



# REPORT

*From the office of the...*

**Jenny Zhao (SWHAT Coordinator)**

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TO: Members of the Executive Board  
FROM: Jenny Zhao  
SUBJECT: SWHAT Report 7  
DATE: Wednesday, Mar 20, 2024

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## **Yearplan Update**

It's amazing how fast this year has gone by! Our major updates since the last report on Feb 7, 2024 are:

- Completed our winter volunteer dodgeball intramurals
- Held volunteer appreciation night on February 7, 2024
- Received and distributed SWHAT sweaters
- Started our March Walkathon Event

## **Events, Projects, & Activities**

### *General Service Usage*

From Feb 7, 2024 to Mar 17, 2024, SWHAT has completed 107 walks, averaging 3.45 walks/night since we were closed from Feb 17 – Feb 25. For reference, SWHAT completed 137 walks in September, 152 walks in October, and 173 walks in November, and 146 walks in January. The total walk count since the start of the year is 737 completed walks, compared to the 677 walks completed during this time last year. Service usage was slow at the start of the winter semester, however we have seen a slight increase in walks after reading week and the start of our March Walkathon campaign.

### *Projects & Events: Volunteer Paint Night Planning (Complete)*

Our Volunteer Affairs Executive, Albi, organized a paint night on February 7. The event was a drop-in event for all volunteers, and we had around 15-20 volunteers attend despite the midterm season.



### *Projects & Events: Walker and Dispatcher Check-Ins (Complete)*

This project was scheduled for December in my year plan but is being completed over January and February. Walker and Dispatcher Check-Ins are something new I wanted to introduce this year. Although our team consists of 80+ walkers and dispatchers, it is important to me that every one of them feels connected and integrated with our service and community. The executives and I divided the volunteers and have been sending simple check-in messages to see how they are doing with SWHAT and school. From my interactions, many of the volunteers have been appreciative of the check-in and it has been nice to chat with them!

### *February Giveaway Month (Complete)*

We held two giveaways in February over Instagram. Both received great traction. See more below in the promotions section.

### *Projects & Events: March for a Button (In-Progress)*

Last year, SWHAT held our first March Can-a-thon event. While this event was very creative, we did not see a significant increase in our service usage, and we delivered a total of 85 walks in March 2023. Possible reasons include promotional fatigue from the team and student body.

This year, we decided to try something new. Given our limited budget, we decided to order buttons, which we give out to students for each walk they book. There are a total of four button colors to incentivize service users to try and collect all the colors. I think this was a fun initiative to try and I have seen some new service users / names request walks since the start of March Walkathon. I'm interested to see the results from this campaign.

### *Projects & Events: End of Year Social (In-Progress)*

We are currently planning our SWHAT end-of-year social for early April! We are hoping to hold a board games / group games night with different activities like Minute to Win It, Nintendo Switch Games, Ping Pong etc. We'd like to book out the loft space in The Hub to host this final social! We are currently deciding on a day to hold the event as we understand this is a busy time with Eid, the start of exams, and thesis presentations.

## **Outreach & Promotions**

### *Summary*

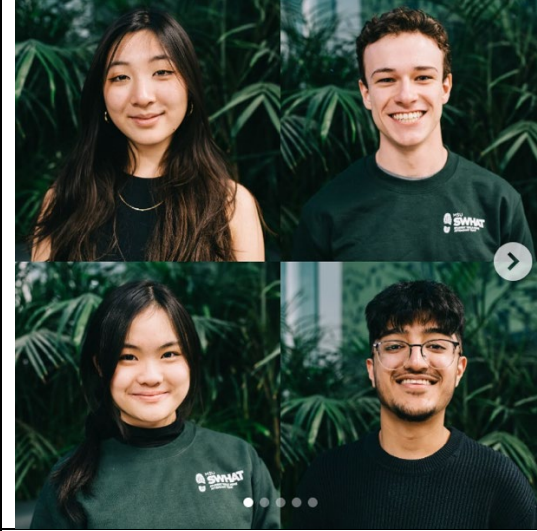
Since our last report, SWHAT has shared 9 Instagram posts. This included:

- Two posts for February giveaways.
- Two posts to announce our closure and re-opening for reading week.
- Two posts introducing some of our SWHAT Walkers!
- A roommate matching post with MSU Spark (to promote our questionnaire after our joint Housing Hinge Wellbeing Week event)
- A graphic to promote our March Campaign.

### *Promotional Materials*







## Finances

### *Budget Summary*

This month, we spent funds on snacks and promotions/buttons for our March campaign. As a result, the office supplies and annual campaign lines are over budget, but this will be compensated with the \$800 Uniform budget (that we are not using). After this report, I anticipate our only additional spending will include end-of-year Thank You cards and food/supplies for our final volunteer social.

The new expenses are highlighted in yellow.

