



REPORT

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

TO: Members of the Executive Board
FROM: Morghen Jael
SUBJECT: FCC Report 6
DATE: November 17, 2021

Yearplan Update

I have begun having long-term planning discussions with my execs and various internal MSU groups about the FCC (e.g., the creation of potential new roles for the FCC exec next year; how we might want to change our programming with the impending move to the Student Activity building, etc.). Specifically, I hope to solidify for future years the role of FCC in the outdoor community fridge that is being set up in partnership with the Student Wellness Centre, the Academic Sustainability Programs Office, the OPIRG-McMaster Community Garden, and Facility Services. Having consistent student voice in this community-led project feels important to me and my execs. The community fridge project is moving along quickly: a fridge should be up and running by early 2022! There will be opportunities for FCC volunteers (but particularly those we weren't able to accept as volunteers this year!) to volunteer with the community fridge; a community fridge also clearly works to reduce food waste and combat food insecurity, two key values of FCC!

Events, Projects, & Activities

General Service Usage

The food bank space in Bridges continues to be closed to the public, but Lockers of Love is operating in a hybrid on-campus + online model. We continue to receive several (2-7 or so) Lockers of Love orders weekly; a trend, as noted in past reports, that notably exceeds last year's program usage and that was proving unsustainable for the FCC Reserve budget line (until we an additional 1500\$ for our Reserve budget was approved last month! Thank you!). There are a handful of partners we are working with on a consistent basis; more often, though, partners are using the Lockers of Love program occasionally or just one time. Although we rescinded the "dependents" section of the Lockers of Love form to conserve budget, there is a box where partners can indicate specific circumstances or requests; some partners have been indicating that they care for dependents there, and we have been informally adding items to their on-campus Lockers of Love orders on a case-by-case basis and as inventory permits. (E.g., giving them two jars of pasta sauce instead of one).

We are also pursuing a collaboration with SHEC for Lockers of Love; since SHEC's in-person space isn't publicly available right now and since they have health supplies that could be distributed (e.g., an incoming shipment of pregnancy tests!), the FCC is able to integrate these supplies into our on-campus Lockers of Love offerings. SHEC will soon be promoting Lockers of Love, therefore; we expect interest and usage to increase as a result.

Projects & Events: Trick or Eat (Complete)

On October 31, we closed our annual Halloween food drive, Trick or Eat. We stationed donation bins for non-perishable foods and health supplies outside the MSU Office, inside William's Café on Main Street, and inside the Pita Pit on King Street. After excluding expired items, we received a total of 83 discrete items (some of which were packages with smaller packs within; e.g., oatmeal packets)! FCC volunteers helped collect the donations from the community locations, bring them back to the food bank, and take inventory with me; it was a great camaraderie-building event. The Assistant Director and I are considering making a mid-November donation of a small batch of food items to the Hamilton Dream Centre (we haven't heard back from Living Rock Youth Shelter about making a donation this month); some Trick or Eat donations that we received will expire in the next month or two and we don't feel certain we can get them all to partners in that timeline.

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

The Good Food Coordinator and I are continuing our discussions with TwelvEighty staff and MSU Comms about future in-house production and delivery of Good Food Boxes; we expect this will launch in January 2022. In the meantime, we will continue to source our Good Food Boxes from The Salvation Army in Dundas for this month. Since the MSU Office is closed on Fridays (when Good Food Boxes are supplied by The Salvation Army), we have relocated our pick-up location to the entrance of TwelvEighty dining area. It will still take place during 12:30pm-4:30pm on Friday November 26. Boxes are available for purchase on the MSU store website until November 22.

The Good Food Coordinator and I are considering giving out a small pamphlet (or simply including a note in an email message to everyone) notifying them of our potential upcoming price changes due to the move to an in-house production model and/or delivery model. Some folks buy the Good Food Box every month, and we feel like we owe it to these regulars to inform them of upcoming changes and to explain them.

