



REPORT

From the office of the...
FCC Director

TO: Members of the Executive Board
FROM: Samantha Cheng
SUBJECT: Food Collective Centre Report 7
DATE: January 11, 2024

Year Plan Update

The FCC is continuing to follow our year plan, with some new additions and collaborations to look forward to in the winter semester! The Food Bank is continuing to operate smoothly and will be re-opened next week, as will in-person Lockers of Love. We had our first in-person event organized by our Social and Political Advocacy Committee in late November and the Study Snack Packs also took place in December. A residence Cook-Along was hosted in December along with the Crunch Time Contest on our social media, which ran throughout exam season. The monthly Good Food Box also went smoothly for November and will continue in January. Lastly, the McMaster Community Fridge has remobilized its volunteers and is looking to put out a survey to assess community needs this month.

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 at the Food Bank, which officially opened Tuesday, October 24 and closed for the winter break. They have also helped with packaging Lockers of Love orders. We have received some donations from different faculties/organizations and a grocery run was done earlier in December to stock up for the next school year.

Projects & Events: Cook-Along and Crunch-time Contest

Our Community Kitchen Coordinator collaborated with PGCLL Residence Life on December 5 4-7PM where they prepared burrito bowls with the first years, preparing them for life off-campus. Teaching objectives include affordable shopping for ingredients and containers, preparing meals for a week, etc.

The November cook-along collab with Darci Debassige, co-chair of McMaster Indigenous Health Movement, has been delayed to January. She will be bringing meat from her home on M'Chigeeng First Nation and it is planned to take place on January 18th.

Lastly, the Crunch Time Contest for the Fall 2023 semester took place over exam season. The contest is a quick and easy way for students to get involved with FCC by showing their favourite snack during the exam. It was an overall success considering this contest is held during a busy time of the year. We had around 10 participants, who showcased snacks and dishes from different cultures.

Community Fridge

The CF is working on hiring a communications team and developing strategies moving forward, including food insecurity educational content. We are working with Hamilton Bike Share on collaborative post and the alumni donation video is finalized. The Community Needs assessment survey draft has been finalized and sent to SWC team for approval, where Rosanne, director of SWC and member of the REB committee being consulted for ethics approval if needed. We are also looking to get Fridge stickers w/ QR code on packs of gum to hand out in MUSC next semester to hopefully boost engagement

Next, the Farmer's Market event that took place November 4 and December 2nd was very successful – many vendors donated and are looking to donate next time we come out. We also received plenty of monetary donations in cash. We are looking to continue setting up a booth in the Farmer's Market next semester.

Projects & Events: Tote-ally Paint Night, Study Snack Packs

The Social & Political Advocacy Campaigns were fully covered by the Sprout Fellowship Grant from a student in the committee. Using the budget, they organized a Tote-ally Paint Night, where students were provided a tote bag and all materials to paint. The idea was to promote bringing a reusable grocery bag to grocery shop. The event occurred on November 29th, and operated on full capacity with all bags painted! The S&P and I also prepared a presentation introducing students to the FCC as many have not heard of our service before. This event received positive feedback from participants.

For the Study Snack Packs, volunteers packed 100 bags on December 5th and distributed December 6th from 11-4pm. The remaining bags were handed out near the end of the shift, but most were claimed.

Projects & Events: Good Food Box

The Good Food Box for November operated smoothly and in the same fashion as last month, where partners brought their own bags. There were fewer orders (11), 8 large and 3 small. The decrease in orders could be due to the end of the semester approaching. Moving forward, our GFB Coordinator plans on incorporating a quick survey where partners can select which produce they want, as well as make requests/give feedback on what they are interested in.

Projects & Events: Wellbeing Week

Led by the AD and I, we are collaborating with DEN on Friday, January 26th to host an event to promote cultural diversity via food as part of MSU's Wellbeing Week. We are finalizing the details with Hospitality at La Piazza. Although this event is run by FCC x DEN and La Piazza Hospitality, there will be additional support from collaboration of cultural club execs. 5 cultural clubs would set up a station beside the booths with samples of dishes within MUSC Atrium. The Hospitality staff will be providing around ~500 samples for students to taste test the 5 dishes, along with cutlery. We will be serving Warak Enab, Mantu, miso soup, empanada, and corn soup & Bannock!

Projects & Events: Opening of the Hub

We will be receiving a tour of the FCC space for the first time in the Hub on Wednesday, January 17th with the Student Life Director at MSU. All FCC operations are planned to relocate and be centralized there, including Lockers of Love, the Food Bank, Cooking Classes, exec meetings, and other events. We are planning to have a major promotional campaign after its soft launch to officially announce its re-opening after Reading Week.

