UPDATE

After being advised to improve promotions from the last EB Report we have implemented a promotions schedule internally and are currently working on a MBB google calendar that students can add for reminders about the Good Food Box and any events or campaigns coming up. I have also included a much more detailed report on the Trick or Eat event as was requested.

Our Lockers of Love program has been flourishing (as can be seen in the data below), and we are thankful to the VP Finance and his work with our partners in the Campus Store for setting up the addition of three new lockers. After some incidents of partners having to wait for food due to the shortage of space, it’s great that we won’t have that challenge for the foreseeable future! Per your recommendation, my promotions coordinator and I are currently working on a strategy to promote the Lockers of Love service more and better.

The Food Collective Centre is unfortunately still closed as we haven’t been able to find a viable space. Since there still seems to be some confusion as to why the Bridges space is not useable I will make a note here: The purpose of the FCC is to provide an accessible space where people can openly ask for food security and peer support. Due to the cockroach infestation, this space was not somewhere that my execs, volunteers or I felt safe and we didn’t imagine anyone seeking our services would either. In addition, there was separate concern in regard to the health and safety risks of having cockroaches around our food inventory. After consultation with the Bridges Chef (Leigh) and Hospitality Services, it was apparent that the cockroaches’ problem was both getting worse and had no permanent solution (outside some mitigation strategies that hadn’t shown success when tried in the past). Because the space did neither the primary goal of safely housing food, nor the potential secondary goal of providing a safe space, it was concluded not to be viable.

The Community Kitchen project has shapeshifted into a role that is focused more on health, nutrition and sustainability. In addition to collaborating with Spark, we have begun posting easy-to-make recipes online and have been planning our first cooking class to be held in either the local Farmer’s Market or potentially Fortinos kitchen.
Our Good Food Box program has been doing well. We used a promotion package for the November GFB and by keeping it general can re-use it every month throughout the rest of the year.

**SERVICE USAGE**

![Lockers of Love Usage by Month](image)

Figure #1: Number of orders for Lockers of Love each month thus far.

![Monthly Good Food Box Breakdown](image)

Figure #2: Number of Good Food Box orders for each month thus far (where data is available).

**PAST EVENTS, PROJECTS & ACTIVITIES**

Per request, these are the numbers on the Trick or Eat event:

Page 2 of 7
Stats
Participants: 48
- Money: $33.65
- Food:
  - 124 lbs (to Mac Breadin)
  - 370 lbs (to Living Rock)
  - Total: 494 lbs

Challenges
- Fewer participants (yet we got the same amount of food as last year!)
  - Was it because of the date (we held it on Oct 31st)?
    - People want to go out
    - More clubs are doing stuff these days
  - If anything, the promo was stronger this year

Strengths
Because of flyering we had houses that left food for us even if we didn’t catch them on the route. Community was informed about the event.

Set-up
- Maroons were helpful in moving carts (they’re dependable)
- Need to find a sustainable way to book out the Starbucks space (we’ve been lucky so far that there have been no complaints but we should check if there’s a way to secure it)
  - It is probably the best space on campus to do it because it’s easy to keep track of the carts from that space
- Maintain Fortinos relationship- they have been great with lending us their carts
  - Didn’t even need all of them- 15 was more than enough

Event
- Had 2 clubs not show-up without warning - need to think of a way to make sure all the sign-ups do come through
- This year everything was much faster because there were fewer clubs- some clubs were out into the community by 5:15
  - This is good as they can do more before it gets cold/dark

Take-down
- Lots of help with moving the carts back
- Good use of social media to promo during and after

Overall
Happy with the amount of food we were able to get, but wish we could have engaged more people. We know that we pushed promo harder this year than last and yet got less people. Potential reason for this is likely that this was the first year we ever actually did the event on the day of Halloween. Definitely needs to continue being an annual event because of its importance to both Bread Bin and Living Rock’s inventory, and engaging
students to go out into the surrounding Hamilton community. However, I would recommend avoiding the actual Halloween date in the future.

Our partnership cooking class session event with Spark went really well and received a lot of positive feedback from students and TL’s. This is definitely something that could be done again in future years.

