

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

Mac Bread Bin Director (2018-2019)

Goals/Objectives

(calendar and checklist)

| MAY | |
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| 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 | |
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| 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 | |
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| Service Goal/Objective | Make “Tasty-esque” cooking videos |
| Why: | Another way to promo MBB, specifically services that we offer. Plans are in place to make Vietnamese springrolls that will promote our Community Kitchen workshops and its ideals of inclusivity, joy surrounding diverse food and bringing people together. |
| Difficulties: | |
| Partners: | Fortino’s Community Kitchen |

| AUGUST | |
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| 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 volunteers to run the FCC so we can open as soon as school starts |
| Difficulties: | Students may not be in Hamilton and/or thinking about McMaster |
| Partners: | MSU |
| Service Goal/Objective | Train Volunteers |

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| 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 | |
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| Service Goal/Objective | Having a Mac Bread Bin presence during Welcome Week |
| Why: | Tell people who we are, let people know about the resources available to them. Welcome Week is the first experience that first years have with McMaster as students and its important to let the know of the resources that are present for them. This will take the form of handing out freezies or fruit and tours of the Food Collective Centre. |
| Difficulties: | Standing out can be difficult especially when there’s so much going on in the week, and it’s also difficult when our programming isn’t very exciting. |
| Partners: | |
| 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: | |

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| 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) and MCPI |

| OCTOBER | |
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| 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. |

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| 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 |

| NOVEMBER | |
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| 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 |
| 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 |

| DECEMBER | |
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| 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. |

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| 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: | |

JANUARY

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| Service Goal/Objective | New Year New Me |
| Why: | Capitalise on student's interest turning over a new leaf by running an event that teaches students real world budgeting skills. University is a transitional period where some students know how to pay rent, budget and essentially live on their own while others can barely make a meal or do their own laundry. To ensure that students can be successful now and in the future, Mac Bread Bin hopes to partner with Mac Money Centre, or financial institutions with a workshop to make sense of money matters and hopefully impart some real-world skills as well. |
| Difficulties: | Making money and budgeting sound interesting and appealing. Create workshops that are filled with useful skills that people haven't heard of before, or reframing common tips in a way that makes sense for University Students. |
| Partners: | Mac Money Centre or external financial institutions |
| 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. As well, we often get emails from students who want to join us and this would give them the opportunity to join us. |
| Difficulties: | Finding the time to train volunteers and schedule them in shifts during the school term |

FEBRUARY

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| 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 and encourage students to interact with our posts ! |
| Service Goal/Objective | Mac Bread Bin Week |
| Why: | Educational campaign about food insecurity on campus, and in Hamilton. Food (in)security is often a taboo topic that needs to be unpacked within McMaster as a whole. This week will be focused on breaking the stigma surrounding accessing food banks or resources through educational campaigns and events that bust myths or ingrained prejudices that the larger McMaster community has about food insecurity. |
| Difficulties: | People are resistant to change, the campaign needs to be clear and in your face enough to force you to think about things you may not otherwise want to think about. Lived experience is usually the most compelling evidence but is also the most painful route, finding a way to explore food insecurity at McMaster at a personal level while protecting our partners that look to us for anonymity is important. |
| Service Goal/Objective | Food (in)security Conference |
| Why: | There are many initiatives around food insecurity within McMaster, Hamilton as well as in Canada as a whole. This conference is a place for these like-minded individuals to meet each other, learn from each other and hopefully be able to help each other in the future. This conference aims to develop actual skills required in these roles and share knowledge pertaining to food insecurity. It will also connect students here at McMaster to the broader conversations around food (in)security in the nation. |
| Difficulties: | Venue, Procuring speakers, |
| Partners: | MCPI, Meal Exchange, other university food banks (ex. Ryerson's good food centre, Lakehead university), local community organizations (neighbour to neighbour, Eva Rothwell centre) Local community gardens (Victory Gardens), food (in)security advocates (Toronto Youth Food Policy |

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| | Council), Marginalized groups that can talk about their unique experiences with respect to food insecurity (McMaster Indigenous Research Institute, Migrant workers Canada) {This is not meant to be a complete list but a few essential directions to start with} |
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MARCH

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| 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. At certain times during the year, the demand for our emergency food support may be greater than the food we have in our Food Collective Centre, it is important to restock, and this is a fantastic way to raise food for our food insecure students. |
| 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, other clubs or groups on campus who would be interested in helping out. |

APRIL

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| 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 |

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| 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

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| Overarching Vision (what is the ultimate goal?) | <i>Alleviate the stigma associated with 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. |

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| 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/package 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, Alumni |