



# Year Plan

**MSU Food Collective Centre (FCC)**

**FCC Director**

**Samantha Cheng**

**2023–2024**



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## Introduction

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Dear Executive Board,

My name is Samantha, but you may call me Samy! I am the FCC Director for 2023-24. I am eager for the opportunity to collaborate and make a meaningful difference in addressing food security and raising awareness throughout the upcoming year. As we are fully resuming with in-person services and events following the years of virtual operations, I anticipate the year ahead with great enthusiasm.

It is widely known that the prevalence of food insecurity is on the rise. Unemployment, reduced incomes, food supply chain disruptions, and rapid inflation pose lasting challenges for many, especially during the COVID-19 pandemic, which has further exacerbated its consequences. Food insecurity refers to the challenge of limited access to food, which can stem from systemic obstacles related to factors like geographic location, race, gender, and more. It can manifest as inadequate access to nutritious food options and/or foods that align with dietary restrictions or cultural preferences. For students, food insecurity may look like skipping meals, difficulties purchasing healthy foods—which are often more expensive—and a lack of resources, time, or knowledge to prepare nutritious meals, among others. Notably, income disparity among students stands out as a primary contributor to food insecurity, with over *half* of post-secondary students in Canada reporting to experience food insecurity according to Meal Exchange Canada. Moreover, it is crucial to recognize that food insecurity often carries stigma, and consequently remains hidden. Hence, the Food Collective Centre’s role is indispensable; our services aim to meaningfully alleviate the multi-faceted barriers students and community members face, while spreading awareness of food insecurity within this population and beyond. Last year, we have returned to “normal” in-person operations of many of our services, and we hope to continue this momentum by expanding our scope to ultimately strengthen the food systems on campus.

In recent years, the dedication of our volunteers, executives, and support networks of the FCC have made notable strides in expanding our presence on campus while adapting to challenges posed by the pandemic. Since volunteering with the Food Collective Centre in my first year, I have witnessed the positive impacts we have made, and I am truly grateful to be a part of this invaluable service. I am excited to continue learning and growing alongside the FCC as I assume the role of Director for the 2023-2024 year! Do not hesitate to reach out if you have any questions regarding the contents of this year’s plan.

Warm regards,  
Samy Cheng, FCC Director 2023-2024

## Vision for Food Collective Centre

<p><b>Overarching Vision (I.e., What is the <i>ultimate</i> goal you have for your Service?)</b></p>	<p>To strengthen the sustainability of the food system for the members of the McMaster and Hamilton community, through focusing on increasing food security and increase awareness on food (in)security.</p>
<p>Description</p>	<p>The main objective for FCC (Food Collective Centre) is to establish a system that can sustain its effectiveness not only in the present year but also in the years to come. This goal primarily pertains to improving the operations and scope our regular programs, such as the Good Food Box, Lockers of Love, Cooking Workshops, and our collaboration with the McMaster Community Fridge, as well as the re-opening of the Food Bank. Furthermore, we aim to enhance awareness regarding food (in)security in the upcoming years by expanding our outreach efforts through social media and collaborations, while actively working to diminish associated stigmas.</p>
<p>Benefits</p>	<p>The presence of food insecurity significantly affects various aspects of an individual's daily life, including their mental and physical well-being, as well as their academic pursuits. By striving to establish sustainable systems that effectively address and alleviate food insecurity, we contribute to the well-being of McMaster students who may encounter this challenge. It is crucial to prioritize the continuity of our services to guarantee their availability in the future, thereby enabling a greater number of students to benefit from these essential resources.</p>
<p>Year 1 Goals (2023/24)</p>	<p>The primary goals are:</p> <ul style="list-style-type: none"> <li>• Transition to fully in-person services (Lockers of Love, Food Bank, Cook-Alongs, and other events)</li> <li>• As the recently opened food bank is currently under-utilized, we hope to increase awareness and use of this service as a complement to the Community Fridge</li> <li>• Increase volunteer engagement and dedication throughout the year</li> <li>• Collaborate with other MSU services for events</li> <li>• Participate in the creation of McMaster Food Council's Food Strategy Charter with other members of the MFC</li> </ul>

	<ul style="list-style-type: none"> <li>• Increase FCC's social media presence</li> </ul>
Year 2 Goals (2024/25)	If time estimations are accurate, the primary goal for 2024-25 is to become situated in the new Student Activity Building, as FCC will be moving from Bridges into a new space and kitchen. This will involve significant changes in operations, so I anticipate this year would be a "transitioning" year where the main challenge would be to continue running services while adjusting to a new location.
Year 3 Goals (2024/25)	Year 3 goals would include making adjustments to pre-existing services to refine them for sustainability and increase the presence of FCC once settled in the new student hub. The FCC may look to expand to different social media platforms to increase engagement with younger students.
Partners	There are a few partners who have previously worked with and will (potentially) continue to work with FCC. These include: TwelvEighty Bar and Grill (going through changes currently due to new management), The Student Wellness Centre, McMaster Okanagan Committee, The Salvation Army (in Dundas), Abbie Little, Community Relations Coordinator at ASP, McMaster Students Cooking on a Budget, and McMaster Meal Exchange Student Ambassador.
How can VP Admin support you?	There are several ways in which VP Admin can provide ongoing support to us. These include maintaining regular communication and check-ins, being available to have meetings, and responding promptly email inquiries should they come up. Perhaps providing opportunities for every service's PTMs to congregate together and chat would foster more collaboration within the MSU services and build community.