Outreach & Promotions

Summary

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

Promotional Materials

New poster:



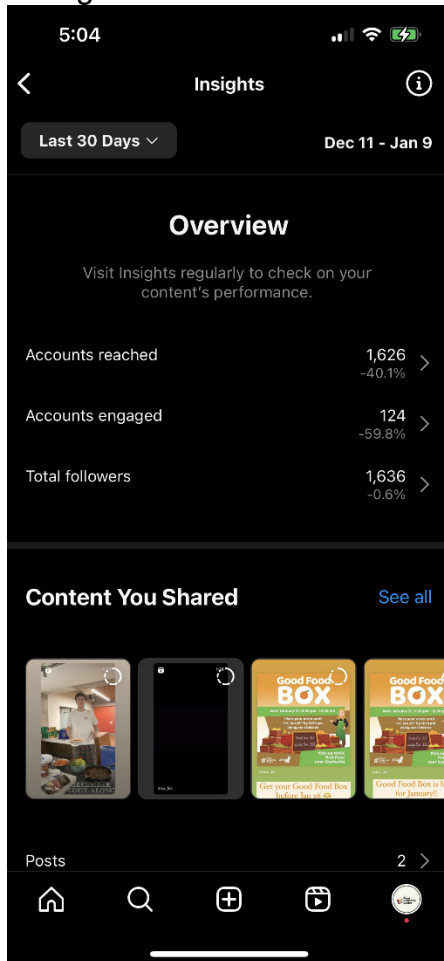
Reused graphics:



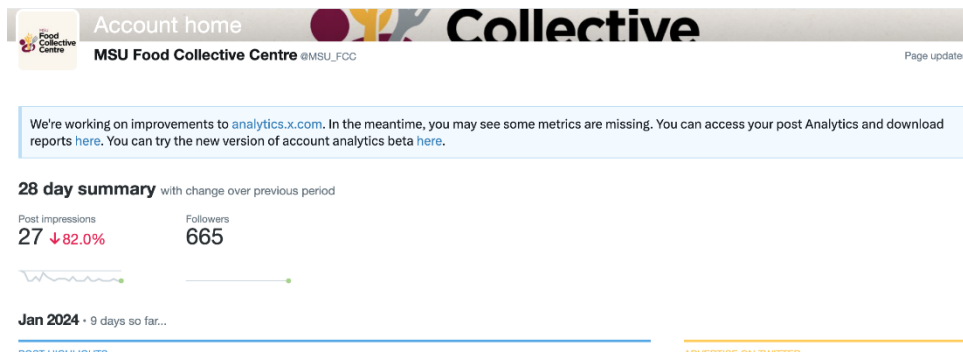
Social Media Engagement since the Previous Report

Engagement was lower during the month of December due to the break.

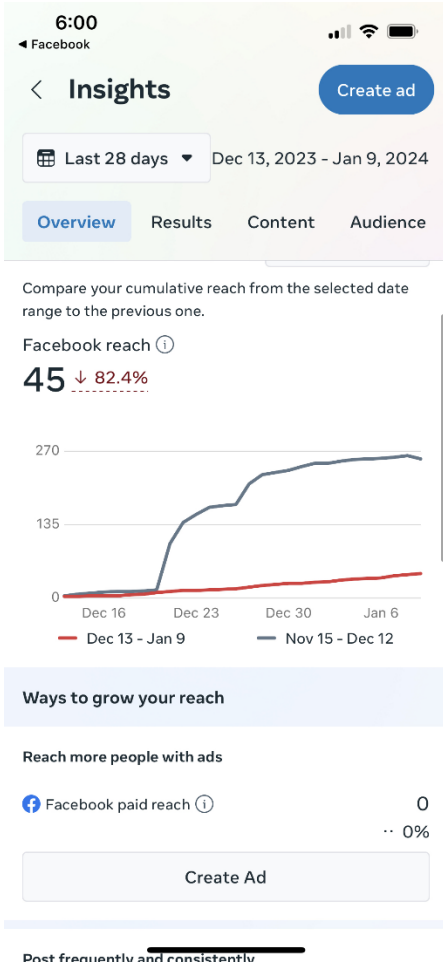
Instagram:



Twitter:



Facebook:



Finances

Budget Summary

Fall 2023 Campaigns (Tote Bag Painting Event, Study Snack Packs) were covered by Sprout grant. Good Food Box standing order was made for \$4000, but this amount will be deducted after orders are received. I chose to not include it below to avoid confusion. The re-stocking of the food bank was also carried out under an earlier standing order. We purchased groceries for our December residence Cook-Along and new promotional materials. Since we are moving to the Hub next semester, the majority of our Promo budget will be spent on promotional materials.

For January, our participation in Wellbeing Week and collaboration with DEN is expected to cost \$400-\$500. So far, our order has been submitted for booking the venue space.

