



REPORT

From the office of the...

WGEN Director

TO: Members of the Executive Board
FROM: Neha Shah
SUBJECT: WGEN Report 5
DATE: February 15th, 2022

Yearplan Update

There are no updates to the year plan since my previous report. All service components have been running as per our year plan. We are working on an introduction to peer support campaign to increase inclusivity and ease of access, while Survivors has been running regularly in line with our second strategic goal.

Events, Projects, & Activities

General Service Usage

Our major service components currently include: Collective Care, the Safe(r) Space, Survivors, and Bodies are Dope. All of these have been used to varying degrees. The space has been accessed a bit over the semester, which is expected given the challenges in creating community online. I will cover Bodies are Dope (which is currently upcoming), Collective Care, and Survivors in the Projects and Events Section.

Projects & Events: Bodies are Dope (Upcoming)

Bodies are Dope is our yearly campaign that is geared towards racialized folks. We have planned a lot of great programming and events. We are particularly excited to

Projects & Events: Collective Care (Ongoing)

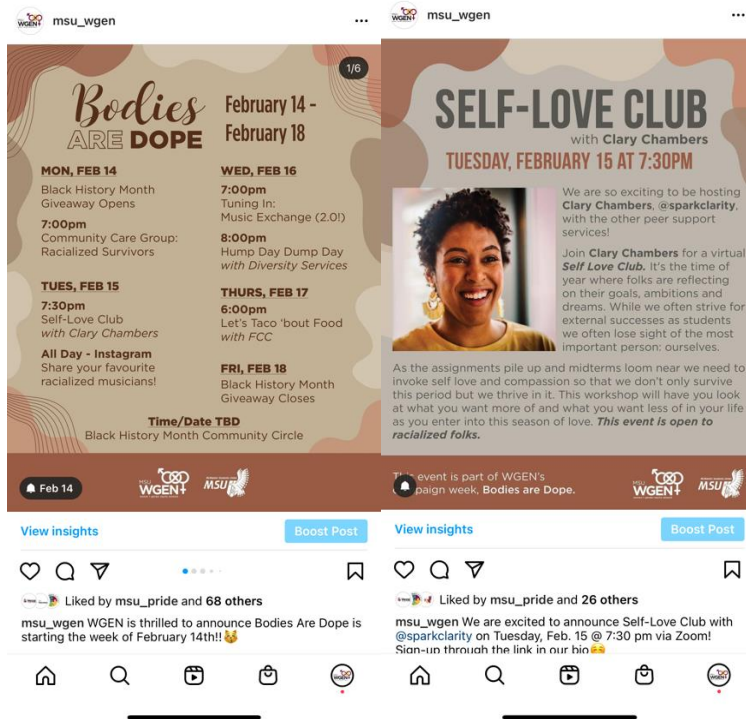
Collective Care has been going well. We received a huge volume of requests (100s) over the past few weeks. One difficulty has been finances – we are running out of money even after raising \$4000 in funding. Collective Care is a huge project and I think we could benefit from more financial support from the MSU in future years. We have seen over the semester that regardless of whether services offer in person resources, there is a huge demand for Collective Care because of the anonymity it provides.

Projects & Events: What is WGEN? Campaign (Upcoming)

One of our execs put together a campaign to introduce folks to WGEN. We will be releasing this during Making Waves in March to help encourage folks to attend our events and apply for executive positions.

Outreach & Promotions

Promotional Materials



Social Media Engagement since the Previous Report

Last 7 Days ▾

Feb 4 - Feb 10

Insights Overview

You reached **+807%** more accounts compared to Jan 28 - Feb 3

Accounts reached	481	>
	+807%	
Accounts engaged	83	>
	+8,200%	
Total followers	958	>
	+0.2%	

Finances

Budget Summary

6102-0308	WGEN - ANNUAL CAMPAIGNS				\$2,800.00
	WGENius Gift Card #1 – Shoppers				\$30.00
	WGENius Gift Card #2 – Esso				\$30.00
	WGENius Gift Card #3 – Chapters/Indigo				\$30.00
	Transforming Mac Giveaway				\$66.23
	Tabling Charge				\$15.00
	Mela Swayze Event				\$300.00
	Transforming – Self-Care Night Gift Card (Indigo)				\$25.00
	Transforming – Self-Care Night Gift Card (Amazon)				\$25.00
	Clary Chambers Event				\$300.00
	TOTAL SPENT IN LINE				\$821.23
	REMAINING IN LINE				\$1,978.77
6103-0308	WGEN - SPECIAL PROJECTS				\$2,250.00
	Collective Care – Nov 7 Gift of Choice				\$50.00
	Collective Care – Nov 7 Come As You Are				\$25.00
	Collective Care – Nov 7 Venus Envy				\$50.00
	Gender-Affirming Gear – urBasics				\$228.26
	Menstrual Products & Paper Bags – Walmart				\$69.14
	Collective Care – Nov 11 GiftCards.ca				\$60.00
	Collective Care – Jan 6 GenderGear				\$265.00
	Collective Care – Jan 22 Gift of Choice				\$1,345.00
	Collective Care – Jan 22 gc2b, CAYA Co-Operative, Amazon, Bl				\$680.00
	TOTAL SPENT IN LINE				\$2,772.40
	REMAINING IN LINE				-\$522.40
6494-0308	WGEN - VOLUNTEER RECOGNITION	\$750.00			
	Semester 1 Gift Cards	\$265.00	10-Dec	127701	approved for \$285, only used \$265
	TOTAL SPENT IN LINE	\$265.00			
	REMAINING IN LINE	\$485.00			

6501-0308	WGEN - ADVERTISING & PROMOTION	\$2,000.00		
	Meet the Execs Intro Campaign	\$165.00	standing	standing
	Transforming Mac Promo	\$275.00	standing	standing
	Bodies Are Dope Promo	\$275.00	standing	standing
	Clary Chambers Promo	\$150.00	standing	standing
	TOTAL SPENT IN LINE	\$865.00		
	REMAINING IN LINE	\$1,135.00		
TOTALS				
TOTAL BUDGETED DISCRETIONARY SPENDING		\$8,650.00		
TOTAL ACTUAL DISCRETIONARY SPENDING		\$4,723.63		
REMAINING DISCRETIONARY SPENDING		\$3,926.37		

Executives & Volunteers

Our execs and volunteers have been doing great; we had a community-building refresher training that was well-received by our volunteers. We recognize that volunteers are missing out on the community aspect of our service by not being in the space physically, so we tried to recreate that through our training.

Successes

As mentioned above, I am really happy with how our refresher training turned out. I am also very excited to have collaborated with the other peer support services to bring a wonderful guest speaker, Clary Chambers, to WGEN for a Bodies are Dope event!

Current Challenges

Some challenges have included staying on top of Director hiring and fulfilling WGEN responsibilities outside of Bodies are Dope (e.g.: Collective Care, OP updates, JD changes, etc.). There are a lot of moving pieces and my capacity is very limited right now.