## Project/Events Timeline

### Spring/Summer Term

May	
<b>Service Goal/Project/Event (#1):</b>	<b>Executive Hiring</b>
Why and how?	It was recommended by Chitrini, the previous Director, to hire the executive team as soon as possible so planning for the year can begin. Applications will open mid-May and end late-May. This will be done through the standard MSU hiring process of applications and interviews.
Potential difficulties? How can you overcome them?	The challenge of receiving a limited number of applications can be addressed by extending the application deadline and intensifying promotional efforts. By extending the deadline, it allows for more individuals to have the opportunity to submit their applications, while increasing promotional activities helps to raise awareness and attract a wider pool of potential applicants.
Who?	FCC Director and FCC Assistant Director
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority    Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Lockers of Love</b>
Why and how?	With FCC being a year-round service, the goal is to minimize the time it takes to transition and start up programming again. The goal of May is to continue our primary service during summer, Lockers of Love.
Potential difficulties? How can you overcome them?	It may be difficult to immediately resume Lockers of Love given the transition period. Seeking aid from the previous Assistant Director (ADs run Lockers of Love) will help with determining the logistics.
Who?	Primarily FCC AD
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority

June	
<b>Service Goal/Project/Event (#1):</b>	<b>Executive Hiring</b>
Why and how?	As mentioned previously, the previous Director recommended us to hire the executive team as soon as possible so planning for the year can begin. Applications will open mid-May and end late-May. This will be done through the standard MSU hiring process of applications and interviews. In the first week of June, interviews will be conducted.
Potential difficulties? How can you overcome them?	Coordinating interview times may be challenging if applicants are busy. We can extend the time frame to two weeks if necessary. Moreover, disagreements may arise between Director and AD on what questions to ask, who is more suitable for the position, etc.—ensuring constant and clear communication, preferably through meetings, will be imperative.
Who?	FCC Director and AD
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority    Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Lockers of Love</b>
Why and how?	In June, we will be continuing Lockers of Love during summer to provide support to students.
Potential difficulties? How can you overcome them?	We anticipate running out of foods to replenish the lockers, meaning new orders will be placed. Understanding the budgeting and submission procedures may be challenging, as it will be our first time doing so. Hence, ensuring we contact VP finance in case we have questions will be crucial.
Who?	FCC Director and AD
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority
<b>Service Goal/Project/Event (#3):</b>	<b>Executive Training</b>

Why and how?	It is imperative to conduct individual meetings with each executive member to discuss plans, disseminating transition reports, and providing support to executives as they transition into their roles.
Potential difficulties? How can you overcome them?	The availability of our executive team may pose difficulties in coordinating meeting times, especially considering their term does not formally start until September so they are not obligated to begin. If no time works, sending paper meetings via email may be required. A Discord group chat will also be created for the service, and there will be an executive-only channel.
Who?	FCC Director and AD
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority      Low Priority

<b>July</b>	
<b>Service Goal/Project/Event (#1):</b>	<b>Planning for the year with new exec team</b>
Why and how?	Effective planning and organization play a pivotal role in achieving a successful year. To ensure a smooth start in September, it was advised to complete specific tasks in July and August, such as reaching out to partners/collaborators, preparing files and intake forms, and requesting a year plan from each executive member.
Potential difficulties? How can you overcome them?	The availability of our executive team may pose difficulties in coordinating meeting times, especially considering their term does not formally start until September so they are not obligated to begin. Hence, they will be encouraged to start planning and submit a year plan at their earliest convenience.
Who?	FCC Director, AD, exec team
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority      Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Lockers of Love</b>



Why and how?	In July, we will be continuing Lockers of Love during summer to provide support to students.
Potential difficulties? How can you overcome them?	Potential difficulties and solutions are the same as they were for the month of July.
Who?	Primarily FCC AD with support from FCC Director
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority

August	
<b>Service Goal/Project/Event (#1):</b>	<b>General Volunteer Hiring – 1<sup>st</sup> round</b>
Why and how?	The recruitment process for general volunteers will commence at the beginning of August and is open to returning volunteers as well as students in their second year or above. It is important for the FCC to attract and engage general volunteers, as they play a vital role in various aspects of our operations. They actively contribute by rotating shifts at the food bank and providing invaluable support to the executive team through committees overseen by specific executives. Moreover, general volunteers greatly contribute to the seamless execution of smaller individual events hosted throughout the year. In a typical year, FCC typically attracts around 30-40 general volunteers, and we aspire to increase this number based on insights and recommendations received from the previous Director and Assistant Director.
Potential difficulties? How can you overcome them?	Potential difficulties include not enough interest and applications, this can be overcome by increasing promotions, participating in Welcome Week, and introducing new students to the service to generate interest.
Who?	FCC Exec Team
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority   Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Planning for the year with new exec team (continued)</b>

Why and how?	Effective planning and organization play a pivotal role in achieving a successful year. To ensure a smooth start in September, it is imperative to complete specific tasks in July and August, such as reaching out to partners/collaborators, preparing files and intake forms, and requesting a year plan from each executive member.
Potential difficulties? How can you overcome them?	Anticipating potential challenges at this time is challenging due to the evolving circumstances, but certain aspects may pose difficulties. These include finding a suitable partner for the Good Food Box and a kitchen space for Cooking Workshops. However, we can overcome these obstacles through proactive measures, such as actively reaching out to potential partners, conducting meetings to establish the logistical details of these services, and developing contingency plans as a precautionary measure.
Who?	FCC core exec team
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority    Low Priority
<b>Service Goal/Project/Event (#4):</b>	<b>Lockers of Love</b>
Why and how?	In July, we will be continuing Lockers of Love during summer to provide support to students.
Potential difficulties? How can you overcome them?	Potential difficulties and solutions are the same as they were for the month of July.
Who?	Primarily FCC AD with support from FCC Director
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority

## Fall Term

September

<b>Service Goal/Project/Event (#2):</b>	<b>Regular FCC services (Cooking Workshop, Good Food Box, Lockers of Love, Community Fridge Liaison)</b>
<p>Why and how?</p>	<p>There are various services run by FCC which occur each month. Each of these services will be run by the exec responsible for them with support from the Director and Assistant Director. Examples of these services include:</p> <p><i>Good Food Box:</i> This service offers discounted fresh produce boxes for delivery and pick-up.</p> <p><i>Cooking Workshops:</i> Conducted monthly by our Community Kitchen Coordinator, these workshops focus on using in-season produce and catering to dietary restrictions. They can be held either in person or online.</p> <p><i>Lockers of Love:</i> Continuing from the summer, this service primarily operates in person using our food bank and an anonymous locker system. Adjustments may be made based on budget and demand, potentially transitioning to a hybrid system.</p> <p><i>Community Fridge:</i> The Liaison is responsible for managing the Community Fridge, which involves various day-to-day tasks depending on its specific needs. This role also includes volunteer management and attending meetings as the FCC representative for the Community Fridge.</p>
<p>Potential difficulties? How can you overcome them?</p>	<p>There is a possibility that we may encounter certain setbacks in specific programs, including potential delays in the production of the Good Food Box, promotional activities, or budgetary constraints. However, we are well-equipped to overcome these challenges by implementing effective contingency plans, adapting our strategies as needed, and making necessary adjustments along the way. For instance, if there are changes to the pickup date for the Good Food Box, we can promptly update our promotional materials to reflect the new schedule. Likewise, in the event of any shortages in the food bank, we will swiftly update our form to inform individuals of the availability of specific items. Maintaining open lines of communication with the VP Finance and VP</p>

	Admin will be instrumental in seeking guidance, addressing queries, and resolving any concerns that may arise.
Who?	FCC exec team (each performing their respective roles)
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority    Low Priority
<b>Service Goal/Project/Event (#3):</b>	<b>Second round of general volunteering (for first years only)</b>
Why and how?	The second round of general volunteer hiring will open in the second week of September for first year students only, this will allow them to have an opportunity to learn about FCC (during welcome week) and have a chance to get involved if they want to. The general members may be part of a committee falling under execs or can choose to remain general. The general volunteers can help with planning certain events or help with day-of tasks such as handing out study snack packs. Once they are hired, we will go through a training session and execs will begin to hold meetings with their committees.
Potential difficulties? How can you overcome them?	There may be low interest and few applicants, to overcome this we will extend the deadline and increase promotions.
Who?	Hiring will be done by the Director and Assistant Director. The entire exec team will run the training and certain execs will be responsible for holding meetings with their committee.
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority    Low Priority

**October**

<p><b>Service Goal/Project/Event (#1):</b></p>	<p><b>Trick or Eat</b></p>
<p>Why and how?</p>	<p>Our annual food drive, known as Trick or Eat, takes place on Halloween and throughout the week leading up to the 31st. Last year, Trick or Eat ran from October 26th to November 6th, and we strategically placed donation boxes in PGCLL, JHE, and MDCL. In addition, we conducted a three-day social media campaign to raise awareness about the event, educate people on the items they could donate, and emphasize the importance of contributing. Last year, we made the decision to donate these items to the Community Fridge instead of placing them in the food bank. This choice was influenced by the higher foot traffic the Community Fridge receives, and that directing these donations to the Community Fridge will ensure they reach a larger number of individuals in need. By contributing to the Community Fridge, we can support the broader goal of reducing food waste and increasing accessibility to nutritious food options within our community.</p>
<p>Potential difficulties? How can you overcome them?</p>	<p>One potential challenge we may face is a limited number of donations. To address this, we can enhance awareness through word-of-mouth promotion and intensify our efforts on social media platforms to reach a wider audience. Another potential difficulty could be coordinating volunteer schedules for item pickups at various locations. However, we can overcome this obstacle by ensuring that multiple volunteers are assigned to each location for item pickups. By planning in advance and minimizing scheduling conflicts, we can ensure a smooth and efficient volunteer coordination process.</p>
<p>Who?</p>	<p>Director, Assistant Director, social and political advocacy coordinators, and general volunteers</p>
<p>Priority Level (highlight one)</p>	<p>High Priority    <b>Moderate Priority</b>    Low Priority</p>
<p><b>Service Goal/Project/Event (#2):</b></p>	<p><b>Regular FCC services (Cooking Workshop, Good Food Box, Lockers of Love, Community Fridge Liaison)</b></p>
<p>Why and how?</p>	<p>FCC operates a range of services on a monthly basis, each overseen by the responsible executive with support from the</p>

