



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Jonathan Guan
SUBJECT: SWHAT Report 5
DATE: December 5, 2024

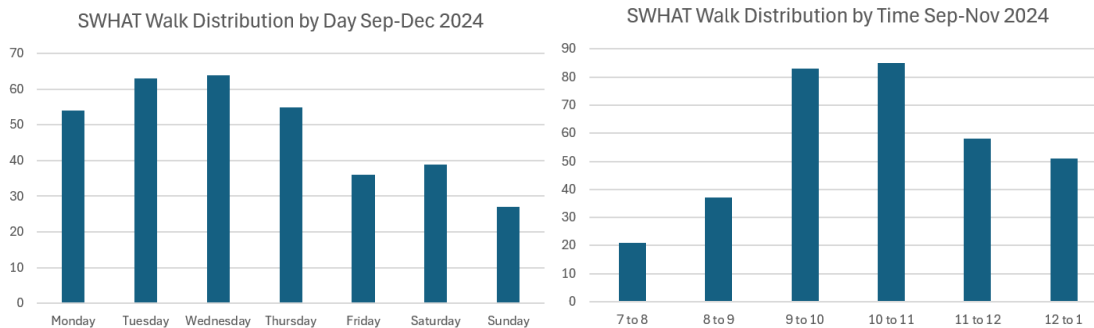
Yearplan Update

SWHAT remains on track with its year plan. The team has just finished up a busy month, which featured successful SWHot Chocolate Booths, November Walkathon, Volunteer Photoshoot, Volunteer Bonfire, and Volunteer Merch voting.

Events, Projects, & Activities

General Service Usage

From our start of operations to now, we have completed 343 walks. We've seen increased service usage this month, likely due to earlier sunsets and our November Walkathon promotion. Our service user base includes 140 unique users, with a 34% recurring user rate. Updated walk distribution statistics are seen below:



Thank you to Simer, our Dispatch Operations Executive, for helping me compile these statistics.

Projects & Events: November Walkathon (Complete)

Our November Walkathon is now complete, with 132 walks completed over the course of the month (avg. 4.4 walks/night). This is an increase in the average number of walks / night as compared to our pre-walkathon numbers. Accordingly, we will be donating ~\$132 to the Interval House of Hamilton. Over

the month, there was a noticeable number of service users who cited the walkathon as a reason for learning about SWHAT and requesting our service.

Projects & Events: Volunteer Bonfire (Complete)

We recently hosted our Volunteer Bonfire event, which was a huge success, with ~50 volunteers in attendance. Volunteers greatly enjoyed the opportunity to relax with each other before a busy exam season, as well as to meet other volunteers on the team. Huge shoutout to Ishan, our Volunteer Affairs Executive, for planning and leading the event to huge success.

Projects & Events: Volunteer Photoshoot (Complete)

We recently also completed our Volunteer Photoshoot, which similarly saw ~50 volunteers attend. Photos taken include a mix of professional group photos taken by Ethan, as well as fun photos taken by groups of volunteers, for internal use. Another huge shoutout to Jessie and Bailey, our Public Relations Executives, for planning such a fun photoshoot, as well as Ethan for helping us execute our visions.

Projects & Events: Volunteer Merch Selection (Complete)

Our volunteer merch selection has been completed, and the order has been placed. This year, our merch will be Dark Chocolate Gildan Hoodies, which was the item and color combination most preferred by volunteers after voting. The cost of merch will be partially covered by the MSU pooled uniform budget line and SWHAT budget, with the remainder being covered by volunteers who will be paying \$4 each.

Projects & Events: SWHot Chocolate (Ongoing)

We have been continuing our weekly SWHot Chocolate booths, which have continued to see high success. We serve ~150 cups each booth, with a noticeable boost in social media engagement following each booth. A number of service users have also mentioned to the team that they began to use SWHAT following learning about the service through the booth, demonstrating the initiative's success. We are looking to continue the booths for the remainder of the semester and continuing again in January until existing supplies are gone. SWHAT will also be hosting a booth at the Exam Care Day.

Projects & Events: Uniforms (Upcoming)

SWHAT is looking to purchase long-term uniforms for the service, enhancing safety on walks while also providing a cohesive service brand and identify. Currently, I am working with Adam to explore options including vests and jackets, with funding potentially coming from capital expenditure requests. My vision for these uniforms is that they will have some high-visibility features for enhanced safety; be comfortable enough for volunteers to enjoy wearing instead of personal outer layers; and have strong branding while maintaining some degree of confidentiality on walks. Ideally, I am hoping to roll these out when we return in January.