Projects & Events: November Cozy Community Cook-Along (Complete)

On November 10, the Community Kitchen Coordinator led our second virtual cook-along/workshop of the year. We are rebranding the events as "Cook-Alongs" (as opposed to "Workshops") to foster a sense of community and to decrease any impressions that it might be a difficult learning session. This month, we cooked a hearty vegan pumpkin soup. Vanessa, our Community Kitchen Coordinator, taught participants some basic knife and cutting board skills in the

process. This month, we offered 20\$ electronic grocery store gift cards to participants who required financial support in order to buy the ingredients to participate; there were several takers on this! We also offered 20\$ electronic grocery store gift cards as incentives for participation; 5 students who attended the workshop were randomly selected in a raffle at the end of the session to win the gift cards. 11 participants attended the session; it was successful, in our perspective!

Outreach & Promotions

Summary

Since my last report, the only new graphic we commissioned is the “Cozy Cook-Along” one. However, we did edit the Good Food Box graphic (as we’ve done in past months) with the November pick-up date and location. With our longer-term upcoming changes to GFB, we are working on designing a new graphic to launch the updated program in the new year. Additionally, alongside our promotion for this November Good Food Box, we shared a photo of the contents of last month’s box (second photo, with carrots and celery etc.); like last month, we hope that showing the volume of produce in the box will help entice people to buy it! Finally, we posted photos of our full donation bins from the Trick or Eat Halloween fundraiser and thanked the community for their generosity; this post gained more likes than average, which solidifies our impression that posts that are photographs (not graphics) tend to do better on Instagram!

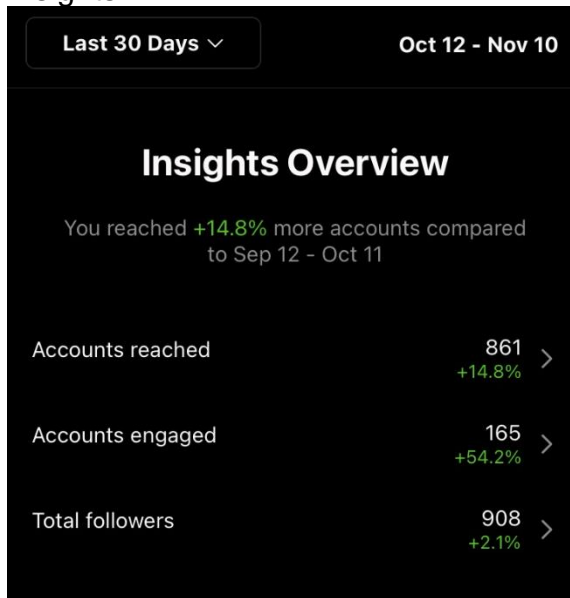
Promotional Materials



Social Media Engagement since the Previous Report

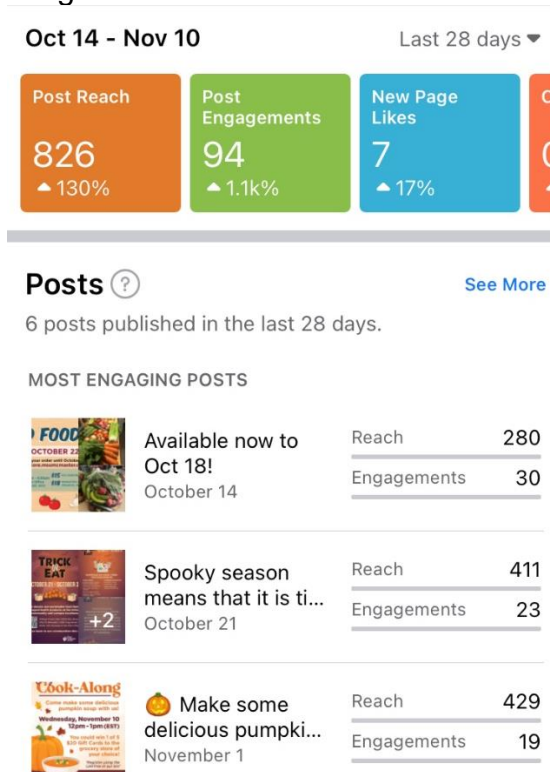
Instagram: we have 908 followers (18 more than our previous report).

