



REPORT

From the office of the...

FCC Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 3
DATE: August 17th, 2022

Yearplan Update

Our team has continued to follow the plan outlined in our year plan. To summarize we have completed most of the hiring for the executive team and are in the process of hiring the Community Fridge Liaison and our general volunteers. Additionally, we are continuing to work on Loonies for Lunches and Lockers of Love. Lastly, we have started working with our exec team to plan for the upcoming year. I will go over each of these items in more detail in the following section of the report.

Events, Projects, & Activities

General Service Usage

The only service that is currently running is Lockers of Love. The form opened on July 17th, since then we have had 44 requests for gift cards. There was an initial surge in requests, but it has slowed down. Other than that, we have received a good number of applicants for our Community Fridge Liaison position and are still receiving applications for general volunteers.

Projects & Events: Lockers of Love (On-Going)

This is still on-going. There aren't many updates but the requests for gift cards have slowed down in the past week or so. We are still currently only using gift cards but will be switching to in person Lockers of Love (i.e., using the food bank) starting in September.

Projects & Events: Hiring (Various, some have been complete, and some are on-going)

Most of our exec team has been hired and they have submitted their contracts and their training (with the exception of the Due Diligence training). Interview invites for the Community Fridge Liaison have been sent out and interviews will be conducted between August 15th – 21st. Additionally, hiring for general volunteers (currently only open to returning and upper year students) is on-going and applications will close on August 22nd 11:59 pm. There will be a

second round of volunteer hiring for first years in September. The goal is to hire between 30-40 general volunteers in total.

Projects & Events: Loonies for Lunches (On-Going)

We are continuing to make progress on Loonies for Lunches. The most recent update is that the Loonies for Lunches team met with Michael Wooder and Paula from Underground to discuss making the promotional material that will be put up in La Piazza. The posters/banners have been made and are currently being reviewed by the team before they are printed. FCC also plans to promote Loonies for Lunches at both Club Fest and the Service Fair.

Projects & Events: Preparation for the Year (On-Going)

I am currently conducting 1:1 meetings with the exec team to go over the FCC year plan, transition reports, as well as to start planning for the year ahead. I am also in the process of setting up promotions training with Michael Wooder. Exec members will be creating their own versions of year plans for their roles so we can work with them to figure out how what events they plan to run as well as how they might be run. This is being done to ensure that they get an idea for the amount of work that will be needed as well as a feel for when work will need to be done. We are also planning ahead to try and spot any issues which might come up as we plan events throughout the year.

Outreach & Promotions

Summary

We are currently primarily interacting with MSU members through social media and email. I have also had meetings with two students who wanted to learn more about the Food Collective Centre and food banks. The assistant director and I also took part in focus groups for the McMaster Okanagan Committee's McMaster Food Strategy. We plan to attend both Club Fest and the Service Fair to increase our outreach and in hopes of spreading the FCC name.

Promotional Materials

CFL Hiring:



Volunteer Hiring:



Rave Cards:



MSU Food Collective Centre

WHO WE ARE:
A student-run, on-campus food security resource and food bank

SEE OUR IG FOR MORE INFORMATION



BASEMENT OF BRIDGES CAFÉ IN THE REFECTORY BUILDING

OUR FLAGSHIP PROGRAMS:

- » **Lockers of Love:** Send in a confidential request for a package of food items from our food bank. Available to students and community members.
- » **Good Food Box Program:** Monthly, affordable produce box. We aim to provide affordable, fresh produce in bulk for individuals.
- » **Community Kitchen Cook-Along:** Cook-alongs to help participants develop basic cooking skills and expand their range of recipes in a budget-friendly way.



Tabletop Sign:



MSU Food Collective Centre

Located in the basement of Bridges Café in the Refectory Building

**Monday - Friday
10:30am-2:30pm**

@MSU_FCC
<https://msumcmaster.ca/service/fcc/>




Loonies for Lunches:

loonies for lunches
pay it forward today!


- 1 Let the cashier know you'd like to donate.
- 2 Swipe your meal plan OR your credit/debit card to donate \$1.
- 3 Funds are collected and deposited to Lockers of Love.

Lockers of Love gives community members a confidential method of assistance in relieving food insecurity.



SCAN ME

Follow us at @MSU_FCC for more info!



pay it forward!

Let a cashier know at check-out that you want to add \$1.00 to support students experiencing food insecurity.

All proceeds go to Lockers of Love.



pay it forward
with loonies for lunches

Let a cashier know at check-out that you want to add \$1.00 to support students experiencing food insecurity.

All proceeds go to Lockers of Love.



