



REPORT

From the office of the...
FCC Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 6
DATE: Friday, November 11th, 2022

Yearplan Update

This past month we have been keeping up with our year plan and have been on track. We have continued our monthly programming and have had very few delays or speed bumps. Monthly programming for the FCC includes daily tasks of the Community Fridge, Lockers of Love, monthly cook-along, monthly good food box, and now running the food bank. About a week ago, we opened our food bank space in the basement of the Refectory Building, and volunteers have been attending shifts between 10:30 am – 2:30 pm from Monday-Friday. Recently, we also participated in the MSU Service Fair, which we believe was very successful. We had a “prize wheel” at our table, which successfully drew people to our table and was a great way to start conversations about our services. For the rest of this month, we are primarily working on our intersectionality campaign and preparing study snack packs for the Fall term exam season.

Events, Projects, & Activities

General Service Usage

This past month we have had quite a few opportunities to engage with the McMaster community. We had over 80 people visit our table at the Service Fair and enter our Starbucks giveaway for a \$20 gift card. In the past week that our food bank has been open, three people have visited the space to pick up items. Additionally, we had 13 Good Food Box orders this month. We also had 19 Lockers of Love orders since Oct 21st; this means that orders have slowed down a bit, especially compared to the past month. Lastly, we had about 35 items donated during our Trick or Eat campaign.

Projects & Events: Service Fair (Complete)

The FCC attended the MSU Service Fair, and as I have mentioned, it was successful. We borrowed a prize wheel from the SWC and wrote out some FCC-related questions. Everyone that spun the wheel and attempted to answer the question was entered in a Starbucks gift card giveaway. We had about 80 people enter the giveaway.

Projects & Events: Trick or Eat (Completed)

This year Trick or Eat ran from Oct 26th – Nov 6th, and we had boxes placed in PGCLL, JHE, and MDCL. We also ran a three-day social media

campaign informing people about the event, what items they could donate, and why they should donate. We had about 35 items donated, including bubbly, bread, soups, and other non-perishable food items. We chose to donate them to the Community Fridge this year rather than putting them into the food bank because of the higher foot track in the fridge and most items in the food bank are specific to the options we have available on the Lockers of Love form.

Projects & Events: November Good Food Box (On-Going)

This month's Good Food Box pick-up is on Thursday, Nov 10th, from 4 – 6 pm. This month we decided to offer a new option of a smaller box based on feedback we have received in the past, as well as providing our typical larger box size. We had 13 orders, 5 of which were small box orders. We also decided to continue to partner with The Salvation in Dundas for this month.

Projects & Events: November Cook-Along (On-Going)

The November Cook-Along will focus on making ginger tofu soup. The event will take place on November 16th from 4:30 pm – 6:30 pm in the Alumni House. This past month the Community Kitchen Coordinator worked with her subcommittee to plan the event and will also get help from the committee and Taryn from the Student Wellness Centre to run the event. We will soon be opening registration and have ten spots, like last month, and a waitlist. The subcommittee is also creating a reel from videos and pictures taken at the previous Cook-Along to be used for promo. The promotional material for this event is currently being made by the Underground.

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

We are continuing our Lockers of Love service but have faced a backlog of orders due to the limited number of Lockers we have available for use. We are currently working with Mitch to get more lockers to speed up the process of giving out the orders. The foodbank has also opened, and we have volunteers in the space during opening hours to assist anyone who enters. So far, we have had three individuals come. We also get volunteers to help us pack the orders for Lockers of Love and have decided to create an option for folks to pick up their Lockers of Love order from the space if they want to have it sooner and do not mind interacting with a volunteer (though we have stated on our order form that if they wish to remain completely anonymous using the Lockers is the better option).

Projects & Events: Intersectionality Campaign (Upcoming)

The Social and Political Advocacy Coordinators are working with their subcommittee to complete the intersectionality campaign. This social media campaign was supposed to be released last year, but the coordinators needed more time to complete the research and post the graphics. The goal is to have the campaign posted on November 30th. The campaign will focus on different aspects of an individual's life that might impact food insecurity and how other factors, in general, impact food insecurity.

