



# REPORT

*From the office of the...*

## SWHAT Coordinator

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TO: Members of the Executive Board  
FROM: Vithuyan Sugumar  
SUBJECT: SWHAT Report 8  
DATE: March 16 2023

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### Yearplan Update

SWHAT operations have been progressing as normal. In fact, February has been the busiest non-campaign month for SWHAT; however, with the number of snow days and poor weather conditions in March, the new month has been much slower. SWHAT's biggest project at the moment is Can-a-thon, a collaboration with FCC. Thinking ahead, SWHAT is focused on wrapping up this campaign and our volunteer testimonials, which are our final initiatives of the year. Additionally, SWHAT is looking forward to operating through the rest of the semester and through exams. Internally, SWHAT is excited to bring one final social to its volunteers to wrap up the service's successful year on a high note!

### Events, Projects, & Activities

#### *General Service Usage*

SWHAT is currently in its seventh month of operations and the engagement has been great, as seen through the service usage in February. Service in March has been much slower due to the poor weather conditions over the last two weeks. However, I take this as a sign that students are not coming to campus in poor weather if they do not need to, which I consider a positive sign. As of March 13<sup>th</sup> 2023, SWHAT has completed 677 walks for the school year. The below table shows the distribution of walks by month:

Month	# of walks	Walks per night
September (with Welcome Week)	97	2.93
October (did not operate during reading week)	88	3.87
November (Walkathon)	208	6.93
December (did not operate during holiday break)	65	3.09

January (did not operate during holiday break)	80	3.63
February (did not operate during holiday break)	104	5.2
March (up to the 12 <sup>th</sup> )	35	2.91

I am hoping that as the weather gets better, service usage will also increase.

*Projects & Events: Small Volunteer Social + SWHotoshoot (Completed)*

Our Volunteer Affairs Executive (Jenny), wanted to plan a small, casual, drop-in social sometime after reading week. We planned a chill study session alongside a second SWHAT photoshoot with our volunteers. Unfortunately, this also took place on March 3<sup>rd</sup> 2023, when McMaster called a snow day. As a result, both of these events were cancelled. The social will not be rescheduled; however, the SWHotoshoot may still end up happening.

*Projects & Events: Can-a-thon (Ongoing)*

The March campaign has historically been a second walkathon. However, this year SWHAT has collaborated with FCC to create can-a-thon, a canned drive. SWHAT's role in this campaign is to donate a can of food for every walk that we receive in the month of March. On FCC's end they will manage collection boxes where students are able to donate non-perishable food items as well. These collection boxes are located in the Centro Commons lobby, the Mary Keyes Residence lobby, Café One in MDCL, Fireball Café in JHE, and the MSU Office. They are also planning a culminating event for the end of the campaign.

*Projects & Events: Walker Testimonials (Ongoing)*

This will be similar to SWHATted at Mac, which was done earlier in the year. We will be using headshots taken of volunteers during our SWHOTOshoot, which will be accompanied with a testimonial completed by a volunteer. This will be posted throughout our March campaign, and will hopefully promote the service, as well as allow the McMaster community to get to know some of our fantastic volunteers! As of March 12<sup>th</sup>, the first two testimonials have been released on SWHAT's Instagram and Facebook pages!

*Projects & Events: Large Volunteer Social (Upcoming)*

Our Volunteer Affairs Executive (Jenny) is currently planning our final social of the year. At the moment, this is slated to be a bonfire (SWHonfire?) at Altitude, with pizza and snacks. I am expecting it to be a lot of fun.

*Projects & Events: Thank you Cards (Upcoming)*

This initiative is being undertaken by Jenny, for our volunteers. Similar to our holiday cards from December, our executives will write handwritten cards for our volunteers to thank them for all their help over the school year. Our volunteers

really appreciated this last semester, and so we are excited to do something similar again.

## **Outreach & Promotions**

### *Summary*

SWHAT has continued to receive high engagement on a lot of our Instagram content, and our shift Instagram stories continue to be very popular. In February we had a giveaway month with 4 giveaways (SWHoffice, SWHalentine's, SWHAT Love, SWHelf care) each prompting students to engage with the service in different ways in order to bring more attention and engagement with the service's social media. This initiative was successful, with each post averaging ~275 likes and ~175 comments.

In March, the bulk of our promotional efforts are geared towards Can-a-thon, for which a graphic was made by the Underground. Posters have also been posted around campus as well as the donation box locations (Commons lobby, Mary Keyes, JHE café, MDCL café, and MSU Office). Additionally, I am planning to reach out to Archway and Housing & Conference Services, to see if they'd be able to share this with their team and students.

Finally, we are currently doing our Walker testimonials. Spotlighting some of our volunteers not only shows how kind they are, it could also make people feel more comfortable using the service. Additionally, integrating it in the same month as Can-a-thon also promotes this campaign as well.