	<p>Director and Assistant Director. Examples of these services include:</p> <p><i>Good Food Box:</i> This service offers discounted fresh produce boxes for delivery and pick-up.</p> <p><i>Cooking Workshops:</i> Conducted monthly by our Community Kitchen Coordinator, these workshops focus on using in-season produce and catering to dietary restrictions. They can be held either in person or online.</p> <p><i>Lockers of Love:</i> Continuing from the summer, this service primarily operates in person using our food bank and an anonymous locker system. Adjustments may be made based on budget and demand, potentially transitioning to a hybrid system.</p> <p><i>Community Fridge:</i> The Liaison is responsible for managing the Community Fridge, which involves various day-to-day tasks depending on its specific needs. This role also includes volunteer management and attending meetings as the FCC representative for the Community Fridge.</p>
<p>Potential difficulties? How can you overcome them?</p>	<p>There is a possibility of encountering delays in specific programs, such as production delays for the Good Food Box, promotional delays, or budgetary issues. However, these challenges can be overcome by implementing contingency plans, adapting our plans as necessary, and making appropriate adjustments. For instance, if there is a change in the pickup date for the Good Food Box, we can update our promotional materials accordingly. Similarly, if we run out of a particular item in the food bank, we can promptly update our form to inform individuals. It is crucial to maintain open lines of communication with the VP Finance and VP Admin, allowing us to seek guidance, ask questions, and address any concerns that may arise.</p>
<p>Who?</p>	<p>FCC exec team (each performing their respective roles)</p>
<p>Priority Level (highlight one)</p>	<p><b>High Priority</b>    Moderate Priority    Low Priority</p>

December	
<b>Service Goal/Project/Event (#1):</b>	<b>Study Snack Packs</b>
Why and how?	The Study Snack Packs event is a biannual initiative organized just before the onset of exam season. Students have the opportunity to pre-register and receive complimentary bags filled with nutritious snacks. These packs can be conveniently picked up on campus or delivered to locations nearby. This event has consistently garnered positive feedback and participation in previous iterations.
Potential difficulties? How can you overcome them?	<p>We anticipate potential challenges related to the timely delivery of snacks and bags for our Study Snack Packs event. However, we are proactively addressing this by placing orders well in advance and closely monitoring any potential delays. This allows us the flexibility to make necessary adjustments to our plans and ensure that all items are available when needed.</p> <p>Another potential concern revolves around volunteers signing up for packaging and delivery responsibilities. To overcome this, we will implement a proactive approach by notifying volunteers well in advance about this upcoming event. By providing ample notice, we aim to accommodate their busy schedules during this time. Additionally, we will distribute responsibilities among a larger pool of volunteers, which will help alleviate stress and reduce individual time commitments.</p>
Who?	Director, Assistant Director, social and political advocacy coordinators, and general volunteers. We may potentially collaborate with another service for this event.
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Crunch Time Contest</b>
Why and how?	Over the past few years, this event has been highly successful. It was first proposed as an alternative to an in-person cooking workshop, where the Community Kitchen Committee introduced pre-recorded recipe demonstrations showcasing

	<p>their favorite quick snacks/meals for the exam season. Students are encouraged to participate by preparing the snacks themselves and submitting pictures of their creations.</p> <p>To engage participants, we prompt students to share their snack pictures either by posting them on their Instagram stories or by sending them to us through Instagram Direct Messages. By doing so, they become eligible for a giveaway, with a chance to win a gift card for any grocery store.</p> <p>This interactive approach not only encourages students to explore new recipes and make their own snacks but also fosters a sense of community and excitement during the exam season. We will likely continue this event to inspire students to create delicious and nourishing snacks while preparing for their exams.</p>
<p>Potential difficulties? How can you overcome them?</p>	<p>One potential challenge we may encounter is a low turnout and a limited number of student submissions for the recipe contest. To address this issue, the Community Kitchen Committee members made videos showcasing their own additions to post on social media. By expanding the pool of contributors and posting these additional videos on our social media platforms, we were able to effectively remind students about the giveaway and generate increased engagement. This approach proved beneficial in boosting the number of recipe submissions and fostering greater student participation.n.</p>
<p>Who?</p>	<p>Promotions Coordinator and Community Kitchen Coordinator primarily with support from the Director and Assistant Director</p>
<p>Priority Level (highlight one)</p>	<p>High Priority    <b>Moderate Priority</b>    Low Priority</p>
<p><b>Service Goal/Project/Event (#3):</b></p>	<p><b>Regular FCC services (Cooking Workshop, Good Food Box, Lockers of Love, Community Fridge Liaison)</b></p>
<p>Why and how?</p>	<p>FCC operates a range of services on a monthly basis, each overseen by the responsible executive with support from the Director and Assistant Director. Examples of these services include:</p>



	<p><i>Good Food Box:</i> This service offers discounted fresh produce boxes for delivery and pick-up.</p> <p><i>Cooking Workshops:</i> Conducted monthly by our Community Kitchen Coordinator, these workshops focus on using in-season produce and catering to dietary restrictions. They can be held either in person or online.</p> <p><i>Lockers of Love:</i> Continuing from the summer, this service primarily operates in person using our food bank and an anonymous locker system. Adjustments may be made based on budget and demand, potentially transitioning to a hybrid system.</p> <p><i>Community Fridge:</i> The Liaison is responsible for managing the Community Fridge, which involves various day-to-day tasks depending on its specific needs. This role also includes volunteer management and attending meetings as the FCC representative for the Community Fridge.</p>
<p>Potential difficulties? How can you overcome them?</p>	<p>There may be potential difficulties in gathering information for the campaign, regular check-ins can help prevent this issue. If an unavoidable situation arises then pushing the campaign by an appropriate amount of time (such as by a week) will be necessary. Additionally, encouraging the coordinators to use the support of their volunteer committee can be helpful. There may be delays in getting the graphics we need from Underground; this can be overcome by ensuring we provide enough time for them to create the graphics.</p>
<p>Who?</p>	<p>FCC exec team (each performing their respective roles)</p>
<p>Priority Level (highlight one)</p>	<p><b>High Priority</b>    Moderate Priority    Low Priority</p>

