



# 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 9: Year End Report  
DATE: March 29, 2021

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### Yearplan Update

I am looking forward to continuing work on my transition report. 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. We have now hired the incoming FCC Director – a current FCC Exec member – so I can tailor my transition report to be more applicable and relevant to her, given her prior experience with the service.

Second, I have drafted a memo to MSU's HR and VP Admin in support of the creation of a Community Fridge Liaison role on the FCC exec team this coming school year. I would be happy to share this memo with any interested parties; email [fcc@msu.mcmaster.ca](mailto:fcc@msu.mcmaster.ca) and I can send you a copy. I am still waiting to hear back about whether and how we can proceed with concretizing my proposal.

Third, I was honored to receive one of the PTM of the Year awards at Student Recognition Night two weeks ago. I have been giving the FCC my all this year. I wish my AD (and, secondarily, my exec team) could be given equal recognition! They are vital to the operation of the service and have shown dedication and creativity this year that equals mine.

Finally, I want to emphasize that, this year, we have proved that FCC is an essential service on campus. We have been unprecedentedly relied upon this year for food support, by a variety of students. We have integrated ourselves into a variety of campus projects (the upcoming community fridge, collaborations with other MSU services and clubs) and have corresponded with other universities and community groups that are interested in establishing similar food security programs. **Please continue funding and supporting the FCC!** Also, please continue to listen to food security advocates – particularly those with lived experience of food insecurity – because they know what is needed on the ground. If we need to reinvent the wheel in order to better serve students, we should. Thank you for supporting me & the FCC this year!

### Events, Projects, & Activities

### *General Service Usage*

The food bank space in Bridges continues to be closed to the public. We are still waiting to hear the specifics of the potential move to a new MSU homebase in a new building; we hear that FCC will have its own dedicated space there. A lot currently seems uncertain about how in-person access to the food pantry might look next school year.

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. This year, Lockers of Love has more than quadrupled in use. I chalk this popularity up to 1) effective promotion on our end, and, more importantly, 2) an increased level of need, especially as we extract ourselves from a pandemic. I would not be surprised if Lockers of Love continued to be as popular next year. It was significantly under-funded this year – a reality that EB helpfully reacted to by increasing our budget! – and I would urge a budget increase for the program for next year.

### *Projects & Events: Cultivating Change Week (Upcoming as I write this report)*

This series of virtual events was organized by our two Cultivating Change Coordinators (technically Social & Political Advocacy Coordinators), using the funding from the McMaster Okanagan Committee. They are being held on March 28 (theme: Community Fridges HamOnt), March 29 (theme: Good Food Boxes in Hamilton), and March 30 (theme: Food for Life and combatting food waste). They are online guest speaker events, for which the first 10 students to register – and then attend – will be awarded a 25\$ grocery store gift card. It is exciting to have secured such knowledgeable and community-integrated guest speakers for the events! I encourage anyone reading this report to register for the events (link is in the bio of @msu\_fcc on Instagram) or to promote them in their networks.

### *Projects & Events: Study Snack Packs (Upcoming)*

We offered free study snack packs for delivery or pick-up on the last day of classes in Fall semester, and the event was very successful! All snack packs were reserved within a few hours of beginning to promote the event. This semester, we are planning to replicate the event, potentially with expanded offerings inside the packs (we have some budget left for it, since more events have been online this year than anticipated). We are planning to request more specific delivery instructions this time; last month, it caused some volunteers and I some hassle when we weren't sure how to deliver the packs to apartment buildings or offices on campus, for example. Study Snack Packs are a fun way for the FCC exec team and volunteers to bond in-person; we are looking forward to it.

## **Outreach & Promotions**

### *Summary*

Since my last report, we re-promoted our new in-house production model for the Good Food Box. This time, we had Underground create a map graphic to show our delivery radius in a clearer and more appealing way. We also reposted a

graphic created by the Academic Sustainability Programs office for a partnership event; we were collecting non-perishable food donations for use in the soon-to-be-launched community fridge, and they were advertising their Sustainability minor and offering free hot chocolate. Finally, we recently posted a graphic for the Cultivating Change series next week; three online workshops with guest speakers about food security, food systems, and food justice.