### *Promotional Materials*

This is a promotional graphic created by the Underground created for Can-a-thon.



*Graphic Stats (as of March 13 2023)*

- Instagram
  - Likes: 91
  - Comments: 6
  - Shares: 61
  - Saves: 2
  - Accounts Reached: 1668
- Facebook
  - Accounts Reached: 95

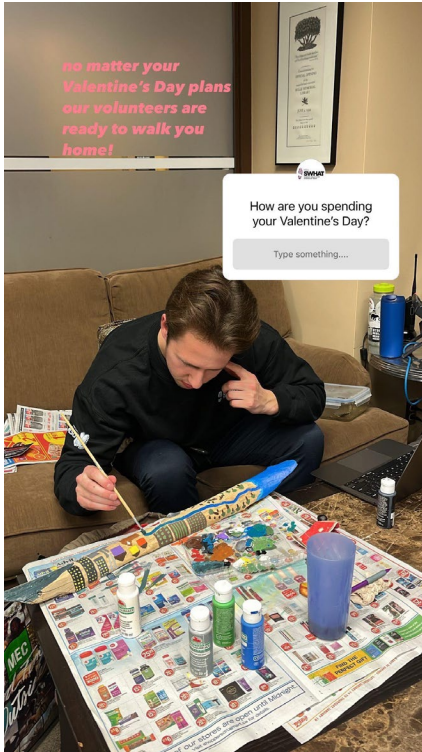
This is an example of one of our walker testimonial posts (also an example of one of our stock photos):



*Graphic Stats (as of March 13, 2022)*

- Instagram
  - Likes: 153
  - Comments: 6
  - Shares: 1
  - Saves: 1
  - Accounts Reached: 2036
- Facebook
  - Accounts Reached: 309

This is an example of one of our SWHAT recent shift Instagram stories.

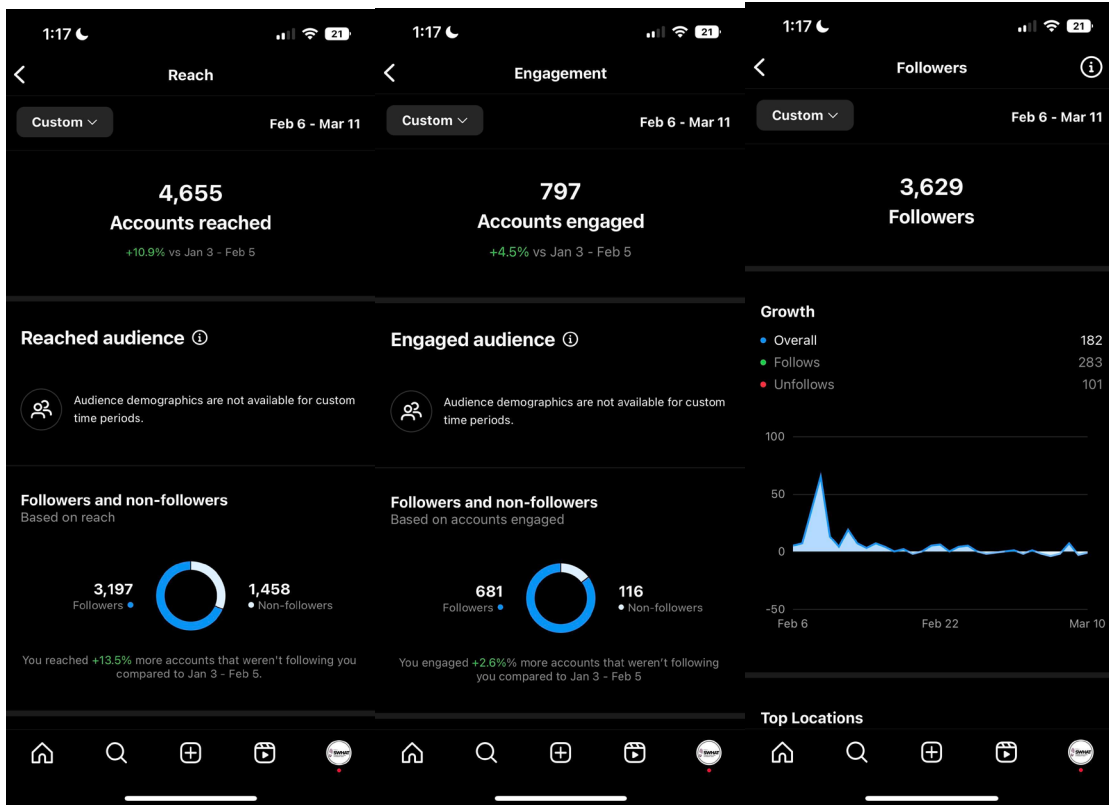


Stats:

- Reach: 1438

*Social Media Engagement since the Previous Report*

For this report, I will be using insights from February 6<sup>th</sup> to March 11<sup>th</sup>.