Projects & Events: Study Snack Packs (Upcoming)

Study Snack Packs is our semi-annual event that we run during exam season. The Social and Political Advocacy Coordinators are working with their subcommittee to plan the snacks we will be giving out this year, and I am working on getting more bags to give out the snacks in. In addition, we will create a pre-order form to gauge interest and ensure we order the right amount of food within our budget. The snack packs will be given out most likely on the last day of classes, Thursday, December 8th, and a location is still being determined.

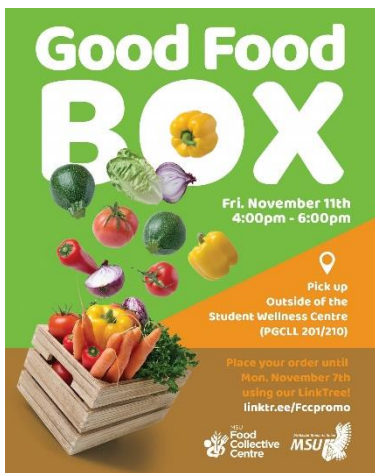
Outreach & Promotions

Summary

FCC outreach has primarily been through the service fair and social media this past month. We also receive frequent email inquiries. A reel is also coming out about the FCC and is scheduled to be released on Thursday, November 10th. Engagement in the rest of this month will include handing out the good food box and the cook-along.

Promotional Materials

November Good Food Box:



Instagram Stats:

Likes: 26

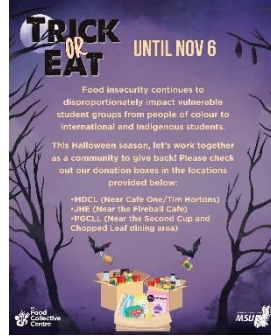
Comments: 0

Shares: 28

Saves: 7

Accounts Reached: 500

Trick or Eat:



Instagram Stats (first post):

Likes: 55
 Comments: 0
 Shares: 75
 Saves: 6
 Accounts Reached: 573

Food Bank Opening:



Instagram Stats:

Likes: 90
 Comments: 5
 Shares: 76
 Saves: 16
 Accounts Reached: 738

Social Media Engagement since the Previous Report

Twitter:

28 day summary with change over previous period

Tweets
 8 ↑ 14.3%



Tweet impressions
 4,960 ↑ 165.1%



Profile visits
 413 ↑ 4.3%



Followers
 681 ↓ -2



Facebook:

Results

Facebook Page reach 📉

419 ↑ 12.6%



[See results report](#)

Content

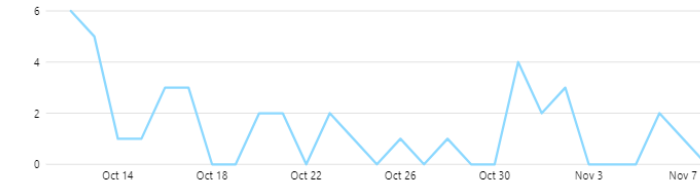
Sort by: Recent content ▼

<p>Tue Nov 1 9:44am Hey everyone! ❤️ ... Post Reach 211</p>	<p>Sun Oct 30 4:42pm !NEW PICK-UP DATE... Post Reach 135</p>	<p>Fri Oct 30 10:50am Hey everyone! ❤️ ... Post Reach 49</p>
<p>Thu Oct 27 8:59am Hey everyone! ❤️ ... Post Reach 45</p>	<p>Wed Oct 26 2:03pm Hey everyone! ❤️ ... Post Reach 113</p>	<p>Thu Oct 20 9:03am Hey everyone! ❤️ Did ... Post Reach 62</p>

[See content report](#)

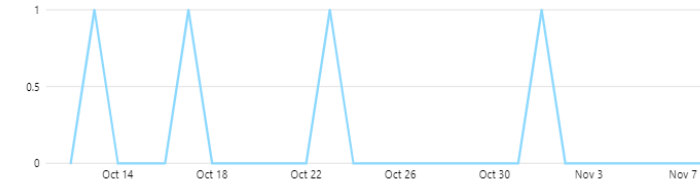
Facebook Page visits 📉

40 ↑ 233.3%



Facebook Page new likes 📉

4 ↑ 300%



Instagram:

Post Interactions

vs Sep 10 - Oct 9

Likes

Comments

Saves

Shares

523

-18.5%

Impressions

vs Sep 10 - Oct 9

Profile Activity 📉

Profile Visits

Website Taps

Email Button Taps

Call Button Taps

10,864

+2.5%

605

528

77

0

0

Overview

You gained 24 more followers compared to Sep 10 - Oct 9.