## Winter Term

January	
<b>Service Goal/Project/Event (#1):</b>	<b>Regular FCC services (Cooking Workshop, Good Food Box, Lockers of Love, Community Fridge Liaison)</b>
Why and how?	<p>FCC operates a range of services on a monthly basis, each overseen by the responsible executive with support from the Director and Assistant Director. Examples of these services include:</p> <p><i>Good Food Box:</i> This service offers discounted fresh produce boxes for delivery and pick-up.</p> <p><i>Cooking Workshops:</i> Conducted monthly by our Community Kitchen Coordinator, these workshops focus on using in-season produce and catering to dietary restrictions. They can be held either in person or online.</p> <p><i>Lockers of Love:</i> Continuing from the summer, this service primarily operates in person using our food bank and an anonymous locker system. Adjustments may be made based on budget and demand, potentially transitioning to a hybrid system.</p> <p><i>Community Fridge:</i> The Liaison is responsible for managing the Community Fridge, which involves various day-to-day tasks depending on its specific needs. This role also includes volunteer management and attending meetings as the FCC representative for the Community Fridge.</p>
Potential difficulties? How can you overcome them?	<p>There can be potential delays for certain programming such as delays in production of Good Food Box, delays in promo, or issues with budget. These can be overcome by having back up plans in place, adjusting our plans as the time goes by and making needed adjustments (such as changing promo material if the GFB pickup date changes) or if we run out of a specific item in the food bank updating our google form to let individuals know. Additionally, keeping an open line of communication with VP Finance and VP Admin to ask questions or raise concerns if needed.</p>
Who?	FCC exec team (each performing their respective roles)

Priority Level (highlight one)	<b>High Priority</b> Moderate Priority    Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Ladles of Love</b>
Why and how?	This event, which was held several times before the pandemic, presents a wonderful opportunity to reintroduce it this year. FCC organizes a special event where students are provided with free soup. Previously, this event took place at The Grind, and it served as an excellent means to enhance FCC's outreach within the student community.
Potential difficulties? How can you overcome them?	Potential difficulties might include not being able to use The Grind for this event. This can be overcome by reaching out to new management and discussing plans for the event early on.
Who?	Community Kitchen Coordinator, Director, and Assistant Director
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority

<b>February</b>	
<b>Service Goal/Project/Event (#1):</b>	<b>Regular FCC services (Cooking Workshop, Good Food Box, Lockers of Love, Community Fridge Liaison)</b>
Why and how?	<p>FCC operates a range of services on a monthly basis, each overseen by the responsible executive with support from the Director and Assistant Director. Examples of these services include:</p> <p><i>Good Food Box:</i> This service offers discounted fresh produce boxes for delivery and pick-up.</p> <p><i>Cooking Workshops:</i> Conducted monthly by our Community Kitchen Coordinator, these workshops focus on using in-season produce and catering to dietary restrictions. They can be held either in person or online.</p> <p><i>Lockers of Love:</i> Continuing from the summer, this service primarily operates in person using our food bank and an</p>

	<p>anonymous locker system. Adjustments may be made based on budget and demand, potentially transitioning to a hybrid system.</p> <p><i>Community Fridge:</i> The Liaison is responsible for managing the Community Fridge, which involves various day-to-day tasks depending on its specific needs. This role also includes volunteer management and attending meetings as the FCC representative for the Community Fridge.</p>
Potential difficulties? How can you overcome them?	There may be potential difficulties in gathering information for the campaign, regular check-ins can help prevent this issue. If an unavoidable situation arises then pushing the campaign by an appropriate amount of time (such as by a week) will be necessary. Additionally, encouraging the coordinators to use the support of their volunteer committee can be helpful. There may be delays in getting the graphics we need from Underground; this can be overcome by ensuring we provide enough time for them to create the graphics.
Who?	FCC exec team (each performing their respective roles)
Priority Level (highlight one)	<b>High Priority</b> Moderate Priority    Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Planning for Food Insecurity Week</b>
Why and how?	In the past, Food Security Week was a weeklong social media campaign which focuses on a topic that is chosen by the social and political advocacy coordinators. Advocacy is an important method to increase awareness around food (in)security. Depending on the ideas of the new exec team, this event could be expanded with an in-person component (e.g., a symposium with guest speakers), to further spread awareness and engagement among students.
Potential difficulties? How can you overcome them?	There may be potential difficulties in gathering information for the campaign, regular check-ins can help prevent this issue. If an unavoidable situation arises then pushing the campaign by an appropriate amount of time (such as by a week) will be necessary. Additionally, encouraging the coordinators to use the support of their volunteer committee can be helpful. There may be delays in getting the graphics we need from

	<p>Underground; this can be overcome by ensuring we provide enough time for them to create the graphics.</p> <p>Considering in-person events, it may be logistically challenging to plan and may not be feasible depending on time constraints. Hence, February will be dedicated to adequately plan and organize for Food Security Week.</p>
Who?	Director, Promotions Coordinator, and potentially Community Kitchen Coordinator
Priority Level (highlight one)	High Priority <b>Moderate Priority</b> Low Priority

