



REPORT

From the office of the...

FCC Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 8
DATE: Thursday, February 16th, 2023

Yearplan Update

This month we are continuing to follow our year plan. We are keeping up with regular FCC services and programming such as the cook-alongs (which was done in partnership with Mac Students Cooking on a Budget this month), the Good Food Box, Lockers of Love, and community fridge work. This month we have decided to not do a valentine's day giveaway which was done last year, this is because last year it was done to promote the cook-alongs and to encourage folks to join them but we've had no issue this year with attendance. We are also working on a few collabs right now with Spark, Maccess, and potentially SWHAT. We've also officially hired next year's Director! One major struggle we faced was noticing that our advertising budget will not be enough to last us the rest of the semester. We've already met with VP Finance and worked through the issue. Additionally, food bank shift attendance has increased since we've adjusted our strategy slightly to hold folks more accountable which has been successful. Our exec social will be held on Feb 14th, and we will be eating at the Phoenix. Lastly, our event, and all the events during Wellness Week were a success!

Events, Projects, & Activities

General Service Usage

Since my last report we have had 50 orders for Lockers of Love, which is the most we have ever seen in one month. We've only had about 2-5 visitors to the food bank space. We had 17 orders for the Good Food Box. For the January cook-along we had 12 participants (since more people showed up than who actually signed up) and for the February cook-along we had 9 participants.

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

Lockers of Love continues to be extremely high in demand as the number of orders we've received this past month are higher than any other month this year. We've finished all of the bags we had for Lockers of Love so we've gotten a quote from Paula and will be purchasing more very soon. We've also worked the amount of purchasing bags into the proposed budget we shared with VP Finance, Sarphina. This is to ensure that next year's Director doesn't have any issues with budget.

The Food Bank is also doing well, because of Lockers of Love food does not last that long in the space. A few folks visit the space each month, but this number might increase since we are creating posters to put up in the community fridge re-directing people to the food bank if the fridge is empty, which it has been for most of the past month. Additionally, we've started holding volunteers more accountable for their shifts and almost all of them now show up, which was an issue last semester.

Projects & Events: Cook-Alongs (On-Going (monthly))

For the January cook-along we made burrito bowls and for the February cook-along which was done in partnership with Mac Students Cooking on a Budget they decided to make pasta and rice pudding. Both events were a success, and I was finally able to attend a cook-along and had a lot of fun. All participants are very engaged and it provides a great opportunity for folks to meet people from other years and programs that they might never get a chance to meet otherwise. I did reach out to Mac RezLife who were also holding a cooking workshop in the PGCLL great room last month to learn about using that space but unfortunately it is only available for Mac RezLife to use. Hopefully next year with the new space we will be able to have more participants since the demand for them is always greater than the availability.

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

This past month the Good Food Box went very well. We had 17 orders which was a nice increase from the less than 10 orders we had in January. The McMaster Okanagan Committee also shouted us out and shared a picture of their box to their Instagram page which was very kind of them. This month we also got the help of some volunteers to distribute the boxes on pick-up day. Our partnership with the Salvation Army is continuing to go well.

Projects & Events: Collaborations – Spark, Maccess, and SWHAT (Upcoming)

We are currently planning a few collab events with some of the other MSU services. For the Spark collab we will be helping them run a cooking workshop for one of their sessions and with Maccess we will also be running a cooking workshop that will be closed to disabled folks. We will be meeting with both groups some time this week. The SWHAT collab is still a maybe as of now but we will potentially be helping out with their Walk-a-thon and will be running a food drive.

Outreach & Promotions

Summary

We primarily engaged with the MSU students through our good food box, cook-alongs, and the food bank this past month. There was also an influx of students reaching out to me to have consultation calls and ask me questions about our service and about my opinions on food insecurity either for research or for their class. These students were from McMaster and the University of Toronto. Lastly, Wellness Week was great for increasing our exposure to the student body and we received a lot of new followers on Instagram because of it.

Promotional Materials

Good Food Box:

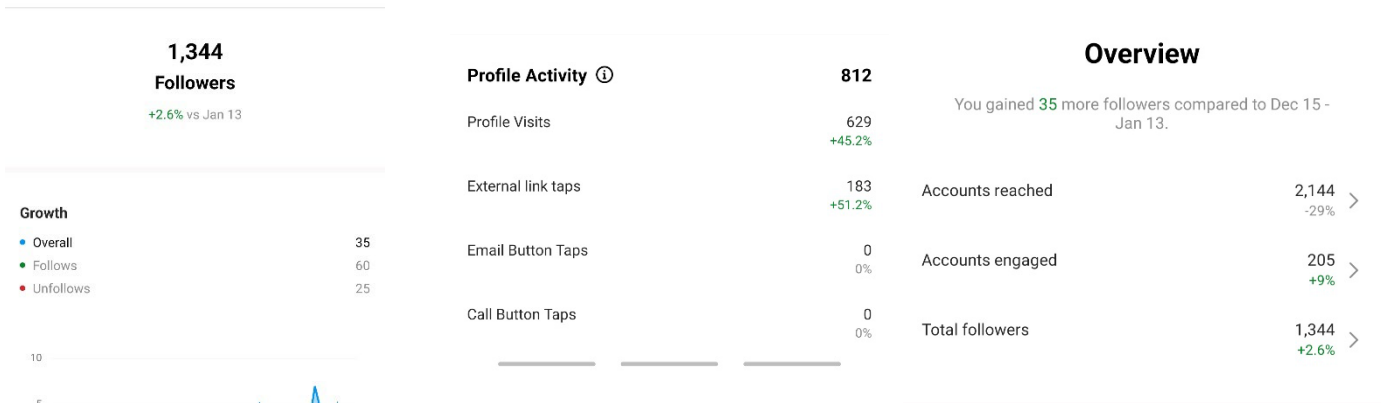


February Cook-along:



