



YEARplan13

Department:
Mac Bread Bin

Date Submitted:
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Date Approved:

The YEARplan is a way of getting down on paper what you and your department intend to accomplish over the course of your year. It will isolate the specific goals that you wish to accomplish, and the objectives that need be achieved. It will give your supervisor an understanding of the direction you wish to take with your department, and identify areas where support can be given. When completed, the YEARplans will collectively reinforce the goals and visions of your department, and allow the respective members to focus their attention on areas of importance within the MSU.

1. Read over the YEARplan.
2. Complete your YEARplan in soft copy (on computer).
3. E-mail the first draft of the YEARplan to vpadmin@msu.mcmaster.ca by July 2nd, 2013.
4. The VP Administration will provide feedback on your YEARplan. Use this feedback to revise your draft into a final plan.
5. E-mail the final draft of the YEARplan to vpadmin@msu.mcmaster.ca by July 29th, 2013.

The final copy will be submitted to the Executive Board for review and approval at the August 6th meeting.

If for some reason you do not believe you can complete your YEARplan by the date indicated, please contact the Vice-President Administration in order to arrange a suitable extension (contact information above).

MISSION an overview

MAC Bread Bin's serves the student population by providing food vouchers and supplies to all applicants of the service. Our mission is to offer reliable and confidential service which students can comfortably use in situations of need. Bread Bin also aims to form positive collaborations with other MSU services and campus groups to organize charitable events to support local aid services. Additionally, we conduct research and campaigns to raise awareness and encourage fellow students to give back to the less fortunate.

ROLES that individuals play

List all positions found within or in relation to your department including full-time and part time staff, as well as one of a few general volunteer roles if applicable and how their role intersects with yours.

	Name of Individual	Role(s)
1.	VP Admin, VP Education, VP Finance, Accounting and Support Staff	-Provide guidance and support to ensure successful operation of all MSU services, including MAC Bread Bin
2.	MAC Bread Bin Director	-Respond to and process voucher requests -Ensure adequate food stock -Recruit, train, and organize volunteers -Hire coordinators for GFB and Meal Exchange -Select executive volunteers -Release and analyze Hunger Survey results -Reach out to both McMaster and Hamilton communities
3.	Bread Bin Volunteers	-Plan and run events -Distribute vouchers -Coordinate and deliver Good Food Box orders -Involvement in promotions
4.	Good Food Box Coordinator	-Work closely with both Pastor Loretta and the Director to purchase GFB's
5.	Meal Exchange Coordinator	-Attendance in weekly Meal Exchange meetings -Work with Bread Bin volunteers -Help plan and run 'Trick or Eat' and 'Skip a Meal'
6.	Secretary (Exec)	-Take meeting minutes -Update team of upcoming deadlines and events
7.	External Relations Officer (Exec)	-Update and manage social media pages
8.	Social Chair (Exec)	-Contact and create partnerships with other MSU services and community groups
9.	Advertising and Promotions Manager (exec)	-Promote Bread Bin events -Work with Underground to create advertising campaigns

OBJECTIVES step by step

Objective 1	Continue providing reliable service to all students with ensured confidentiality
Description	Maintain sufficiently stocked shelves with a reasonable variety of foods for all applicants.
Benefits	The MSU can continue to provide essential support to applicants in need.
Difficulties	Voucher requests have been significantly increasing each year, and our shelves, especially popular foods (cereal etc.), are consistently used up.
Long-term	We will promote Trick or Eat and Feed the Bus-our two main events- in order to gain more recognition and increase hunger awareness. This will encourage more donations, thus allowing us to raise more food for local food banks and our own storage too.
How	<ol style="list-style-type: none"> 1. Organize more frequent shopping trips to maintain a plentiful inventory. 2. Try to increase awareness by publishing hunger survey results in the Silhouette. 3. Regulate and limit voucher size to match the frequency of user requests. 4. Brainstorm new ways to collect donations.
Partners	Silhouette, Underground, Bread Bin and Meal Exchange volunteers, other MSU services, students.

