

YEAR PLAN

MSU *Mac Bread Bin Director*

Hannah Philip

2018-2019

(submitted *June 13, 2018*)



OFFICE OF THE *Mac Bread Bin Director*
INTRODUCTION

Dear Executive Board,

Mac Bread Bin has always been an excellent source of emergency food support, and every year, the students who run Mac Bread Bin strive to ensure that their fellow students here at McMaster can focus on just being students. With increasing tuition rates, high rent as well as difficult personal situations; students find themselves having to choose between paying rent and buying books, or eating dinner. This is where Mac Bread Bin steps in with food-based programming and emergency food support to be there for our peers.

When we think of hungry people, the image of a starving homeless man comes immediately to mind, but here at McMaster, food insecurity is much subtler. It's your friend who is somehow never hungry. Your friend who has (maybe) eaten one meal today because sandwiches are just too expensive. It's easy to hide when you're a busy student, and unfortunately people feel the need to do so because of the stigma associated with being unable to afford to buy meals. This stigma is yet another barrier that stops people who need it from accessing our services.

That's why this year, I want Mac Bread Bin to focus on having these difficult conversations and take steps to normalize access to our services. Food security is a multifaceted issue that is historically linked to marginalised individuals and tackling this issue will require a more holistic approach. This will be done through short term programming (events, videos, educational campaigns) and improvements or additions to long term programming (running of Lockers of Love, and our Food Collective Centre for example).

All the best,

Hannah Philip

MacBreadBin Director (2018-2019)

Goals/Objectives
(calendar and checklist)

MAY	
Service Goal/Objective	Clean Food Collective Centre and make it more appealing
Why:	This is probably the first physical contact that Mac Bread Bin partners will make with Mac Bread Bin and/or emergency support. This space needs to be inviting, clean and comfortable so that we can provide support in any way we can.
Difficulties:	The space is small, so adding things makes it look even smaller.
Partners:	N/A

JUNE	
Service Goal/Objective	Hiring the rest of the team
Why:	Need a team to run MBB
Difficulties:	Summer, fewer people around, fewer people thinking about Mac
Partners:	MSU
Service Goal/Objective	Conversations about expanding Second Course
Why:	An excellent program that offers students baked goods that would otherwise go to waste. Expanding the program by increasing the food available both in amount and in variety would allow for more support available to food insecure students and would provide a space to have conversations about food insecurity so as to normalise and reduce the stigma associated with food insecurity and accessing our service.
Difficulties:	Sourcing this food, where to make this food, transport and health and safety of this food.
Partners:	Hospitality Services

JULY	
Service Goal/Objective	Make a Series of “Tasty-esque” cooking videos
Why:	Another way to promo MBB, specifically services that we offer. Either Community Kitchen
Difficulties:	Each video takes 5ever to film, and we want to do at least 8 over a couple of days! Need to buy ingredients from Fortino’s and buy a certain amount to use the community kitchen for free.
Partners:	Fortino’s

AUGUST	
Service Goal/Objective	Team Bonding!!
Why:	Need a team that trusts each other and feels comfortable
Difficulties:	Getting people out of their shell and also getting people together because people have lives outside of Hamilton
Partners:	Exec team
Service Goal/Objective	One-on-Ones + Training as a group for execs
Why:	Establish expectations, hopefully have the whole team together at this point to have a meeting
Difficulties:	Getting folks together in one place
Partners:	
Service Goal/Objective	Hire Volunteers
Why:	Need to get a barebones team (at least) to run the FCC so we can open as soon as school starts
Difficulties:	Folks aren’t in Hamilton
Partners:	MSU

Service Goal/Objective	Train Volunteers
Why:	Be able to prepare volunteers not only for the day to day tasks that they will need to accomplish while in the FCC, but prepare them for “worst case scenarios” as they are dealing with a new situation that they may not be comfortable in. Also making them aware and respectful of the fact that technically they are assisting and interacting with a vulnerable population. Making them aware of resources available at Mac so they know the limits of what they can do, and what Bread Bin can do. Make them aware of the exec team, especially the Director, Assistant Director and Good Food Coordinator as people who can support them and people that they can come to in case of questions or issues.
Difficulties:	Making the training short enough so that everyone wants to come to training and be interested and pay attention, but still filling the training with essential information and opportunities to do situational examples
Partners:	Maybe Maccess, and other MSU services with experience to help train our volunteers