Social Media Engagement since the Previous Report

Instagram:



Twitter:

28 day summary with change over previous period



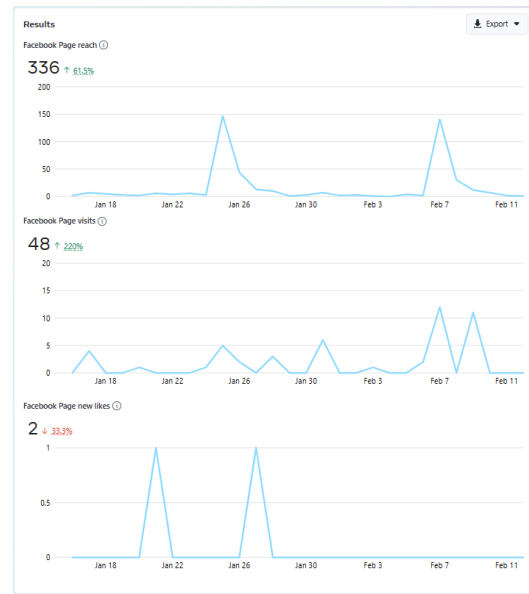
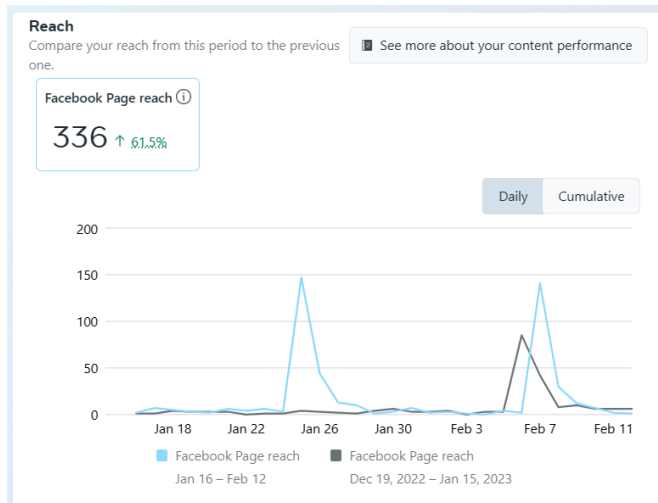
FEB 2023 SUMMARY

Tweet impressions	698
New followers	0

JAN 2023 SUMMARY

Tweets	1	Tweet impressions	614
Profile visits	30	New followers	-2

Facebook:



Finances

Budget Summary

We mainly spent money on the food bank and for promo this past month. We also spent some money on subsidizing Good Food Boxes and for the exec social. Our main concern was not having enough budget in our advertising line for the rest of the semester but after meeting with Sarphina we have decided to pull money from other lines to supplement this one. One big purchase that will be coming come very soon will be purchasing bags for lockers of love. I have also submitted the proposed 2023-24 budget to Sarphina with a few changes that reflect issues we had this year primarily with money in the FCC Reserve line and Promo line. Lastly, we received a donation of \$65 from the Compass group.

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 – Jan – Food purchase	\$51.21
	Exec Social	\$170.00
	TOTAL SPENT IN LINE	\$744.41
	REMAINING IN LINE	\$855.59
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$1000.00
	Subsidization for February Box	\$51.00
	TOTAL SPENT IN LINE	\$295.00
	REMAINING IN LINE	\$705.00
6494-0318	FCC – VOLUNTEER RECOGNITION	\$800.00
	TOTAL SPENT IN LINE	\$340.00
	REMAINING IN LINE	\$460.00
6501-0318	FCC – ADVERTISING & PROMOTIONS	\$2,300.00
	February Cook-Along	\$100.00
	TOTAL SPENT IN LINE	\$1,746.00
	REMAINING IN LINE	\$554.00
6603-0318	FCC - RESERVE	\$2,900.00+\$2,265.00 (in donations)
	Purchase of giftcards	\$330.00
	Purchase of food for food bank	\$306.59
	TOTAL SPENT IN LINE	\$3,766.36
	REMAINING IN LINE	\$1,398.64 (including donation money)
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8,700.00 + \$2,265 (in donations)
TOTAL ACTUAL DISCRETIONARY SPENDING (since last report)		\$1,008.80
TOTAL ACTUAL DISCRETIONARY SPENDING		\$6,994.67

REMAINING DISCRETIONARY SPENDING (including donations)	\$3,973.23
---	-------------------

Executives & Volunteers

The exec morale is good, we have an exec social in a couple days. We will be going to have lunch at the Phoenix Bar and Grill. The volunteer morale is also good, they have been showing up to their shifts more often and the subcommittees continued to be very engaged with their respective projects. This month the volunteers also had a chance to help out with good food box distribution, which they enjoyed. We are currently considering offering FCC merch to the execs and volunteers.

Successes

One success is that we have finished hiring the new director for next year, which is really exciting!

Current Challenges

The only challenge we had was the limited remaining budget for advertising and promo which we have already dealt with.

Miscellaneous

We've decided to create an iFundMac page for the FCC for individuals who would like to donate to the FCC and would like to get a tax receipt for their donation.