



REPORT

From the office of the...

FCC Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 5
DATE: Friday, October 21st, 2022

Yearplan Update

Programming for the Food Collective Centre is well on track with our outlined year plan. We have begun running our monthly FCC programming. We have also completed our second round of volunteer hiring, and training will be held on Sunday, Oct 23rd, from 3-4 pm. This means that we will be opening the Food Bank on Monday, Oct 24th! We have also continued completing Lockers of Love orders, hosted our first cook-along, and had our first good food box pick-up. We are currently in the process of planning our next good food box, our next cook-along, and Trick or Eat. We will also continue fulfilling Lockers of Love orders and daily community fridge tasks.

Events, Projects, & Activities

General Service Usage

Since my last report, we have received 51 orders for Lockers of Love, 16 more than my previous report. I assume this increase in orders is because of promotions over Welcome Week. It is safe to assume we would have more orders if gift cards were also available. But those orders have been put on pause due to having a low budget for them which I will go over later in the report. We also had 9 participants at our cook-along, which is the most we could have because of limited space; we also had a waitlist of 10 people, which was full. Some additional individuals wanted to join the waitlist, but it wasn't practical to increase the number of spots on our waitlist since only one person who had initially signed up canceled so it barely moved. We also had 14 Good Food Box orders; this month's pick-up was over reading week, which might be why we had a slightly smaller number of orders this month compared to previous months/ last year. Daily operations for the community fridge are also going well; our community fridge liaison has worked with the volunteer coordinators to increase the daily check-ins from twice a day to three times. All donations brought into the fridge are gone within 24 hrs., with a few exceptions.

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

As I previously mentioned, we received 51 orders, and four of those orders were gift cards. As of September 26th, we have temporarily stopped giving out gift cards because the funds we had previously designated for gift cards have almost run out. It would no longer be sustainable to have that option on our form. I have also made one purchase of non-perishable items for the food bank/Lockers of Love, but I will be making another one this upcoming weekend. We also continue our collaboration with SHEC for Lockers of Love for feminine hygiene, other health supplies, and pregnancy tests. Lastly, we received \$62 in donations from Loonies for Lunches over September, which will also be put towards purchasing food for the food bank/Lockers of Love.

Projects & Events: Volunteers and Opening of Food Bank (On-Going)

We have hired 36 volunteers for this year who will be running food bank shifts from Monday – Friday from 10:30 am – 2:30 pm. Some of these volunteers will also be part of one of three committees: Community Kitchen, Promotions, and Social and Political Advocacy. Training will be held on Sunday, Oct 23rd, the food bank will open on Monday, Oct 24th, and execs will start working with their committees. The assistant director will be making the schedule for the food bank shifts and will be the primary contact for volunteers, similar to previous years, and we will also have execs on-call during the shift times in case any issues come up. We are also currently making a promo for the food bank re-opening.

Projects & Events: October Cook-along (Completed)

Our Community Kitchen Coordinator collaborated with Taryn from the Student Wellness Centre for our October Cook-Along, where they made a vegan lentil butternut curry. The cook-along took place in Alumni House and had 9 participants, the waitlist of 10 was also full. The event was a success, and we might potentially consider trying to find a separate location with more space to have more people attend the cook-along. During the event, we also had a photographer take pictures which will be used for promo when we start advertising the November cook-along.

Projects & Events: October Good Food Box (Completed)

This month we received 14 orders for the Good Food Box. We ended up working with The Salvation Army this month which meant we had to follow their pick-up date. The pick-up date was Oct 13th, which was during reading week. We also had Mitch drive over the boxes from the Salvation Army location in Dundas to campus, and pick-up was held in front of the SWC in PGCLL (2nd floor). We plan to continue working with the Salvation Army for November, with Mitch again driving over the boxes.

Projects & Events: Trick or Eat (Up-coming)

Trick or Eat is our annual Halloween Food Drive. Promotional material is currently being made for the event, which plans to run from October 24th to November 4th. There will be a total of three locations the boxes will be placed in;

one will be on campus, and two will be off campus; these locations are still being finalized. Ideally, we will have one exec or volunteer check each box daily to ensure everything is fine and running smoothly. Also, to check on the progress of the donations. Items from the food drive will be placed in our food bank.

Projects & Events: FCC Video with Haley (Up-coming)

The FCC will also be filming a video with Haley on Oct 24th from 1:30 pm – 3:30 pm about the FCC and our space. The video will include our Assistant Director, one of the Social and Political Advocacy Coordinators, and our Community Fridge Liaison. The script for the video has already been prepared. The script includes some general information about the FCC and the food bank.