March	
<b>Service Goal/Project/Event (#1):</b>	<b>Food Security Week (Advocacy Campaign)</b>
Why and how?	<p>In the past, Food Security Week was a weeklong social media campaign which focuses on a topic that is chosen by the social and political advocacy coordinators. Advocacy is an important method to increase awareness around food (in)security. Depending on the ideas of the new exec team, this event could be expanded with an in-person component (e.g, a symposium with guest speakers), to further spread awareness and engagement among students.</p>
Potential difficulties? How can you overcome them?	<p>There may be potential difficulties in gathering information for the campaign, regular check-ins can help prevent this issue. If an unavoidable situation arises then pushing the campaign by an appropriate amount of time (such as by a week) will be necessary. Additionally, encouraging the coordinators to use the support of their volunteer committee can be helpful. There may be delays in getting the graphics we need from Underground; this can be overcome by ensuring we provide enough time for them to create the graphics.</p> <p>Considering in-person events, it may be logistically challenging to plan and may not be feasible depending on time constraints. Hence, February will be dedicated to adequately plan and organize for Food Security Week.</p>
Who?	Social and Political Advocacy Coordinators, core exec team

Priority Level (highlight one)	<span style="background-color: yellow;">High Priority</span> Moderate Priority    Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Regular FCC services (Cooking Workshop, Good Food Box, Lockers of Love, Community Fridge Liaison)</b>
Why and how?	<p>FCC operates a range of services on a monthly basis, each overseen by the responsible executive with support from the Director and Assistant Director. Examples of these services include:</p> <p><i>Good Food Box:</i> This service offers discounted fresh produce boxes for delivery and pick-up.</p> <p><i>Cooking Workshops:</i> Conducted monthly by our Community Kitchen Coordinator, these workshops focus on using in-season produce and catering to dietary restrictions. They can be held either in person or online.</p> <p><i>Lockers of Love:</i> Continuing from the summer, this service primarily operates in person using our food bank and an anonymous locker system. Adjustments may be made based on budget and demand, potentially transitioning to a hybrid system.</p> <p><i>Community Fridge:</i> The Liaison is responsible for managing the Community Fridge, which involves various day-to-day tasks depending on its specific needs. This role also includes volunteer management and attending meetings as the FCC representative for the Community Fridge.</p>
Potential difficulties? How can you overcome them?	<p>There may be potential difficulties in gathering information for the campaign, regular check-ins can help prevent this issue. If an unavoidable situation arises then pushing the campaign by an appropriate amount of time (such as by a week) will be necessary. Additionally, encouraging the coordinators to use the support of their volunteer committee can be helpful. There may be delays in getting the graphics we need from Underground; this can be overcome by ensuring we provide enough time for them to create the graphics.</p>
Who?	FCC exec team (each performing their respective roles)

Priority Level (highlight one)	High Priority	Moderate Priority	Low Priority
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April	
<b>Service Goal/Project/Event (#1):</b>	<b>Food on the Move</b>
Why and how?	Food on the Move is an annual food drive that took place before the pandemic. The aim of this drive is to gather non-perishable items from students who are moving out of their residences or returning home and no longer need these items. The campaign spans the latter part of April to accommodate students with varying exam schedules. Donations are collected from designated bins and then stocked in our food bank. The specific locations for donation boxes are yet to be determined.
Potential difficulties? How can you overcome them?	Possible challenges may involve insufficient volunteers or executive members available to gather and transport the donated items to the food bank. However, these obstacles can be addressed by scheduling collection times earlier in the month and collaborating with the incoming Director and Assistant Director, who can provide assistance in collecting the items.
Who?	FCC exec team and general volunteers
Priority Level (highlight one)	High Priority <span style="background-color: yellow;">Moderate Priority</span> Low Priority
<b>Service Goal/Project/Event (#2):</b>	<b>Study Snack Packs</b>
Why and how?	The Study Snack Packs event is a biannual initiative organized just before the onset of exam season. Students have the opportunity to pre-register and receive complimentary bags filled with nutritious snacks. These packs can be conveniently picked up on campus or delivered to locations nearby. This event has consistently garnered positive feedback and participation in previous iterations.

<p>Potential difficulties? How can you overcome them?</p>	<p>We anticipate potential challenges related to the timely delivery of snacks and bags for our Study Snack Packs event. However, we are proactively addressing this by placing orders well in advance and closely monitoring any potential delays. This allows us the flexibility to make necessary adjustments to our plans and ensure that all items are available when needed.</p> <p>Another potential concern revolves around volunteers signing up for packaging and delivery responsibilities. To overcome this, we will implement a proactive approach by notifying volunteers well in advance about this upcoming event. By providing ample notice, we aim to accommodate their busy schedules during this time. Additionally, we will distribute responsibilities among a larger pool of volunteers, which will help alleviate stress and reduce individual time commitments.</p>
<p>Who?</p>	<p>Director, Assistant Director, social and political advocacy coordinators, and general volunteers</p>
<p>Priority Level (highlight one)</p>	<p>High Priority    <b>Moderate Priority</b>    Low Priority</p>
<p><b>Service Goal/Project/Event (#3):</b></p>	<p><b>Regular FCC services (Cooking Workshop, Good Food Box, Lockers of Love, Community Fridge Liaison)</b></p>
<p>Why and how?</p>	<p>FCC operates a range of services on a monthly basis, each overseen by the responsible executive with support from the Director and Assistant Director. Examples of these services include:</p> <p><i>Good Food Box:</i> This service offers discounted fresh produce boxes for delivery and pick-up.</p> <p><i>Cooking Workshops:</i> Conducted monthly by our Community Kitchen Coordinator, these workshops focus on using in-season produce and catering to dietary restrictions. They can be held either in person or online.</p> <p><i>Lockers of Love:</i> Continuing from the summer, this service primarily operates in person using our food bank and an anonymous locker system. Adjustments may be made based on</p>