## Finances

### Budget Summary

Finance wise, SWHAT is doing well. Several purchases have been made this month. A Food Basics purchase was made to buy snacks for the office. A standing purchase order was also made with the help of Daniela to set up Uber for the volunteers on shift. The promotional budget was also used for the giveaways as well as the Can-a-thon graphic (split with FCC). Finally SWHeaters were ordered. To help pay for this, volunteers all pitched in \$5 to the sweaters, which we added to the Volunteer Recognition line.

5003-0117 SWHT - OFFICE SUPPLIES		
	Food basics - February	\$150.00
TOTAL SPENT IN LINE		\$450.00
REMAINING IN LINE		\$550.00

6494-0117 SWHT - VOLUNTEER RECOGNITION		
	sweaters	\$1,100.00
TOTAL SPENT IN LINE		\$1508.66
REMAINING IN LINE		\$326.14

6501-0117 SWHT - ADVERTISING & PROMOTION		
	Giveaways	\$100.00
	Walkathon graphic	\$55.00

TOTAL SPENT IN LINE	\$776.00
REMAINING IN LINE	\$224.00

<b>6633-0117 SWHT - TEAM UNIFORMS</b>	
sweaters	\$800.00
TOTAL SPENT IN LINE	\$800.00
REMAINING IN LINE	\$0.00

<b>6901-0117 SWHT - TRAVEL &amp; CONFERENCE</b>	
Uber Standng Order	\$500.00
TOTAL SPENT IN LINE	\$500.00
REMAINING IN LINE	\$0.00

<b>TOTALS</b>	
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>	\$5,600.00
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>	\$3,742.66
<b>REMAINING DISCRETIONARY SPENDING</b>	\$1,357.34

## Executives & Volunteers

The volunteer team is doing great. Engagement opportunities like the SWHotoshoot and the social were cancelled due to the weather, which many volunteers were looking forward to. Our SWHodgeball team had also been having a lot of fun and has been a great opportunity for bonding; unfortunately, we have been eliminated. Despite this heartbreaking ending to our season, I think both SWHoccer and SWHodgeball was extremely critical to team bonding and has been an absolute success. I hope that this is something we are able to continue in the future. Volunteer engagement in the chat and Facebook group has been at a high as well, and I believe this is seen at every level of the service. Our volunteers were especially excited to hear that they won the MSU Spirit Award, which is a testament to how deeply committed and passionate they are about this service. SWHAT is so grateful to have such a fantastic team!

In the previous report I mentioned how volunteer attendance on shift has been an issue. This has been much less of a problem in recent weeks, as volunteers are beginning to realize their immense value to the service, as well as seeing how strictly and seriously I am taking this issue.

## Successes

1. **Radios:** They finally came in! These were ordered back in November, but did not come until the beginning of March. While this was a long journey, I am happy that they have finally arrived. Huge shoutout out to our FANTASTIC VP Admin, Mitchell, for singlehandedly carrying this over the finish line.



2. **February Engagement:** The service usage and engagement with the service over the month of February was shocking to me. However, I think this shows how dedicated our volunteers have been to providing a positive experience to service users while on shift. It also shows how effective our campaigns such as Wellbeing Week have been to raise awareness for our service. Huge shoutout to the entire team!

## **Current Challenges**

1. **Weather:** Considering we live in Canada, this is a challenge that should be anticipated. The poor weather has not only substantially decreased service usage, but our Volunteer Social and SWHotoshoot were scheduled to take place that night as well. Considering how hard our VA exec (Jenny) and PR execs (Vivien and Celina) were working on this, I was sad to hear that we had to cancel this. Additionally, the weather has also impacted on our promotions and engagement. This month has definitely been a lesson on learning to adapt at any given moment, but it has been difficult nevertheless. Hopefully the weather starts to improve (though with Canada you never really know!).
2. **Flashlights:** Our flashlights are very large and are made of metal, so they can often get cold when the temperatures drop. In fact, they have been referred to as “icicles”. As a result, I am currently looking to purchasing new, potentially smaller flashlights, so that walk teams can choose a flashlight based on their preferences.

## **Miscellaneous**

SWHAT won the MSU Spirit Award! This team, from the executives to the volunteers, are absolutely amazing, and they deserve this accomplishment. I genuinely have not been part of such a passionate, dedicated, and supportive team. I feel so incredibly lucky to have had the experience to work alongside these 70+ fantastic people this year. Everyday, they truly exemplify what SWHAT is all about, and I could not be more proud.

