



REPORT

From the office of the...

Director Food Collective Centre

TO: Members of the Executive Board
FROM: Hannah Philip
SUBJECT: Food Collective Centre Report [#9]
DATE: March 28th 2019

YEARPLAN UPDATE

Hi EB! Thank you for the recognition of the hard work my team and I have put in this year. We've run a lot of events, rebranded the service, and (in my opinion) improved access and awareness of our service. This final report will reflect on the year as a whole, in both the successes and failures of the Food Collective Centre this year.

SERVICE USAGE

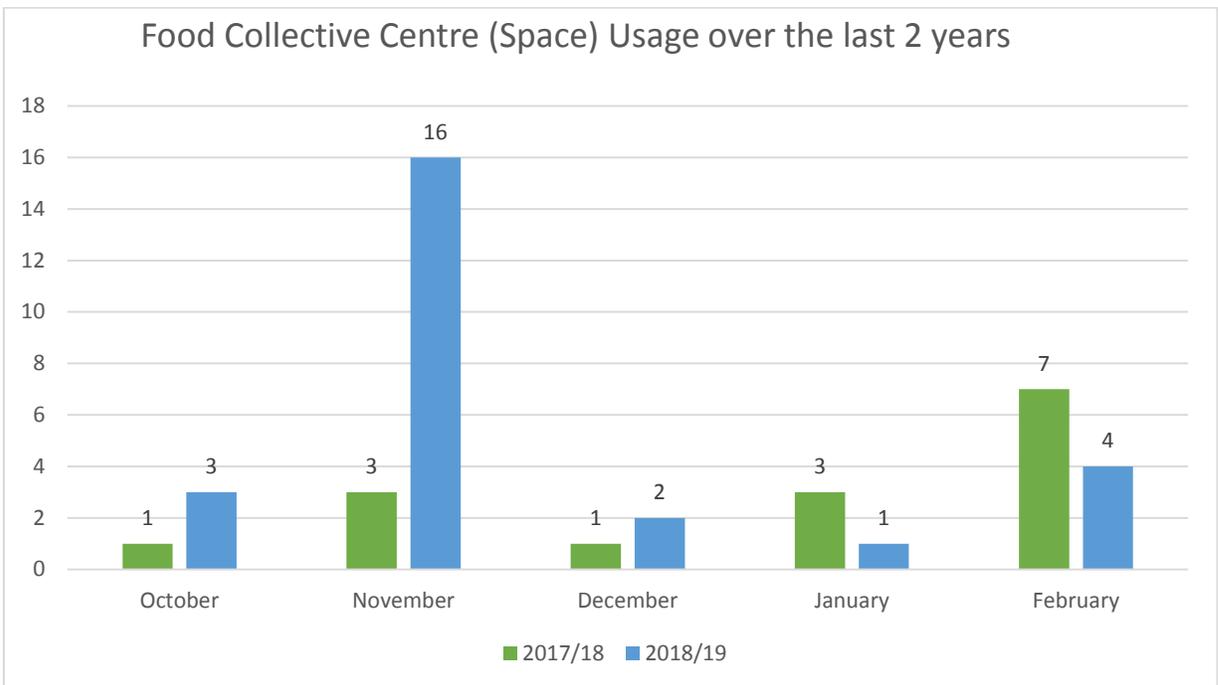
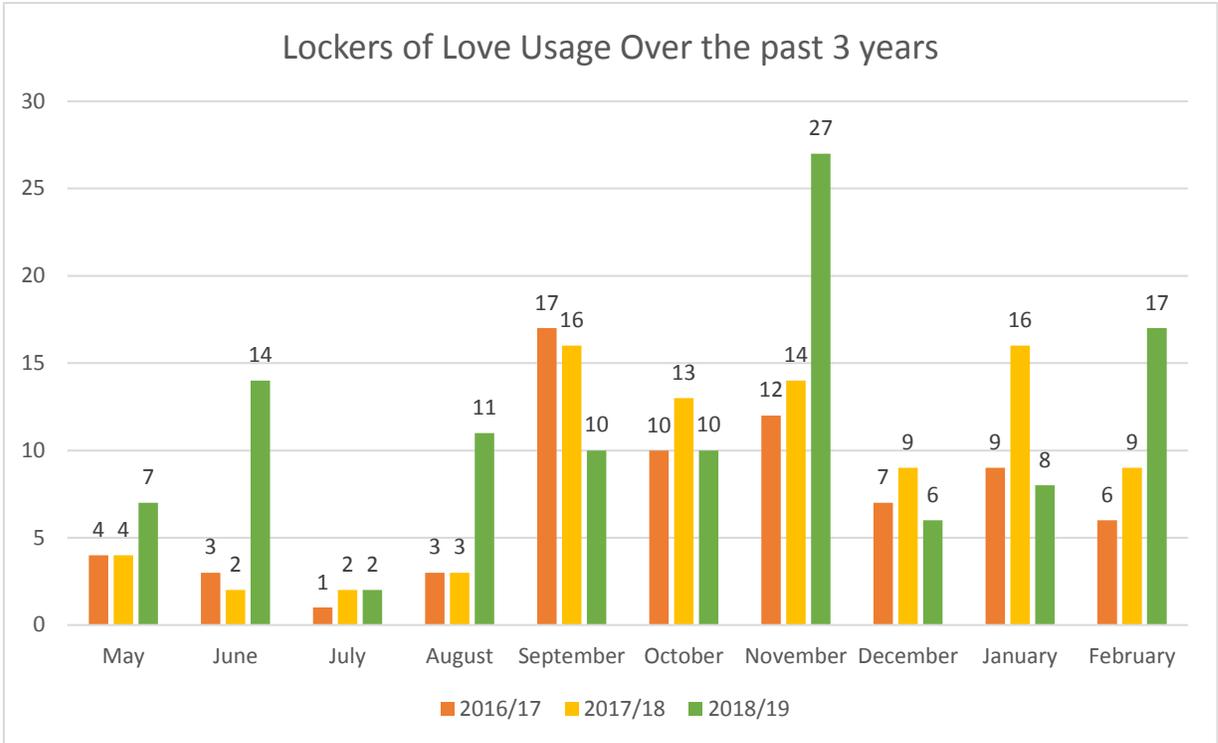
Emergency Food Support Services: Lockers of Love and Food Collective Centre space