ACCOUNT CODE	ITEM	BUDGET / COST
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	Walker Dispatcher Hiring Package	100.00
	Executive Hiring Package	100.00
	500 Rave Cards	150.00
	300 Footprint Stickers	183.00
	300 Dog Stickers	20600
6501-0117-0200	New Sticker Design Cost	55.00
	ClubsFest	20.00
	November Walkathon Package	150.00
	Wellbeing Week Graphic	33.33
	<b>March for a Button Digital Package</b>	<b>100.00</b>

<b>ADV. &amp; PROMO</b>	<b>TOTAL SPENT IN LINE</b>	<b>1097.00</b>
	<b>REMAINING IN LINE</b>	<b>152.67</b>

6901-0117-0200	Volunteer Uber Ride	16.93
	Volunteer Uber Ride	14.05
	Volunteer Uber Ride	11.80
	Volunteer Uber Ride	11.24
	Volunteer Uber Ride	9.80
	Volunteer Uber Ride	17.59
	Volunteer Uber Ride	10.28
	Volunteer Uber Ride	12.28
	Volunteer Uber Ride	30.37
	Volunteer Uber Ride	9.88
	Volunteer Uber Ride	11.48
	Volunteer Uber Ride	16.49
	<b>Volunteer Uber Ride</b>	<b>13.16</b>

<b>TRAVEL &amp; CONFERENCE</b>	<b>TOTAL SPENT IN LINE</b>	<b>172.19</b>
	<b>REMAINING IN LINE</b>	<b>827.81</b>

6494-0117-0200	Volunteer Volleyball Intramurals	110.00
	Volunteer Bonfire	400.00
	Volunteer Dodgeball Intramurals	85.00
	Holiday Cards	60.90
	Volunteer Paint Night Canvas	36.53

<b>VOLUNTEER RECOGNITION</b>	<b>TOTAL SPENT IN LINE</b>	<b>692.43</b>
	<b>REMAINING IN LINE</b>	<b>57.57</b>

	Snacks (September)	98.24
	Snacks (October)	130.00
5003-0117-0200	Foldable Office Desk	55.00
	Bonfire Fortinoes Snacks	20.24

	Bonfire Food Basics Snacks	48.46
	Snacks (November)	194.22
	January and February Snacks	239.77
	<b>March and April Snacks</b>	<b>296.13</b>
<b>OFFICE SUPPLIES</b>	<b>TOTAL SPENT IN LINE</b>	<b>1240.42</b>
	REMAINING IN LINE	-240.42
	November Walkathon Donation	200.00
6102-0117-0200	Wellbeing Week	294.92
	<b>Walkathon Buttons</b>	<b>256.50</b>
	<b>TOTAL SPENT IN LINE</b>	<b>751.42</b>
	REMAINING IN LINE	-\$201.42
<b>TOTALS</b>		
	<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>	<b>5850.00</b>
	<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>	<b>4281.60</b>
	<b>REMAINING DISCRETIONARY SPENDING</b>	<b>1568.40</b>

## Executives & Volunteers

During the 1-on-1 meetings with my executives, morale seemed to be high. The executives have been phenomenal in carrying out their responsibilities and showing up consistently to shift. As mentioned in my previous report, December and January were particularly busy for our Public Relations Executives due to Wellbeing Week so decided to slow recent PR events so they can take a break. The Volunteer Affairs, Volunteer Logistics, and Dispatch Executives are also doing well since their workload is steadier! I will be looking to hold a final executive social or dinner event to thank the executives for their hard work.

Overall, the volunteers seem to be fairly satisfied with SWHAT. Many of them were very excited to receive their SWHAT sweaters and continue to enjoy the snacks we had on shift.

## Successes

1. **A successful year of operations** – We are so close to finishing this year strong! I am so proud of the team for carrying forward what our former Coordinator, Vits, rebuilt last year. Thanks to the foundation from last year, we have had the opportunity to excel above and beyond, with even more social media engagement and service usage than last year.
2. **Our community** — Beyond everything, I think it is important to mention that many volunteers have shared that they have FUN and ENJOY their time on SWHAT. I have seen so many new friendships and mentorships

form over the course of this year, which I believe is the most rewarding thing for me to see as Coordinator.

## Current Challenges

1. **Volunteer logistics** — As we enter exam season and a religious month, there have been a few volunteers who have requested to take breaks from volunteering. This is a very common pattern we see every year as volunteers realize their academic schedule is more challenging than expected. We have tried to reduce burnout this year by scheduling fewer volunteers on our quieter shifts (e.g. weekends) and by ensuring that volunteers have around 2-4 shifts each month. We also always fulfill requests for time off; however, it does make scheduling a bit challenging for the rest of our volunteers. I have tried my best this year to hire a larger team, so we have enough volunteers to keep the service running. However, this continues to be a challenge every year. To ensure a sustainable service, I would potentially consider reducing our hours to 8 pm – 1 am. There are a few pros for this suggestion:
  - a. We have limited walks between the hours of 7pm – 8pm. Of the 737 walks we completed this year, ~64 started between 7pm-8pm, which is less than 1% of our total service operations.
  - b. This would reduce the time commitment for four executive shifts from ~24 hours/month to ~20 hours/month. During the longer months with five shifts, this reduces the executive commitment from ~30 hours/month to ~25 hours/month.
  - c. This would reduce the time commitment of four volunteer shifts from ~16 hours/month to ~12 hours/month. During the longer months with five shifts, this reduces the volunteer commitment from ~20 hours/month to ~15 hours/month.
  - d. Speaking with volunteers and executives, the commitment to SWHAT is quite large, especially since we operate during the later hours of the evening when many individuals prefer to be at home. While this may not be the perfect option, I would suggest the future coordinator consider this possibility.

Cons of this suggestion:

- a. Servicing the student body is important. Although 7pm – 8pm walks make up less than 1% of our total service, we should be there when needed. In addition, in our service review last year, some individuals indicated that they wanted SWHAT to be open even earlier (as early as 6pm).
- b. We would need to change all the promotional materials, which is a huge hassle.

EB, I'm interested in your thoughts,