Social Media Engagement since the Previous Report

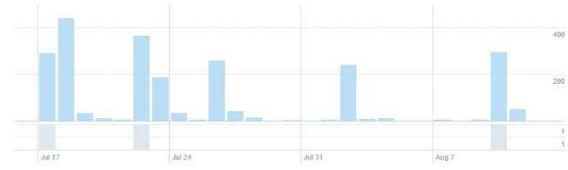
Twitter:

Account home **MSU Food Collective Centre @MSU_FCC**

28 day summary with change over previous period

- Tweets: 3 **↑200.0%**
- Tweet Impressions: 2,371 **↑385.9%**
- Profile visits: 462 **↑84.1%**
- Followers: 677 **↑6**

Your Tweets earned 2.4K impressions over this 28 day period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
MSU Food Collective Centre @MSU_FCC · Aug 19	Interested in promoting food security at McMaster? ★ FCC Volunteer applications are open ★ The applications are currently open for returning volunteers and upper year students (2nd year+). Deadline is Aug 22. Please reach out to us if you have any questions! pic.twitter.com/NX0L0wv6R0 View Tweet activity			343	3	0.9%
MSU Food Collective Centre @MSU_FCC · Jul 22	Are you interested in working with the McMaster Community Fridge Liaison? This role will connect the FCC, and by extension the MSU, to this multi-stakeholder campus project. To learn more and to apply, visit msumcmaster.ca/jobs. our.twitter.com/JoinUsandYou			769	18	2.3%

Instagram:

Impressions vs Jun 12 - Jul 11: **6,151** (+152%)

Profile Activity: **996**

- Profile Visits: 675 (+103%)
- Website Taps: 321 (+296%)
- Email Button Taps: 0
- Call Button Taps: 0

1,093 Followers (+8.1% vs Jul 11)

Growth: Overall 33, Follows 44, Unfollows 11

Content Interactions: **472** (+145% vs Jun 12 - Jul 11)

Post Interactions vs Jun 12 - Jul 11: **470** (+144%)

- Likes: 211
- Comments: 2
- Saves: 133
- Shares: 123

Top Posts Based on likes: 72, 68, 61

Insights Overview: You reached +53.7% more accounts compared to Jun 12 - Jul 11

- Accounts reached: 1,390 (+53.7%)
- Accounts engaged: 247 (+51.2%)
- Total followers: 1,093 (+8.1%)

Content You Shared: 3 Posts, 11 Stories

Facebook:

MSU Food Collective Centre - FCC

Last 28 days: Jul 14, 2022 - Aug 10, 2022

Results: Facebook Page reach: **1,347** (+203.5%)

Content: 3 posts with reach of 119, 125, and 1,276

Audience: Facebook Page likes: **1,504**

Age & gender: 19-24 (13.24%), 25-34 (25.34%), 35-44 (35.44%), 45-54 (45.54%), 55-64 (55.64%), 65+ (65.74%)

MSU Food Collective Centre - FCC

Last 28 days: Jul 14, 2022 - Aug 10, 2022

Results: Facebook Page reach: **1,347** (+203.5%)

Facebook Page visits: **38** (+100%)

Facebook Page new likes: **3** (+200%)

Finances

Budget Summary

So far, we have spent money on buying gift cards for Lockers of Love as well as promotional material. We were a bit nervous to spend as much of our budget on buying promotional material for welcome week since we wanted to make sure that we will have enough money to spend throughout the year. But in the end due to having a very limited supply of promo material and based on the interactions we have had with students who have told us that they either knew very little or didn't know about the FCC at all, we decided to make the purchase in order to increase our outreach with the McMaster community.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0318	FCC – OFFICE SUPPLIES	\$100.00
	TOTAL SPENT IN LINE	\$100.00
	REMAINING IN LINE	\$0.00
6102-0318	FCC – ANNUAL CAMPAIGNS	\$1,600.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$1,600.00
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$1000.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$1,000.00
6494-0318	FCC – VOLUNTEER RECOGNITION	\$800.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$800.00
6501-0318	FCC – ADVERTISING & PROMOTIONS	\$2,300.00
	TOTAL SPENT IN LINE	\$616.00
	REMAINING IN LINE	\$1,684.00
6603-0318	FCC - RESERVE	\$2,900.00
	TOTAL SPENT IN LINE	\$735.00
	REMAINING IN LINE	\$2,165.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8,700.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1,451.00
REMAINING DISCRETIONARY SPENDING		\$7,249.00

Executives & Volunteers

The moral of the team is great. The assistant director is doing well and continuing his role. The new execs which have been hired are excited to work with the Food Collective Centre for this upcoming year. I have also done 1:1 with the execs and they are all optimistic and doing well. We have decided to delay our first team meeting till we hire the Community Fridge Liaison.

Successes

I would say I am proud of the enthusiasm the exec team has shown and their willingness to start planning for the year. It shows their commitment and how much they care about food (in)security. I would also say the work and progress that has been made for Loonies for Lunches has been a success and I would like to thank Michael Wooder and Paula Scott for working with the entire team.

Current Challenges

There haven't been any challenges that we have faced this past month. Everything has gone smoothly so far.

Miscellaneous

N/A