



REPORT

From the office of the...

Director

(Food Collective Centre)

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

Yearplan Update

FCC is continuing to follow the year plan. On October 1st, FCC's food bank (pantry and fridge) has opened for in person operation. We implemented our new tracking system, which was designed by FCC AD. All of our services have been or will be launched this month. This includes our community kitchen cook-along, Good Food Box, and social and advocacy event of the month.

Events, Projects, & Activities

General Service Usage (Food bank and Lockers of Love)

Our food bank officially opened on Tuesday, October 1st, and our current hours are 10:30 am- 2:30 pm from Monday to Friday. 61 volunteers are scheduled for 1 hour (bi)weekly shifts. Compared to last year, orders and Lockers of Love orders had increased significantly. Listed below are statistics collected from our tracking system:

- FCC received ~60 Lockers of Love orders (around 10-15 orders/week) since the start of the year.
- In the first two weeks of operation, 50 users have accessed our in-person foodbank.
- Since the opening of the food bank, FCC provided over \$900 worth of non-perishables items to students and community members (excluding health supplies and perishable items).

In addition, we have not repurchased items for our pantry since last month due to a record-breaking number of donations from the McMaster community and our partners.

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

The reopening on October 1st was very successful. Prior to the opening, FCC AD restocked the pantry with our annual budget. FCC also received over 100 bags of non-perishable items from our partner, Gorepark Outreach. The food bank was fully stocked and meticulously organized. On the day of, we promoted our service and social media

by providing in-person tours, free stickers, and muffins. All merchandise and snacks were sold out.

Projects & Events: Maroons x FCC Fall Food Drive (Completed)

FCC volunteers and Maroons representatives hosted a three-day food drive at MUSC's Campus Connect. During this time, we distributed FCC stickers and advertised the food drive along with the re-opening of the food bank. Maroons and FCC also set aside gift cards as incentives for students to donate, as their names are entered into a raffle every time they donate. Moreover, this was a successful event as we gathered over 135 nonperishable items and/or hygiene products.

Projects & Events: Partnerships for FCC Food Bank [including FCC fridge] (Ongoing)

As of right now, our food bank is stocked with our recent purchase and generous donations from the McMaster community. For the past month, FCC Fridge liaisons have made long term partnerships. We recently started partnering with McMaster's Community Garden, who have been providing us with fresh, organic produce from their garden. They also started organizing pick-ups from Ippolito in Burlington and Dempster's Hamilton. Our new goal is to branch out to the broader community by visiting potential partners in-person, attending farmer's markets, and releasing a long-term partnership form on our link tree.

Projects & Events: October Cook-Along (Completed)

On October 8th, our Community Kitchen Coordinators hosted their first cook-along of the year with Student Wellness Centre. They taught 15 students how to make bean and halloumi tacos. Teaching objectives include basic cooking technique, affordable shopping for ingredient, and preparing meals. For future cook-along, we will be encouraging attendees to donate non-perishable items and health supplies.

Projects & Events: FCC x Maroons Trick or Eat (On-going)

In previous years, Trick or Eat was a week-long food drive, where we placed bins around popular spots on campus. This year, we will be hosting this event in a different format. FCC volunteers and Maroons representatives will go door-to-door on October 30th from 5-8pm to collect donations, which include non-perishable products, monetary donations, and/or health supplies. These items will be used to restock our food bank. Donations will be dropped off at the nearest drop-off location (Maroon or FCC executive house) and will be transported to the Hub the following morning,

Projects & Events: October Good Food Box (On-going)

The Good Food Box orders will be released to the public early next week and pick-up is scheduled for November 7 from 10:30am- 12:00pm. We had been experiencing delay with this initiative since there were updates from our previous partner, Fiddes Wholesale Products Co, and our GFB Coordinator created a new pricing list. We are still finalizing the subsidization cost and price for the small and big bag, and.