Objective 2	Build a strong volunteer base and maintain committed involvement
Description	Recruiting volunteers and encouraging involvement in Bread Bin events and tasks.
Benefits	Creating a strong, dedicated team of volunteers will be helpful in running events and enhancing Bread Bin promotion. Volunteers will also familiarize with the importance of social responsibility and bring awareness to their peers and the student community.
Difficulties	Students tend to skip meetings and events as the school year progresses due to the increase in school work. Commitment can be improved by assigning specific responsibilities. Additionally, I plan on creating an application process, where interested students have to fill out a form and possibly attend an interview. Through the process of selection, volunteers might feel more dedicated and appreciative of their membership.
Long-term	The team will be stronger with more dedicated volunteers, which increases the amount of help for events and the likelihood of continued volunteering.

How	<ol style="list-style-type: none"> 1. Welcome Day (August 9) and Welcome Week Promotion at Clubsfest. 2. Send out application procedures for volunteers to complete. 2. Create executive positions to give volunteers ownership over their responsibilities. 3. Hold regular meetings for volunteers. 4. Encourage volunteer involvement in decision-making for events. 5. Make posters to post in residence to inform first-years. 6. Advertising Bread Bin on Res Life TVs. 7. Host a great volunteer appreciation event at the end of each term to make volunteers feel appreciated for their hard work.
Partners	Residence Staff, Underground media, existing Bread Bin volunteers.

Objective 3	Promoting Good Food Box Program
Description	The Good Food Box program aims to provide fresh, healthy produce to McMaster Students at low costs.
Benefits	Students can easily access healthy produce at affordable prices. It is also more convenient since each purchase includes a variety of produce, which is more time efficient than grocery-shopping.
Difficulties	There are not many volunteers to help in packing the produce due to inconvenient timing. Also, not many students are aware of this service.
Long-term	Recruiting more volunteers overall may increase the volunteers available. More advertisements of this program would definitely help promote it. Also, some suggestions have been made to extend the Good Food Box service so that it will be accessible throughout the summer.
How	<ol style="list-style-type: none"> 1. Promote the GFB program on campus with advertisements. 2. Try to round up more volunteers. 3. Create a potential partnership with Farm Stand and Community Teaching Garden. This will provide an alternative source of produce that can also be donated while strengthening all three services. 4. Ask existing Good Food Box customers if the program would be helpful over the summer.
Partners	Pastor Loretta, Bread Bin Volunteers, Underground, Farm Stand, Community Teaching Garden.

Objective 4	Feed The Bus
Description	This event collects food, clothing and monetary donations to provide for local aid services and also restock our own shelves for the next year.

Benefits	This event is a great opportunity to raise awareness and provide information to students about the less fortunate. It also promotes positive community involvement and creates an excellent opportunity for students to give back to their community.
Difficulties	The event is dependent on the weather. In previous years, we did not receive much donations on stormy days.
Long-term	Our long term goal is to attract more attention to this annual event. We hope to do this through social media, classroom speakers, and encouraging other MSU services to announce this event to their members. Also to bring more attention, we might create some games at the bus that students can win prizes from. A donation is required to play. Another idea is to submit an article about the success of the event, to raise awareness for next year's event.
How	<ol style="list-style-type: none"> 1. Contact Attridge before winter break about lending us the bus for a week. 2. Start planning with the Bread Bin and Meal Exchange teams. Assign responsibilities to different individuals. 3. In February, start designing posters and contact interested participants in helping out. 4. A month before the event, contact Union Market for advertising with the coffee sleeves. Also contact Compass and Res Life for promoting the event on the TV. 5. Start the actual promotion 2 weeks before the event. 6. Run Feed the Bus in March 7. After the event, submit an article to the Silhouette regarding the turnout of the event, to help raise awareness for the event next year and the Bread Bin service in general.
Partners	Bread Bin and Meal Exchange volunteers, students, other MSU services and campus organizations

Objective 5	Trick Or Eat
Description	This is a fun event during Halloween where volunteers can dress up and get to know the Hamilton community by collecting food donations. The goal of this event is to collect donations for local food banks and also a small portion for our own service.
Benefits	This event allows students to contribute to a good cause with short term obligations. Furthermore, new students can get to know their city better outside of McMaster.
Difficulties	The only difficulty that we may face is a shortage of volunteers as a result of possible rain.