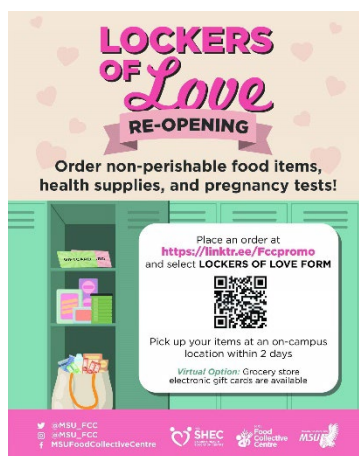
Outreach & Promotions

Summary

This past month, engaging with the MSU community has included advertising and hosting our cook-along and good food box pick-up. This included collaborating with the Student Wellness Centre to increase our reach to more than just the FCC following. Zach (CFL) and I also sat at the “Ask Us About Food and Community Programs” table at the Fall Harvest Festival, held on October 18th, to answer any questions related to the FCC and the Community Fridge. We also handed out rave cards and stickers. During the event, there was also a spinning wheel with prizes and bingo cards which included FCC-related content to increase engagement.

Promotional Materials

Lockers of Love:



Instagram Stats:

Likes: 99

Comments: 3

Shares: 79

Saves: 27

Accounts Reached: 1079

October Cook-Along:



Instagram Stats:
Likes: 90
Comments: 3
Shares: 57
Saves: 21
Accounts Reached: 881

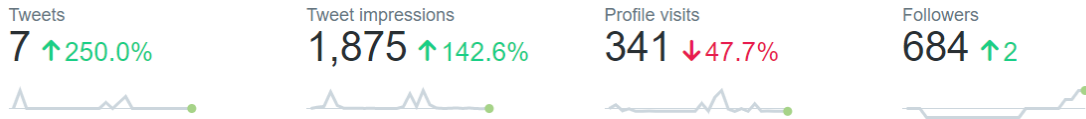
Good Food Box:



Instagram Stats:
Likes: 44
Comments: 0
Shares: 75
Saves: 16
Accounts Reached: 779

Social Media Engagement since the Previous Report

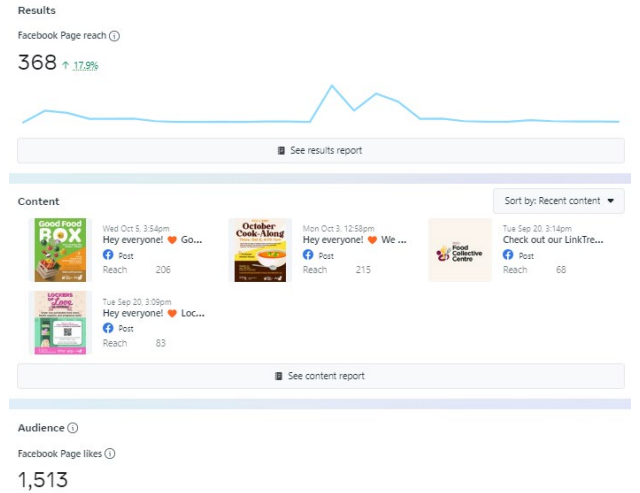
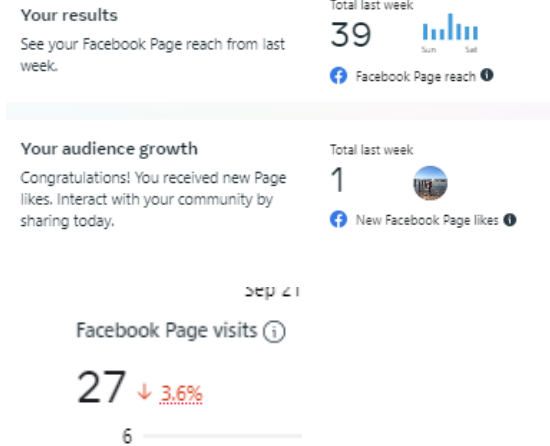
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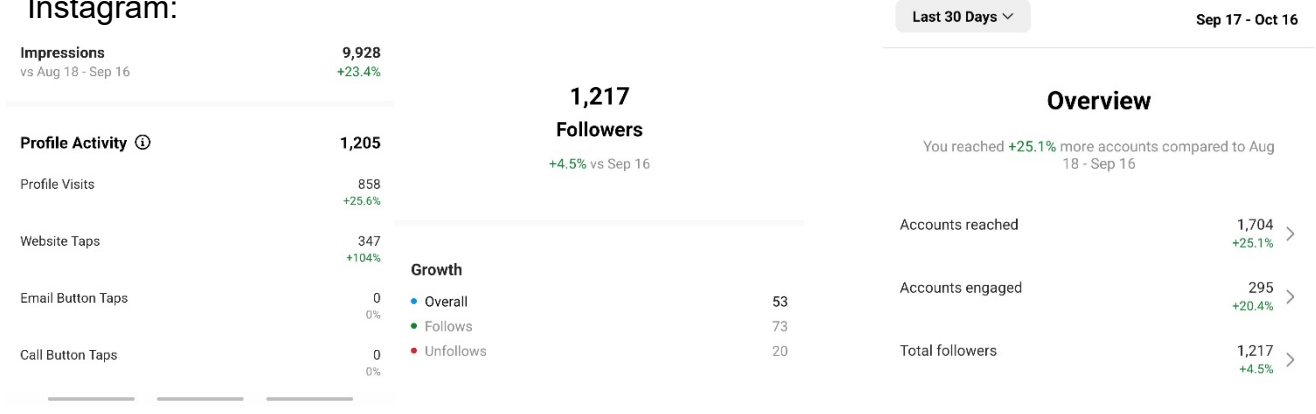
OCT 2022 SUMMARY