Insights:



Facebook: We have 1501 page likes (up 4 from the previous report).

Insights:



Twitter: We have 666 followers (1 fewer than previous report).

Insights:

28 day summary with change over previous period



Our Instagram followers may have increased this period due to outreach to other services (and the main MSU account) on that platform to help cross-promote some of our materials!

Finances

Budget Summary

Most notably, we received an 800\$ direct donation from a student/community member on November 10. This donation is very unusual and very generous! It is from someone who heard about the high usage of Lockers of Love in the early Fall and wanted to help support our food bank. Our Promotions Committee is putting together an electronic thank you card for this individual. The Assistant Director and I will imminently be discussing how to best use these funds; one idea is to increase the baseline for Lockers of Love e-card support from 15\$ to 20\$ or 25\$. More details will certainly be provided in our next report! This 800\$ donation will be posted to the “Sponsorship/Donation Revenue” section of the FCC budget.

Sometime soon, I look forward to having a budget check-in with VP Finance and others; I have outstanding questions about how I should be tracking the funds I spend from my “Sponsorship/Donation Revenue” section, for example. We have spent funds from our McMaster Okanagan Committee grant on our *Cultivating Change* workshop fee, but it is not reflected in the budget breakdown below because I am unsure where to track it.

Finally, I am still waiting to hear back about being officially able to put the 1500\$ additional funding (passed at EB in October) for our Reserve budget line into my budget tracker; as such, the budget breakdown below does not reflect this amount.

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	164.68
	REMAINING IN LINE	2135.32

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	850
	REMAINING IN LINE	1450
6603-0318	FCC – RESERVE	1000
	TOTAL SPENT IN LINE	980
	TOTAL REMAINING IN LINE	20
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		6450
TOTAL ACTUAL DISCRETIONARY SPENDING		1994.68
REMAINING DISCRETIONARY SPENDING		4455.32

Executives & Volunteers

As mentioned in my year plan update, we are considering proposing the expansion of our executive team. Specifically, we are considering adding a Community Fridge Liaison role next year, and we are considering adding an additional Social and Political Advocacy Coordinator *this* year to help support the *Cultivating Change* web-series project. I will be working with HR and VP Admin in the coming weeks to solidify the details on these proposals.

Otherwise, our exec team and volunteer team are generally busy but happy. Some of our exec members' schedules have shifted since the beginning of the semester, and now we are finding ourselves in a position where there is no common time each week to host an exec meeting. We are currently troubleshooting this: some options include a) holding two meetings each week and having execs attend whichever one(s) they can and b) alternating the meeting time each week so that most execs are able to make it each time. We're figuring it out!

Finally, soon the Assistant Director and I will be meeting to discuss volunteer appreciation for the first semester. We will also consult our execs for their ideas on what gesture would be most appreciated by volunteers; in many cases, they have been working with volunteers on committees more closely than the Assistant Director and myself have been!

Successes

This month, I was delighted to be reached out to by two different student groups running food drives and wanting to donate some of their collected donations to the FCC! One group is McMaster Hillel, a Jewish students' group on campus, who is running a Hanukkah food drive. Another is a group of students from a PEACEJUST class whose assignment involves creating a small community project; they chose to combat food insecurity and donate to the FCC. I feel

encouraged that these groups know about the FCC and consider us worthy/approachable campus partners. I am also excited to receive further community donations to help bolster our Lockers of Love offerings 😊.

Current Challenges

Getting students and community members to attend virtual events is becoming increasingly hard, we are observing. Though our November Community Cook-Along received decent turnout, our first Cultivating Change webinar (a workshop hosted by Green Venture about plant-based milks and food scraps) received less than 5 total participants; the numbers fluctuated throughout the course of the hour, as people joined/left. Zoom fatigue is a real phenomenon! We are hoping to host more events in-person as public health restrictions allow in the Winter semester; hopefully attendance will be more reliable in-person.

Miscellaneous

N/A. Thanks for reading my report!