Lockers of Love is our most highly utilized service, and still retains that title despite the physical Food Collective Centre Space. I think this is partially due to the fact that despite the strides we've made this year in broadening our reach, there is still a significant portion of students who genuinely do not know that we have a physically on campus food bank available. As well, it can be difficult to ask for help, and giving students an anonymous, convenient way does seem like a more appealing option, especially for first time users.

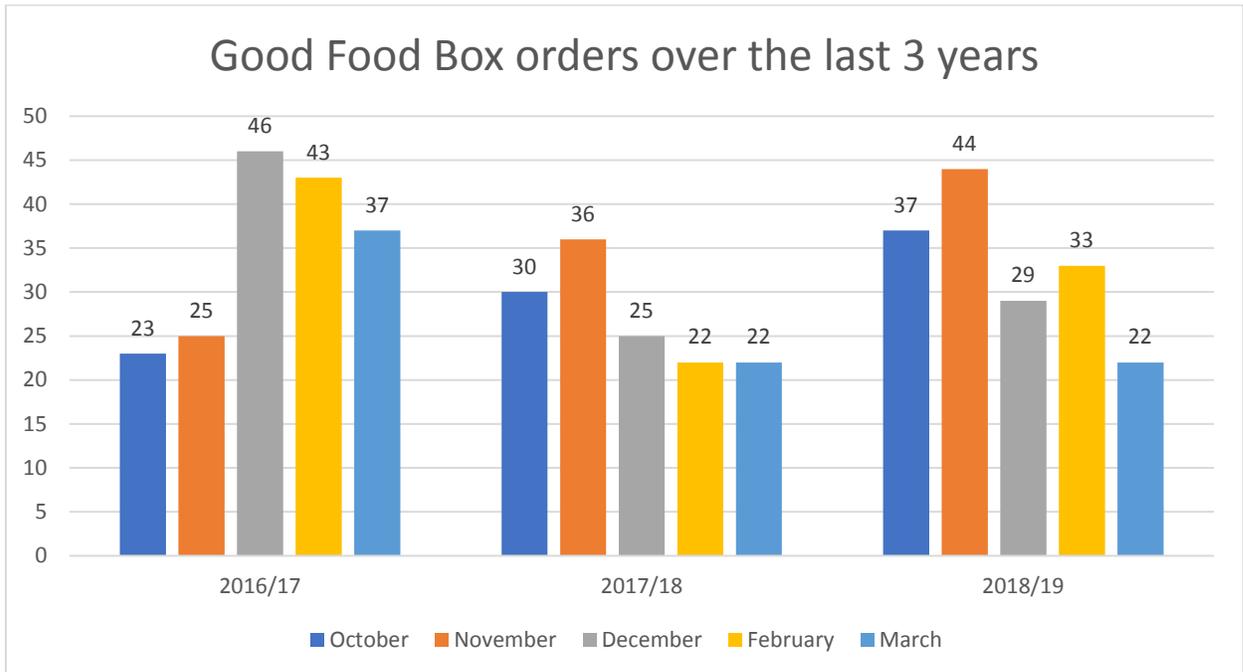
Over the year, there does seem to be a very large, uncharacteristic spike in the month of November for both Lockers of Love orders as well as the Food Collective Centre Space. The only thing I can think of attributing this to, is Trick or Eat. This year we went door to door dropping flyers about Trick or Eat which is a very direct way to also inform students of our existence. We also had more visits to the Food Collective Centre space than ever before.