Long-term	We haven't raised many online monetary donations that contribute to Meal Exchange and hope to increase this. We will try to promote this through social media.
How	<ol style="list-style-type: none"> 1. Brainstorm with volunteers and Meal Exchange coordinator 2. Contact other McMaster organizations, especially Maroons and SOCS, for their participation if interested. 2. Plan and assign responsibilities to volunteers 3. At the beginning of October <ul style="list-style-type: none"> -contact Fortinos for shopping carts -create and post posters -have classroom announcements -hand out flyers regarding this event to neighbourhoods that we will be collecting from
Partners	BreadBin and Meal Exchange volunteers, interested students, MSU organizations (especially Maroons and SOCS)

Objective 6	Community Involvement
Description	This introduces volunteers and students to the local charities in Hamilton. We will be going on a scheduled basis to places such as soup kitchens, food banks, homeless shelters to help others out.
Benefits	Volunteers will be provided the opportunity to explore outside their campus. Also they will be encouraged to reach out and help their community.
Difficulties	Consistent attendance may be difficult due to examinations, classes and home visits on weekends. We can try sending out Doodle polls to survey and decide the times that are convenient for the majority.
Long-term	If volunteers enjoy this activity, we can establish a routine schedule where we can help out at a charity regularly. Also, students will be encouraged to help out in their own free time if they wish.
How	<ol style="list-style-type: none"> 1. Research local organizations during the summer 2. In September, approach the organizations and see which ones approve of large groups of volunteers 3. Decide with volunteers on one to a few places that we would like to volunteer at 4. Coordinate the volunteer sessions
Partners	Bread Bin and Meal Exchange volunteers and all students interested

Objective 7	Holiday Food/Toy Drives
Description	To host a holiday charity event to donate the food and toys to local charities.

	Toys can also be donated to the McMaster Children's Hospital
Benefits	Students are motivated to give back to the less fortunate during the holidays
Difficulties	This event may lack volunteers due to examinations and some who leave for the holidays. Also students are not usually at school in December so there might not be a lot of donations.
Long-term	We hope that enough students and volunteers will be available for this event so early planning and promotions are preferred.
How	<ol style="list-style-type: none"> 1. Start researching local organizations that would be interested in receiving the donations in September. 2. In October, plan with the Breadbin committee on how to run this efficiently. Then approach the organizations. 3. Begin promoting (designing posters, social media updates etc) this event from mid- to late November. 4. Run the event throughout December (early December until exams start).
Partners	Local organizations, BreadBin and Meal exchange volunteers, students

Objective 8	Collaborating with SRAs for Faculty Events
Description	To collect food donations from annual faculty-specific events such as Formaldehyde, Fireball etc. Prices for the tickets can be lowered by a few dollars with a food donation. The donations will be donated to local charities and a portion will be kept for our own shelves.
Benefits	There are various faculty events annually and we can collect a significant amount of donations periodically. Event attendees can also enjoy lower ticket costs while contributing to a good cause. Because the events occur at different times throughout the school year, we are able to donate to several organizations in Hamilton.
Difficulties	The events' committees may not agree to lower the price of the tickets. We will try to ask for a small price drop (eg. \$38 with a donation instead of \$40). Additionally, we can offer to help them promote their event (posting their events on our Facebook/Twitter pages). Another issue is that it might be troublesome for ticket sellers at Compass to collect the donations. If it is inconvenient, donations can be collected by other individuals who are selling tickets apart from compass.
Long-term	If this novel collaboration works, we will be able to promote MacBreadBin, raise more awareness, and also help other societies promote their events.
How	<ol style="list-style-type: none"> 1. Start researching all the annual faculty events at McMaster. 2. Contact all the SRAs or the event committees and present this idea.

	<p>3. Hopefully they will agree and next, contact Compass for their cooperation.</p> <p>4. If all runs smoothly, contact different organizations who are interested in receiving donations.</p> <p>5. Collect donations and give them to charity.</p>
Partners	SRAs, Faculty committees, Compass

Objective 9	Farmstand and Teaching Garden Produce Donations
Description	To include fresh leftover produce donated by Farmstand and the Teaching Garden in our vouchers.
Benefits	Good produce will not be wasted and voucher recipients will be able to enjoy healthier, fresher food. We can also promote these two fairly new services by including flyers in our vouchers and also their events on our social media pages.
Difficulties	There may be difficulties in keeping the produce fresh in our cabinets. Hopefully we will be able to use the fridge in the MSU office.
Long-term	Farmstand and Teaching Garden will gain more recognition for all their hard work. Also students can enjoy a reasonable supply of healthy, fresh foods. We can also think of releasing a booklet together, that introduces students to the nutritional benefits of different produce.
How	<p>1. Contact Farmstand and Teaching Garden to see if they're interested in donating a small portion of their produce.</p> <p>2. Post on the MacBreadBin MSU, Facebook, and Twitter pages to inform students about the availability of fresh produce in vouchers.</p> <p>3. If possible, release a pamphlet that provides information on nutrition.</p>
Partners	Teaching Garden, Farmstand, Bread Bin coordinators and volunteers

