campus and the neighbourhoods near the community donation spots, to hopefully generate participation from non-McMaster community members. We will regularly check the bins during the food drive period of October 21 to October 31, and we will bring overflow/excess food to the food bank (and remove any inappropriate items) as needed. We have already had some community groups and fraternities reach out inquiring about making donations to the food drive, so word of mouth seems to be propelling our efforts as well. If we receive more donations than the FCC can reasonably use in the coming months, we will donate excess to Living Rock Youth Shelter or other local food banks (TBD, based on supply).

Projects & Events: “Cooking from Food Scraps and DIY Plant Milk – A Cultivating Change Workshop” (Upcoming)

On Wednesday October 27, we are hosting a virtual workshop in partnership with Green Venture as part of our Cultivating Change web-series (for which we received funding from the McMaster Okanagan Committee). One of the FCC’s Social and Political Advocacy Coordinators has been spearheading the Cultivating Change workshop series this year, and she has worked for the past few months to establish this partnership with Green Venture and commission this workshop. Workshop registrants will receive a list of materials/ingredients that they can buy if they want to actively participate in the workshop (though merely observing will be acceptable too). We hope to produce a list of resources/further reading/a blog post-like recap of the event afterwards, which we can potentially host on the FCC webpage.

Projects & Events: Outdoor community fridge project (with SUSTAIN 3S03, SWC, OPIRG-McMaster community garden, and the ASP office) (on-going)

In my capacity as FCC Director, I have been participating in ongoing efforts to set up an outdoor community fridge on McMaster campus, which would help reduce food waste, combat food insecurity, and create a collective community hub. I have been keeping my execs updated on the progress of this project and have been offering an FCC and MSU lens to the project (including planning for how the fridge operations might tie into the FCC’s mandate in future years). I am working with the SUSTAIN 3S03 students to draft emails to community partners and to put together logistical pieces (like temperature checks in the fridge, donation guidelines, etc.). We have received word that a campus partner may be able to donate a used fridge and shelving unit to our cause! We have a lead on a

contractor to build a winterized shed for the fridge, too. We are tentatively planning to install the fridge outside of MUSC near the parking lot. Confirmation will come in the next few weeks. The community fridge, for now, will be an official partnership between the SWC, the FCC, the ASP office, and OPIRG-McMaster, with fridge-decoration support coming from McMaster SOTA.

Outreach & Promotions

Summary

We have commissioned and posted several new graphics this month! Additionally, alongside our promotion for the October Good Food Box, we shared some photos of last month's box and its fresh produce contents. We hoped that showing our audience the sheer volume of produce they would be receiving if they ordered a GFB would help increase interest; and orders increased from 11 last month to 13 this month, even despite a reduced promotional window! Engagement has been especially high on our October 20 post about the upcoming DIY plant milk and food scraps Cultivating Change workshop; it seems like a topic our Instagram audience is interested in, because several people commented their enthusiasm below the post.

Promotional Materials



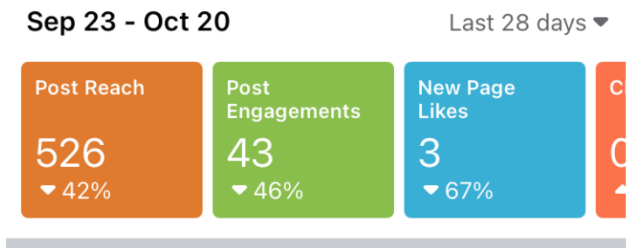
Social Media Engagement since the Previous Report

Instagram: we have 890 followers (identical to our previous report).

Insights:






Facebook: We have 1497 page likes (down 6 from the previous report).
Insights:



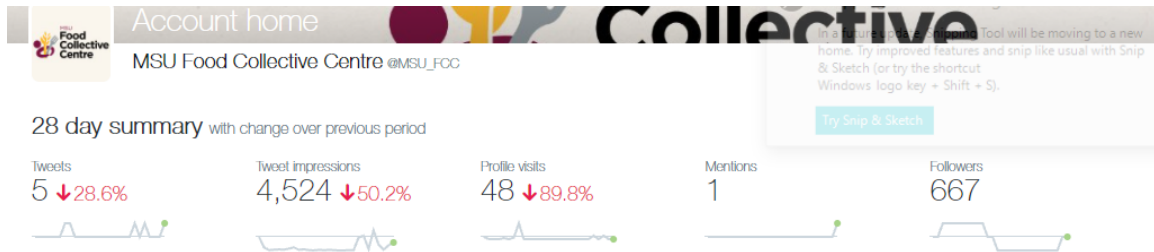
Posts ? [See More](#)

6 posts published in the last 28 days.