Accounts reached 1,200 ➤ -33.5%

Accounts engaged 201 ➤ -38.8%

Total followers 1,237 ➤ +1.9%

Finances

Budget Summary

This past month we primarily spent money from three lines, FCC - ADVERTISING & PROMOTIONS for our Trick or Eat graphics and the food bank reopening graphic (the November good food box graphic was free of charge because it was only a text edit), FCC – RESERVE for purchasing food for the food bank and Lockers of Love, and FCC - ANNUAL CAMPAIGNS for buying candy for the service fair and the service fair giveaway gift card. In addition, we will soon add the cost of produce for the November Cook-Along to this line and the cost of subsidizing the good food boxes to the FCC - GOOD FOOD BOX EXPENSE line. We are on track for most of our lines based on the budget plan we made at the beginning of the year. The only line we are concerned about is the FCC – RESERVE line because we have already spent a large portion of the money available to us and are worried about having enough to run the food bank and Lockers of Love for the entirety of the Winter semester.

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
	Service Fair Prizes	\$24.79
	Service Fair Starbucks Giveaway	\$20.00
	TOTAL SPENT IN LINE	\$107.79
	REMAINING IN LINE	\$1,492.21
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$1000.00
	Graphic for November GFB	\$0.00
	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
	Food Bank Re-opening	\$100.00
	Trick or Eat	\$200.00
	TOTAL SPENT IN LINE	\$1,016.00
	REMAINING IN LINE	\$1,284.00
6603-0318	FCC - RESERVE	\$2,900.00
	Purchase of non-perishable food items	\$454.30
	TOTAL SPENT IN LINE	\$2,071.06
	REMAINING IN LINE	\$828.94

TOTALS	
TOTAL BUDGETED DISCRETIONARY SPENDING	\$8,700.00
TOTAL ACTUAL DISCRETIONARY SPENDING (for past month)	\$799.09
TOTAL ACTUAL DISCRETIONARY SPENDING	\$3,436.79
REMAINING DISCRETIONARY SPENDING	\$5,263.21

Executives & Volunteers

The exec team has been well; we recently carved our pumpkin together for the Pumpkin Carving Contest and had a great time together eating food, carving, and listening to music. The entire team got to know each other better and had fun. The volunteers are also doing well; there has been some confusion on what they are supposed to do during their food bank shifts since there isn't a constant stream of folks coming in to pick up items from the food bank, and Toney and I are currently thinking of ideas and things we can ask them to do. We have thought of putting out a Microsoft form to see if any volunteers have any ideas or specific things they would like to do. The food bank shifts allow them to meet other people since most shifts have more than one person; all subcommittees have also had a chance to meet and have started working on their respective tasks, such as helping with promo, coming up with a recipe for the cook-along, or helping out with the intersectionality campaign.

Successes

The execs with subcommittees have done a great job taking on the role of a leader and running their committees; they have all met with their team and have started planning events. Toney also did a great job creating the volunteer schedule for the food bank shifts, it can be difficult coordinating the availability of so many people, but it came together nicely in the end.

Current Challenges

One challenge we faced this month was ensuring that all the volunteers provided us with their availability so we could schedule the shifts, and then once the schedule came out, many of them emailed us about making changes to their shifts. So, it took quite a while to organize the shift schedule with all the edits being made.

Miscellaneous

Last week I met Andy Crowell, who is the Director of the Spiritual Care and Learning Centre at McMaster, and he has decided to give us a donation that will be going towards Lockers of Love. We also discussed setting up a potential collaboration in the Winter term. Karen McQuigge, Director of the Alumni Engagement, Office of Alumni Engagement/McMaster Alumni Association, also reached out to me last week and donated 50 Hamilton Day cloth bags that we can use for the food bank and Lockers of Love.