



REPORT

From the office of the...
FCC Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 4
DATE: September 16th, 2022

Yearplan Update

The FCC team has been busy over the past month with setting up for the school year, running a few projects, as well as taking part in the Service Fair and Club Fest. We have been keeping up to our schedule as outlined on the year plan and have finished the first round of hiring, have been running Lockers of Love, and have launched the Loonies for Lunches program. Currently, the Good Food Coordinator and Community Kitchen Coordinator are also working to organize events for September. Our transition to in-person Lockers of Love is also set to start on September 19th. Lastly, our second round of volunteer hiring is currently open.

Events, Projects, & Activities

General Service Usage

In terms of general usage, FCC has interacted with the study body through the service fair and clubfest, Lockers of Love, and general email and social media inquiries. I will discuss the service fair and clubfest later in this report. Since my last report we have had 35 users use Lockers of Love. We've also received more applications than our total number of general volunteer positions during our first round of hiring.

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

We launched the Loonies for Lunches program in La Piazza on September 6th. The four 2nd year Health Science students were also in a DailyNews article: [New "Loonies for Lunches" campaign addresses food insecurity – Daily News \(mcmaster.ca\)](#). There was a bit of a confusion on the first day where some cashiers didn't know how to process the donation on their systems, but it has been fixed. We posted about it on our social media as well and the post did well in terms of likes and shares. Lastly, we will find out the amount of donations we received at the end of the month.

Projects & Events: Service Fair and Clubfest (Complete)

Both events went well. We interacted with mainly first years during both events but there were some upper year students there as well (including some Masters students too). We gave out rave cards and stickers at both events and there seemed to be a lot of interest in the Cook-Alongs so we are looking forward to running those. I do know some first- and second-year students and it seemed that many of them did not know that during Clubfest in addition to the booths on BSB field, there were booths inside MUSC as well, which is why I think there were less people inside than there were outside. Regardless of that, I still think both events were a success.

Projects & Events: Planning for September Events (Good Food Box and Community Cook-Along) (On-Going)

We have started planning for our September Good Food Box and Cook-Along. Our September Cook-Along will be in partnership with Taryn from the Student Wellness Centre, we have collaborated with her in the past. We are still working out the details, but the plan is to have the Cook-Along on Sept. 27th. It has been a bit more difficult planning for the Good Food Box due to some difficulties trying to find a partner to work with. We have potentially settled on working with The Phoenix but there are still many details to work out. If we are unable to work out the details, then our first Good Food Box will be in October either with The Salvation Army or The Phoenix.

Projects & Events: Volunteer Hiring (Various, first round is complete and round two is on-going)

We had a successful first round of volunteer hiring which was open to upper year and returning students and we received more applications than positions we have available. We have marked the applications but have decided to wait till the end of our second round of hiring to send out acceptances. Our second round of hiring with first year students is going a bit slower but we still have more than a week left and historically there have been fewer first year students who have volunteered. The applications will close on Sept. 25th.

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

This service is continuing to run smoothly. We have continued to use gift cards over the past month and a half. Toney and I have also started to prep for opening Lockers of Love back to in-person and have taken inventory and will soon collect some additional healthcare items from SHEC. Since most of the products we have are still good to use there wasn't a need to purchase more food. We have also had our promo made and are expected to open back for in person on Sept. 19th.

Outreach & Promotions

Summary

The main way we have reached out to MSU members over this past month has been through the service fair and Clubfest. We also receive a moderate amount of email and social media inquires related to volunteer hiring, lockers of love, and the food bank re-opening.

Promotional Materials

Loonies for lunches:



First year hiring post:



Social Media Engagement since the Previous Report

Twitter:



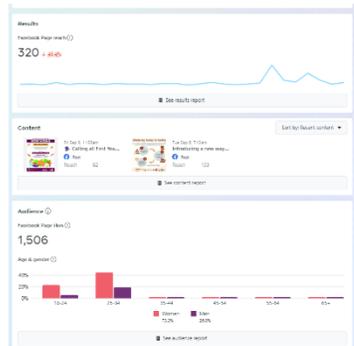
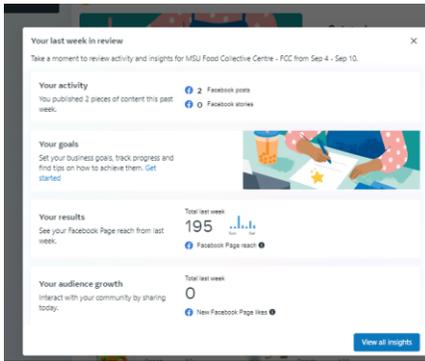
Tweet activity