SEPTEMBER	
Service Goal/Objective	Promoting Mac Bread Bin + tiny bit of advocacy (Hunger Awareness Week + Welcome Week)
Why:	Tell people who we are, let people know about the resources available
Difficulties:	Everybody wants to run events in the first month, so standing out will be difficult. May reinforce this “Hunger Awareness Week” which is a national week with something in November or March with a Mac Bread Bin week similar to last year’s information based campaign
Partners:	(very tentative!!) Other Food Banks, OAFB, elected officials, other MSU services
Service Goal/Objective	Opening the FCC
Why:	Important to have the FCC up and running for the duration of the school year. Making the opening into an event will invite students into the space so that its easier for them to come to us when they need our resources, and it’s easier for them to refer friends or other students who may need help
Difficulties:	Making this event entertaining and enticing enough for people to come
Partners:	

Service Goal/Objective	Student Food Committee
Why:	We think we know what students (especially food insecure students) need, but we don't actually know. This committee may be a few students who can go out and consult students on what they want.
Difficulties:	May only get the "popular" opinion, which is still important, but these opinions may drown out the voices of food insecure students who already face barriers in reaching out for resources or in expressing themselves. The anonymity that we offer our Mac Bread Bin partners makes them feel safe to access our services, but it also makes it very difficult to make their voices heard.
Partners:	Mac Bread Bin partners (individuals who use our services)

OCTOBER	
Service Goal/Objective	Trick or Eat
Why:	One of the greatest source of donations to help keep our food collective centre stocked, but depending on our levels of stock we may reach out to Living Rock to donate some items, and help other food banks in the area
Difficulties:	Organizing routes and reaching out to people to take part
Partners:	Maroons, other clubs, societies and individuals here at Mac
Service Goal/Objective	Good Food Box Delivery
Why:	More accessible to students, heavy bag of produce driven to their houses for a small fee
Difficulties:	Confusion over new system, needs clear explanation on promo material and website
Partners:	Hamilton Cab
Service Goal/Objective	Food For Thought cooking classes
Why:	Real life cooking skills, fun with friends, more exposure to Mac Bread Bin and our services
Difficulties:	Planning a fun activity, meetings with Food for thought, getting students to come out.

Partners:	Food For Thought
Service Goal/Objective	A Thanksgiving themed (cooking) video or cooking class
Why:	Cute way to celebrate sharing food, and an interactive cooking class would be a great way to teach students how to cook for a special occasion
Difficulties:	Ensuring that the recipe used appeals to everyone
Partners:	

NOVEMBER	
Service Goal/Objective	Field Trip! To food banks like Living Rock
Why:	It's important to me that my executive team can connect what we're doing to real issues being faced in Hamilton. Bringing Food Collective Centre volunteers would be a fantastic way to show them how a food bank with high traffic actually looks and operates
Difficulties:	Getting everyone schedules aligned
Partners:	
Service Goal/Objective	Gather feedback and begin improvements
Why:	Important to check in with the team and the volunteers to ensure that everything is running smoothly.
Difficulties:	Ensuring honest feedback is difficult but can be done through anonymous surveys and well phrased questions
Partners:	

DECEMBER	
Service Goal/Objective	Study snacks and support

Why:	Students worrying about exams often forgot to eat, and sometimes just need a quiet place to chill with snacks
Difficulties:	Finding the right time(s) that benefit the most number of students.
Partners:	Maybe maroons, maybe a few different services with different kinds of “support” and resources to share.
Service Goal/Objective	One-on-ones for feedback on management, successes, improvements
Why:	Important to check in and ensure that the team is running effectively and as a unit
Difficulties:	Enacting changes can be difficult if they’re not unanimous or if not phrased well.
Partners:	
Service Goal/Objective	McMaster Staff Holiday Party
Why:	MBB’s biggest donations for our food bank
Difficulties:	Reaching out to the organizers
Partners:	

