



REPORT

From the office of the...

FCC Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 7
DATE: January 16th, 2023

Yearplan Update

We are on track and are sticking to our year plan. In December we held our Crunchtime Contest, Study Snack Packs, our usual Lockers of Love in-person service and virtual (gift card) service for exam season, our monthly Good Food Box, and the Community Fridge ran a “month of giving” event where various groups on campus such as different faculties and student groups donated to the community fridge. We also received another donation in December.

For this semester we are planning on sticking to the year plan with no major changes. This month we resumed our in-person Locker of Love and with the donation money are able to offer gift cards again, the Food Bank has re-opened and the volunteers are back to their shifts, we have held our January GFB, and the Social and Political Advocacy Coordinators and Community Kitchen Coordinator are working on a cooking workshop together that will be held on Jan 20th as part of Wellness Week which has been planned by SWHAT.

For the rest of the semester, we will continue our monthly Lockers of Love, Good Food Box, Cook-Along, and Community Fridge work. We will also hold another Study Snack Pack pick-up in April, and the Social and Political Advocacy coordinators have two campaigns coming out this semester.

Events, Projects, & Activities

General Service Usage

Since my last report on Nov 11th, 2022, we have had 61 individuals access our Lockers of Love Service. In December we had 15 orders for the Good Food Box and 6 orders in January. We handed out about 50 Study Snack Packs and had 11 individuals participate in our Crunchtime Contest.

Projects & Events: Study Snack Packs (Completed)

We successfully completed our Study Snack Pack pick-up in December. We held the pick-up in the Bridges basement near the food bank. We handed out a total of roughly 50 snack packs and were sold out within a day of opening the pre-order form. We had the Social and Political Advocacy Coordinators, and their subcommittee of volunteers help pack and distribute the packs. The event was a success with only two individuals not showing up to pick up their bag (the contents of the bags were placed in the community fridge), and we plan to run another pick-up during the April exam season.

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

Lockers of Love has continued to be one of our most used services with constant orders coming in. Thanks to the two monetary donations we have received we now feel confident that we have enough funds to last us the rest of the semester and have been able to offer gift cards again. We believe that offering gift cards is a vital part of our service as it allows for autonomy and allows individuals to purchase items that we are not able to offer.

On the other hand, visits to the food bank continue to remain low. We are continuing to advertise on social media and have posters up in MUSC but we believe that the reason not many folks access the food bank is due to the location of the space. With that being said, volunteers continue to attend their food bank shifts and sometimes help to pack Lockers of Love orders during that time.

Projects & Events: Cook-Alongs and Crunchtime Contest (On-Going/Completed)

The Crunchtime Contest was a success and we had 11 participants submit their recipes, many of whom submitted more than one recipe. We gave a total of four \$25 grocery store gift cards. We also had three members of the Community Kitchen volunteer subcommittee record and share their favourite exam season snacks.

The Cook-Alongs continues to be very popular, and sign-ups fill up within 1-2 hours. Our next cook-along will be held on Jan 20th as part of Wellness Week and we will be making burrito bowls. We currently have 8 participants in the cook-along due to having limited space but are currently in the process of trying to find a space which fits more participants due to the popularity of the event.

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

We continue to run good food box pick-up each month. This year we have found that a fewer number of individuals are ordering boxes with us receiving 15 orders in December and 6 in January. This year we have been offering a smaller version of the box in addition to the regular size and these orders make up about 1/3 of the total orders we receive each month. Our partnership with The Salvation Army continues to remain strong.

Projects & Events: Intersectionality Campaign (Upcoming)

This campaign was originally supposed to be released last semester but due to busy schedules it was pushed to this semester. All the research for this campaign was completed last semester and all that is left to do is have the graphics made and to post the campaign on social media. The aim is to have the graphics posted by the end of January. The campaign focuses on various factors which might impact food insecurity. We also plan to share a document in our linktree with additional information on the topic.

Outreach & Promotions

Summary

In the past two months we have reached out to the McMaster students through our crunchtime contest and study snack packs. Our crunchtime contest increased awareness to our social media and we handed out our study snack packs in the basement of Bridges with the aim of increasing awareness about the food bank. We have also had limited food bank usage. Additionally, we continue to reach out to individuals over email and social media, answering any inquiries.

Promotional Materials

Study snack packs:



Food bank closing dates:



Good Food Box:



Crunch time contest:



Wellness Week:

Last 30 Days ▾

Dec 17 - Jan 15

Overview

You gained 2 more followers compared to Nov 17 - Dec 16.

Accounts reached	2,689	-2.1%
Accounts engaged	175	-33.8%
Total followers	1,313	+0.1%

Social Media Engagement since the Previous Report Instagram:

1,313
Followers
+0.1% vs Dec 16

Growth

Overall	2
Follows	25
Unfollows	23

Profile Activity ⓘ

Profile Visits	410	-56.4%
Website Taps	133	-34.2%
Email Button Taps	0	0%
Call Button Taps	0	0%