Tweets 4	Tweet impressions 1,179
Profile visits 278	New followers 3

Facebook:



Instagram:



Finances

Budget Summary

We have spent our budget from a few different lines. We have made more Lockers of Love purchases from the Reserve and, as previously mentioned, no longer have enough budget for gift cards, so we will be sticking to using only lockers and non-perishable food items. We have also pulled from the Annual Campaign line for purchasing items for the cook-along and from the Good Food Box Expense line to subsidize good food boxes and for promo material. Additionally, we used funds from the Advertising and Promotions line to make promo material for the shift back to in-person Lockers of Love (only a text edit) and the Cook-Along. Lastly, we received a donation from Loonies for Lunches for \$62. In the table below, I've included items we purchased this past month and the total we've spent from each line. We will soon be making more promo for Trick or Eat and the opening of the Food Bank.

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
	Oct Cooking Workshop - Food Purchase	\$43.00
	TOTAL SPENT IN LINE	\$63.00
	REMAINING IN LINE	\$1,537.00
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$1000.00
	Graphic for October GFB	\$100.00
	Subsidized amount for Oct GFB	\$42.00
	TOTAL SPENT IN LINE	\$142.00
	REMAINING IN LINE	\$858.00
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
	October Cooking Workshop Graphic	\$100.00
	TOTAL SPENT IN LINE	\$716.00
	REMAINING IN LINE	\$1,584.00
6603-0318	FCC - RESERVE	\$2,900.00
	Purchase of non-perishable food items	\$251.78
	TOTAL SPENT IN LINE	\$1,616.24
	REMAINING IN LINE	\$1,283.24
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8,700.00
TOTAL ACTUAL DISCRETIONARY SPENDING (for past month)		\$536.78
TOTAL ACTUAL DISCRETIONARY SPENDING		\$2637.76
REMAINING DISCRETIONARY SPENDING		\$6,062.24

Executives & Volunteers

Everyone on the team is doing well. All the execs are getting along well, and meetings are running smoothly. The volunteers haven't begun their shifts yet, so I will provide an update on them in the following report. All the execs have continued to show their excitement and passion, working hard at their roles and planning, and running the different events/programming. We will have our volunteer training soon, and most of the execs will also be present to introduce

their roles in the FCC team and meet the volunteers. After the training, the committees will be able to begin. Execs will meet the volunteers they will be working with for the rest of the year, and the volunteers will have an opportunity to assist in event planning. For those volunteers, who are not a part of a subcommittee will have other opportunities to assist in events throughout the year, such as collecting items for Trick or Eat, helping to pack and hand out study snack packs, and assisting in handing out Good Food Boxes. This year we are finally back in person, so I would like to plan a volunteer social, which hasn't been possible for the past two years due to covid, this will help to build a community amongst the volunteers, and they will have a chance to interact with the exec team as well potentially. The AD and I are still discussing the details for the social.

Successes

This past month I think the Community Kitchen Coordinator and the Good Food Coordinator have done a fantastic job planning and successfully running their first events, both of which ran smoothly and were excellent opportunities to interact with the MSU community. We also had success with volunteer hiring, and all the execs with a subcommittee did a fantastic job helping hire the volunteers and mark applications.

Current Challenges

The current challenge we have is figuring out what to do with the gift card version of Lockers of Love; if we do decide to continue it, then we will need to figure out how we will get funds for the gift cards, or we may choose to stick with using food bank items and the lockers. I am also nervous about opening the food bank since it hasn't been open for two years. I am less worried about managing the volunteers and people showing up for shifts and more concerned about folks having difficulty finding the space and the general accessibility of the food bank, especially with Bridges now being closed.

Miscellaneous

N/A