MacTalks also went really well and generated a lot of positive feedback. Our role was to draw attention to the intersectional nature of food insecurity and mental health and how those two factors interact. We gave out healthy accessible food (veggies and dip, parfaits, granola/yogurt and fruit), with these attached as stickers in the hopes of spreading awareness as well as our brand:

Figure #3: Image attached to MacTalks campaign materials. Statistics from recent National Meal Exchange study.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

First Term

Some exciting things coming up to close our first term. Quickly approaching will be the promotion of Karam Kitchen on campus, hoping to provide a connection between their food and McMaster students. Also in the works right now is a partnership with the Peer Support Line for a nutrition/stress-busting exams Campaign (pending title: Get 12s at 12). Our current plan is to host late night (9pm-1am) study sessions before large scale exams with healthy food and stress-busting materials like colouring books. We want to use this time to educate students on how diet can affect the exam studying experience and overall brain power, as well as provide the PSL phone number as a means of potential support. Tentative dates are currently December 7th 10th 12th 17th, and we’ve booked MUSC rooms and filled out EOHSS for this event.
Next month’s Good Food Box registration is closing on the 25th, and will be ready for pick up on December 6th, and we’ll be trying to use BSB Lobby instead of the MSU office for visibility and foot traffic.

Additionally, we’ve begun our Food for Fines program in partnership with the libraries (and honestly if you haven’t checked out the library’s webpage FAQ’s about it you should because they are so cute https://library.mcmaster.ca/content/food-fines-program). This program is in place so students can substitute their fines with non-perishable food items. It will hopefully be easier for students with financial restrictions and will also help us pad our inventory. I can report on numbers and usage after another month or so of this program being offered.

Second Term

We have a small closet space for our inventory which this we week we will be moving into, which will help us more effectively fill Lockers of Love orders.

We have contacted the MSA about collaborating to map food options on campus both for students to use as a resource and also as a tool to critically analyse what’s missing/needed in what we provide. This would likely be completed in term 2.

We are investigating a potential SHEC collaboration, to give recipes that are accessible, cheap, and quick with fun facts of the recipe/ingredient, prices and pictures as a sort of easy-going cookbook. Research has already been done, but actual implementation will likely be in term 2.

We have contacted the sustainability office about the Teaching and Learning garden space on campus and are planning for potentially partnering up in using that space over the summer/next year.

The Community Kitchen Cooking Class for January is in the works, we have a guest cook who is graciously coming in for free to teach the class. We have devised a plan to put our partners first, intending to open up registration to them through anonymous e-mail a week in advance of opening registration to the general public.

A collaboration with the QSCC called “Lunch n Learn” will be taking place next term in Wallingford hall. This event will be discussing the connection between food insecurity and people in the queer community and why such a connection exists. We are currently looking for guest speakers!

Finally, the Food Security Forum is in the planning stages which is super exciting, so room and food bookings are being finalized. We’re working through how to make sure we’re engaging people in an accessible way (not requiring disclosures) as well as
reaching as many students as possible. We also are discussing what topics and issues to address under the catch-all umbrella of “Food Security”.

