



REPORT

From the office of the...

Food Collective Centre Director

TO: Members of the Executive Board
FROM: Ella Ying
SUBJECT: Food Collective Centre Report
DATE: September 24th, 2024

Yearplan Update

FCC is continuing to follow the year plan. The FCC attended several events during Welcome Weeks and ClubFest, which helped us promote our service. Our second round of (first year) volunteer hiring was successful, and all decisions have been finalized. Lockers of Love remains our main service for this month, and we restocked the pantry for the re-opening of food bank. Furthermore, we have planned three exciting events in the coming weeks, including FCC in-person volunteer orientation, FCC x Maroons food drive, and re-opening of our food bank.

Events, Projects, & Activities

General Service Usage

The only in-person service that is currently running is Lockers of Love. Since school began, there are around 7-10 orders each week.

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

The pantry/locker was recently restocked. AD has restocked some popular non-perishable items and frozen/ perishable items. We are continuing to fulfill orders that come in during the school year.

Projects & Events: Welcome Week Events and Club Fest (Completed)

During welcome week, FCC hosted an in-person tour with the Arts and Science faculty on August 6th and attended the Maroon's game on August 29th. We also attended ClubFest on September 3rd, where we connected with first year students and promoted our first year hiring.

Projects & Events: First Year Volunteer Hiring (Completed)

All the virtual group interviews are completed, and the hiring process was very smooth. We interviewed around 30 applicants and accepted 15 first year students. All successful applicants were contacted and invited to our Discord channel.

Projects & Events: FCC Fridge and Freezer (Ongoing)

In the FCC space, The FCC fridge and freezer are plugged in and are ready to

be use. We are scheduling for a public health and safety inspection for the fridge and freezer.

Over the past two months, FCC's community fridge liaisons have sent out 50+ emails to different Hamilton businesses. However, we were not able to form any partnership during this time. Since the food bank is set to open in October, we decided to stock the fridge with perishable items (i.e., frozen vegetables) using yearly budget. Moreover, FCC and SWC had decided to implement new strategies to form long-term partnerships. These strategies are explained in greater details under 'current challenges.

Projects & Events: Volunteer Orientation (On-going)

FCC has scheduled an in-person volunteer orientation on Thursday, September 26th from 6-8pm. This orientation includes a tour of the FCC space and comprehensive presentation that covers what FCC and MSU is, prevalence of food insecurity, volunteer specific training, and more. The goal of this orientation is to foster a sense of connection with the volunteers from the start. According to last year's feedback, volunteers felt a disconnect with the executive team and service in the past. We hope that more face-to-face interactions can help build rapport among the entire team.

Projects & Events: Re-opening of the FCC food bank (On-going)

FCC food bank is set to re-open for in person operation on Tuesday, October 1st. We have already booked a table on the first floor of the Hub from 10:30am-2:00pm. Essentially, students can receive free merch (stickers) and food (muffins) if they drop by our table, listen to our "blurb" about FCC, and follow us on social media. Upon request, FCC executives and volunteers will also be providing a tour of the space. The main goal of this event is to promote our food bank re-opening and other service branches under FCC.

Projects & Events: Food Security campaign with VP Education (On-going)

FCC and VP education will be hosting a campaign on September 26th to promote the opening of the community kitchen at the hub and educate the student body about food security and related resources. All promotional materials have been ordered and delivered. FCC will continue to work closely with the MSU Education team as the campaign day approaches.

Projects & Events: Food Drive with Maroons (On-going)

FCC's social and political advocacy (S&P) coordinators are collaborating with the Maroon's event coordinators to prepare for a 3-day food drive (tentative) from September 30th- October 2nd. The goal of this event is to promote Maroons and FCC as a service, the reopening of FCC food bank along, and collect food donations for our pantry.

Outreach & Promotions

Summary

We are interacting with MSU members through emails and our social media platforms (Instagram, Facebook, and Twitter).

Promotional Materials

1) FCC first year hiring post

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:
Sunday, Sept 8 | 11:59PM

The poster features a vibrant orange background with illustrations of various fruits and vegetables like lemons, carrots, and pumpkins. At the bottom, there is an illustration of three people surrounded by fresh produce. The footer includes social media handles for Facebook, Instagram, and Twitter, along with the MSU Food Collective Centre and MSU logos.

2) FCC service summary post

MSU Food Collective Centre

Food Bank and FCC Fridge

At our self-serve food bank and Fridge, located on the third floor of the MSU Hub, individuals can select the non-perishable and perishable food, and hygiene products they need at no cost. The food bank is open Monday to Friday, from 10:30 a.m. to 2:30 p.m.