While I hope that the overall increase in utilization is due to more people becoming aware of us as a service; the more unfortunate, more likely option, is that there are more students who are in need of our services. With impending changes to the structure of tuition and OSAP, I fear that our utilization will only increase. It will be more important than ever to let students know of our services and increase the support we provide to them to ensure that there are

no students who have to choose tuition, rent and other costs over the simple need of food. While this may seem like an impossible role for the Food Collective Centre to play, we do need to utilize our role and voice to advocate for the food insecure students that we represent.



Good Food Box Orders



Good Food Box orders have remained relatively stable. This year, we added a free delivery option in collaboration with Hamilton Cab. The Good Food Box + Delivery went very smoothly with very quick and reliable delivery times (within 15 mins).

We also ran a Good Food Box feedback survey which told us that students loved the service and appreciated delivery especially considering how heavy and difficult to carry the boxes are. The students who picked pickup did so because they were not available to receive the box at 10am. They also asked for monthly reminder emails to re order, perhaps we can create a year-long subscription option in the future where students can pick which months they wish to order the Good Food Box for at the beginning of the year and throughout the year.

Most Good Food Box patrons are undergraduate students, but there were also a significant portion of graduate students who mostly learned about the Good Food Box from the graduate welcome fair in August or from posters around campus.

We also provided a space where students could offer additional comments or feedback. Some students asked for a preview of what will be available ahead of time, most students were very complimentary of the service, but comments like the one below makes what we do worth it, and makes my heart very happy that we can have a positive impact.

“I am so happy when I get my Food box home. I often can't afford to buy fresh produce at the grocery stores and when I can it's usually from the discounted section. I am so grateful that this service exists at Mac.”

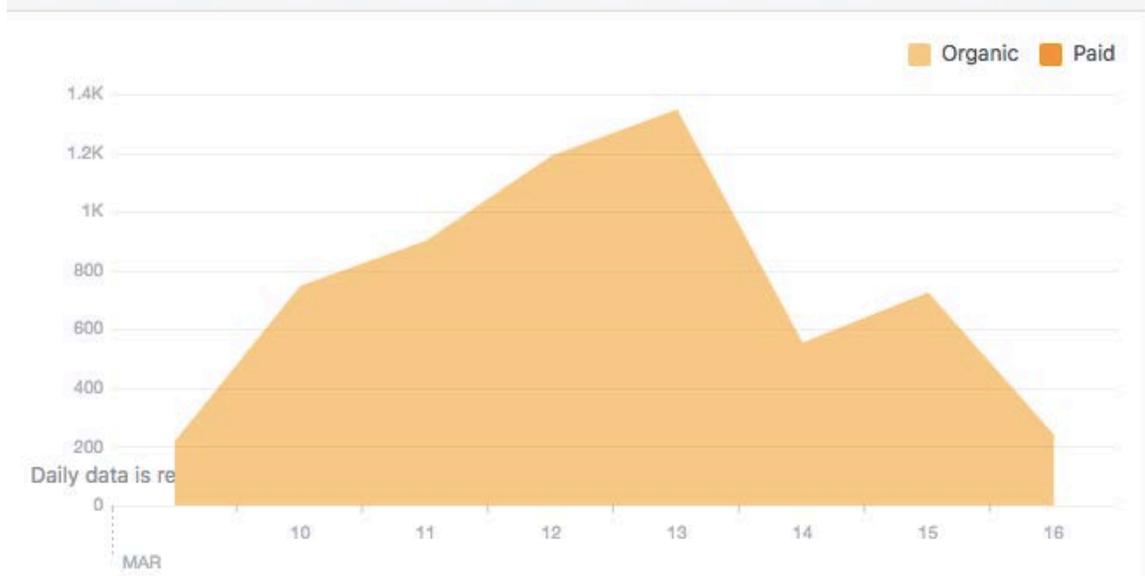
PAST EVENTS, PROJECTS & ACTIVITIES

Food Security Week

Two weeks ago, we ran our Food Security Week. Which was long and possibly full of too many events. However, we definitely increased our reach and definitely connected with students who didn't already know about the Food Collective Centre.

