



# REPORT

*From the office of the...*

## MACBreadBin

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TO: Members of the Executive Board  
FROM: Ellen Xu  
SUBJECT: MACBreadBin #3  
DATE: January 23, 2014

### UPDATE

MACBreadBin's focus since the end of last term has been to increase our outreach to students in need and hopefully increase voucher usage. We have maintained a successful voucher system by providing food assistance in a timely manner. We were also successful in promoting our service amongst the student population and also received many requests from academic departments regarding collaborative projects. We will continue to help individuals in need, run more events to engage students and volunteers, and also create new projects and reasonable changes to the service.

### SERVICE USAGE

The amount of voucher requests have remained fairly constant while the Good Food Box orders have decreased for the month of January.

### PAST EVENTS, PROJECTS & ACTIVITIES

Near the end of last term, we were able to have an outing to Living Rock Ministries to assist in their programs. The Bread Bin team was able to learn more about the services provided by Living Rock, how our donations from Trick or Eat were distributed, and other volunteer opportunities for future outings in Term 2.

We have started on designing a poster to promote our service to increase voucher applications and will print it soon.

### UPCOMING EVENTS, PROJECTS & ACTIVITIES

From our first meeting in 2014, we discussed our ideas for several upcoming events.

#### Feed the Bus:

We are trying to start promotions for this event early in February. Finalized strategies would include window posters, MUSC banners, coffee sleeves, promotional tables, and campus screens. Additionally, we are trying to increase monetary donations by contacting potential sponsors, in return advertising their company on bus windows and sides. Furthermore, we are hoping to increase our donations this year by asking clubs to donate as a team, with the winning group receiving a prize. The prize is not determined yet.

#### Skip a Meal:

Scheduled to be in late March, we are lowering the minimum donation this year (from \$10 to \$5) in hopes of increasing donors. We will be contacting Hospitality soon to borrow their meal plan scanners. To increase participation, we are thinking of taking pictures of those who donate, posting them on Facebook, and whoever receives the most number of 'likes' will receive a prize.

#### Local Food Day

We are trying to increase awareness on the benefits of local eating. We will cook meals from local foods and sell them at a cost of a donation. Proceeds will go to a local charity. Many ideas for this event have yet to be finalized.

#### BUDGET

MACBreadBin has not purchased anything after our Trick or Eat event in October 2013, starting next week, we will use more of our advertising and promotions budget to promote our upcoming events including Feed the Bus, Skip a Meal, and Local Food Day.

#### CURRENT CHALLENGES

We are facing several challenges in terms of events and promotions. Currently we are trying to book a table for Bread Bin services and events, however there is always an unavailability of tables. Another problem is that for Local Food Day, there will be a distribution of food, and a main concern is whether hospitality would allow us to continue with our plans.

#### SUCSESSES

We were able to have an volunteer outing at Living Rock with a decent amount of participants. Many of our volunteers from Term 1 continue to remain involved with BreadBin and seem interested in joining us for future outings. At our recent meeting, we were able to finalize some plans for events, promotions, and scheduling.

#### OTHER

We were recently contacted by Ruthanne Talbot, the Programming and Outreach Manager, from the Faculty of Social Sciences. We discussed potential placement courses for Social Science students to become more engaged in the McMaster community while also gaining credits. Because the course structures and availability fluctuate and change annually, no plans can be confirmed until Summer 2014 in July. A course that seems plausible is Social Sciences 3F03, a full year course that requires students to dedicate 80 hours to their placement. I am considering assigning more responsibilities to such students, especially in community outings and events organization. I will keep in contact with Ruthanne while also noting this opportunity in my transition report for the next director.

Additionally, I am hoping to create official volunteer executive positions in MACBreadBin, which involves a job description on the MSU website and an interview process. I have sent a Job Description template to the executive team, asking them to fill it out for future executives in each of their respective roles.