



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
 FROM: Jonathan Guan
 SUBJECT: SWHAT Report 4
 DATE: November 7, 2024

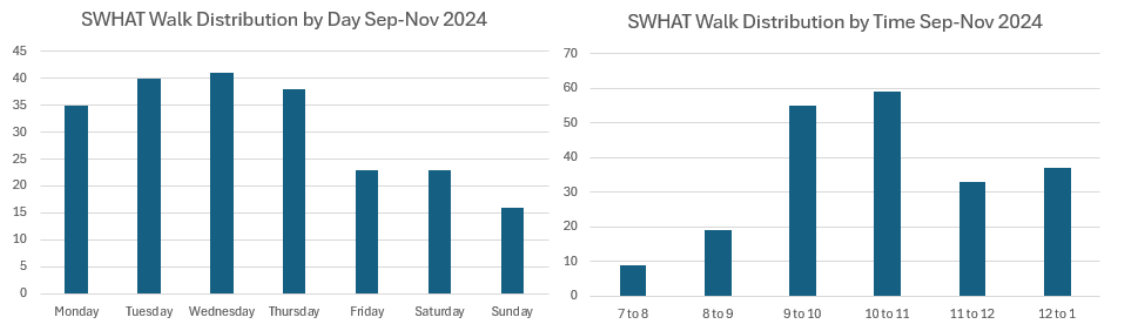
Yearplan Update

SWHAT remains on track with its year plan. The team is looking forward to the upcoming month, which will feature several exciting events including SWHot Chocolate Booths, November Walkathon, Volunteer Photoshoot, Volunteer Bonfire, and more.

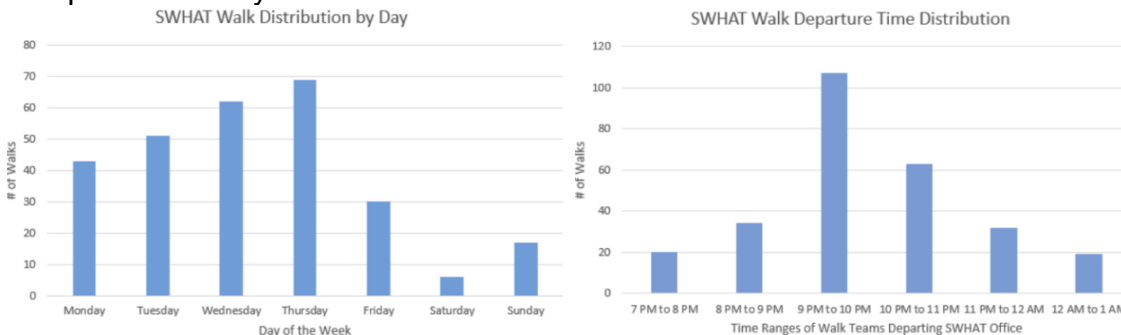
Events, Projects, & Activities

General Service Usage

From our start of operations to November 2nd, we have completed 216 walks, or an average of 3.6 walks/night. This is reduced from our walk volume at this time last year, although it is in-line with walk volume from the year prior (2022-2023). We have also noticed that the days and times in which walks are being requested have changed slightly this year:



compared to last year:



Projects & Events: Executive Instagram Introductions (Complete)

Our individual executive headshots and introductions were posted to our Instagram in the last month. The headshots and other executive photos were very well received, thank you again to Ethan for how great these photos turned out!

Projects & Events: SWHot Chocolate (Ongoing)

SWHot Chocolate is a weekly PR booth set up in Mills Library from 6-7 PM on Wednesdays. During this booth, SWHAT volunteers and executives will be providing small cups of free hot chocolate to students while also increasing awareness for the service. Our first booth will occur on November 6th, and we will continue until December break. Depending on turnout and interest, we may continue the booths after the break as well. This initiative was last held prior to the pandemic, so shoutout to Bailey for revitalizing the idea and bringing it back to life this year!

Projects & Events: November Walkathon (Ongoing)

Each November, SWHAT hosts a 'Walkathon', where we contribute \$1 for every walk conducted during the month to a local charity. This year, we will be contributing towards Interval House of Hamilton, which provides emergency shelter, safety planning, and support services for women. November is typically already a busy period for service usage, so we are expecting this to further increase the number of walks we go on this month. Hopefully the Walkathon receives a boost from SWHot Chocolate as well, which will begin concurrently. Graphics for Walkathon have been posted on our Instagram, campus screens, and through physical posters with the help of the Underground.

Projects & Events: Volunteer Bonfire (Upcoming)

SWHAT's first big volunteer social is our Volunteer Bonfire, which is taking place on November 22nd. We will be having this social at Altitude, with pizza, smores, and hot drinks for volunteers to meet and socialize prior to exam season. This is typically a highly looked-forward to social event within SWHAT, and we are hopeful that hosting it later in the semester this year will allow all volunteers to grow more comfortable in the service prior to attending, regardless of when they joined the team.

Projects & Events: Volunteer Photoshoot (Upcoming)

Occurring the week after the bonfire, we will be having our team-wide photoshoot, tentatively being held in the Hub. This is another event that the team is always excited about, with the opportunity for volunteers to take individual headshots and be posted on the SWHAT Instagram, as well as to take photos with other friends on the team. Photos taken during this period will also be used for other Instagram posts for the remainder of the year.

