



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: November 11th, 2024

Yearplan Update

FCC is continuing to follow the year plan, with new collaborations and additions. The food bank is continuing to operate smoothly, and we are still tracking usage. We finished up with our “new” Trick or Eat event, which was very successful! Looking ahead, we have our first good food box pick-up next week, a new cook along with PGCLL residence, and tote-tally paint night fundraiser.

Events, Projects, & Activities

General Service Usage (Food bank and Lockers of Love)

Food Bank usage and Lockers of Love orders have been steady since the opening. Lockers of Love have around 10-15 orders each week, and listed below are statistics collected from our tracking system for the past month:

- \$1,466.11 worth of non-perishable food items were taken from our food bank (excluding fridge and hygiene products)
- 73 walk-in food bank users
 - Undergraduate students: 43 users (58.90%)
 - Graduate students: 29 users (39.73%)
 - Community member: 1 user (1.37%)

In addition, we have been receiving positive feedback from our volunteers. Compared to last year, they are seeing more users during their shift and there are new tasks for them to complete when there are no partners. Also, we will be restocking our pantry with our budget this month and our goal is to expand our selections with this restock. We are looking into health products, halal foods, and healthy snacks.

Projects & Events: FCC x Maroons Trick or Eat (Completed)

FCC volunteers and Maroons representatives went door-to-door on October 30th from 5-8pm to collect donations. We have received over 140+ nonperishable items and/or health supplies for the food bank. All donations were transported to the Hub. These donations are being used for our Lockers of Love and food bank. This was also an

excellent in-person marketing opportunity! During the event, we promoted FCC and Maroons' service and handed out stickers to students and community members.

Projects & Events: Partnerships for FCC Food Bank (Ongoing)

As of right now, our food bank is still stocked with generous donations from the McMaster community. We continue to partner with Community Garden, and they kindly donated their final and biggest harvest of the year. This includes various organic produce, such as lettuce, carrots, and peppers. We have also received donations from MSU clubs, such as McMaster Climbing Club who hosted a food drive during the competition. They are also organizing larger donation pick-ups on campus, such as the financial forum event on November 25th. Furthermore, they have been in contact with McMaster Advancement, who was a partner for the Community Fridge in the past. We are working towards on additional funding opportunities for FCC.



Figure 1: FCC fridge with Community garden's final harvest

Projects & Events: November Cook-Along (On-going)

Our Community Kitchen Coordinators hosted their second cook-along of the year with Community advisors from PGCLL residence. Teaching objectives include basic cooking technique, affordable shopping for ingredient, and preparing meals. We are hoping to invite 10-15 first year students to this cook-along and they will be making tofu and veggie stir fry with rice on November 28th 5-7pm.

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

The Good Food Box orders have been to Fiddes Wholesales and the pick-up is delayed for November 14 from 10:30am- 12:00pm. We have received a total of 8 orders for this round. The pickup should go smoothly as our previous GFB coordinator have offered to

help and mentor our coordinator. Given that the orders were only open for a week, we didn't expect a high number of orders. However, our goal is to increase the number of orders for December orders. We will be promoting this service more through our social media with new graphics.

Projects & Events: Exam care day: FCC Energy Drink Station

On December 2nd, several MSU services are hosting various events throughout the day the Hub. This is an opportunity to let students de-stress and relax before exam season begins. We plan to run an energy drink station, where we teach and help students make 'healthier energy drinks'. This is to encourage students to use healthier drink recipes instead of relying on drinks with high sugar and caffeine content. FCC will be running a DIY station where students will be making the drink by themselves (each student can choose to make 1 drink out of the three recipes). Instructions for three recipes (matcha latte, chai latte, and strawberry lemonade) will be printed and placed around the kitchen and FCC volunteers will help on the spot.

Projects & Events: Tote-tally Paint Night Fundraiser

By popular demand, we are bringing this in-person event back, but we are making it a fundraiser this time. There is an entrance fee of \$5 for each participant and they have the option to donate more through monetary or food donations. Students will be provided with a tote bag, materials to paint, hot chocolate, and snacks (candy cane). The Social and Political Advocacy coordinators and I will prepare a presentation introducing students to the FCC and our various services. The event is scheduled for November 18th from 5:30pm-7:30pm at ABB 164.

Outreach & Promotions

Summary

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

Promotional Materials

1) Trick Or Eat



TRICK OR EAT

**Wed, Oct 30
5pm - 8pm**

Trick-or-Eat is back!

FCC & Maroons are reviving this national food collection and donation campaign, going door-to-door around McMaster neighbourhoods to collect non-perishables!

Get involved! Set aside non-perishable items to donate to FCC food pantry and fridge and we will pick them up!