GOALS to strive for

List 3 things that you would like to have prepared for the beginning of September

- 1) Book a table for Clubsfest
- 2) Have food and lockers ready for voucher requests
- 3) Have hired executive positions filled

List 3 things you would like to have completed during the fall term (1st)

- 1) Run Trick or Eat successfully
- 2) Expand and strengthen the volunteer base
- 3) Contacted and have started volunteering at local organizations

List 3 things you would like to have completed during the winter term (2nd)

- 1) Release the nutrition pamphlet with Farm Stand and Teaching Garden.
- 2) Successfully run Feed the Bus
- 3) Mentor the executive team and the new director for the upcoming year

If you could jump to the end of your term and were asked to tell someone the highlights of what your department did over the course of the year, what would that include?

<ul style="list-style-type: none"> -Trick or Eat -Feed the Bus -Online recipe submissions -Holiday Food/Toy Drive -Good Food Box expansion -Volunteering at local charities -Introducing fresh produce into vouchers -Releasing a nutrition pamphlet
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MASTER SUMMARY calendar and checklist

Summer (preparation)	<ul style="list-style-type: none"> - create a poster board for MUSC Clubsfest table display - make locker arrangements with Titles - prepare promotional items -book table for Clubsfest -organize specific executive positions for volunteers to sign up -finish hiring the coordinators for Meal Exchange and Good Food Box -organize/restock shelves -contact Pastor Loretta about Good Food Box program -research local charity organizations for volunteer opportunities -contact MTCG and Farmstand about produce donations and the possibility of releasing a nutrition pamphlet
September	<ul style="list-style-type: none"> -start recruiting and training volunteers -select executive volunteer positions -approaching local charity organizations -start planning for Trick or Eat -convince other MSU services o sign up a Trick or Eat team -contact SRAs and other Faculty-specific committees about collecting donations
October	<ul style="list-style-type: none"> -Trick or Eat -October GFB
November	<ul style="list-style-type: none"> -November GFB -begin volunteering at local charity organizations -edit existing Hunger Survey (to be released in January)
December	<ul style="list-style-type: none"> -December GFB -Start planning for feed the bus

	<ul style="list-style-type: none"> -Have a holiday volunteer mini-party -Run a Holiday food/clothing/children's toy drive
January	<ul style="list-style-type: none"> -January GFB -release Hunger Survey online -continue planning Feed the Bus -release nutrition pamphlet
February	<p>For Feed the Bus:</p> <ul style="list-style-type: none"> -create banners/posters/union market coffee sleeves -contact campus organizations for involvement -contact food banks to donate to -February GFB
March	<ul style="list-style-type: none"> -March GFB -Feed the Bus event -Start hiring new Director
April	<ul style="list-style-type: none"> -Volunteer Appreciation party -train and mentor the next Bread Bin director
Weekly	<ul style="list-style-type: none"> -fill and deliver voucher requests -hold meetings -contact other MSU services (if needed) -prepare and brainstorm for upcoming events

COLLABORATION within the MSU

- 1) In previous years, a student cookbook was published through the collaboration of Bread Bin and SHEC. Together, we hope to provide more recipes to all students by publishing them online on the MSU website, so it would be easily accessible to students.
- 2) Every year for Feed the Bus, many campus groups and MSU services have helped us. We owe much of our success to SOCS, Maroons, and MacBeat. This year, we hope to involve more organizations and anyone else who is interested in helping.
- 3) This year, we wish to introduce fresh produce into our vouchers. Farm Stand, and Teaching Garden are hoping to contribute leftover produce for BreadBin to include in its vouchers. We are also thinking of creating a pamphlet that provides general information on different produce which can be distributed to all students.
- 4) This year, we are hoping to involve more students in donating food and acknowledging the existence of hunger. We will try to collaborate with the SRAs in order to collect food donations during each of their annual faculty formals. Tickets can be purchased at a slightly lower price with the donation of a canned food.

FINAL COMMENTS leave nothing out