



# REPORT

*From the office of the...*  
**FCC Director**

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TO: Members of the Executive Board  
FROM: Samantha Cheng  
SUBJECT: Food Collective Centre Report 3  
DATE: September 11, 2023

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## **Year Plan Update**

The FCC is continuing to follow the year plan. We conducted group interviews for 50 short-listed volunteers on Saturday September 2 and is selecting around 35 to be trained. For the last week of August, the FCC switched to in-person Lockers of Love for the Assistant Director's last week, but will be switching back to virtual gift cards during the transition between hiring the new Assistant Director. The FCC attended several events during Welcome Week and Clubsfest to promote the service as well as interest for new volunteers.

## **Events, Projects, & Activities**

### *General Service Usage*

The only service that is currently running is Lockers of Love. Requests have remained steady with around 3-5 orders per week.

### *Projects & Events: Volunteer Recruitment*

Following the recommendations from the previous Director, we hired upper years and returning volunteers earlier (August 1-16) in hopes to open the food bank promptly in September. We received around 70 applications, and conducted group interviews for 50 volunteers based on their written application. Executives were involved in the interviewing process and will also be responsible for making their subcommittee selections.

### *Projects & Events: Lockers of Love (On-Going)*

The Locker has been restocked for July-August and ran in person for the last week before the Assistant Director's contract ends. It will switch temporarily to virtual grocery gift cards (\$10) until the new AD is hired.

### *Projects & Events: Preparing for September*

The FCC attended the Health Sciences Faculty Fest on August 28, the Maroons Scavenger Hunt on September 1<sup>st</sup>, and ClubsFest on September 5<sup>th</sup>. Our Promotions Coordinator completed the posterboard, and brochures, stickers, and Community Fridge postcards were handed out. We also set up a volunteer interest form for first years for the second round of hiring.

## **Outreach & Promotions**

### *Summary*

We are currently primarily interacting with MSU members through emails and Instagram.

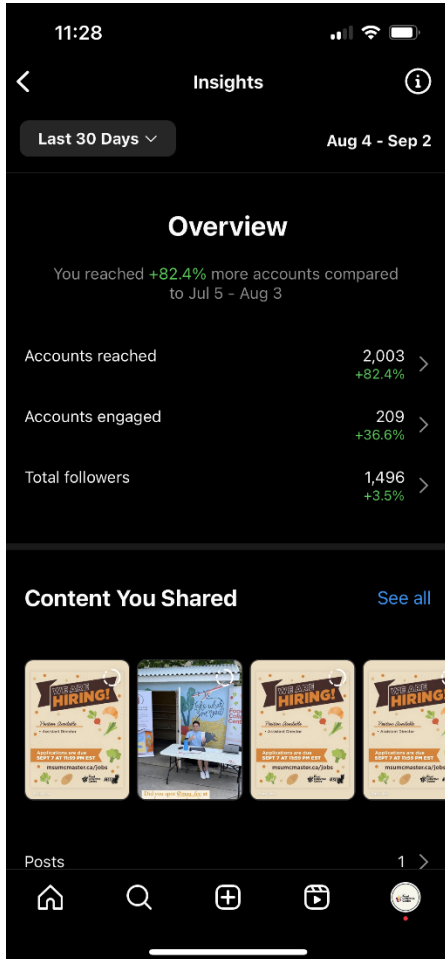
### *Promotional Materials*



### *Social Media Engagement since the Previous Report*

An urgent post was made for the hiring of a new Assistant Director on Instagram, and it was later posted on Twitter and Facebook. Our Promotions Coordinator

has been actively messaging other MSU accounts to promote the post, as well as post reminders on the story. Instagram has seen the largest changes in engagement with an increase in accounts reached and followers. Due to the delay on the other two platforms, there is a decrease in engagement compared to last month during volunteer hiring.



< **Insights**

📅 Last 28 days ▾ Aug 6 - Sep 2, 2023

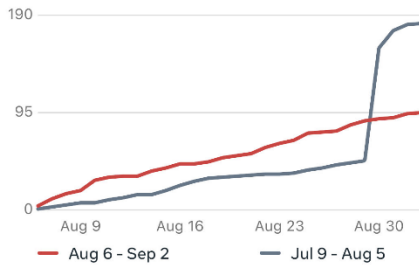
**Overview** Trends Content Audience

**Reach** Facebook ▾

Compare your cumulative reach from the selected date range to the previous one.

Facebook Reach ⓘ

**95** ↓ 47.8%



**Ways to grow your reach**

Reach more people with ads

Facebook paid reach ⓘ 0 .. 0%

Create Ad

We're working on improvements to [analytics.twitter.com](https://analytics.twitter.com). In the meantime, you may see some metrics are missing. You can access your Tweet Analytics and download reports [here](#). You can try the new version of account analytics beta [here](#).

**28 day summary** with change over previous period



## Finances

### Budget Summary

No changes compared to last month aside from a booth in ClubsFest.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0318	FCC – OFFICE SUPPLIES	\$100.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$0.00

5003-0318	FCC – TELEPHONE	\$200.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$200.00
6102-0318	FCC – ANNUAL CAMPAIGNS	\$1,600.00
	TOTAL SPENT IN LINE	\$20.00
	REMAINING IN LINE	\$1,580.00
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$500.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$500.00
6494-0318	FCC – VOLUNTEER RECOGNITION	\$400.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$400.00
6501-0318	FCC – ADVERTISING & PROMOTIONS	\$2,900.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$2,900.00
6603-0318	FCC - RESERVE	\$4,000.00
	TOTAL SPENT IN LINE	\$1,000.00
	REMAINING IN LINE	\$3,000.00
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		\$9,700.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		\$1,020.00
<b>REMAINING DISCRETIONARY SPENDING</b>		\$8,680.00

## Executives & Volunteers

The executive team has been active and engaged throughout the volunteer hiring process and Welcome Week! Year plans were completed promptly and everyone has settled into their roles, including good use of the new Discord channel to post Executive announcements and sign-ups (e.g. signing up for group interview slots).

## Successes

So far, the volunteer hiring process has been a major success and continuing to run the Lockers of Love service has also been steady. To improve the Food Bank operations, we made a new checklist for volunteers to run through during their shift and a system of continuously updating a spreadsheet of the pantry stock as items are taken, which was not done in the past.

## **Current Challenges**

The current AD's contract has ended and there will be a transition time between now and the hiring of the new AD. I will be taking over some of the AD's role temporarily, including running Lockers of Love, and communicating with volunteers until the new AD is hired. There will likely be a delay in opening the Food Bank due to the AD's absence.

## **Miscellaneous**

Met with one of the co-chairs of the Indigenous Health Movement to discuss a collaborative event during the school year surrounding Indigenous Food Sovereignty.