Some Photos

Below are photos from our photoshoot and bonfire! Thanks to Subhan, one of our dispatchers, for helping me find these photos.

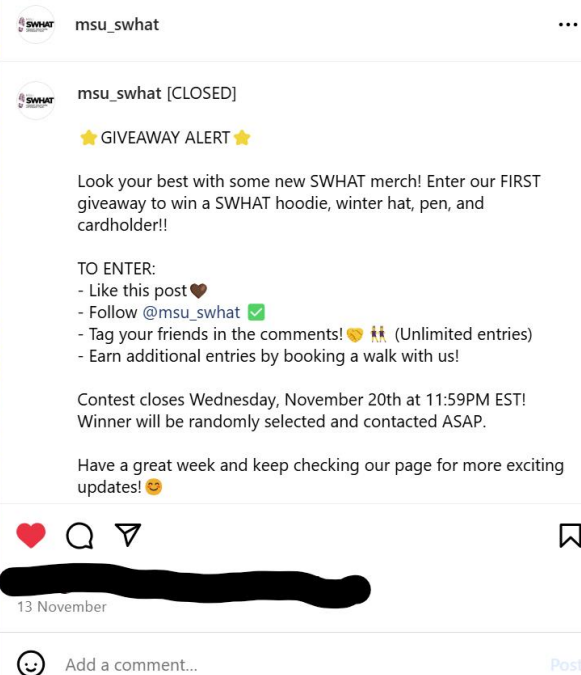


Outreach & Promotions

Summary

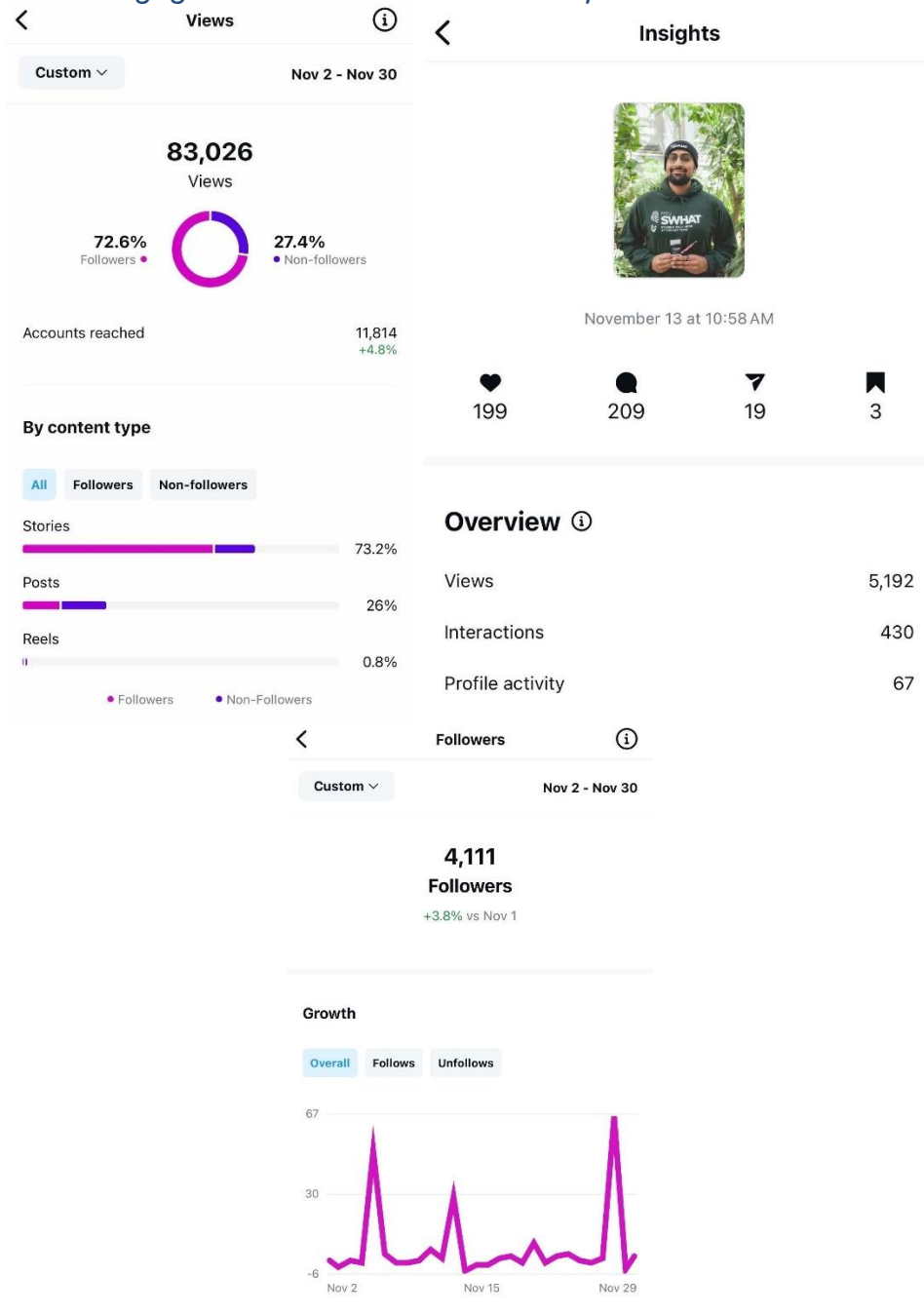
November has been a busy time for SWHAT promotions. In addition to the two campaigns happening this month, Jessie and Bailey have also been working on cleaning up our social media follower/following lists, as well as hosting a promotional giveaway.

