



REPORT

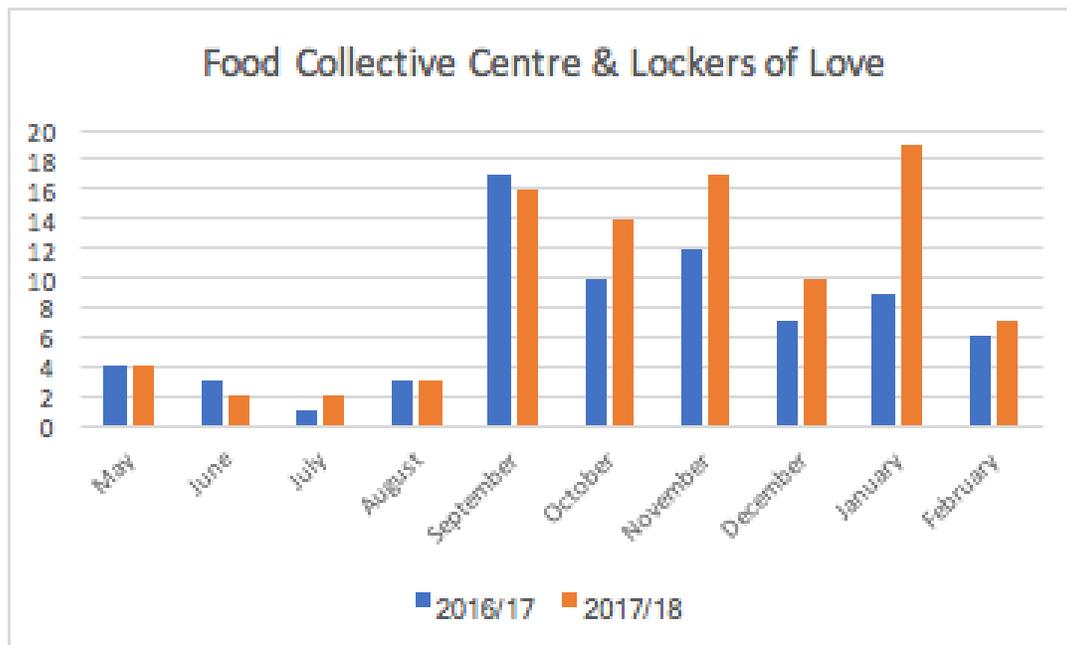
From the office of the...
Mac Bread Bin

TO: Members of the Executive Board
FROM: Taylor Mertens
SUBJECT: Mac Bread Bin - Report #2 - 2nd Semester
DATE: February 16th, 2018

UPDATE

My team and I cooked, served the people, and are plotting.

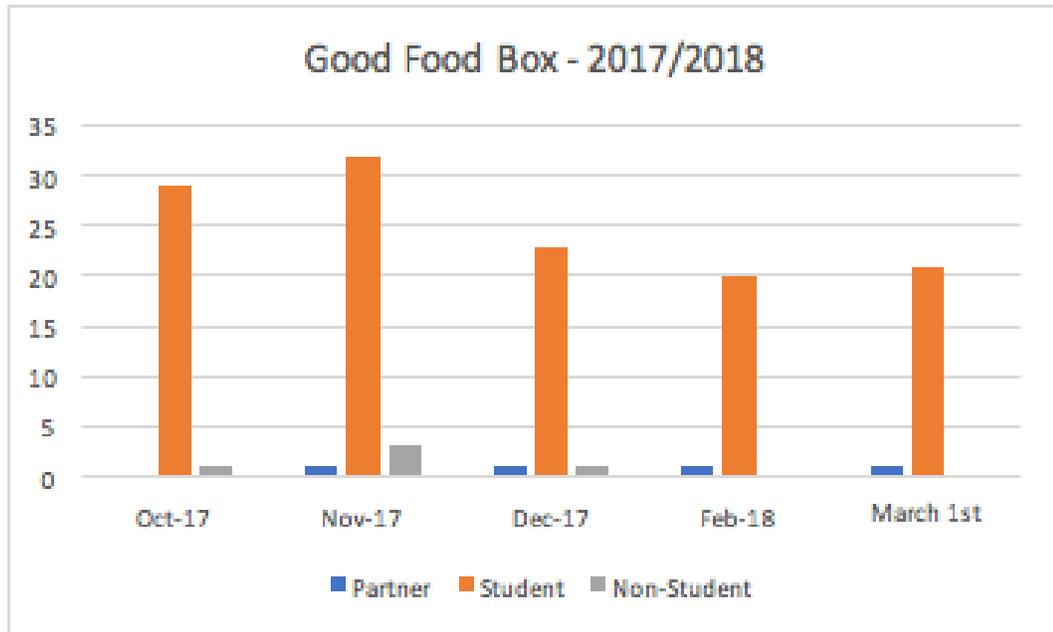
Highlights in the report: ~31% increase in service usage (food insecurity is real and this is sad), GFB numbers are down but strategies are ready for increasing this great program, and Around the World Cooking Series has been an absolutely smash hit.



SERVICE USAGE

Figure #1: Lockers & FCC usage throughout the year (Feb is of current as Feb 12th when this report is due)

And here is the data for



usage in the Good Food Box for the current month:

Figure#2: Good Food Box amounts as of 2017/18 sales.

PAST EVENTS, PROJECTS & ACTIVITIES

Around the World: Cooking Series

A shoutout to the incredible Tiffany, the Community Kitchen Coordinator, who created this powerful series. Through working in late December to coordinate with five clubs, she has help empower through the financial and promotional efforts of MBB to allow these clubs and their community to have packed cooking classes (18-20 students). This is the upper limit the Fortinos Kitchen can hold, additionally I am very proud that people showed up during Presidential season where service turnout can be low. A recommend for next year MBB's team to do it.