Outreach & Promotions

Summary

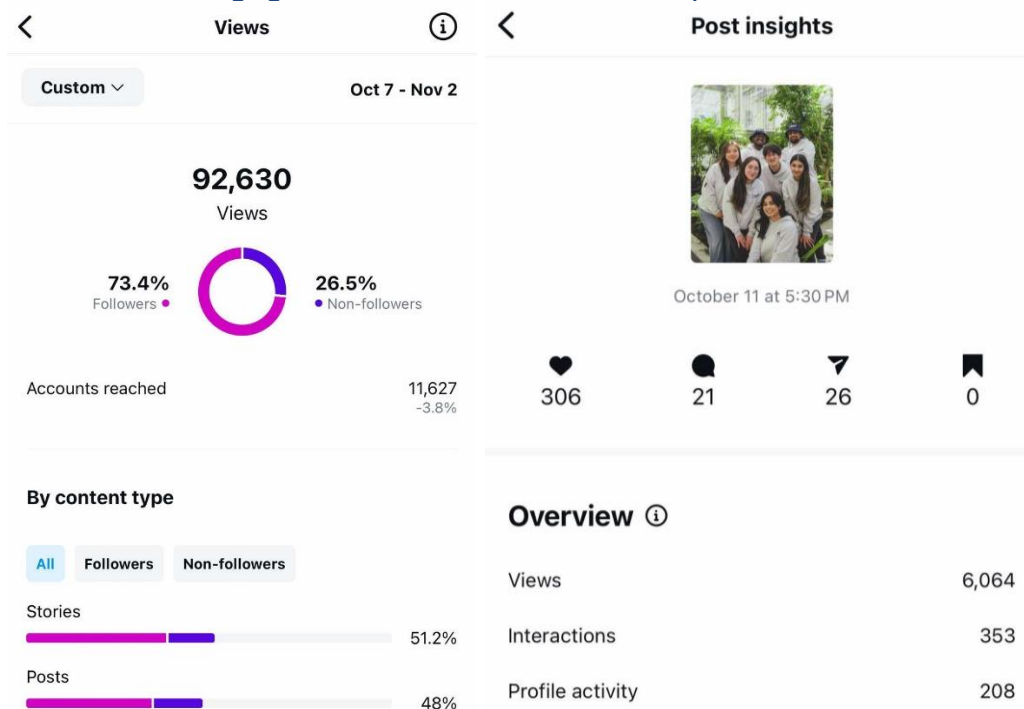
As outlined above, SWHAT has a number of outreach and promotional initiatives occurring throughout the month of November. Since the last EB report, we have focused on introducing our executive team, insights for which are outlined below.

Promotional Materials



Above are our Walkathon and SWHot Chocolate Promotional Materials.

Social Media Engagement since the Previous Report





Post insights



October 29 at 1:43 PM

167

13

150

29

Overview ⓘ

Views	6,547
Interactions	359
Profile activity	77

Above are the current Instagram Insights for our major posts since our last report. Engagement has stayed consistent, with a shift of interactions coming through our posts, rather than stories. We have noticed that engagement has also slightly decreased across our account as compared to last year and will be refreshing our follower/following base to help bring these numbers back up.

Finances

Budget Summary

SWHAT is on track with its budget, with all major purchases following our expectations so far. As this is the first time in recent years that we have hosted SWHot Chocolate, I will be keeping a close eye on allocated budget to the booth.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0117-0200	September Snacks Purchase	125.42
	October Snacks Purchase	132.83
	SWHot Chocolate Supplies	120.85
OFFICE SUPPLIES	TOTAL SPENT IN LINE	379.10
	REMAINING IN LINE	820.90
6494-0117-0200	Fall Intramurals	170.00
VOLUNTEER RECOGNITION	TOTAL SPENT IN LINE	170.00
	REMAINING IN LINE	730.00

6501-0117-0200	Summer walker/dispatcher hiring	100.00
	250 Dog Stickers	184.00
	ClubsFest Table Fee	20.00
	SWHot Chocolate graphics	100.00
	November Walkathon graphics	150.00
ADV. & PROMO	TOTAL SPENT IN LINE	554.00
	REMAINING IN LINE	696.00
6901-0117-0200	Volunteer Uber	9.63
	Volunteer Uber	8.11
SWHT – TRAVEL & CONFERENCE	TOTAL SPENT IN LINE	17.74
	REMAINING IN LINE	790.37
TOTALS		
TOTAL BUDGETED DISCRETIONARY SPENDING		6200.00
TOTAL ACTUAL DISCRETIONARY SPENDING		1103.10
REMAINING DISCRETIONARY SPENDING		5096.90

Executives & Volunteers

Executive morale is high with the many exec-specific initiatives being worked on this month. Volunteer morale is also strong, despite the busy academic season approaching and the reduced service usage compared to last year. Volunteer check-ins will give us the opportunity to more deeply survey the entire team over the course of this month.

Successes

Getting our November PR Initiatives set up has been a major success! We are looking forward to seeing how they turn out, and the increased service usage they will bring.

Current Challenges

I am having a little bit of difficulties finding storage space for all of SWHAT's inventory, especially given the increased space needed for SWHot Chocolate and Bonfire supplies. I will be looking at further removing items from our committee room cabinet to see if this will free up enough space.