*Promotional Materials*

**Want FREE Hot Cocoa?**

Chat with us about the McMaster Community Fridge that is launching this month!

Bring a non-perishable food item (if you can)!

- MUSC/Mills Plaza
- Mar. 4th from 11-1pm
- ☞ Bring Your Own Thermos

Logos: Food Collective Centre, McMaster University

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FOOD COLLECTIVE CENTRE PRESENTS

# CULTIVATING CHANGE WEEK!

Cultivating Change is a project funded by the McMaster Okanagan Charter to address systemic issues of food security, sustainability, and sovereignty through a variety of community speakers and workshop leaders. Cultivating Change aims to raise awareness about the larger structural inequities of the food system beyond short-term food services, and teach tangible skills and actions.

**JOIN US MARCH 28 - 30** for workshops from various community leaders to explore and ask questions surrounding food systems, food sovereignty, and food justice.

**\$25 Gift Cards provided to first 10 students to register and attend each event!**

All additional participants will be entered to win a \$25 gift card.

**Link in Bio for registration**

**Swipe to learn more about each event:**

For more information or any accessibility concerns, please email [cultivatingchange@msu.mcmaster.ca](mailto:cultivatingchange@msu.mcmaster.ca)

Logos: Cultivating Change, Environment Hamilton, McMaster University, THE OKANAGAN CHARTER, Food Collective Centre, MSU

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**GOOD FOOD BOX**

Orders are open for the March Good Food Box! We offer pick up and delivery options.

**Price:**  
**\$26** (delivery to your door)  
**\$16** (for pick-up)

Place your order until March 26 at [store.msumcmaster.ca](http://store.msumcmaster.ca)

Logos: #MSU\_FoodCollectiveCentre, #MSU\_FCC, Food Collective Centre, MSU

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Delivery now available for areas surrounding McMaster University and pick-up available too.

Map showing surrounding areas.

Logos: #MSU\_FoodCollectiveCentre, #MSU\_FCC, Food Collective Centre, MSU

*Social Media Engagement since the Previous Report*

Instagram: we have 1007 followers (27 more than our previous report and 226 more than my first EB report).

Insights:

Last 30 Days ▾

Feb 23 - Mar 24

### Insights Overview

You reached **+7.8%** more accounts compared to Jan 24 - Feb 22

Accounts reached	829	>
	+7.8%	
Accounts engaged	130	>
	+8.3%	
Total followers	1,007	>
	+1.8%	

Facebook: We have 1501 page likes (down 2 from the previous report but up 5 from my first EB report) and 1567 follows (down two from the previous report).  
Insights:

Feb 25 - Mar 24

Last 28 days ▾



#### Posts ?

[See More](#)

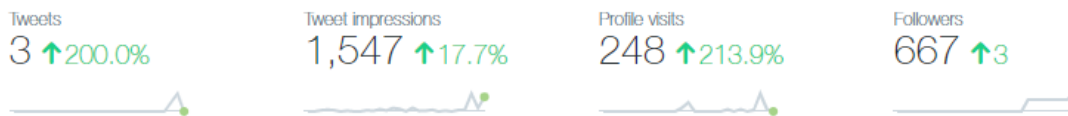
2 posts published in the last 28 days.

#### MOST ENGAGING POSTS

	Good Food Box 🌱 🍌🍌 order form... March 21	Reach 176 Engagements 7
	Are you interested in discussing foo... March 23	Reach 169 Engagements 5

Twitter: We have 663 followers (4 more than previous report and identical to my first EB report).  
Insights:

#### 28 day summary with change over previous period



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*

We have lately been experiencing a very high influx of orders lately (not quite as high as in February, but still higher than our 2-7 orders weekly average from the rest of the year). We have used up our Reserve budget, which had already been increased from 1000\$ to 2500\$ by EB this year! The AD and I have worked with VP Finance to secure 500\$ for use for Lockers of Love e-cards through Services Special Project funding. This funding is being tracked separately from the budget breakdown in the chart below. We are still offering 15\$ as the default amount for e-cards, and we are encouraging folks to use in-person Lockers of Love wherever possible. We are also dipping into our sponsorships funding to pay for concrete food items to restock our food bank.