Promotional Materials



Above is our November promotional giveaway post.

Social Media Engagement since the Previous Report



Above are the current Instagram Insights since our last report. Engagement has remained consistent with a slight increase, which can likely be attributed to our SWHot Chocolate booths as our follower count spikes would suggest.

Finances

Budget Summary

SWHAT is mostly on track with its budget, with most major purchases following our expectations so far. SWHot Chocolate, Intramurals, and Merch are three areas where spending is currently higher than originally planned, but I do not anticipate that this will be too significant of an issue for the rest of the year.

ACCOUNT CODE	ITEM	BUDGET / COST
5003-0117-0200	September Snacks Purchase	125.42
	October Snacks Purchase	132.83
	SWHot Chocolate Supplies	120.85
	November Snacks Purchase	142.63
OFFICE SUPPLIES	TOTAL SPENT IN LINE	521.73
	REMAINING IN LINE	678.27
6102-0117-0200	Hot Chocolate Supplies	112.35
	Exam Care Hot Chocolate Supplies	145.27
ANNUAL CAMPAIGNS	TOTAL SPENT IN LINE	257.62
	REMAINING IN LINE	292.38
6494-0117-0200	Fall Intramurals	170.00
	Holiday Cards	35.78
	Bonfire Supplies (Food Basics)	36.97
	Bonfire Supplies (Costco)	93.10
	Bonfire Pizza (Lava's)	122.02
	Winter Intramurals	170.00
	Altitude Bonfire Booking	125.00
VOLUNTEER RECOGNITION	TOTAL SPENT IN LINE	752.87
	REMAINING IN LINE	147.13
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
	The Hub Nest Booking (photoshoot)	160.00
ADV. & PROMO	TOTAL SPENT IN LINE	714.00
	REMAINING IN LINE	536.00
6901-0117-0200	Volunteer Uber	9.63
	Volunteer Uber	8.11

	Volunteer Uber	8.23
	Volunteer Uber	10.58
SWHT – TRAVEL & CONFERENCE	TOTAL SPENT IN LINE	36.55
	REMAINING IN LINE	763.45
TOTALS		
	TOTAL BUDGETED DISCRETIONARY SPENDING	6200.00
	TOTAL ACTUAL DISCRETIONARY SPENDING	2246.22
	REMAINING DISCRETIONARY SPENDING	3953.78

Executives & Volunteers

Executive morale is high, with many big events being completed successfully this month. We've also finally set a date for our long-awaited executive social, which we are all excited about. Volunteer morale is also especially strong, which is very impressive given the upcoming exam season. Many volunteers have stated that SWHot Chocolate Booths, Bonfire, and Photoshoot have been fun events outside of usual SWHAT shifts, and have stated that they are looking forward to future events as a result. Volunteer check-ins have also indicated that the volunteers are highly satisfied with, and do not feel burned out from, the daily operations of the service.

Successes

As mentioned previously, our events this month have all been huge successes. I am also very happy to hear strong positive feelings towards the service from everyone on the team, with morale and team spirit staying extremely high despite what is usually a stressful time for everyone.

Current Challenges

There have been a few unexpected (or unexpectedly high) costs this year that are placing some strain on the budget. I feel confident that this will not impede our core operations or major plans for the rest of the year, although it may limit some of the supplementary ideas we hoped to execute.