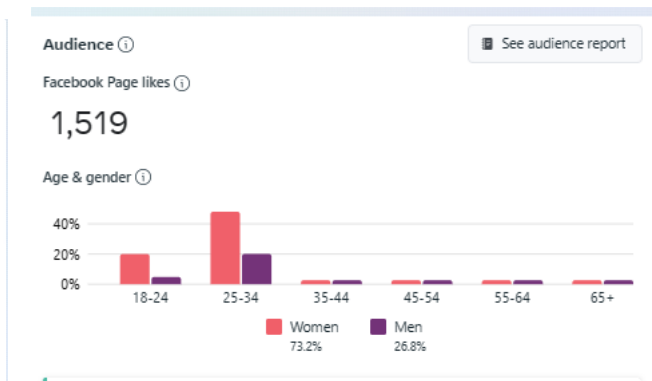
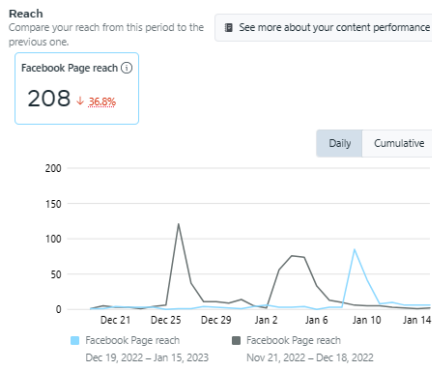
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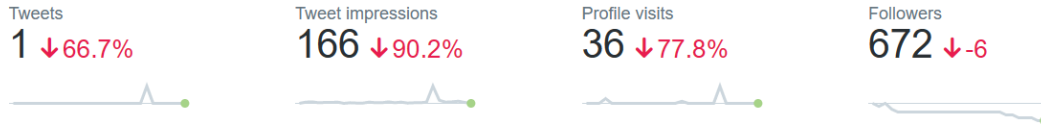
Posts	2
Stories	19
Reels	1

Facebook:



Twitter:

28 day summary with change over previous period



JAN 2023 SUMMARY

Tweets	1	Tweet impressions	122
Profile visits	29	New followers	-3

Finances

Budget Summary

We have done quite a bit spending since the last report. This includes making purchases for Lockers of Love, the Good Food Box, Cook-Alongs, the Crunchtime Contest, Study Snack Packs, and Volunteer Appreciation. Our biggest expense for December and January was promotions. With the donations that we have received there are no longer any concerns for having enough money to last us for the semester. One new concern that has come up is having enough money in our Promotions line to last us the rest of the semester. We are currently looking into making changes to our promotions to make the money we have remaining last for the entire 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
	Cooking Workshop – Nov – Food purchase	\$55.37
	Crunchtime Contest Giftcards	\$100.00
	Study Snack Packs - Shrey purchase	\$93.36
	Study Snack Packs - Nyssa purchase	\$122.20
	Study Snack Packs - bags + candy purchase	\$47.44
	TOTAL SPENT IN LINE	\$526.16

	REMAINING IN LINE	\$1,073.84
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$1000.00
	Subsidization for November Box	\$39.00
	Subsidization for December Box	\$45.00
	Subsidization for January Box	\$18.00
	TOTAL SPENT IN LINE	\$244.00
	REMAINING IN LINE	\$756.00
6494-0318	FCC – VOLUNTEER RECOGNITION	\$800.00
	Fall appreciation giftcards	\$340.00
	TOTAL SPENT IN LINE	\$340.00
	REMAINING IN LINE	\$460.00
6501-0318	FCC – ADVERTISING & PROMOTIONS	\$2,300.00
	November Cook-Along	\$100.00
	December Good Food Box (text edit)	\$0.00
	Study Snack Packs	\$100.00
	FCC Service Update	\$100.00
	Crunchtime Contest	\$110.00
	January Good Food Box	\$100.00
	Wellness Week	\$120.00
	TOTAL SPENT IN LINE	\$1,646.00
	REMAINING IN LINE	\$654.00
6603-0318	FCC - RESERVE	\$2,900.00+\$2,200.00 (in donations)
	Purchase of non-perishable food items	\$458.71
	Purchase of giftcards	\$600.00
	TOTAL SPENT IN LINE	\$3,129.77
	REMAINING IN LINE	\$2,060.23 (including donation money)
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8,700.00 + \$2,200 (in donations)
TOTAL ACTUAL DISCRETIONARY SPENDING (since last report)		\$2,549.08
TOTAL ACTUAL DISCRETIONARY SPENDING		\$5,985.87
REMAINING DISCRETIONARY SPENDING (including donations)		\$4,597.84

Executives & Volunteers

The team dynamic is good and so is the moral. Toney, the Assistant Director, and I recently held 1:1s with each exec to reflect on the fall semester and to go over our plan for the winter semester. We received some feedback and will be implementing a few changes to adjust and improve our team dynamic and to improve the flow of our work and our team's morale. I also released an anonymous feedback form for the volunteers in the first week of January but have received no responses so far. Based on interactions that I have had with volunteers in the food bank during their shifts and based on what I have heard from my execs about their subcommittees the volunteer moral is also good.

Unfortunately, we were unable to participate in the gingerbread contest, but our exec team is currently planning a social to the Hamilton Farmer's Market. Over winter break we gave out Starbucks gift cards to our volunteers to show appreciation and this semester will be planning an in-person social for our volunteers and execs. The volunteers continue to have opportunities for professional development through the various subcommittees, helping to pack Lockers of Love bags, and the food bank shifts.

Successes

The Social and Political Advocacy Coordinators and the Community Kitchen Coordinator did an amazing job planning and putting together the cooking workshop for Wellness Week at the end of December with short notice, so we were able to create our promo for the event in time for it to be released.

Current Challenges

No additional challenges.

Miscellaneous

N/A