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.

I have also been working with VP Finance to adjust the budget breakdown next year, in order to give Good Food Box its own dedicated budget line. It is a distinct program and deserves dedicated funding! In my understanding, the amount will be taken out of Annual Campaigns, from which Good Food Box costs are currently taken, and moved to its own budget line.

This year, we did not spend any of our Office Supplies funds, but we may still spend them on some costs associated with Study Snack Packs (an event we are getting underway soon). We are also about to place a large order with Underground to pay for two online campaigns; our Intersectionality campaign (coming out of Annual Campaigns) and our end-of-year CrunchTime campaign (coming out of Advertising & Promotions). Finally, we will be rolling out our volunteer appreciation spending next week. The numbers reflected in the chart below will not be how we end the school year; we are spending more.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
5003-0318	FCC – OFFICE SUPPLIES	
	SUPPLIES	
	TOTAL SPENT IN LINE	0
	REMAINING IN LINE	100
6102-0318	FCC – ANNUAL CAMPAIGNS	2300
	TOTAL SPENT IN LINE	1006.53
	REMAINING IN LINE	1293.47
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	1689.80

	REMAINING IN LINE	610.20
6603-0318	FCC – RESERVE	2500
	TOTAL SPENT IN LINE	2496.89
	TOTAL REMAINING IN LINE	3.11
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		7950
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		5493.22
<b>REMAINING DISCRETIONARY SPENDING</b>		2456.78

### **Executives & Volunteers**

We have hired an incoming FCC Director! She is this year’s Good Food Coordinator, which bodes well for having someone already familiar with FCC take over the service from me. We worked closely this year and will have a great, open line of communication throughout the transition.

We are also planning an exec social – a board game café event! – for early/mid-April. Finally, we are working with our exec team to determine how we will thank volunteers this semester. Last semester we offered Starbucks gift cards, and we might do something similarly food-based this time 😊.

### **Successes**

We selected one of the student-submitted designs for the community fridge shelter! It is a beautiful and playful design created by a McMaster med student, and we are so excited to be planning to paint it onto the shed.

### **Current Challenges**

First, we were disappointed at the result from the MUSC Board, who rejected our proposed community fridge location outside the entrance to their building. We understand that many factors went into the decision, but were disappointed because of all the work that had gone into consulting students (including food insecure students) to determine that that location was ideal. However, we are taking the news in stride, and have adjusted our location to just a few paces away, outside of Mills Library!

Second, the day-to-day operations of the FCC have been taxing and all-consuming lately. My AD and I have been fielding questions and concerns about Lockers of Love, troubleshooting the logistics of offering an in-house-produced GFB, and reacting day-by-day to the high degree of interest in our food support services. It means that my energy is being directed towards on-the-ground concerns, and away from tasks like the completion of my transition report. I am not unhappy with the state of things – supporting food insecure students is always the most important thing, for me – but it is challenging to balance being the liaison between my service and the MSU and simply running my service.

Finally, I am finding the (abrupt) transition to requiring in-person, paper POs to be an added difficulty. Due to COVID-19 and some vulnerable folks I live with, I am trying to avoid campus as much as I can. I also mostly have class during the limited 10am-1pm hours that the MSU office is often open (sometimes virtual class, sometimes in-person class); it makes scheduling a visit to place a PO an added challenge in my busy, busy weeks. Finally, I have found there to be added miscommunications and logistical difficulties with paper POs; e.g., last week the VP Finance was not in the office, and the approval of my paper PO for food for the food bank was delayed. There was also a miscommunication with the hand-off of a paper PO the previous week, where I had to check in with multiple parties to ensure that the information had been conveyed. I would encourage a hybrid system in the future! PTMs are working so hard and, in my opinion, deserve the convenience of being able to send a PDF of a PO via email.

### **Miscellaneous**

Thanks for reading my report! It has been a pleasure to report to EB on behalf of the FCC.