Post Reach

The number of people who had any posts from your Page enter their screen. This number is an estimate.



We've furthered our reach, especially on March 13th, probably because of our Bagel Breakfast giveaway that morning.

Our events were a food trivia night, a cookie decorating night, community kitchen workshop, bagel breakfast and seed planting day, and finally Ladles of Love with Terrylynn Brant. We also created 4 new posters on Food Security as it applied to students and redesigned our 3 posters from last year to fit with the design theme of this year. We also created 200 rave cards with information on how to sprout your own seeds for a more nutritional addition for everything from salads to sandwiches!

Food Fight

We hosted a Food Trivia night with prizes in Clubspace to kick off Food Security Week. We had 3 kahoot rounds and a mix of “fun” questions like “Name That Fruit” interspersed with questions about the Food Collective Centre and questions on Food Security. We wanted this to be a fun learning

opportunity and at the very least the people who came out now know where our space actually is.

Batch Made in Heaven: A Fun Cookie Coffeehouse

We hosted a cookie decorating coffee house in Clubspace on the Tuesday. This was a very chill event with lower turn out, but we were able to have better, more in-depth conversations with the people who did come out!

Community Kitchen Workshop: Demystifying Macaroni and Cheese

Our final community kitchen workshop of the year was a dressed-up Mac and Cheese. We put 5 blocks of cheese and tons love into making this Mac and Cheese. While all of our community kitchen workshops are popular; this was arguably our most popular one due to increased promotions because of Food Security Week and the fact that most people love Mac and Cheese.

Ba(e)gel Breakfast

On Wednesday, we gave away 150 Union Market bagels between 9:30am and 1pm. We held it in Clubspace and used the opportunity to give away our brochures, rave cards and chat about our service.

Seed Planting

We had compostable egg cartons, soil and seeds to give people an opportunity to plant their own seeds and take them home! We had basil, strawberries, lavender, cherry and beefsteak tomatoes!

Ladles of Love with Terrylynn Brant

In previous years our focus has been completely on emergency food services, but this year I wanted to take a more holistic view of food security especially surrounding food sovereignty. "Ladles of Love with Terrylynn Brant" was an opportunity to bring in a speaker on Indigenous Food Systems. Terrylynn Brant is a Mohawk Seedkeeper who shares traditional seedkeeping knowledge and sustainable living. She hosted a workshop geared towards students to empower us to take charge of our food system.

To complement her workshop, we also brought in a caterer to serve a traditional stew because we believe that this would bring this event full circle; not only would we hear and participate in a workshop around traditional indigenous food and the importance of being aware and involved in your food system, but we would also be able to partake of the traditional foods that embody those principles in a very tangible way. We hired Yawékon Foods, run by Tawnya Brant, Terrylynn's daughter, to provide a meal for us. She made a "Three Sisters and Friends Soup" Featuring Haudenosaunee sweet black corn, wildrice, O'odham terparry beans, squash, and more vegetable friends. She also made a biscuit with some wild rice and brought some Maple Sap water that she tapped earlier that morning!

Good Food Box + Student Financial Aid and Scholarships Collaboration

This year we had changed our prices of our Good Food Box because our supplier increased their prices. This came at a great time because we could attribute the marginally higher cost to our free delivery service.

The base price of a Good Food Box is \$15. The prices that we offer are \$13 for our partners (students who utilize our services; i.e. Lockers of Love and the Food Collective Centre space) and \$16 for our McMaster Community Members (everyone aside from our partners who utilize our services, students, alumni, staff). This allows us to make a profit of a dollar on McMaster Community Members and subsidize the \$2 extra cost of our partners.

However, I've noticed that we have a larger profit margin than anticipated which I thought we should funnel back into purchasing Good Food Boxes for students who can't afford either the partner or McMaster community member price. Based on data collected from the last 3 years, I've noticed that we would have been consistently able to provide 10 extra boxes over the course of a year (or 2 free boxes per Good Food Box order).

