



REPORT

From the office of the...

Food Collective Centre Director

TO: Members of the Executive Board
FROM: Morghen Jael
SUBJECT: FCC Report 7
DATE: January 18, 2021

Yearplan Update

One of the long-term projects affiliated with the FCC is the outdoor community fridge (a partnership with the Student Wellness Centre & other groups) planned for outside MUSC. This project's implementation has been delayed due to campus closures and a delay to in-person learning. We currently anticipate a mid-February launch, if the University proceeds with their current re-opening plan. In the meantime, discussions are ongoing with campus partners about what sort of student liaison role would be ideal to establish going forward, after I leave my position of FCC Director. (E.g., would they be a direct "volunteer coordinator," or would they instead be an FCC representative on a community fridge "committee"?).

Another update is that we have just hired a new and additional Social & Political Advocacy Coordinator to help bolster our activities on *Cultivating Change*, the one-year web-series project funded by the McMaster Okanagan Committee. She is getting settled into her role and meeting the team; hopefully we will be able to roll out more frequent and more comprehensive *Cultivating Change* events/offerings this semester.

Events, Projects, & Activities

General Service Usage

The food bank space in Bridges continues to be closed to the public. In December, Lockers of Love (our confidential food support program) was operating in a hybrid on-campus + online model, but as of Winter Break + the announcement of extended campus closures due to the current wave of COVID-19, we have moved to a completely online model. We continue to receive several (2-7 or so) Lockers of Love orders weekly.

We currently have a substantial amount of donations sitting in our food bank space to sort through and add to our inventory. They are from two early-December donations: 1) a food drive run by students in a PEACJUST class that we supervised in the MUSC-Mills Plaza and 2) a Channukah food drive conducted by the club McMaster Hillel, which donated to local Jewish food banks in addition to the FCC. As soon as it is feasible to do so, the Assistant Director

and I will re-enter Bridges to sort through this food and redistribute any near-expiring items to other Hamilton food banks.

Finally, we have successfully established a collaboration with SHEC for Lockers of Love; since SHEC's in-person space isn't publicly available right now and since they had health supplies (specifically, pregnancy tests) that could be distributed, FCC has integrated these supplies into our on-campus Lockers of Love offerings. We have updated our Lockers of Love order form to cite this partnership with SHEC and make clear to partners that they can order a pregnancy test in addition to food. (However, we are currently operating entirely online due to health restrictions, so we have paused giving out these supplies).

Projects & Events: Study Snack Packs (Complete)

On December 8, we carried out our Fall Semester study snack event (formally called "Study Snack Support" but rebranded to "Study Snack Packs" since we weren't offering an in-person study space, just takeaway packs). Using bulk online delivery from Walmart, volunteers prepared small, reusable cloth bags filled with a variety of snacks, including goldfish crackers, applesauce cups, nectarines, and granola bars. The packs were available for delivery within a tight radius of campus – volunteers, in pairs, delivered these on foot – and for pick-up at a booth inside MUSC. Although the packs had to be reserved in advance with an online form, we created a few extras that we were able to distribute to some passersby who were curious about our booth and our FCC sign 😊. We offered 50 packs to be pre-reserved, and all 50 were claimed within six hours of us posting our graphic. The packs each contained an information card, citing our other programs and services (like Lockers of Love and Community Kitchen Workshops) and how people could get involved. We received great feedback from partners and community members that received the packs, and it was a great bonding opportunity for execs and volunteers to get together on campus to prepare and distribute the snack packs.

Projects & Events: "The 3 Fs of Food (In)Accessibility" presentation and discussion (complete)

This December 2 event was virtual and held as part of our *Cultivating Change* web-series (funded by the McMaster Okanagan Committee's Special Project funding). It was created and carried out in partnership with MSU's Maccess and McMaster's Equity & Inclusion Office. The first part of the event was open to anyone, and consisted of an informal lecture/presentation about the prevalence and definition of food (in)security and about the various ways that food inaccessibility can manifest in a campus environment (e.g., due to religious dietary restrictions, food allergies, or financial barriers). The second part of the event was a discussion closed to folks that identified as experiencing disability or experiencing barriers to food access on campus. The participants in this second part of the event received a 50\$ electronic gift card to either Uber Eats or President's Choice stores. The gift cards were funded by the FCC (specifically, from the *Cultivating Change* grant) in addition to a donation from the Interfaith Working Group. We were pleased to be able to offer a relatively substantial gift card incentive!

