



REPORT

From the office of the...

Food Collective Centre Director

TO: Members of the Executive Board
FROM: Chitrini Tandon
SUBJECT: Food Collective Centre Report 9 (Year in Review)
DATE: Thursday, March 30th, 2023

Yearplan Update

Over the past year the FCC has held many events and has continued to run the programs we are known for. We have for the most part followed our year plan and have run monthly Good Food Box pick-ups, monthly Cook-Alongs, Lockers of Love, Food Bank operation, Food Drives, and campaigns, and participated in daily operations of the Community Fridge.

We have just wrapped up our last Good Food Box and Cook-Along for the year and are currently working with MSU SWHAT to run a food drive. We are also currently planning our April Study Snack packs and a collab with MSU SHEC for a breakfast bar event. Lastly, we continue to offer Lockers of Love and the food bank continues to run during operational hours.

With this year being the first fully in-person year after the pandemic, everyone has faced many challenges and we have slowly adjusted back to regular operations. This year we've seen an increase in demand for food support and our services. As I write my transition report I am reflecting on this past year and I hope the Food Collective Centre continues to support our community in the future, collaborate with internal and external partners, and plays an active role in the MSU community.

Events, Projects, & Activities

General Service Usage

Since my last report we have had 35 Lockers of Love orders, had a fully booked (8 participants) cook-along, had about 5 food bank users, and had 13 Good Food Box orders. Over the past year we have had over 200 Lockers of Love orders, fully booked cook-alongs every month, and had 78 Good Food Box orders.

Projects & Events: Monthly Programming/Services: Lockers of Love, Food Bank, Community Fridge, Cook-Along, Good Food Box (On-Going/Complete)

We are continuing to offer Lockers of Love and the Food Bank is open Mon-Fri as usual. We are starting to see a decrease in the number of users partly

because we have stopped offering giftcards and partly because the school year is coming to an end. We have also had our last Good Food Box and Cook-Along for the year as these are typically run mid-month or towards the end of the month and because April is exam month, we've decided not to run them. The Community Fridge continues to be loved and is used extremely frequently.

Projects & Events: MSU SWHAT Collab (On-Going)

The can-a-thon is ongoing. We have had about 70 cans donated so far and the event will run till the end of the month. After the month ends, we will place all cans in the community fridge. The SWHAT team is also hoping to have around 100 walks this month for the event. There were a few bumps with placing the bins in the required location and getting posters printed and placed on the bins in time, but all has been sorted.

Projects & Events: MSU SHEC Collab (Upcoming)

The FCC is collaborating with SHEC to run one of the events for SHEC month and it is called Breads + Spreads. The event will be held on March 31st from 9:30 am to 11 am in LR Wilson. We will be offering a variety of grab and go breakfast items such as different pastries and other breads, a variety of spreads such as jam or butter, milk, individual cereal boxes, and yogurt. All of these items will be purchased from Costco. Promo for the event is already out and LR Wilson is a busy building and there will be a lot of foot traffic so we are not worried about wasting food.

Projects & Events: Study Snack Packs (Upcoming)

Similar to December during the Fall 2022 exam season we will be offering study snack packs for the Winter 2023 exam season. The details of what items will be included are still being worked out and we will have about 50 bags to hand out, like the last time we offered these packs. Also similar to last time we will have a Microsoft form to pre-order bags and they will be handed out in the Bridges basement.

Outreach & Promotions

Summary

Over this past month we primarily engaged with the MSU students through our good food box, cook-alongs, and the food bank. We have also worked with MSU SWHAT on the can-a-thon. We have seen a decrease in Lockers of Love orders since we are no longer offering giftcards due to having a limited budget remaining for Lockers of Love though we will most likely open it up again during exam season.

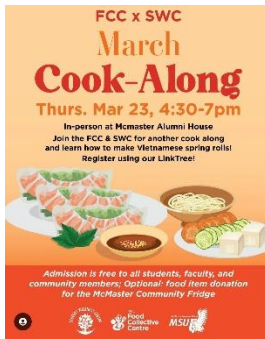
Promotional Materials

March Good Food Box:

Can-A-Thon:



March Cook-Along:



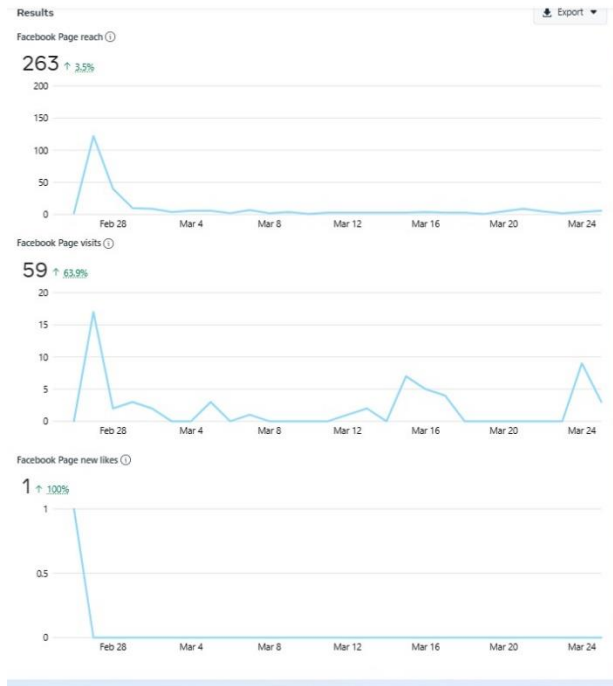
Breads + Spreads:



Social Media Engagement since the Previous Report
Twitter:



Facebook:



Reach



Engagement



Instagram:

Profile Activity 1

Activity	Count	% Change
Profile Activity	595	
Profile Visits	480	-11.2%
External link taps	115	-11.6%
Email Button Taps	0	0%
Call Button Taps	0	0%

Reels Interactions

vs Jan 25 - Feb 23

Interaction	Count	% Change
Reels Interactions	71	+97.2%
Likes	58	
Comments	2	
Saves	3	
Shares	8	

Overview

You reached **+46.5%** more accounts compared to Jan 25 - Feb 23

Accounts reached	3,063	>
	+46.5%	
Accounts engaged	228	>
	+18.1%	
Total followers	1,352	>
	+0.2%	

3,063 accounts reached in the last 30 days
2,288 are non-followers



Finances

Budget Summary

Budget wise we have been doing much better compared to last month and are on track to have enough money to finish off the year with. We have primarily spent money on promo, the cook-along, and the good food box. We've pulled money from the Good Food Box line to spend on promo because we no longer have enough money in that line. Upcoming expenses include our volunteer social, study snack packs and our SHEC collab. Reviewing the budget for the year I think I would have spent less money on promo at the beginning of the year to purchase rave cards and stickers because we didn't need as many throughout the year as I had originally imagined but other than that I think the rest of money was spent well. It will be nice though that we have extra stickers and rave cards that can be used next year so they will not have to spend that much money on physical promo items (unless we move to the new building which will require new rave cards and pull up banner).

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 – March – Food purchase	\$59.58
	TOTAL SPENT IN LINE	\$760.33
	REMAINING IN LINE	\$839.67
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$1000.00

	Subsidization for March Box	\$39.00
	March Cook-Along Graphic	\$100.00
	TOTAL SPENT IN LINE	\$434.00
	REMAINING IN LINE	\$566.00
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
	Community Fridge Posters	\$100.00
	Intersectionality Campaign	\$405.00
	TOTAL SPENT IN LINE	\$2,209.15
	REMAINING IN LINE	\$90.85
6603-0318 FCC - RESERVE		
		\$2,900.00+\$2,265.00 (in donations)
	Purchase of giftcards	\$90.00
	TOTAL SPENT IN LINE	\$4,391.80
	REMAINING IN LINE	\$763.20 (including donation money)
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8,700.00 + \$2,265 (in donations)
TOTAL ACTUAL DISCRETIONARY SPENDING (since last report)		\$793.58
TOTAL ACTUAL DISCRETIONARY SPENDING		\$8,235.28
REMAINING DISCRETIONARY SPENDING (including donations)		\$2,729.72

Executives & Volunteers

We have now hired our assistant director as well, who is also a member of our team from this year so both Toney and I are excited and happy for next year and feel that we are leaving the service in good hands. The execs are doing well and we have tried to plan an exec social but due to conflicting schedules it is hard to find a time that works for most people. The volunteers are also doing well. We are planning one social for the entire team – both execs and volunteers and it'll just be a chill night with games, maybe a movie, and food for everyone to hang out and take a break.

Successes

Reflecting on the year, all of the execs have done a wonderful job completing their role and have shown both dedication and passion for the service so I am proud of them, and they should all be proud of themselves as well.

Current Challenges

Reflecting on this year, one challenge we faced was the budget for the food bank, if we hadn't received the donations, we would have really struggled to offer Lockers of Love and food for the community. I hope in the future we can see a budget increase for the food bank.

Miscellaneous

N/A