Who we are

FCC is a student-run food bank and food security resource, with the goal of cultivating stronger food systems at McMaster through various programs. We offer a number of **support resources, serving students** of McMaster community.

The Hub, 3rd Floor

The poster has a red background with a pattern of food items. It features an illustration of a person with a backpack standing in front of a well-stocked food shelf. The footer contains the MSU Food Collective Centre and MSU logos.

Follow Us & Get Involved!

Follow us on social media platforms to stay updated on our events and get involved:

✕ MSU_FCC

📷 MSU_FCC

📌 MSU Food Collective Centre - FCC

FCC is dedicated to fighting food insecurity through a variety of initiatives. We run additional monthly events to:

- Provide valuable information and resources about food insecurity.
- Raise awareness and support for actions that address food insecurity.
- Organize events to gather funds that directly support our mission and programs.

Good Food Box Initiative

The Good Food Box is a non-profit project run by the FCC to provide affordable, fresh produce to the McMaster community once a month. Order link can be found in our bio.



Community Kitchen Workshops

FCC offers free monthly cooking workshops open to students, faculty, and the broader Hamilton community. Hosted on campus with all ingredients provided, these sessions provide an accessible way to learn and connect. Sign up information regarding upcoming workshops can be found on our social media platforms!



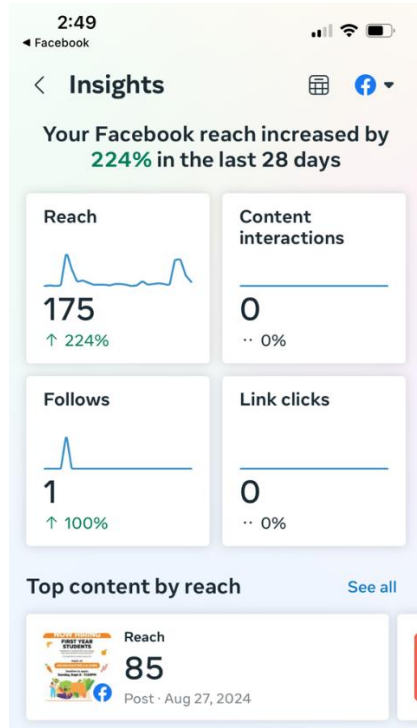

3) FCC service video

<https://www.instagram.com/reel/DAAE4rttyOL/?igsh=N294OGF5dTA2Z3lr>

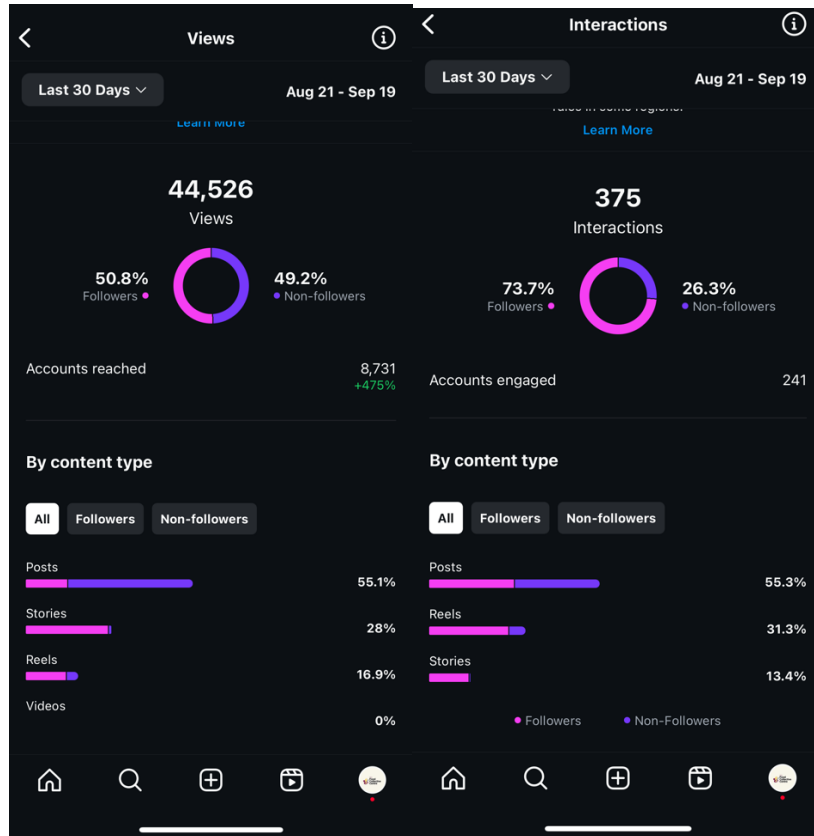
Social Media Engagement since the Previous Report