Projects & Events: Transition to in-house production and delivery of Good Food Boxes (ongoing)

The Good Food Coordinator and I are continuing our discussions with TwelvEighty staff and MSU Comms about in-house production and delivery of Good Food Boxes, which had previously been sourced from The Salvation Army in Dundas. We have also established a connection with H.M. Courier Service in Hamilton, who is willing to deliver boxes to local (Westdale and downtown Hamilton) addresses. We are hoping to offer our first “in-house” Good Food Boxes in early February, depending on TwelvEighty’s availability to order the produce for us and depending on public health restrictions (since we would need to be on campus in-person to package the boxes).

The Good Food Coordinator and I are currently discussing the specifics of the new price we will charge for these boxes – it will be an increase, due to delivery fees and due to self-packaging – and of the way we want to promote this change to the public. Further updates will surely be provided in my next report!

Outreach & Promotions

Summary

We posted several photographs in addition to Underground-created graphics this month, which always helps to diversify the appearance of our social media profiles and increase engagement. Particularly for Study Snack Packs, we posted photos of volunteers preparing the packs on our stories and on our Instagram grid to create excitement and to show our audience the contents of the packs. In the photo at the top left, the donations from the PEACJUST student-run food drive are pictured; we thanked them (@foodsecurityhamilton) in a post for thinking of the FCC and for their hard work.

Another major social media campaign last month was our “CrunchTime” contest: an online, asynchronous event run by the Community Kitchen Coordinator and her committee of volunteers. We asked our followers to tag us on their stories or send us a dm with a photo (and/or recipe) of their go-to exam season snack. Each time they “submitted” a snack idea, they were entered into a draw to win 1 of 4 electronic gift cards to a grocery store of their choice. We received good engagement: at least a dozen entries. We also posted a daily Instagram reel in which an FCC exec or volunteer carried out a short tutorial for making their own favourite “crunch-time” snack (including me: I did a video for how I make my go-to strawberry-banana cheerios snack 😊). These reels got great engagement, including comments about how the videos had given people good ideas for their next snack!

Promotional Materials



Social Media Engagement since the Previous Report

Instagram: we have 967 followers (59 more than our previous report).

Insights:



Facebook: We have 1500 page likes (down from the previous report) and 1567 follows.

Insights:

Dec 15 - Jan 11 • Last 28 days

120	2	1
Post Reach	Engagements	Link Click

Posts (?)

0 posts published in the last 28 days.

RECENT POSTS



Exam season is in full swing and we...
December 11

Reach	229
Engagements	2



Pregnancy tests are now available with...
December 10

Reach	158
Engagements	1



UPDATE: Our snack packs are sold out...
December 3

Reach	163
Engagements	2

Twitter: We have 661 followers (5 fewer than previous report).

Insights:

**I have pasted two screenshots because it has been more than 28 days since my previous report and we were more active in the first half of December.*

Dec 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,064 impressions

Study Snack Packs are here! 😊 Our Snack Packs are free and in limited supply, distributed Dec 8 on a first come first serve basis.

Please register here:

forms.office.com/r/6ZbL0w1Lrz
pic.twitter.com/uqkVQnllCO



Top mention earned 9 engagements

McMaster Equity & Inclusion Office
@EIOMcMaster · Nov 29

REMINDER @McMasterU students, staff and faculty that you are warmly invited to register for this year's International Day of Persons with Disabilities events - Comments for more info! 🎉

@MSU_Maccess @MSU_FCC @sasmacu
@McMaster_MI @MacMillsLibrary
#IDPWD2021 twitter.com/EIOMcMaster/st...