	<p>budget and demand, potentially transitioning to a hybrid system.</p> <p><i>Community Fridge:</i> The Liaison is responsible for managing the Community Fridge, which involves various day-to-day tasks depending on its specific needs. This role also includes volunteer management and attending meetings as the FCC representative for the Community Fridge.</p>
<p>Potential difficulties? How can you overcome them?</p>	<p>There is a possibility of encountering delays in specific programs, such as production delays for the Good Food Box, promotional delays, or budgetary issues. However, these challenges can be overcome by implementing contingency plans, adapting our plans as necessary, and making appropriate adjustments. For instance, if there is a change in the pickup date for the Good Food Box, we can update our promotional materials accordingly. Similarly, if we run out of a particular item in the food bank, we can promptly update our form to inform individuals. It is crucial to maintain open lines of communication with the VP Finance and VP Admin, allowing us to seek guidance, ask questions, and address any concerns that may arise.</p>
<p>Who?</p>	<p>FCC exec team (each performing their respective roles)</p>
<p>Priority Level (highlight one)</p>	<p><b>High Priority</b>    Moderate Priority    Low Priority</p>
<p><b>Service Goal/Project/Event (#4):</b></p>	<p><b>Transitioning with the new Director and Assistant Director</b></p>
<p>Why and how?</p>	<p>The incoming Director and AD contracts typically commence in mid to late April, with the assistant director occasionally starting in early May. As FCC operates throughout the year, it is crucial to facilitate a smooth transition and provide guidance to the new Director and D during the month of April. This ensures their understanding of their roles and the functioning of our programs, enabling them to continue effectively in May and throughout the remainder of the year.</p>

<p>Potential difficulties? How can you overcome them?</p>	<p>While late hiring can potentially cause delays in the transitioning process, it is important to note that this aspect may be beyond my control. However, we can mitigate the impact by ensuring that we provide clear and comprehensive transition reports for the new hires. These reports will serve as valuable resources, helping to overcome any potential confusion and facilitating a smoother transition, even within a shorter timeframe.</p>
<p>Who?</p>	<p>Director and Assistant Director</p>
<p>Priority Level (highlight one)</p>	<p><b>High Priority</b>    Moderate Priority    Low Priority</p>

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## **Increasing Food Collective Centre Presence**

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### **Social Media**

In the previous years, the Directors have placed significant emphasis on enhancing our social media presence, and I intend to carry forward this focus. Social media will continue to serve as a valuable tool for keeping the community informed about our events, updates to our regular programs, and addressing any inquiries that may arise. Instagram is the platform with the most traffic, so Twitter and Facebook will not be as prioritized. We want to place the most emphasis on the reopening of our food bank, which has been recently opened and is thus still under-utilized. We will ensure constant communication with our Promotions Coordinator, whose expertise and experience in handling social media will be a valuable asset.

### **Merchandise & Apparel**

Depending on the budget, there will be T-shirts purchased for the team, which is something that has not been done in the past. We still have stickers left, as well as banners/posters, but we will potentially need to purchase stickers for the Good Food Box if we run out.

### **Physical Promotions**

In previous years, we have utilized posters as a means of promoting our services, including Lockers of Love, Cooking Workshops, and the Good Food Box. This strategy has proven effective in reaching out to the McMaster community, and we intend to maintain it in the upcoming year. Additionally, we are exploring the possibility of extending our poster campaign to the new Student Activity Building, if it becomes available, in order to further increase our visibility and engagement with students.

### **Service Webpage**

The website will need to be updated in a few different sections. The links on our Instagram linktr.ee are the most up to date, including the new Community Kitchen cookbook. This is not yet updated on the FCC MSU page.

## Master Timeline

Month	Tasks
May	<ul style="list-style-type: none"> <li>• Executive hiring</li> <li>• McMaster Food Council: McMaster Food Strategy meetings</li> <li>• Opening Lockers of Love</li> </ul>
June	<ul style="list-style-type: none"> <li>• Executive hiring</li> <li>• Transitioning Executive Team</li> <li>• Planning collaborations</li> <li>• Updating FCC website and social media</li> <li>• Running Lockers of Love and ordering items as needed based on demand</li> </ul>
July	<ul style="list-style-type: none"> <li>• Running Lockers of Love and ordering items as needed based on demand</li> <li>• Ordering supplies for Food Bank</li> <li>• Beginning meetings with executive team to plan the year</li> </ul>
August	<ul style="list-style-type: none"> <li>• General volunteer hiring—first round</li> <li>• Forming committees for the execs and ensuring that they run smoothly</li> <li>• Volunteer training</li> <li>• Running Lockers of Love and ordering items as needed based on demand</li> </ul>
September	<ul style="list-style-type: none"> <li>• General volunteer hiring—second round (first years)</li> <li>• Training for new volunteers</li> <li>• Regular services:               <ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge</li> </ol> </li> <li>• Exec meetings</li> </ul>
October	<ul style="list-style-type: none"> <li>• Regular services:               <ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> </ol> </li> </ul>

