



REPORT

From the office of the...
FCC Director

TO: Members of the Executive Board
FROM: Samantha Cheng
SUBJECT: Food Collective Centre Report 5
DATE: October 9, 2023

Year Plan Update

The FCC is mostly following the year plan, although there is a slight delay in the re-opening of the foodbank due to the rehiring process of the Assistant Director, who will be onboarded following reading week. However, all services has been or will be launched this month. We conducted a second round of volunteer hiring targeting first years, and all FCC volunteers have been selected and trained for the year.

Events, Projects, & Activities

General Service Usage

The Good Food Box has resumed for the month of October, and our first Cook-Along will be following reading week. Lockers of Love will switch to in-person this month as well.

Projects & Events: Volunteer Recruitment

FCC's two rounds of volunteer hiring and training has finally wrapped up, totalling to 56 volunteers! We received over 100 applicants in total. This year, selecting the volunteers was more intensive due to two-stage hiring process of both written applications and group interviews. We wanted to ensure volunteers chosen were dedicated and passionate about the service, as volunteer attrition was a major issue the FCC faced last year. They will be running food bank shifts from Monday – Friday from 10:30 am – 2:30 pm. Some of these volunteers will also be part of one of three committees: Community Kitchen, Promotions, and Social and Political Advocacy. As of now, we plan to open the food bank on **October 23**.

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 is temporarily switched to virtual grocery gift cards (\$15) until the new AD is onboarded following reading week.

Projects & Events: October Cook-Along

Our Community Kitchen Coordinator will collaborate with Jack from the Student Wellness Centre for our October Cook-Along on Friday October 20, where they will prepare Chicken Adobo. The cook-along will take place in Alumni House and will have max 12 participants including volunteers and coordinators. During the event, we will also have a volunteer photographer to take pictures which will be used for promo when we start advertising the November cook-along.

Projects & Events: Good Food Box

The Salvation Army was no longer able to partner with us, so our GFB Coordinator reached out to find new potential partnerships. We were able to secure a partnership with Fiddes Wholesale Products Co to supply our fresh produce, which we will separate into small and large bags. We chose to subsidize \$3. Hence, the total will be \$12 for a small bag and \$18 for a large. Orders will be placed before Oct 15 and pick-up will take place in MUSC on Oct 19 from 11:30-1:00pm. We will recruit volunteers to help with the packaging of produce in the boxes.

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

Trick or Eat is our annual Halloween Food Drive. Promotional material is currently being made for the event, which plans to run from October 23rd to November 3rd. Boxes will be obtained from the Community Fridge's store. Ideally, we will have one exec or volunteer check each box daily to check on the progress of the donations. Items from the food drive will be placed in our food bank.

Outreach & Promotions

Summary

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

Promotional Materials



**Good Food
BOX**

Thurs. October 19th
11:30 pm - 1:30 pm

Place your order until
Sun. Oct 15th by 11:59 pm

linktr.ee/FCCpromo

Pick-up first floor
of MUSC

Small Box: \$12
Large Box: \$18

MSU Food Collective Centre MSU

The banner features a woman in a green apron standing behind a wooden crate filled with fresh produce like corn, tomatoes, and leafy greens. A chalkboard sign lists the prices for the food boxes. The background is split into orange and green sections.

MSU FOOD COLLECTIVE CENTRE

NOW HIRING

FIRST YEAR STUDENTS

Interested in student life, food equity,
and advocating for food security?
All experience levels welcome!

Apply at:

[MSUMCMASTER.CA/JOBS](https://msumcmaster.ca/jobs)

Deadline to apply:
Monday, Sept. 18 | 11:59PM



[/MSUFoodCollectiveCentre](https://www.facebook.com/MSUFoodCollectiveCentre)
[@MSU_FCC](https://www.instagram.com/MSU_FCC)



Social Media Engagement since the Previous Report
Instagram:

Insights (i)

Last 30 Days ▾ Sep 6 - Oct 5

Overview

You gained **28** more followers compared to Aug 7 - Sep 5.

Accounts reached	1,630	>
	-20.2%	
Accounts engaged	174	>
	-21.3%	
Total followers	1,545	>
	+1.8%	

Content You Shared See all

Twitter:

Account home **Collective**

MSU Food Collective Centre @MSU_FCC Page updated daily

We're working on improvements to 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



Oct 2023 - 6 days so far...

Facebook:



Finances

Budget Summary

We have put in a PO for \$45 for the October Cook-Along and have spent \$100 for the accompanying post. We will also spend around \$50 for Good Food Box bags. The amount we are subsidizing will be determined once all the orders are placed.

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	\$1,580.00
	TOTAL SPENT IN LINE	\$45.00
	REMAINING IN LINE	\$1,535.00

6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$500.00
	TOTAL SPENT IN LINE	\$50.83
	REMAINING IN LINE	\$449.17
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	\$100.00
	REMAINING IN LINE	\$2,800.00
6603-0318	FCC - RESERVE	\$4,000.00
	TOTAL SPENT IN LINE	\$1,000.00
	REMAINING IN LINE	\$3,000.00
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$9,700.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$1,215.83
REMAINING DISCRETIONARY SPENDING		\$8,484.17

Executives & Volunteers

The executive team has been well integrated into their roles! All our coordinators have been actively planning their events/services and chosen committee members. We are continuing to make good use of the new Discord channel to post Executive announcements. Moreover, we have weekly in-person meetings in MUSC; the morale has been fantastic, and we are very motivated for this coming year!

Successes

The volunteer hiring process has been smooth and very thorough. They have all been trained via an online meeting and must score 100% on a post-training quiz. The quiz has been a new addition, and it was created to ensure they listened attentively to the training and understood their duties and responsibilities. Another success was finding a new partner to continue our Good Food Box service.

Current Challenges

The AD will be onboarded following reading week, hence the Food Bank opening was delayed to the last week of October. Due to the high interest of volunteers, there are more volunteers than shifts available and after discussing with my exec team, we decided on creating a small group of “On Call Volunteers” who can fill in should someone be unable to make it. Last year near exam season, there were many no-shows, so this role was created to solve this issue.