



REPORT

From the office of the...

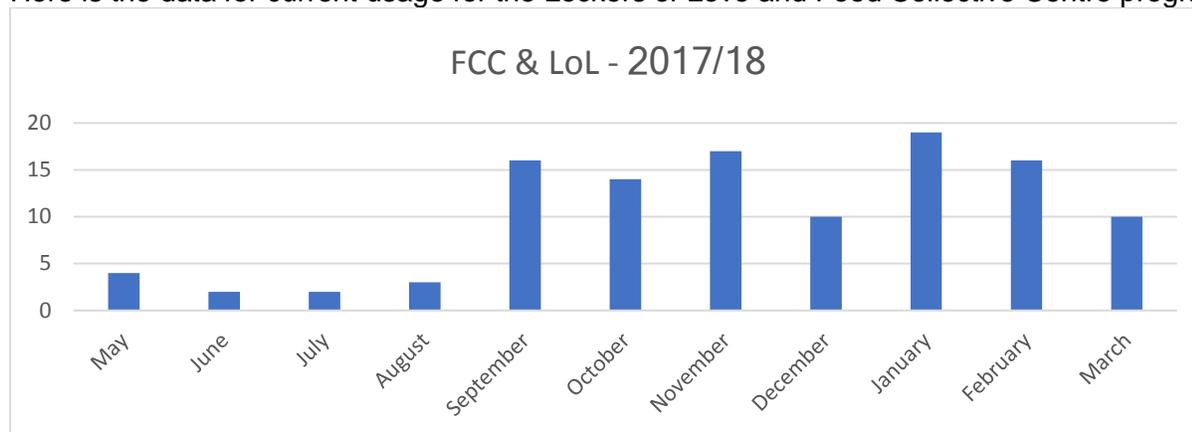
Mac Bread Bin Director

TO: Members of the Executive Board
 FROM: Taylor Mertens, Director of MacBreadBin
 SUBJECT: Mac Bread Bin – Final Report
 DATE: March 21st, 2018

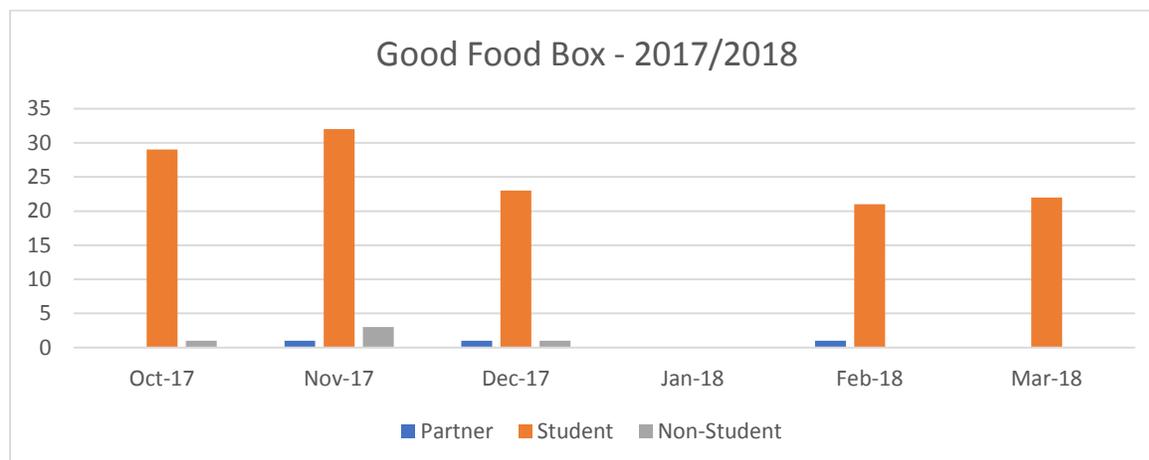
Hello Executive Board members, first I would like to personally thank you for recognizing my team and me. It means the world to us. Secondly, this report will first talk briefly about the year plan set out in July 4th. If they were accomplished, notes about the future application of the year plan will be made. If they were not accomplished, there will be notes about how it can be implemented in future years. Finally, there will be a final budget with notes about spending.

SERVICE USAGE

Here is the data for current usage for the Lockers of Love and Food Collective Centre programs:



Updated as of March 21st, we need to continue and tackle the systematic aspects of food insecurity or this will be the continued reporting on this. The volunteers and my team are helping as many people as possible but we need to do more. There are more people who need our help and I hope the long-term implications of having a FCC will help as many people as possible.



GFB Sales Number: Delivery is the future of this product. Convenience is not only a sellable future but necessary for physical accessibility. GFB is a great package for healthy, local eating but has a lot of friction. GFB reaches a wide number of one-time users but only 20 people are returning users, showing a high amount of people who have a negative experience with transporting it and/or communication about the product.