1 7 10

[View Tweet](#)

DEC 2021 SUMMARY

Tweets 3 Tweet impressions 2,597

Profile visits 85 New followers 1



28 day summary with change over previous period

Tweet impressions

837 ↓ 70.3%



Followers

661 ↓ -4



I would speculate that we increased our Instagram followers by so much this month partially due to the information cards in the Study Snack Packs sharing our social media handles (particularly in cases where we gave the extra packs out to curious passersby).

Finances

Budget Summary

Due to last semester's increase to our Reserve Budget and due to the donations I outlined in my last EB report, the AD and I have decided to increase the standard Lockers of Love e-card amount to 20\$ (up from 15\$). We are also continuing to offer gift cards of higher amounts (e.g., \$25, \$30) in special cases, where the partner indicates in the form that they are caring for dependents or are otherwise temporarily in a state of increased need.

We are also currently sorting out some confusion about the transfer of funds from the McMaster Okanagan Committee to the MSU (for use in the Sponsorship/Donation Revenue section of the FCC budget). It seems that the funds were never fully processed: we are working it out! *Cultivating Change* costs

continue to be tracked elsewhere, since they are derived from a funding source outside the official FCC budget.

We expect to spend much more of our Annual Campaigns budget in the next two months, after I order the gift cards for the Crunch Time contest winners, after we begin to produce in-house Good Food Boxes and after the SPACs get into the full swing of the Intersectionality campaign they are planning.

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	656.44
	REMAINING IN LINE	1643.56
6494-0318	FCC – VOLUNTEER RECOGNITION	750
	TOTAL SPENT IN LINE	300
	REMAINING IN LINE	450
6501-0318	FCC – ADVERTISING & PROMOTIONS	2300
	TOTAL SPENT IN LINE	1213.80
	REMAINING IN LINE	1086.20
6603-0318	FCC – RESERVE	2500
	TOTAL SPENT IN LINE	1336.89
	TOTAL REMAINING IN LINE	1163.11
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		7950
TOTAL ACTUAL DISCRETIONARY SPENDING		3507.13
REMAINING DISCRETIONARY SPENDING		4442.87

Executives & Volunteers

We have hired a new Social & Political Advocacy Coordinator to work on the *Cultivating Change* project for the Winter semester! We are ensuring she is warmly introduced to the executive team and sent all the appropriate training materials. We have also settled on a regular Winter semester (online) exec meeting time, and I will be submitting it to the Student Events Portal ASAP. Also, we sent out volunteer appreciation thank you e-cards (with a photos of the exec team and holiday well-wishes) and electronic Starbucks gift cards to each of our volunteers to thank them for their help this semester.

Successes

It has been so exciting for the FCC to be featured (directly or indirectly) in several news articles about the community fridge project on campus!

<https://dailynews.mcmaster.ca/articles/community-fridge-campus/> and

[Community fridge set to open at McMaster to ‘combat food insecurity’ |](#)

[TheSpec.com and Growth of community fridges during pandemic shows the power of neighbourhoods, volunteers say | CBC News](#) are some examples.

Another major success has been spreading awareness about FCC by setting up an in-person booth in MUSC on December 8 to give out Study Snack Packs. We have missed that sort of in-person outreach opportunity this year, and it was so invigorating to speak with students approaching the table to ask what we were all about.

Current Challenges

Uncertainty about the state of the semester (in-person vs entirely online? Things still feel uncertain) has been the biggest challenge so far. Particularly, the delay to in-person opening on campus has meant that we've had to refuse partners seeking in-person Lockers of Love; especially for the partners seeking the pregnancy tests that we're offering as a partnership with SHEC, the online-only model feels disappointing. (Pregnancy tests are one of the most valuable items that we offer through Lockers of Love, and for buying one of those, an electronic gift card does not go as far). Finally, although me and my execs are supposed to – and mainly did! – use the winter break to rest and recharge, demand for food support still existed. That was a hard line to balance; we opted to continue offering electronic gift cards during the break, but we still couldn't fulfill the degree of need that some folks had over the holiday season. This is a challenge faced by food support services everywhere, perhaps, but we felt it acutely this past month.

Miscellaneous

Thanks for reading my report!