	<ol style="list-style-type: none"> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge <ul style="list-style-type: none"> <li>• Exec meetings and check-ins</li> <li>• Purchasing items as necessarily – such as items/food for the cooking workshop or boxes for the Good Food Box</li> <li>• Trick or Eat</li> </ul> </li> </ol>
November	<ul style="list-style-type: none"> <li>• Regular services: <ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge <ul style="list-style-type: none"> <li>• Exec meetings and check-ins</li> <li>• Purchasing items as necessarily – such as items/food for the cooking workshop or boxes for the Good Food Box</li> </ul> </li> </ol> </li> <li>• Advocacy campaign (social media and/or in-person)</li> </ul>
December	<ul style="list-style-type: none"> <li>• Regular services: <ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge <ul style="list-style-type: none"> <li>• Exec meetings and check-ins</li> <li>• Purchasing items as necessarily – such as items/food for the cooking workshop or boxes for the Good Food Box</li> </ul> </li> </ol> </li> <li>• Exec social</li> <li>• Volunteer appreciation</li> <li>• Study Snack packs – and purchasing of snacks</li> <li>• Crunch time contest</li> <li>• Recording snack videos for the crunch time contest to post on social media</li> </ul>
	<ul style="list-style-type: none"> <li>• Regular services:</li> </ul>

January	<ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge</li> </ol> <ul style="list-style-type: none"> <li>• Exec meetings and check-ins</li> </ul>
February	<ul style="list-style-type: none"> <li>• Hiring of new Director</li> <li>• Regular services:             <ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge</li> </ol> </li> <li>• Exec meetings and check-ins</li> <li>• Breakfast Bar collaboration with SHEC</li> <li>• Advocacy campaign planning (Food Security Week)</li> </ul>
March	<ul style="list-style-type: none"> <li>• Hiring of new Director</li> <li>• Regular services:             <ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge</li> </ol> </li> <li>• Exec meetings and check-ins</li> <li>• Food Security Week – week-long campaign</li> </ul>
April	<ul style="list-style-type: none"> <li>• Hiring of new Director</li> <li>• Regular services:             <ol style="list-style-type: none"> <li>1) Good Food Box – purchasing bags and boxes for the GFB</li> <li>2) Cooking workshops</li> <li>3) Food Bank with volunteers on shift</li> <li>4) Lockers of Love</li> <li>5) Pay it Forward Initiative</li> <li>6) Community Fridge</li> </ol> </li> <li>• Exec meetings and check-ins</li> </ul>

	<ul style="list-style-type: none"> <li>• Exec social</li> <li>• Volunteer appreciation</li> <li>• Transition with new Director</li> <li>• Study Snack Packs</li> </ul>
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## Miscellaneous

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### Collaborative Events:

A new idea I have is to collaborate with the Indigenous Health Movement to advocate for alleviating Indigenous health inequities surrounding food, as well as raise awareness on Indigenous food sovereignty. This includes the restoration of cultural knowledge, adopting environmentally conscious agricultural practices, and regaining health. I felt that this group was under-represented in our service and our community as a whole, so I have reached out to IHM members for a potential collaboration during the school year. This could potentially be the major event in November (Advocacy Campaign) or in February.

I also hope to host more inter-service events, such as the successful Breakfast Bar event with SHEC during the school year.

### Exec socials:

I hope to host two executive socials throughout the year, one at the end of each academic term. These social events will serve as a means to foster strong bonds and engagement among the executive team. They will be separate from our regular meetings and other service-related activities. While there are various ways to strengthen team unity, such as exchanging supportive and casual messages in a group chat, I believe that these social gatherings are equally important. I am optimistic that these socials will take place in person, but depending on the team dynamics, they may also be held online. The format and nature of these events will be decided collaboratively with the executive team.

### Volunteer appreciation/social event:

Like last year, the FCC will organize an end-of-year event for the volunteers, although the specific format is still under consideration. Additionally, plans are in place to prepare volunteer appreciation gifts, ensuring that volunteers are acknowledged and appreciated. The volunteer appreciation event could encompass the entire volunteer base or be organized as smaller gatherings within individual committees. The Assistant Director and/or the Director will oversee volunteer management, as well as take charge of coordinating the end-of-year social and volunteer appreciation initiatives.

### Communication platform

In addition, the FCC will be making a Discord group to streamline communications between volunteers, rather than relying on emails and a Messenger group chat for executives, which both the AD and I found ineffective. We hope this will also improve the team's sense of belonging and connection, as there will be channels that are more informal as well (e.g., sharing stories, food photos, etc.).

### McMaster Food Strategy:

I, the FCC Director, will be taking on last year's Director's role in the McMaster Food Council as an advisor. The council is working on a McMaster Food Strategy to understand the state of food security at McMaster. The role of the Director is to provide their perspective and input. The council meets once a month for an hour.

### Move into Student Activity Building:

Although we are hopeful that the new Student Activity Building will be opening sometime throughout this year, it may not be possible until the 2024-2025 school year. The FCC team will move materials from our old office and food bank in Bridges Café to the new building. The opening of the building will also allow us to run Cooking Workshops in our new space and potentially run the Good Food Box program in that space (depending on how the year runs). Once the new building opens we plan on working with the Communications Officer to film a short video for social media showing the community our new space.