PAST EVENTS, PROJECTS & ACTIVITIES

Valentine Day Promo

Shoutouts to the wonderful Sarah (Comms Officer) and my promo executive Chris for developing this. Overall, we had 42 likes, 122 comments on the post, with about 18-20 likes over the two days. I felt like it was people who were already actively involved in our community and not necessarily new people but still good growth giving back to people who already are active.

GFB Delivery

It's happening, formalizing a contract, auditors have, the technical requirements will be filled and this will be super useful for the future in terms of accessibility. Let's open this up as many people as possible.

Food Security Week

My incredible Social & Political Advocacy Coordinators have organized these great info graphics for our online campaign. We realized how busy this was very students so we moved it to an online-only campaign, with the potential of these graphics to be used in the future for next year team.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Study, Snacks, & Support

Discussions been had about expanding it beyond four sessions and cutting the tutors since they have been underused. This means more study space, more support, and more food during this key exam time.

YEAR PLAN UPDATE

Objective 1: Establishing a Food Collective Centre (FCC)

- Accomplished
- Notes for improvement:
 - Stronger improvement of training to accomplish positive interactions, along with the already positive space.
 - Full reference guide for various services, more Hamilton-based services as well.
 - Continue to promote and strengthen the space while preparing for the eventual move to SAB.

Objective 2: Establish a Community Kitchen

- Accomplished (in a long-term)
- Notes for improvement:
 - Community Kitchen Coordinator needs to proactively seek out Food for Thought, to ensure actively happening, not just certain periods.
 - Help with any of the implementation phase of the community kitchen space in SAB.

Objective 3: Good Food Box Delivery

- Accomplished (contract being formed right now)
- Notes for improvement:
 - Big thanks to Wooder and Vlad who help expand this project to happen, the contract is being formed right now.
 - Between Hannah (incoming PTM) and her new executive team, they will help implement this. All the framework will be settled before my term is over.

Objective 4: Food Waste Community Meals (aka Second Course)

- Accomplished
- Notes for improvement:
 - Having Chris Roberts in the conversation with terms of updating, so the projects move along to soups, sandwiches, and more nutritious foods.
 - Changes with how it's promoted, maybe having a community white board for people to fill their response. The interactive component can be improved, while balancing the convenience of the program and also not intimidating people who may feel uncomfortable talking about food security/might coming to terms with themselves being food insecurity identify.

Objective 5: Student Food Committee

- Not accomplished
- Notes for idea adjustments and how to execute:
 - The idea about this was talking about how we can improve food systems on campus for all students and students who identify as food insecure – however at the end of the day, feedback on service (through service usage, survey questions, and actively creating opportunities to engage) or general data polling can be effective through creating surveys can implement this without forming a layer of governance.
 - Working groups definitely have merits and should be an active conversation, even within volunteer groups but not regular students who may not be there to commit later on.
 - Working over the summer to understand and address long-term advocacy, how can we form better advocacy points with University stakeholders now and later on down the road.

Objective 6: Improve Presence and Promotional Efforts

- Accomplished (and ever-growing)
- Notes for improvement:
 - ~48% increase in service usage compared to last year which shows my team has been effectively, but equally shows that this systematic issue needs to be improved.
 - Volunteer hiring: heard and applied through 48% and/or 39% for volunteer apps! Additionally, 26 of the volunteers were first and second years which makes me so happy about the future of MBB.
 - Interacting with even more MSU members, those that don't actively participate in other MSU services. Food Around the World is a prime example of reaching new students with four full cooking classes during the busy presidential season.

Budget:

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	
Relay for Life - Donation of Smoothies	(\$53)		
Study Snack Support (PSL Collab., 1st semester)	(\$95)	6	Provide a service during finals
Total Spent So Far - Jan 9th	\$1,461		
Maroons Smoothies	(\$70)		
Second Course - Good Food Supplemented	(\$56)	4	Supplement fruits+veggies
Study Snack Support (PSL Collab., two terms)	(\$300)	6	Provide a service during finals
5As Week	(\$200)	1, 6	Collect canned goods
Emergency Money	\$740		
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	Other Revenue (for Reserves):	
Volunteer app in December	(\$57)	\$	301
Volunteer Refresher	(\$47)	\$	(18)
End of Term 2 Support		\$	283
Emergency Money	\$246		
Reserve:	\$400		
May	(\$19)		
June	(\$61)		
Bigger Order for Sept	(\$223)		
Jan Order	(\$64)		
Feb	(\$25)		
Remaining	\$8		

1. Remaining spending for Maroons event (this Thursday)
2. Huge volunteer recognition spending
3. Student Life did an internal fundraiser and will help fund our Spice Bar (and more reserve food)!!
4. Will think of ways we can spend money to support MBB in the summer and long-term, if you have ideas, let me know!