## BUDGET

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>McMaster Student’s Union</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Dept. 0318 - MacBread Bin</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>For the Six Months Ending October 31, 2016</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Current</td>
<td>Prior Yr</td>
<td>Current</td>
<td>Prior Yr</td>
<td>Prior Yr</td>
<td>Approved</td>
<td>% Budget</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>October</td>
<td>2016-17</td>
<td>2015-16</td>
<td>2015-16</td>
<td>2017</td>
<td>To Date</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3301-0318 BREAD BIN - FOODBOX REVENUE</td>
<td>(767.00)</td>
<td>310.19</td>
<td>(1,214.00)</td>
<td>357.82</td>
<td>(494.38)</td>
<td>(300.00)</td>
<td>404.67%</td>
<td></td>
</tr>
<tr>
<td>3801-0318 BREAD BIN - MEAL EXCHANGE REV</td>
<td>(1,224.15)</td>
<td>(1,724.15)</td>
<td>(5,243.01)</td>
<td>10.22</td>
<td>75.00</td>
<td></td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>5003-0318 BREAD BIN - OFFICE SUPPLIES</td>
<td>47.15</td>
<td>28.29</td>
<td>47.15</td>
<td>37.72</td>
<td>94.30</td>
<td></td>
<td>120.00</td>
<td>39.29%</td>
</tr>
<tr>
<td>5101-0318 BREAD BIN - TELEPHONE</td>
<td>200.00</td>
<td>519.90</td>
<td>0.70</td>
<td>20.00</td>
<td>2599.50%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6102-0318 BREAD BIN - ANNUAL CAMPAIGNS</td>
<td>309.00</td>
<td>288.24</td>
<td>309.00</td>
<td>1,765.40</td>
<td>4,312.20</td>
<td></td>
<td>1,800.00</td>
<td>17.17%</td>
</tr>
<tr>
<td>6494-0318 BREAD BIN - VOLUNTEER RECOGNITION</td>
<td>671.09</td>
<td>510.00</td>
<td>1,391.17</td>
<td>2,552.96</td>
<td>1,800.00</td>
<td></td>
<td>28.33%</td>
<td></td>
</tr>
<tr>
<td>6501-0318 BREAD BIN - ADV. &amp; PROMO.</td>
<td>268.81</td>
<td>268.81</td>
<td>400.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6603-0318 BREAD BIN - RESERVE</td>
<td>2,158.44</td>
<td>1,105.08</td>
<td>5,179.87</td>
<td>3,034.76</td>
<td>16,016.15</td>
<td>11,000.00</td>
<td>47.09%</td>
<td></td>
</tr>
<tr>
<td>7001-0318 BREAD BIN - WAGES</td>
<td>161.37</td>
<td>76.49</td>
<td>389.10</td>
<td>201.79</td>
<td>1,176.23</td>
<td>800.00</td>
<td>48.64%</td>
<td></td>
</tr>
<tr>
<td>7101-0318 BREAD BIN - BENEFITS</td>
<td>15.36</td>
<td>0.34</td>
<td>27.92</td>
<td>18.03</td>
<td>37.46</td>
<td>30.00</td>
<td>93.07%</td>
<td></td>
</tr>
<tr>
<td>7401-0318 BREAD BIN - BANK FEES</td>
<td>8001-0318 BREAD BIN - DEPRECIATION EXP.</td>
<td>400.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total All</td>
<td>2,124.32</td>
<td>1,255.57</td>
<td>5,768.94</td>
<td>5,354.35</td>
<td>19,100.45</td>
<td>16,645.00</td>
<td>34.66%</td>
<td></td>
</tr>
</tbody>
</table>

**General Promotion:**
Photocopying of flyers and stickers as well as promo package = $200

**Good Food Box**
$767 (in revenue)

**LoL inventory:**
~$100 for October and November

**Spark:**
- Actual budget total (food and supplies) = $297
- For detailed budget breakdown, as well as projected vs. actual costs, see: [https://docs.google.com/spreadsheets/d/1bZyw3XwaGYMvGyoo5Lt_DbSmkymFOV2SGq_VVgyguA/edit#gid=1191447768](https://docs.google.com/spreadsheets/d/1bZyw3XwaGYMvGyoo5Lt_DbSmkymFOV2SGq_VVgyguA/edit#gid=1191447768)

**MacTalks:**
~$325 for food (granola/yogurt/fruit/carrots/celery for at least 3 of the five days)

**Upcoming Fees:**
Get 12’s at 12 Campaign: we are currently working on a projected budget, the details of the campaign are still being worked out however. PSL has said that they have ~$500 that they have committed to this, so we will have to continue to discuss with them how to split contributions in a way that’s fair but also makes sense for each of our budget resources. We will additionally be contacting local food bakeries/shops who might be able to provide their products either by donation or at a reduced rate. We were thinking we could potentially offer to add a blurb to their product we give out advertising “People from x-business wishing you the best for your exams”.

VOLUNTEERS

We are having a volunteer’s night this week to both show appreciation for all the lovely people who have been coming out to help us with Good Food Box packing and also to discuss their roles in upcoming events and campaigns. We have booked space, food and planned programming. We have planned our lineup of things for next term and have structured the night in a way that allows people to indicate what they are most passionate about so that they can be as broadly or specifically focused as they want.

CURRENT CHALLENGES

Trying to find a space for the FCC is a challenge, as it’s understood that there isn’t any MSU space available and nobody has the capacity to share any space. We are currently trying to outsource to other places on campus for a temporary space. Understanding, however, that finding space is such a logistically difficult task, we are trying to potentially brainstorm new ways to achieve what we wanted to with the FCC.

Another challenge is with the community kitchen, as again, a permanent space doesn’t seem to be feasible. Adapting to this reality and shaping the coordinator position as we go is difficult for both myself and my Assistant Director as supervisors, but also for the coordinator themselves.

SUCCESSES

Both MacTalks and the Spark collaboration we were very happy about. They were well planned, and went logistically smoothly with positive feedback from people involved. We are also happy that we are increasing the amount of Good Food Boxes sold and that Lockers of Love is doing well. We are also happy and excited to be planning so many advocacy/health-related events that are new to the service.