

# REPORT

From the office of the...
FCC Director

TO: Members of the Executive Board

FROM: Samantha Cheng

SUBJECT: Food Collective Centre Report 6

DATE: November 6, 2023

# **Year Plan Update**

The FCC is back on track to following the year plan! We were able to open the Food Bank earlier than anticipated a week after our Assistant Director was on-boarded. In-person Lockers of Love is also resuming, Trick-Or-Eat just wrapped up, we had our first Cook-Along in October and Good Food Box also went smoothly. The Community Fridge is looking to gather more data on community needs to better inform our operations.

# **Events, Projects, & Activities**

#### General Service Usage

Food Bank usage and Lockers of Love orders are steady (a few partners per shift, 10-15 orders a week). Volunteers have been scheduled for 1-hour shifts and the Food Bank officially opened Tuesday, November 24. They have also helped with packaging Lockers of Love orders. The Community Fridge and Community Needs Analysts are also meeting with Emma Beacom from Cork University in Ireland to help conduct research/collect data on campus food insecurity needs to inform future community fridge needs.

#### Projects & Events: October Cook-Along

Our Community Kitchen Coordinator collaborated with Jack from the Student Wellness Centre for our October Cook-Along on Friday October 20, where we prepared Chicken Adobo. The cook-along took place in Alumni House and had 12 participants including volunteers and coordinators. During the event, I volunteered to take pictures which will be used for promo when we start advertising the November cook-along.

Our November cook-along collab is in the works with Darci Debassige, cochair of McMaster Indigenous Health Movement. She will be bringing moose, bear, or deer meat (pending) from her home on M'Chigeeng First Nation. We expect to hear about her schedule this week to hopefully plan this cook-along focused on Indigenous cultural education for mid to late November. Our community kitchen members are also liaising with Residence Life Staff to plan cooking classes for first year students, preparing them for life offcampus. Teaching objectives include affordable shopping for ingredients and containers, preparing meals for a week, etc.

#### Projects & Events: Good Food Box

The Good Food Box this month was very successful! We had 26 orders this month, compared to previous months in the past year, where we received around 10-15. The GFB Coordinator secured a partnership with Fiddes Wholesale Products Co to supply our fresh produce, which we separated into small and large bags. We chose to subsidize \$3 and the total was \$12 for a small bag and \$18 for a large. We placed a standing order for \$4000. Pick-up took place in MUSC on Oct 19 from 11:30-1:00pm and we recruited volunteers to help with the packaging of produce in the boxes.

October's good food box order was over \$500 worth of produce. In total, we had 20 large orders and 6 small orders, so we spent \$78 including the bags from Amazon. Moving forward, we're going to ask people to bring their own bags, which worked well. October was the first month we tried it and ~90% of the people were able to do it.

#### Projects & Events: Trick or Eat

FCC's 'Trick or Eat' food drive ended on November 3rd, and we were able to gather donations from both on-campus and off-campus locations such as William's. Unfortunately, the food collection boxes in PGCLL and JHE were lost throughout the 2 week period and we did not receive any donations from Grain & Grit Beer Co. or Fairweather Brewing Company. Otherwise, the donations will be counted early next week! Our subcommittee has met twice to discuss other initiatives, and look forward to upcoming events in November.

#### **Outreach & Promotions**

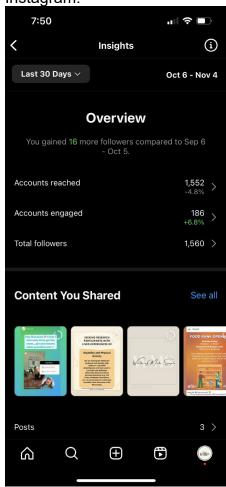
#### Summary

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



Social Media Engagement since the Previous Report

Instagram:



#### Twitter:



Nov 2023 • 5 days so far...

### Facebook: 7:59 .ııl 🗢 🖃 ◆ Facebook < Insights Create ad ☐ Last 28 days ▼ Oct 8 - Nov 4, 2023 Overview Trends Content Audience Reach ← Facebook ▼ Compare your cumulative reach from the selected date range to the previous one. Facebook reach 🕦 **359** ↑ 39.7% 360 180 Oct 11 Oct 18 Oct 25 Nov 1 Oct 8 - Nov 4 Sep 10 - Oct 7 Ways to grow your reach Reach more people with ads 😝 Facebook paid reach 🕦 0 .. 0%

#### **Finances**

# **Bud**get Summary

We put in a standing order for Good Food Box for \$4000. The total amount for the October Cook-Along was . We spent \$13.80 for Trick-Or-Eat posters. \$1000 standing order was placed to restock the Food Bank and \$20 to purchase treats for volunteers taking shifts at the Food Bank.

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		\$20.00		
	REMAINING IN LINE		\$380.00		
6501-0318	FCC – ADVERTISING & PROMOTIONS		\$2,900.00		
	TOTAL SPENT IN LINE		\$113.80		
	REMAINING IN LINE		\$2,786.20		
6603-0318	FCC - RESERVE		\$4,000.00		
	TOTAL SPENT IN LINE		\$2,000.00		
	REMAINING IN LINE		\$2,000.00		
TOTALS					
TOTAL BUDGETED DISCRETIONARY SPENDING			\$9,700.00		
TOTAL ACTUAL DISCRETIONARY SPENDING			\$3,249.63		
REMAINING DISCRETIONARY SPENDING			\$7,520.37		

#### **Executives & Volunteers**

The executive team has been getting along well during our weekly meetings, and morale has been high! Everyone's tasks have been fulfilled and timely, and we helped each other whenever one of us ran into issues. We are making good use of the Discord. Unfortunately, we had to move to online Zoom meetings since there was no time in-person all of us were free, which is a bit disappointing. However, we ensure everyone's camera is still on. The morale of the volunteers could be improved. We have a few volunteers making use of the Discord space to trade shifts/look for anyone available.

#### Successes

Re-opening the food bank was a success. Our AD and I were able to coordinate times to unlock the door, which was a previous worry I had. Lockers of Love orders have also been going smoothly. Good Food Box pick-ups was reportedly smooth, aside from the missing Amazon bags (see: challenges). The Cook-Along also saw positive feedback and was sold out in around an hour! Trick-Or-Eat generally went well; we received a good amount of donations for the food bank.

# **Current Challenges**

We received the Amazon bags late, but our GFB Coordinator problem-solved by asking partners to bring their own bags. This worked well as most people were able to supply their own bags, and we had some on our end to provide as well. Moving forward, we will continue to do so as it reduces waste and minimizes our costs.

There have also been concerns about the visibility of the food bank. To address this, we printed out signs throughout the building and basement to better guide partners to the location of the food bank.

#### Miscellaneous

We received gift card donations from the Psychology Department. We are also collaborating with the International Student Services to promote the Food Bank to international students, where I attended their grocery trip and gave a brief presentation about the FCC and our services. I also delivered brochures/information cards to their office space.