JANUARY

Service Goal/Objective	New Year New Me
Why:	Capitalise on students who feel like they want to turn over a new leaf by running an event that teaches students real world budgeting skills
Difficulties:	Making money and budgeting sound interesting and appealing.
Partners:	Mac Money Centre
Service Goal/Objective	Second Round of Volunteer Hiring if necessary
Why:	After 1 semester volunteers may decide to do something else, or their schedules may change and they are unable to make the commitment

Difficulties:	Finding the time to train volunteers and schedule them in shifts during the school term
Partners:	

FEBRUARY

Service Goal/Objective	Valentine's day giveaway
Why:	Promo, give away Good Food Box or Fortino's gift cards to increase social media presence
Difficulties:	Need to make promo events exciting!
Partners:	
Service Goal/Objective	Mac Bread Bin Week
Why:	Educational campaign about food insecurity on campus, and in Hamilton
Difficulties:	Making education interesting
Partners:	

MARCH

Service Goal/Objective	Volunteer Appreciation
Why:	Make volunteers feel valued!
Difficulties:	Getting everyone together in one place, and coordinating schedules.
Partners:	
Service Goal/Objective	Feed the bus

Why:	Cute way to collect donations, very visual way to tell people Mac Bread Bin exists and we have services and has resources to help
Difficulties:	Need to book a bus for a week place it on bsb field, and have reps help by getting people motivated for the full week
Partners:	Maroons, OCOR/SOCS

APRIL	
Service Goal/Objective	Food on the move
Why:	When students move out, they often find it difficult to move non-perishable items like pasta or soup back to their homes, so this would allow students to give away food items to a food bank
Difficulties:	Having donation boxes in places that are easily accessible by car and to students
Partners:	Residence life
Service Goal/Objective	Study snacks and support
Why:	Students worrying about exams often forgot to eat, and sometimes just need a quiet place to chill with snacks
Difficulties:	Finding the right time(s) that benefit the most number of students.
Partners:	Maybe maroons, maybe a few different services with different kinds of “support” and resources to share.
Service Goal/Objective	One-on-ones for feedback on management, successes, improvements
Why:	Important to check in and ensure that the team is running effectively and as a unit
Difficulties:	Ensuring honest feedback is difficult but can be done through anonymous surveys and well phrased questions
Partners:	
Service Goal/Objective	Hire and Transition
Why:	Need Mac Bread Bin to continue next year

Difficulties:	Finding a whole new team who will love, support and cherish Mac Bread Bin as much as we currently do
Partners:	

Long-term planning

Below is an example of something that you could plan for longer than one year. This is quite a simple example, but you can choose to use this for simple tasks (such as increasing Facebook likes) or for broader visions (planning a multi-school conference for example)

Overarching Vision (what is the ultimate goal?)	<i>Alleviate Food Insecurity at McMaster by providing students with a few meals or food items each month</i>
Description	<ul style="list-style-type: none"> • Second Course is a program that piloted last year as a way to reduce food waste and feed students at the same time.
Benefits	<ul style="list-style-type: none"> • Be a source of food for food insecure students who may otherwise feel uncomfortable accessing our resources. A space to talk about food insecurity and normalize access to our services.
Year 1 Goals	<ul style="list-style-type: none"> • Start with baked goods that are sources of food waste at the end of the day, build a strong following and start conversations about food insecurity here at McMaster.
Year 2 Goals	<ul style="list-style-type: none"> • Actively look for other sources of prepared/packaged food to supplement this program. Look for kitchens we can rent to prepare food, or the creation of a fund to pay existing chefs to prepare food for us.
Year 3 Goals	<ul style="list-style-type: none"> • With the opening of the Student Activity Building, use the community kitchen space in conjunction with volunteers to create a few low-cost meals every month
Partners	Hospitality Services