



REPORT

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

TO: Members of the Executive Board
FROM: Morghen Jael
SUBJECT: FCC Report 8
DATE: February 15, 2021

Yearplan Update

A long-term project affiliated with the FCC is the outdoor community fridge (in partnership with the Student Wellness Centre & other groups) planned for outside MUSC. We are currently anticipating an early-March launch. The wooden shelter that will house the fridge-freezer-pantry complex has been built, and we have launched a call for design proposals to decorate it (with a 500\$ honorarium available to the winning design team, provided by the School of the Arts!). Discussions are ongoing with the MSU's HR, VP Admin, and VP Finance about setting up a community fridge liaison role for the FCC exec team.

I am still waiting for feedback on my transition report draft, but I am looking forward to continuing work on that document so that I can provide a comprehensive overview of the service to my successor! I have been referring to my Year Plan as I draft the transition report, to advise on how well I was able to meet my goals.

Events, Projects, & Activities

General Service Usage

The food bank space in Bridges continues to be closed to the public. Lockers of Love, our confidential food support program, has resumed operating in a hybrid on-campus + online model after going entirely online for Winter Break and the first part of January. In the last two-three weeks, we have received an unprecedented influx of orders (meeting or even exceeding the rate of orders we experienced in September). We are currently processing 12-15 orders per week (significantly more than the 2-7 average we have been meeting all year). I plan to connect with VP Admin and VP Finance soon about possibilities to re-bolster our Reserve budget to meet this demand, or to get creative with our budget (e.g., drawing from our Annual Campaigns line to support Lockers of Love). For further context, most of these Lockers of Love orders are from discrete users – new user ID codes and new email addresses – and more of them are for e-cards than for in-person. However, we are still processing several in-person orders each week!

We have also officially added some early-December donations to our food bank inventory, which has diversified our in-person offerings. The next step is to go through and identify any near-expiring items (e.g., within the next two months), and donate them to other Hamilton food banks to help make sure they are consumed before the expiry date.

Finally, we continue to give out SHEC-provided pregnancy tests in our in-person Lockers of Love program. This collaboration has been successful; there have been partners making use of Lockers of Love solely for the purpose of getting a pregnancy test in a discreet manner, and there are others that take advantage of the opportunity to get some non-perishable food items as well.

Projects & Events: Cupid's Cook-Along (Upcoming as I write this report)

This virtual event is being organized by our Community Kitchen Coordinator (CKC) and her committee of volunteers. It is Valentine's Day themed and is scheduled to happen on Sunday February 13; the CKC will be teaching participants how to make Greek yogurt cheesecake bites, a (relatively) healthy dessert with options for personalized fruit toppings. (I see this event as a valuable contribution to the suite of recipes we've taught in Community Cook-Alongs this year; food security means being able to cook and eat in a fulfilling/fun way, not just in a perfectly "healthy" way). Participants in this workshop will have the chance to win one of five 20\$ electronic gift cards, to a grocery store of their choice. We are also planning to offer financial assistance for buying ingredients in the form of President's Choice e-cards, for anyone whose financial situation is a barrier to their participation! We are looking into offering in-person Community Cook-Along events later this semester, but this one was planned as an online event before the return to campus, so we decided to stick with our plan.

Projects & Events: Intersectionality campaign (Upcoming)

This advocacy campaign is being devised by our Social and Political Advocacy Coordinators and their committee of volunteers. It will be a five-week social media campaign later this semester, with one post each week highlighting a different intersection between food (in)security and another area of identity (e.g., ability, socioeconomic status, race). The posts will share facts, statistics, and anecdotes about how food (in)security relates to the other area of interest, with a particular focus on campus/undergraduate experiences. The campaign is primarily educational – it will define terms, encourage awareness of intersecting social factors – but it will also direct viewers to campus and community resources as is relevant. The Social and Political Advocacy Coordinators are working to organize the campaign in a large-scale way (working with our Promotions Coordinator to decide on a cohesive and appealing design scheme, choosing which intersections to highlight when), and the volunteers they oversee are doing the detailed research on the areas of intersection in small groups. It is a long-term/large-scale group project of sorts!

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

The Good Food Coordinator and I have been working with TwelvEighty staff, MSU Comms, and a local courier company (H.M. Courier) to offer in-house production and delivery of Good Food Boxes this month. We are offering the boxes for delivery and pick-up on Friday February 11; this is also the day we will be, with volunteers, packing and assembling the boxes themselves in the TwelvEighty restaurant space. Due to a short promotional timeline, we received 18 orders this month (on par with past months, but not a substantial increase like we expected with the offering of delivery). Hopefully with increased time to promote and more awareness/familiarity with the delivery system, more orders will be placed next month.

We charged 26\$ for boxes for delivery, and we offered an in-person pick-up option at 16\$ (because we wouldn't be paying the courier company their 10\$ fee) for folks that live outside the delivery radius or who live in residence on campus (also inaccessible to our courier). The choice to offer a lower, pick-up price was made after an extensive conversation with our exec team; it dilutes the appeal of the delivery option to have a cheaper option available, but we decided that it was ultimately important to making sure that Good Food Boxes are widely accessible. In future months, we will work on striking a balance between emphasizing the delivery option and understanding that some folks want to participate in the Good Food Box program at a lower cost.