MOST ENGAGING POSTS

	Available now to Oct 18! October 14	Reach	272
		Engagements	29
	Interested in attending a Com... September 23	Reach	216
		Engagements	6
	Lockers of Love update! In-per... October 16	Reach	285
		Engagements	5

Twitter: We have 667 followers (identical to previous report).
Insights:



Our social media engagement has plateaued somewhat after our volunteer hiring last month (when we prompted all new volunteers to follow us on all platforms). Individual posts continue to have good engagement, though, and individual execs and volunteers have been reposting our content on their personal Instagram stories (for example), which has helped grow our network of awareness.

Finances

Budget Summary

Most notably, on October 20, EB approved a transfer of an additional 1500\$ to the FCC’s Reserve Budget. It hasn’t been changed in my online budget tracker yet – I am not sure whether there are other administrative steps that need to happen before it can be transferred – so this additional amount is not reflected in budget line 6603-0318 in this report. This additional funding is intended to support the Lockers of Love program – and general food bank supplies – since there has been an unexpected amount of need for food support so far this year. We are so grateful to EB for approving this additional funding!

The Good Food Coordinator and I continue to collaborate with the VP Admin, the Director of Communications, and TwelvEighty to discuss potential long-term in-house production for the Good Food Box Program. An in-house production model (plus, potentially a delivery option!) would increase the cost of the product for students and community members, but it could become a sustainable program for the FCC (and not an unpredictable drain on our budget, based on fluctuations in supplier and community programs that we have been partnering with). If we did this, we would be “piggy-backing” on bulk produce orders already being placed by TwelvEighty. More details will be forthcoming in the next few weeks.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0318	FCC – OFFICE SUPPLIES	
SUPPLIES	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	0
6102-0318	FCC – ANNUAL CAMPAIGNS	2300
	TOTAL SPENT IN LINE	96.09
	REMAINING IN LINE	2203.91

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	504
	REMAINING IN LINE	1796
6603-0318	FCC – RESERVE	1000
	TOTAL SPENT IN LINE	920
	TOTAL REMAINING IN LINE	80
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		6450
TOTAL ACTUAL DISCRETIONARY SPENDING		1520.09
REMAINING DISCRETIONARY SPENDING		4929.91

Executives & Volunteers

We have now established volunteer sub-committees, under the supervision of exec members and the Assistant Director: Social and Political Advocacy Committee, Promotions Committee, and Community Kitchen Committee. There is also a group of “general” volunteers not tied to a specific committee; they have been helping out with in-person one-off tasks when possible – like Good Food Box Pick-Up at the MSU Office – and have been invited to participate in our upcoming “Check-in with the Collective” feedback sessions. In these sessions, volunteers can liaise with execs and offer feedback and perspectives on current and upcoming FCC programming. (E.g., how might the FCC’s partner base feel about an eventual price increase for Good Food Boxes, if it meant they could have the boxes delivered to their houses?). There are ample opportunities for volunteers to be involved, and it has been great to see collaboration between execs and volunteers – we are de-emphasizing the hierarchy in our service as much as possible and empowering volunteers to participate as much as they want to 😊.

However, some volunteers are more committed than others – it has been hard to make sure volunteers show up for shifts (because they just have a casual commitment with the FCC, after all!). This is something that the Assistant Director and I will work on addressing in the next few weeks.

Successes

We are so pleased about the 1500\$ additional funding for our Reserve budget! It means we can continue to operate Lockers of Love – perhaps even in an improved capacity – for the rest of the school year. It is relieving for us and for

several partners that have been returning to Lockers of Love regularly since it re-launched this summer.

Current Challenges

Having to balance wanting to do large-scale projects with being reasonable about the amount of hours we can dedicate to the FCC has been challenging for myself and some other execs. We have had to scale back our *Cultivating Change* web-series goals, for example, since producing a monthly workshop AND educational video has proved to be too much for one Social & Political Advocacy Coordinator to handle. We have offloaded some responsibilities onto the other SPACs and to myself, but *Cultivating Change* is still a big project! We will likely create simpler, written products (like blog posts or resource lists) following each workshop, instead of a full, several-minute-long video production. We will do our very best with it within our personal capacities.

Miscellaneous

Thanks for reading my report!