MSU Food Collective Centre @MSU_FCC	Introducing a new way to donate!	Impressions	430
Customer, all a Pledge can give \$1 to their purchase to support the Food Collective Centre. Let your cashier know that you would like to give. If they're having trouble you need your receipt card to give.	Photo clicks	4	
	Retweets	2	
	Total replies	2	
	Media engagement	1	

SEP 2022 SUMMARY

Tweets	2	Tweet impressions	555
Profile visits	544	New followers	5

Facebook:



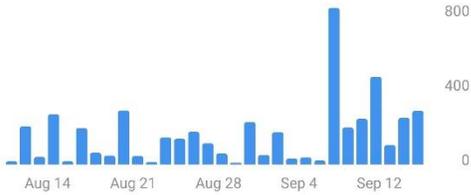
Last 30 Days Aug 14 - Sep 12

Instagram:

Account insights

[See all](#)

1,374 accounts reached in the last 30 days, -4.8% compared to Jul 15 - Aug 13.



Impressions **7,448**
vs Jul 15 - Aug 13 +15%

Profile Activity **850**

Profile Visits **673** -2.4%

Website Taps **177** -46.9%

Email Button Taps **0** 0%

Call Button Taps **0** 0%

428

Content Interactions
-10.5% vs Jul 15 - Aug 13

Post Interactions **424**
vs Jul 15 - Aug 13 -11%

Likes **173**

Saves **89**

Shares **151**

Top Posts
Based on likes



Story Interactions **4**
vs Jul 15 - Aug 13 +300%

Shares **4**

Last 30 Days

Aug 14 - Sep 12

Overview

You gained 62 more followers compared to Jul 15 - Aug 13.

Accounts reached **1,374** -4.8%

Accounts engaged **255** +0.3%

Total followers **1,763** +5.6%

Content You Shared



Posts **2**

Stories **22**

Reels **0**

Finances

Budget Summary

We only spent money on Lockers of Love (\$255) and Clubfest (\$20) this past month. In the table below I've included items we have purchased this past month as well as the total we've spent from each line.

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
	Clubfest fee	\$20.00
	TOTAL SPENT IN LINE	\$20.00
	REMAINING IN LINE	\$1,580.00
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
	Lockers of Love gift cards	\$255.00
	TOTAL SPENT IN LINE	\$990.00
	REMAINING IN LINE	\$1,760.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8,700.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$275.00
REMAINING DISCRETIONARY SPENDING		\$6,824.00

Executives & Volunteers

The moral of the group has been good, and we are looking forward to our first in person meeting. We are all busy planning events for September. We are also currently trying to plan an exec social so the team can get to know each other and for exec team bonding. We are still in the process of volunteer hiring

but based on social media and email interactions they seem excited to be a part of FCC.

Successes

I am proud of my exec team and the support they gave Toney and I with promoting FCC and our services at the service fair and Clubfest. I also think our Good Food Coordinator has done an excellent job working to find a partner to work with us for Good Food Box which has definitely been challenging.

Current Challenges

There were two key challenges this past month. The first was finding a partner to set up the Good Food Box with, with a change in 1280 management they have new health guidelines to follow which is totally understandable, but it made it a bit more difficult for us. The Salvation Army also changed their delivery day from the end of the month to the beginning of the month, if we decided to work with them for September, it would mean we would have no time to promote the box and Grace Lutheran Church also said no. That is how we ended up with asking The Phoenix, who agreed. The other hurdle was confusion about opening the food bank. With Bridges being closed I was a bit confused if I would be allowed to open the food bank to the public or if only my exec team would be allowed to access it. After reaching out to some MSU members as well as a contact from Bridges that doubt has been cleared up and we are aiming to open the food bank in the first week of October once volunteers are trained.

Miscellaneous

N/A