Outreach & Promotions

Summary

Since my last report, we promoted our Cupid's Cook-Along workshop and our new in-house production + delivery model for Good Food Box using graphics the FCC commissioned from Underground. Accompanying the GFB graphic, we posted a screenshot of a map with the delivery radius delineated with a black line. For next month, we will work with Underground to create a delivery radius graphic that is more precise and more aesthetically appealing! Finally, alongside the GFB graphic, we also shared a photograph of the produce from a previous box, so that potential purchasers can get a sense of the scope of contents in the boxes. We have used this photograph before, so this month, as we package the in-house GFBs, we will take more photos of the produce to use for future promotional efforts.

We also posted the general MSU Director/AD hiring graphic on our grid to encourage applicants. Finally, we reshared the Community Fridge call for artists graphic pasted below. We haven't decided yet if/when we will post it on our grid, but it is a graphic created by the Student Wellness Centre 😊.

Promotional Materials



Social Media Engagement since the Previous Report

Instagram: we have 980 followers (13 more than our previous report).

Insights:

Last 30 Days ▾

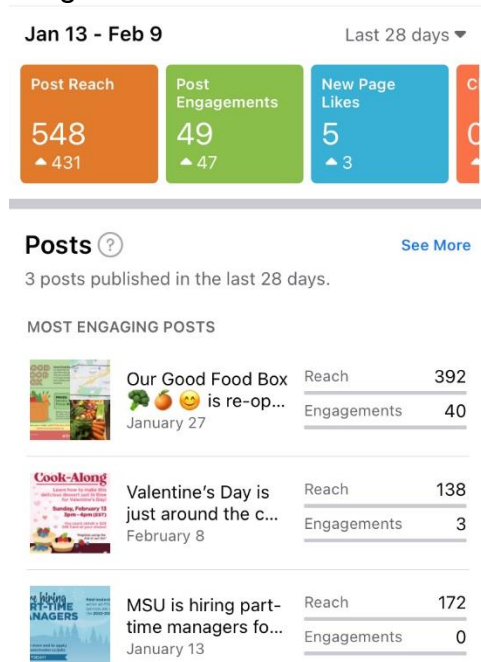
Jan 11 - Feb 9

Insights Overview

You gained **14** more followers compared to Dec 12 - Jan 10.

Accounts reached	801	>
	-82.9%	
Accounts engaged	128	>
	+3.2%	
Total followers	980	>
	+1.4%	

Facebook: We have 1503 page likes (up 3 from the previous report) and 1569 follows (up two from the previous report).
 Insights:



Twitter: We have 663 followers (2 more than previous report).
 Insights:



Our followers on Facebook and Twitter have remained relatively stable all year, while our Instagram followers have increased. Future promotional efforts could target audiences on Facebook and Twitter specifically, to try to increase engagement.

Finances

Budget Summary

Although last month the AD and I decided to increase the standard Lockers of Love e-card amount to 20\$, we are now experiencing an unexpected and unprecedented influx of orders, so we made the decision to reduce the default e-card amount to 15\$. We still take particular circumstances into account, and occasionally give out gift cards of a higher value if a partner is caring for several dependents or is otherwise in a special circumstance.

We expect to spend more of our promotional budget soon on our extensive social media Intersectionality Campaign, coming up this semester. The Annual

Campaigns spending is also projected to increase very soon: I am about to make purchases for several cook-along gift cards, for example, and we will begin to spend on in-person venue costs for advocacy and cooking workshops. Finally, spending on *Cultivating Change* continues to be tracked separately, because our budget for those events were set by the grant given to the FCC by the McMaster Okanagan Committee last year.

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	841.53
	REMAINING IN LINE	1458.47
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	1524.80
	REMAINING IN LINE	775.20
6603-0318	FCC – RESERVE	2500
	TOTAL SPENT IN LINE	1986.89
	TOTAL REMAINING IN LINE	513.11
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		7950
TOTAL ACTUAL DISCRETIONARY SPENDING		4653.22
REMAINING DISCRETIONARY SPENDING		3296.78

Executives & Volunteers

Our new Social & Political Advocacy Coordinator, hired to work on the *Cultivating Change* project for the Winter semester, is now fully settled into her role and has completed her training! We decided as an exec team to meet for longer every two weeks instead of for shorter every week, so that has changed our working dynamic as a team somewhat; it means that our meetings are more thorough and comprehensive when they do happen, which is a good thing! However, it means that if an exec member has to miss a meeting, they have to wait longer before they can connect with the whole team face-to-face again.

Finally, we have given volunteers the option to switch committees, if they are part of a committee and want a change in what they're focused on. (E.g., a volunteer switched from Community Kitchen Committee to the Social & Political Advocacy Committee). We hope that offering this option makes volunteers feel like they have agency in their experience as an FCC volunteer!

Successes

The community fridge continues to be a fulfilling and exciting project affiliated with the FCC. The partnership with School of the Arts (brokered by me 😊!) has allowed our call for design proposals for the shelter to include the offer of a substantial financial honorarium, which will be so important and validating for the students whose design ends up being chosen. This is particularly so because we hope the winning design team/student can participate in the actual painting of the shelter in early March; the honorarium might mean that they could take the weekend off work for that, for example.

Current Challenges

Lockers of Love is almost unbearably busy at the moment. My AD and I continue to prioritize it, since it is our most direct food support service and since it serves the most precarious of our partners, but it means that my capacity to respond to the public and our execs is compromised in other ways. For example, my inbox is filling up more than it ever has; I continue to prioritize Lockers of Love, and sometimes my replies to emails from MSU staff or campus partners come slower than I would like them to.

Miscellaneous

Thanks for reading my report!