This year the Student Financial Aid and Scholarships office has frequently expressed their desire to work with us, they have also had students in their office expressing interest in the Good Food Box. Next year we plan to use this profit in order to provide students who come to the Student Financial Aid and Scholarships office with a free Good Food Box. The office has also offered to pay for additional Good Food Boxes because they anticipate a higher need than 2 Good Food Boxes a month, and this way we won't have to turn anyone away.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

Food on the Move

Last year we held Food on the move with the help of our community partners, Williams on Emerson, and TCBY in Westdale. We set up boxes so that students could drop off non perishable items that they didn't want to lug home, and this program was born last year because we had students reach out to us asking if they could donate items.

This year we're expanding with the help of Rez life in order to have a donation box and promotions in every residence to let first years know that they can donate food to their on campus food bank. We're also hoping to continue having donation boxes in both Williams and TCBY again.

Study Snacks and Support

This semester we're partnering with First Year council to host Study Snacks and Support! We'll be hosting 2 rooms instead of one so that we can have one room dedicated for people who want to study and snack, and a second room for the support. We're hoping to bring in representatives from Open Circle who can lead guided meditations and offer personal support to students in this stressful time.

Ladles of Love

Our final Ladles of Love will be happening on April 4th. This incredible program is really only possible because of the gem that is Richard Haja, he consistently blows me away with his kindness and the incredibly delicious soup that he makes for us. He's always gone above and beyond in making us huge portions of delicious vegan soup and it's definitely why Ladles of Love has become our most popular event this semester.

BUDGET

<i>ACCOUNT CODE</i>	<i>ITEM</i>	<i>BUDGET / COST</i>
6603-0318	Fortinos, cans for our FCC space	20.6
	TOTAL SPENT IN LINE	20.6
	REMAINING IN LINE	86.95
6102-0318	Cookie decorating supplies	8.79
6102-0318	Seeds and soil for home depot	27.24
6102-0318	Soup, biscuits and maple water from Yawékon Foods	200.00
6102-0318	Speaker fees for Terrylynn Brant	200.00
6102-0318	Ikea box for donations	18.10
	TOTAL SPENT IN LINE	454.13
	REMAINING IN LINE	855.87

Donations!!

I was over the moon this month because the office of the president gave us \$400 to run Ladles of Love with TerryLynn Brant; a conversation around food security through an indigenous lens with food supplied by Yawékon Foods.

We also got \$100 from Bobbi, a community member who was just impressed by what we do and wanted to help out!

In the past we've also gotten \$110.55 from a PNB society Pancake breakfast.

I'd also like to take a moment to thank all of the people who have given us non-perishable donations to ensure that our shelves have never been empty.

- Mills Library who runs a "food for fines" program to let students pay off their fines with non-perishable donations
- Student Financial Aid and Scholarships Office, who after hearing about our need for diapers, sent us bags of diapers so that we could support our partners who needed it
- Anonymous individual students who drop off cans of tuna or jars of peanut butter to keep us well stocked
- McMaster Biochemistry and Biomedical Sciences Graduate Student Association (BBSGSA) who donated literally boxes of non-perishables in May 2018 and are planning another food drive in April 2019

- The kind people running the residence musical who are charging non-perishable items as admission
- All the incredible people who volunteered with Trick or Eat

It's always heartwarming to see people come together and support their on-campus food bank.

VOLUNTEERS

This year there has been a total of 48 missed shifts over 800 shifts (From September 17th 2018 to March 22nd 2019, excluding the reading weeks and holidays) which comes to a total of 0.06% absence rate. However, this is why we have 2 people per shift so that there is always at least one person on shift.

We're also hosting a volunteer appreciation in the coming weeks. Entitles "Cocoa, Coco and Coco's". Where we're bringing hot chocolate, watching the movie Coco and having Coco's (bubbletea). With a ton of snacks, board games and love.

CURRENT CHALLENGES

Transitioning the new Food Collective Centre Director and making sure that our service is ready and the best it can be as we go into next year.

SUCSESSES

We killed it this year!

- We changed our name from Mac Bread Bin to Food Collective Centre in August; and we have pretty new graphics because of it!
- Our page likes went from 1318 to 1425 from May 1st 2018 to March 25th 2019.

Total Page Likes as of Today: 1,425



- We created Ladles of Love and it's definitely our most popular event of our service.
- We implemented delivery for our Good Food Boxes!
- We had a ton of diverse community kitchen workshops that were met with a lot of interest from our student population.

OTHER

I love my team, and am so grateful and privileged to be the Director of the Food Collective Centre this year.