MAROONS Food Collective Centre MSU

2) October Good Food Box



Good Food BOX

**November 14
10:30 am - 12:00 pm**

Place your order until
Nov 4 by 12:00 pm
using our Linktree

Small Box: \$14
Large Box: \$19

**Pick-up MUSC
first floor
near Starbucks**

Food Collective Centre MSU

3) Donations and Partnerships post



4) *FCC tour promotional video:*

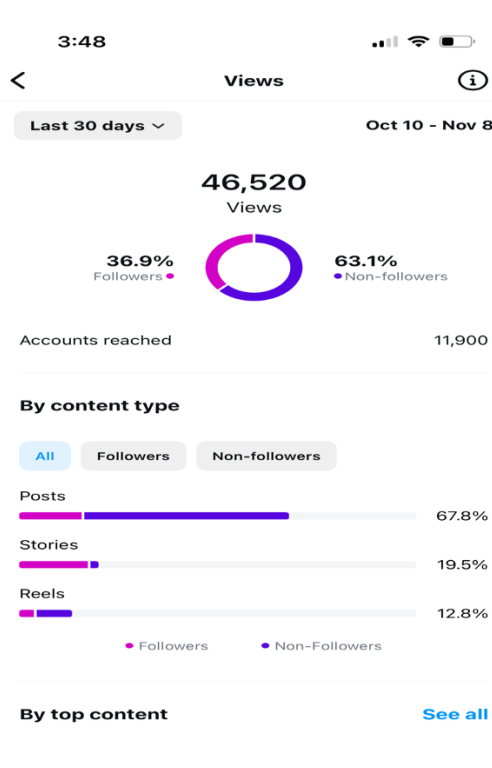
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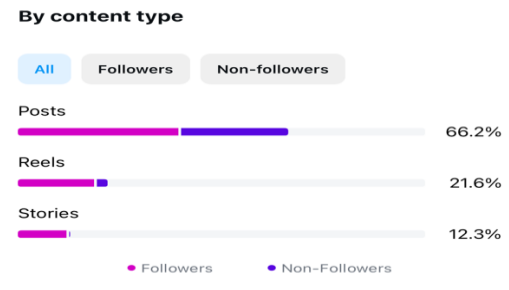
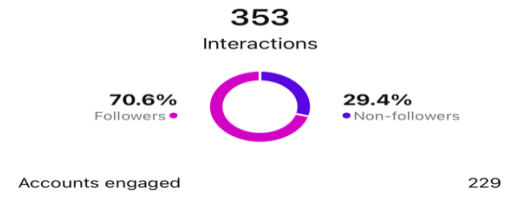


Social Media Engagement since the Previous Report

We have released three new posts and one video since the last EB report. The following screenshots include statistics for the past month.

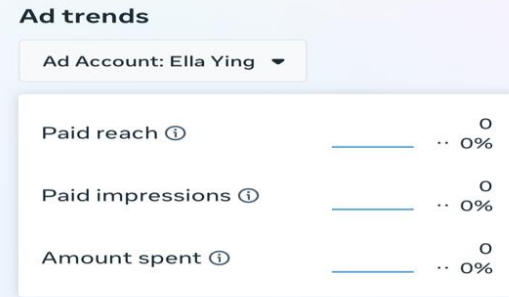
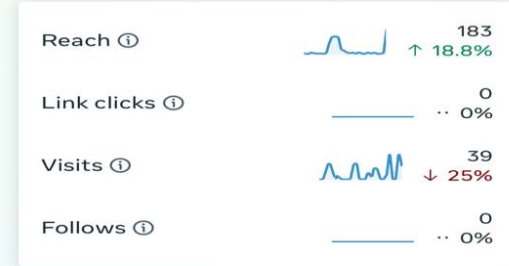
Instagram





By interaction

Facebook



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	\$70.34
	REMAINING IN LINE	\$29.66
6102-0318	FCC – ANNUAL CAMPAIGNS	\$3,200.00
	TOTAL SPENT IN LINE	\$739.40
	REMAINING IN LINE	\$2,460.60
6103-0318	FCC – GOOD FOOD BOX EXPENSE	\$900.00
	TOTAL SPENT IN LINE	\$189.00
	REMAINING IN LINE	\$711.00
6494-0318	FCC – VOLUNTEER RECOGNITION	\$400.00
	TOTAL SPENT IN LINE	\$58.98
	REMAINING IN LINE	\$341.02
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	\$1,737.31
	REMAINING IN LINE	\$1,262.69
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		\$10,200.00
TOTAL ACTUAL DISCRETIONARY SPENDING		\$4,107.03
REMAINING DISCRETIONARY SPENDING		\$6,092.97

Executives & Volunteers

The morale has been high due to the success we had. The executive team has been communicating well with each other, and the volunteers are using our Discord channel to communicate with executives and each other. Director has completed check-ins with

all the executives and general feedback will be provided to the team as we work towards improving our service.

Successes

Trick or Ear was a major success! Our Social and Political Advocacy coordinators have been working hard to coordinate with the Maroons team for this event. We chose the most popular locations/neighborhoods near the campus, which really helped with engagement. This was a very efficient fundraising event as we received the same amount of donations as the Fall food drive, which was a three-day event. As aforementioned, it was also an excellent marketing opportunity for FCC and Maroons, and a lot of students expressed interest in joining our future events.

Current Challenges

A challenge we are facing is engagement from users, specifically with the Good Food Box Program. For the October round, we have gotten less orders than in previous years. The GFB coordinator, AD and I have brainstormed several strategies to increase engagement from the community for the December round. We will be making new graphics for this service and the orders will be posted for two weeks instead of one. Additionally, we will be promoting the GFB service around the hub by handing out free snacks if students are willing to hear our “blurb”. Another strategy is to promote our service through Avenue and we will be reaching out to professors to make an announcement for us. We strongly believe that we can increase the number of orders with more promotional efforts.

Miscellaneous

We are expecting donation from our partners, Financial Forum and McMaster Intramural Sports, over the next few weeks. Both events are expected to bring in a large amount of nonperishable food donations and/or monetary donations.

The executive team is applying for the Community Catalyst Fundings from the Bachelor of Health Science Society, which may provide additional funding for cooking workshops. These workshops will be tailored towards students in the HHSP program.

Community Kitchen coordinators, AD, and Director are working with Gilbrea Centre For Studies in Aging to finalize details on four cooking workshops that involve older adults and students from McMaster.