ACCOUNT CODE	ITEM	BUDGET / COST
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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	\$289.01
	REMAINING IN LINE	\$1,310.99
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$500.00
	TOTAL SPENT IN LINE	\$50.83
	REMAINING IN LINE	\$3449.17
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	\$213.80
	REMAINING IN LINE	\$2,686.20
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		\$3,593.64
REMAINING DISCRETIONARY SPENDING		\$6,106.36

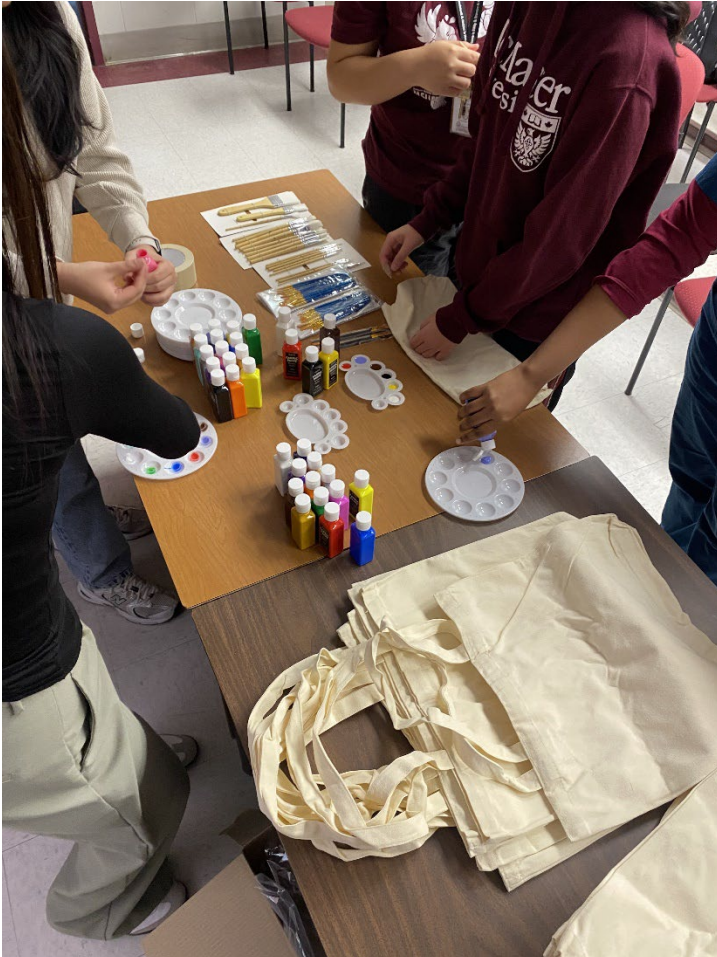
Executives & Volunteers

The executive team has been communicating well with each other, and the volunteers are making use of the Discord channel to fill in for shifts. Volunteers are actively engaged in running our events (e.g., packing study snack packs, filming cooking recipes for Crunchtime Contest, helping out at Cook-Along).

Successes

Our Social & Political Advocacy Committee worked hard over the fall semester to achieve our vision of increasing the exposure of FCC. Our Tote-Ally paint night was a huge success, reaching max capacity with all 50 tote bags painted. We gained more followers and participants told us they were previously unaware of

the FCC, but will now spread the word to friends following our “Get to Know Us” presentation. This was our first in-person event as we have only done social media campaigns in previous years. We were also able to gain more followers from our Study Snack Pack, where extra bags were given to students if they followed @msu_fcc on Instagram.



December Crunch-Time Contest, Residence Cook-Along, Good Food Box all ran smoothly. The Community Fridge has received consistent donations and is continuing to receive good traffic, with the two Farmer’s Market events being major highlights, where we received a lot of interest and donations from community members. Volunteers have been more active following the re-opening of the Microsoft Form.

Current Challenges

Volunteer no-shows for the Food Bank, which was a challenge last year, continues to be a challenge this semester. The AD and I plan to implement a strike system, inspired by SHWAT, to encourage volunteer commitment.

The November IHM x FCC Cook-Along was also delayed to January due to shipment delays of the wild meat from one of the members of IHM. Hence, no

Cook-Along occurred in November. Next time, the CKC will be ready to have a back-up for collaborations to prevent this from occurring again.

Miscellaneous

A SPARK x FCC collaboration is also in discussion for January.

Activity 1: Information Session

- Creating a slide show discussing and sharing the following topics:
 - The importance of nutrition
 - On and off campus resources
 - Location of grocery stores/stores and travel information

Activity 2: Spark x FCC Recipe Book

- Create a recipe book template (separated by sections: appetizers, main dishes, desserts)
- During the session, we would ask each session group to find one college-student friendly recipe that they think would be fun to cook, and then add it to the shared recipe book.

Activity 3: Making an easy snack/meal

- Making a snack/meal that is easy to clean/doesn't require a lot of clean-up, as we'll likely hold sessions in rooms at MUSC