



REPORT

From the office of the...

MACBreadBin

TO: Members of the Executive Board
FROM: Ellen Zhuo Luan Xu
SUBJECT: MACBreadBin Report #1
DATE: October 17 ,2013

UPDATE

Our activities lately mainly revolve around Trick or Eat. We have divided our BreadBin volunteers into squads to promote the event with various methods, including making pins, distributing posters, putting stickers on Union Market coffee sleeves, and contacting other McMaster societies to recruit volunteers. Additionally, several our volunteers will be participating in Colour me Rad, a group activity in conjunction with MACGreen to raise money for saving Cootes paradise. On top of this, we have been distributing vouchers regularly and have also reached out to the student body during clubsfest and HOCO. We hope to further collaborate with other McMaster organizations on various events to promote and strengthen our service.

SERVICE USAGE

Since the start of September, volunteers have distributed 15 vouchers to students. The requests are rather low, so we are trying to promote the service overall to reach those in need. We have received 15 Good Food Box orders in the month of September and hope to increase our orders by advertising this service to students as well, especially those that are off campus.

PAST EVENTS, PROJECTS & ACTIVITIES

For the past one and a half months, BreadBin volunteers have been involved in distributing vouchers, updating our facebook page, packing good food boxes, and also participated in promotions during HOCO. Right now, all of our volunteers have grouped themselves into different squads to either make promotional items for Trick or Eat and also contacting different groups across campus (faculty societies, varsity teams etc) to sign up for Treat or Eat.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

We are hosting Trick or Eat on October 29th this year because Halloween falls during reading week. We will be sending out teams of volunteers from various groups at McMaster to collect non-perishable foods from Hamilton neighbourhoods. This year, we are supporting Living Rock, a food bank center that we have worked closely with in the past. Additionally, we are sending out several volunteers to help MacGreen with Color Me Rad on October 19th to raise money for Cootes Paradise. Currently, we are thinking

of teaming up with Teaching Garden and Farmstand to run a cooking show for students sometime in November.

We are also planning to broadcast our service so it will be more accessible to those in need by advertising what MACBreadBin has to offer on the MSU windows and by setting up information tables in MUSC.

BUDGET

Most of our spending as of late, have been focused on promoting our service efficiently, which includes TV ads, information cards, pins, and treats which come from Underground. We have spent around ¼ of our advertising and promotions budget and I'm planning on shifting the budgets so more money can contribute towards this aspect. We have also spent \$100 from our wages budget to restocking Breadbin shelves. I don't think we need to spend as much on food in the future, especially after receiving donations from Trick or Eat.

CURRENT CHALLENGES

Due to our large number of volunteers this year, it is difficult to hold meetings in the MSU committee room due to the lack of chairs. Some volunteers have to stand while others sit on the floor, which makes it difficult to create an optimal team atmosphere. Also with so many volunteers, their schedules often conflict and it is difficult to pick a perfect meeting time suitable for everyone.

SUCSESSES

We were able to successfully build a strong volunteer base consisting of 35 dedicated individuals passionate to help out. I've been getting emails regularly from other students who are interested in volunteering as well. Also we have hired 2 coordinators for Good Food Box and Meal Exchange.

In terms of promoting MACBreadBin, I would still work on it, but more people seem to know about it after HOCO, so our efforts would be considered successful.

OTHER

N/A