Outreach & Promotions

Summary

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

Promotional Materials

1) FCC x Maroons Fall Food Drive



2) October Cook-along



3) Pantry Restocking Promotional Video

Link: <https://www.instagram.com/reel/DAjz-lfS2RT/?igsh=MW9qM2VtNTZ0em1yNQ==>

4) FCC x Maroon Fall Food Drive Promotional Video

Link: <https://www.instagram.com/reel/DAn24LapjRI/?igsh=c2p2Y3FuZ2V2Z3hl>

5) FCC Lockers of Love Promotional Video

Link: <https://www.instagram.com/reel/DA1CiqHxj-x/?igsh=MWVsb2o5bXlkMDR4dA==>

Social Media Engagement since the Previous Report

We have released two new posts and three new videos since the last EB report. The following screenshots include statistics for the past month. We have also created a TikTok account (msu_fcc) to make promotional videos and reach more students. Please note all Facebook activities are paused as we are in the process of adding FCC promotions coordinator to the account.

Instagram

Last 30 Days ▾

Sep 20 - Oct 19

Last 30 Days ▾

Sep 20 - Oct 19

44,276
Views



Accounts reached 8,241
-5.7%

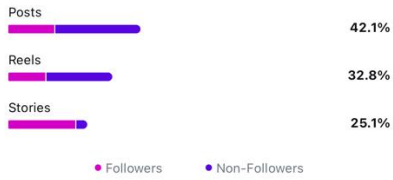
503
Interactions



Accounts engaged 264

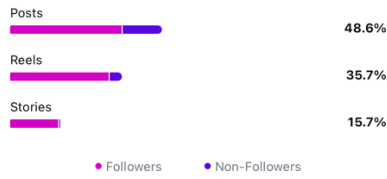
By content type

All Followers Non-followers



By content type

All Followers Non-followers



Last 30 Days ▾

Sep 20 - Oct 19

1,977
Followers

+4.6% vs Sep 19

Growth

Overall followers	87
Follows	122
Unfollows	35



Finances

Budget Summary

In the past month, we spent our budget mainly on promotional materials, including new social media graphics and a physical poster of our donation guideline. We also allocated fundings towards our October cook-along and gift card for food drive.

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	\$623.51
	REMAINING IN LINE	\$2,576.49
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	\$1280.00
	REMAINING IN LINE	\$920.00
6603-0318	FCC - RESERVE	\$3,000.00
	TOTAL SPENT IN LINE	\$1,712.32
	REMAINING IN LINE	\$1,287.68
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$10,200.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$4,370.25
REMAINING DISCRETIONARY SPENDING		\$5,829.75

Executives & Volunteers

The morale has been high, and our executive team are settling well into their role. The executive team had a small pizza party to celebrate the re-opening and our successes so far. AD and I are conducting individual check-ins with each executive to ensure they feel supported. The executive team mainly communicates through an iMessage group chat, and we use discord to communicate with the volunteers. All executives are hosting meetings with their respective subcommittee to provide updates, brainstorm ideas, and delegate tasks.

The morale of volunteers has improved since last year as they had shown more interactions through our Discord. We will continue improving our team's morale by inviting all volunteers to our events and incorporating a personal aspect to our social media. For instance, FCC will showcase our volunteers through volunteer highlight series on our social media.

Successes

Re-opening the food bank being a major success. This was a huge moment for the FCC executive team as we worked diligently for the past few months to prepare for this event. It is truly rewarding to witness an increase in engagement from service users, donors, and volunteers. For the first time in years, our food bank's storage space is fully stocked with donations. In addition, our recent events, such as Fall Food Drive and Cook-Along, also saw positive feedback. Moreover, we have received many positive comments and feedback regarding FCC as a service.

Current Challenges

A challenge that I foresee is the execution of the first GFB pick-ups. Our GFB coordinator is new to the role and there are a lot of logistics to figure out. Hence, during this transition period, our GFB coordinator, AD, and I will seek extra support from the MSU finance department. On the pick-up day, the GFB subcommittee and I will help our coordinator distribute the boxes. Another challenge is finding a way to receive donations outside of FCC's regular hours. As of right now, I have directed community partners to drop off non-perishable items at the hub and asked our volunteers to retrieve it the following day. For perishable items, our FCC fridge liaisons coordinated a time with our partners, such as Community Garden, to receive donations in the evening.