Second Course - 6th-9th Run (Including a Presidential Special)

I don't recommend services run events on the Thursday and Friday of the first week back. Our turnout was about 50 people which is okay and we were able to handout 80% of it. We can do better and have done better over the next two sessions! We have been steadily at about 100 people without the last session ending within 30 minutes because food ran out. Shoutouts to all the candidates who spent sometime talking one-on-one with Second Course folks! Loved seeing everyone getting a chance to listen and learn while having the opportunity to explain campaigns and answer more detailed comments on their platforms.

MacMoneyCentre & MacBreadBin: Invest in Yo'Self

Financial Security and Anti-Poverty initiatives should still be a priority to MBB and their advocacy efforts, while this is looking at preventative measures for Financial Security, the execution on my part has failed this project. Good idea but maybe there is a better way to communicate and empower Anti-Poverty initiatives in the future.

Again, do not plan events on the first Thursday back. Tip of the day: If you and your exec team are tired and do not want to be on campus - most likely people will not come out to events.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Valentine Day Cupcakes Promo Video

My promo executive, the powerful Chris Kim, has been hard at working with the powerful Sarah to do a promo video of a vegan cupcake recipe which we will be using in a promotion contest to boost our Facebook. We will include a recipe for people to do with their loved ones. Winning pairs will get a \$25 gift card and a GFB.

GFB Delivery

Ideally this will be launching this month, just waiting for the excellent Vlad (Campus Sponsorship) to finalize the agreement with Hamilton Cab. We are going to open GFB over the next few days depending on how long this will get stuck in approval. If we hear back from today-20th, we will allow people to add a delivery option for a \$1 to their current GFB order. If we hear back later than the 20th, then next month (March launch for April delivery) we will implement it. Exciting stuff and we will be retaining a low cost for it.

5A's Campaign - Events and Social Media Posts

MBB's Social and Political Advocacy Coordinator has determined that the survey results are pretty good, so I hand calculated the results since this was not transitioned to me. Highlights have been finding out that people wanted the FCC launched, an middle program for people who may not internally identify as food insecure (i.e. Second Course), and that awareness of the service are key. These stats are going to be helpful for future conversations with stakeholders and key admin people.

We will be focusing in early March to create graphics that can be used to explain Food Insecurity and the 5A's (Availability, Accessibility, Acceptability, Adequacy, and Agency). The idea for long-term good content to inform and create content for the next three years. This is a combination of SHEC (and their SHEC week) and Diversity Service (and their Diversity Week). We will start from Sunday-Thursday with graphics everyday and have two to three events with *hopefully* Hospitality Service's brand new Nutritionist, Acceptability with a religious organization or MSU club, and an anti-poverty/policy related event or panel. Love to hear feedback on this idea or how to execute better!

BUDGET

Budget Statement for Feb:

Annual Campaigns:	\$3,000	Corresponding Year Plan Objective	
Meal Exchange – National Food Summit	(\$808)	-	Training
Horizons Collab.	(\$70)	2, 6	Promotional & Cooking Class
Training - room booking	(\$190)	1, 2, 3	Training
Trick or Eat	(\$130)	1	Collect canned goods
Second Course - Currently	(\$125)	4	
Spark Collab. (1st Semester)	(\$69)	2, 6	
Study Snack Support (PSL Collab., 1st semes)	(\$95)	6	Provide a service during finals
Total Spent So Far - Jan 9th	\$1,514		
Second Course - Good Food Supplemented	(\$56)	4	Supplement fruits+veggies
Food Survey (Feb and March)	(\$300)	5	Advocacy research
Spark Collab. (Two terms)	(\$75)	2, 6	Promotional & Cooking Class
Study Snack Support (PSL Collab., two terms)	(\$300)	6	Provide a service during finals
5As Week	(\$200)	1, 6	Collect canned goods
Emergency Money	\$488		
Advertising & Promotions:	\$2,000		
Clubfest	(\$20)	1, 3, 6	Volunteer promotion
Volunteer posts	(\$100)	1, 3, 6	Volunteer promotion
Trick or Eat	(\$300)	1	Collect canned goods
Second Course	(\$350)	4	Launching of an event
Around the World - Cooking Series	(\$275)		
Instagram Contest Prize	(\$100)		
MacMoneyCentre	(\$200)		
Total Spent So Far - Jan 9th	\$655		
Good Food Box	(\$200)	3	Year plan point exactly
5As Week	(\$400)		
Emergency Money	\$55		
Volunteer Recognition:	\$350		
Volunteer app in December	(\$57)		
Volunteer Refresher	(\$47)		
End of Term 2 Support	(\$200)		
Emergency Money	\$46		
Reserve:	\$400		
May	(\$19)		
June	(\$61)		
Bigger Order for Sept	(\$223)		
Jan Order	(\$64)		
Feb	(\$25)		
Remaining	\$8		

VOLUNTEERS

Everyone is rescheduled, refreshed and was good to hear these powerful voices talking about improving FCC and other services. New working theory is that Food Bank volunteers are the best human beings ever. I am so glad to see them retained, and I think our strategy of doing one hour/week has been well received. Hopefully we can improve our training and hire volunteers in both April and August.

CURRENT CHALLENGES

Please help with 5As week with creating ideas or ensuring great execution. I hope to really do some powerful stuff in a key period and ensure people get informed about this key phrase and what it means.

SUCSESSES

I am beyond thankful for my executive and volunteer team, BoD, Wooder, and everyone who has ever referred a friend to use MBB or learn more about it. Word-of-mouth is so key to making sure people realize that they are supported. Thanks folks!