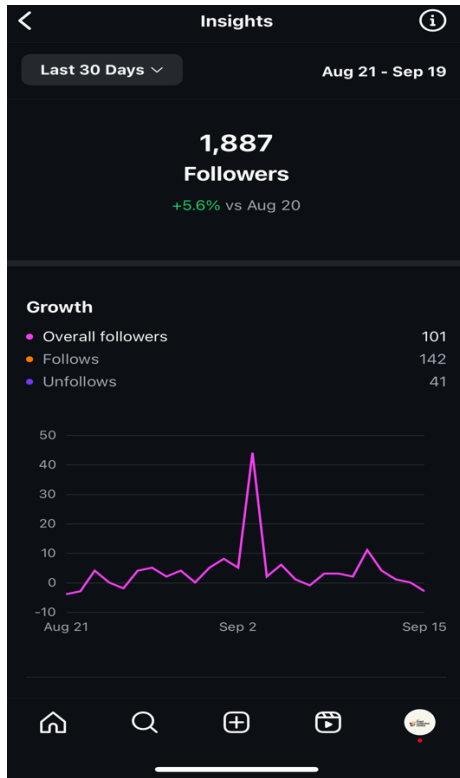
We have released three new posts since the last EB report. The following screenshots include statistics for the past month (mid-August – mid-September). We have seen a significant increase in engagement since these were posted, including a 475% in account reached on Instagram.

Facebook



Instagram





Finances

Budget Summary

In the past month, we used our budget for multiple events, including booking for volunteer orientation, club fest fee, and muffins for the food bank re-opening event. This week, our pantry was restocked with perishable and nonperishable food items to prepare for opening. We ordered various promotional materials, such as a new pull up banner, stickers, poster for food security campaign with MSU Education, and social media posts. Lastly, our AD purchased snacks for volunteers for them to enjoy during their shifts.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0318	FCC – OFFICE SUPPLIES	\$100.00
	TOTAL SPENT IN LINE	\$58.44
	REMAINING IN LINE	\$41.56
5003-0318	FCC – TELEPHONE	\$400.00
	TOTAL SPENT IN LINE	\$0.00
	REMAINING IN LINE	\$400.00
6102-0318	FCC – ANNUAL CAMPAIGNS	\$3,200.00
	TOTAL SPENT IN LINE	\$373.51

	REMAINING IN LINE	\$2,826.49
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$900.00
	TOTAL SPENT IN LINE	\$32.00
	REMAINING IN LINE	\$868.00
6494-0318	FCC – VOLUNTEER RECOGNITION	\$400.00
	TOTAL SPENT IN LINE	\$23.98
	REMAINING IN LINE	\$376.02
6501-0318	FCC – ADVERTISING & PROMOTIONS	\$2,200.00
	TOTAL SPENT IN LINE	\$865.00
	REMAINING IN LINE	\$1,335.00
6603-0318	FCC - RESERVE	\$3,000.00
	TOTAL SPENT IN LINE	\$1,341.66
	REMAINING IN LINE	\$1,658.34
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$10,200.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$2,694.59
REMAINING DISCRETIONARY SPENDING		\$7,505.41

Executives & Volunteers

The executive team has been active and engaged throughout the Welcome week, volunteer hiring process, and during our weekly in-person meetings! Everyone is well integrated into their roles. Our meetings are very efficient for sharing updates and facilitating team bonding. Moreover, the morale has been fantastic!

Successes

The second round of hiring was very successful and efficient as our executives were already familiar with the interview process. All volunteers have also completed the initial onboarding process.

Another success was forming a partnership with Dempster and Ippolito through our partners from Gorepark Outreach and we are currently organizing biweekly/monthly pick-ups from these companies. Furthermore, we will be receiving free donations from Gorepark Outreach on September 24th in preparation for our re-opening on October 1st.

Current Challenges

As mentioned, our biggest challenge right now is forming partnerships for the food bank (including fridge, freezer, and pantry). FCC community fridge liaisons, AD, and director attended a meeting with SWC to address these issues. We decided to

implement new strategies, such as visiting local farms and businesses in person to discuss potential partnership, reaching out to previous FCC partners (i.e. Williams and Fortinos), and connecting with McMaster's Hospitality service and faculty members. Additionally, we are creating two new Microsoft forms (a partnership interest form and one time donation form), which will be advertised in our upcoming social media post.