



REPORT

From the office of the...

MacBreadBin

TO: Members of the Executive Board
FROM: Rachel Fleming Sullivan
SUBJECT: MacBreadBin Report #2
DATE: November 21st, 2014

UPDATE

MacBreadBin has been busy since the last EB meeting, our main focus was on Trick or Eat which was a great success. We have been able to partner with a large number of groups on campus and have continued to fill vouchers and engage our volunteers on a regular basis.

SERVICE USAGE

Since the last EB meeting, Mac BreadBin has filled 14 vouchers in 3 and a half weeks, at this time last year, BreadBin received 7 vouchers for the month. Since it is difficult to track if the increase is because food insecurity is more of an issue or that people are more aware of the service, we will be adding a question into our voucher requests that asks, "When did you hear of MacBreadBin?", if the user indicates that they recently found out about the service the increase may be due to awareness but if the user indicates that they have known about the service for a long time and are only accessing it now, this may indicate that food insecurity is the cause of the increase. We are also able to give out larger amounts of food in each voucher because we were able to fill our cupboards after trick or eat, this means that we have a larger variety of food available as well. Our November Goof Food Box was ordered by 25 people, we don't have the number of orders for this time last year, but I believe that we should be able to increase these numbers with more promo, our new coordinator is still figuring some things out in how to run the program but things have been going well.

PAST EVENTS, PROJECTS & ACTIVITIES

Our main event at the end of October was Trick or Eat, we held this event on October 28th rather than on Halloween due to the fall break, prior to the event, BreadBin volunteers went around to all the areas that would be asked for food on the actual event night and gave out flyers and let residents know that students would be coming to collect food in the coming week, this gave the residents time to gather food and prepare for our arrival. This year we had a larger amount of houses to canvas which was necessary because of the increased participation, this year we had over 200 volunteers join us on the night of the event, this is compared to about 100-150 people last year, it was also very rainy on the night of the event but our volunteers still managed to collect over 3000 lbs. of food. We also worked with faculties and societies who collected money, clothes, socks and hygiene products. The MSS donated over 200 pair of new socks and the Eng. society donated over \$100 from a coffee house event that they held. These donations along with

90% of Tor E donations will be given to living rock and about 10% was kept for MacBreadBin's use.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

In the upcoming month, our volunteer and exec team has been brainstorming events or activities they would like to participate in and some of the ideas include volunteering at Living rock, having a cooking class at the farmers market and doing promo at the tables in MUSC for both GFB and BreadBin. We also may move some of the food that does not fit in the cupboards into the back room of the MSU office. One project that I have been thinking a lot about is how BreadBin could grow as a service, having a Community Food Center on campus is something that I think would strongly benefit our school and I think a very important conversation to have! Would love advice on how to move this forward. I would also like to change the voucher system to include the hygiene products, not sure how to promo this, full campaign letting people know that we now have hygiene products or simply change the voucher online? We will also be partnering with SCSN for their Christmas Coffee House and we will be receiving the food and hygiene donations that they collect.

BUDGET

The largest purchase for BreadBin this month was the pizza for Trick or Eat volunteers, however we still have 62% of our budget remaining which will sufficiently cover the advertising for general BreadBin events as well as our other big events like Feed the Bus and Skip a meal.

6501-0318	BREAD BIN - ADV. & PROMO.	\$1,500.00	
			0 general promo
		\$17.16	soil/cups/seeds
		\$28.25	MUSC booking for Trick or eat
		\$125.99	stickers and business cards
		\$380.47	pizza for trick or eat
		\$15.00	clubs fest table
	Spent	\$566.87	
	Balance	\$933.13	
	Percent Remaining	62%	
6603-0318	BREAD BIN - RESERVE	375.00	emergency food restock
		\$62.15	David c car rental to deliver items to living rock
	Spent	\$62.15	
	Balance	\$312.85	
	Percent Remaining	83%	

Another important part of the budget this month was the addition of a new budget line, this line is in lieu of the Meal Exchange account that had been made at TD years ago. Approximately \$900 has been added to this line and will be used for Meal Exchange special projects or promo.

CURRENT CHALLENGES

One of the challenges that have come up this month is that volunteers are not always able to see the impact that they have while they volunteer for the service because we operate on a

confidential basis. One way that I will be addressing this is to update our user testimonials and use them to show volunteers how they have an impact (See additional paper). Space is still an issue for BreadBin with all the donations from Trick or Eat, we have had to move into part of one of MacGreens cupboards. One other challenge is deciding whether to run during Christmas break and/or exams, would appreciate thoughts on this!

SUCSESSES

Trick or Eat was a major success and was a great way to get McMaster students more aware of our service, engage the larger Hamilton community and allowed our volunteers to help plan and participate as a group in our first major event. Volunteers are excited to help out and hopefully we will be able to do more events as a group before the Christmas break.