



REPORT

From the office of the...

Student Walk Home Attendant Team

TO: Members of the Executive Board
FROM: Leon Zhang
SUBJECT: SWHAT Report #2
DATE: Tuesday, November 15, 2016

UPDATE

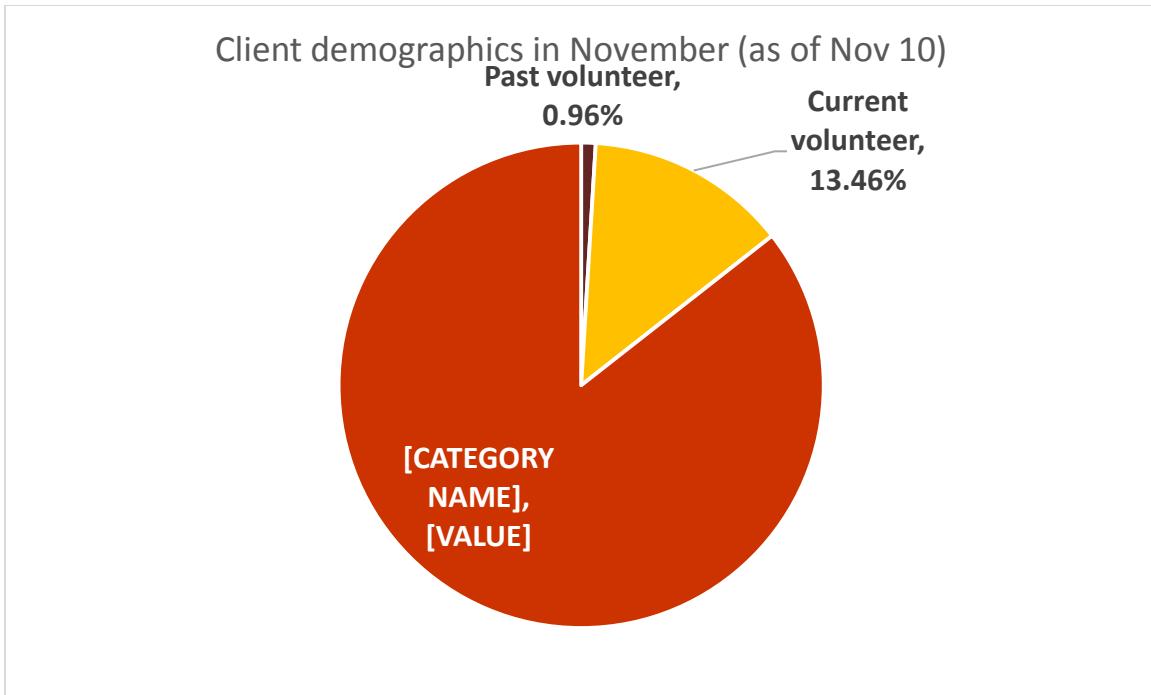
SWHAT has launched their bi-annual Walk-a-thon campaign for November, raising awareness and money for the Neighbour to Neighbour Centre. Located in the Hamilton Mountain area, N2N is a local organization that provides a variety of community-based programs ranging from financial and counseling resources to school-based tutoring for elementary school children – all to combat poverty in Hamilton communities and offer tools for Hamiltonians in difficult situations.

SERVICE USAGE

From October 21st to November 10th, SWHAT has had 104 walks with 70 of these walks happening in November during our Walk-a-thon. In this period of 21 days, **SWHAT averaged 4.95 walks a night** (a slight increase from our last average in Sept/Oct of 4.68 walks/night). However, in November alone, we've reached 70 walks already in 10 days, averaging **7 walks a night** (SEVEN! I know, right?!).

In November, 13.5% (n=14) of our clients were volunteers for SWHAT, a substantial increase from our previous percentage in September and October (1.4%; n=3). This could be in part due to our internal promotion of the Walk-a-thon to volunteers, which results in greater internal usage to support SWHAT's campaign and N2N. This allows volunteers to offer support outside of actually volunteering for SWHAT and is a positive sign of our volunteers supporting our cause! (Nevertheless, the 56 walks that are from external clients still equate to 5.6 walks a night, which is a considerable increase from the previous average of 4.68!).

In November, SWHAT has also gotten 15 new clients this month.



The total distance that SWHAT has walked in the last 21 days is 248.21 km, averaging 2.39 km per walk and 11.82 km per night – which are similar to the data from Sept/Oct. In November alone, SWHAT has travelled 154.02 km which translates to an average of 2.20 km per walk and 15.40 km per night. This data suggests that we are getting more walks on average, but the walks themselves are shorter in distance. This could be in because we are promoting the Walk-a-thon and clients feel more inclined to request walks – even if they are short-distance – to support the campaign.

PAST EVENTS, PROJECTS & ACTIVITIES

As aforementioned, SWHAT is currently in the middle of our November Walk-a-thon campaign in support of the Neighbour to Neighbour Center. From November 1st – 4th, SWHAT promoted the N2N mission statement and programs through our Facebook and Twitter accounts. During the week of November 7th, SWHAT invited the MSU Board of Directors to partake in our walk homes on Monday (Shaaruja), Wednesday (Ryan), and Thursday (Blake & Justin). On these days, SWHAT was kept busy with 16, 13, and 4 walks respectively. This was very successful and got a lot of attention for SWHAT and our Walk-a-thon (huge thank you goes out to our wonderful BOD!).

We also brought back SWHAT Chocolate starting on October 25th, and is in partnership with Compass Information Centre. This year, SWHAT will occupy a table in front of Compass from 7PM – 8PM every Tuesday evening and give out free hot chocolate and tea to passerby, while also promoting our service/campaigns and giving out SWHAT/Compass swag. This year, we have been incredibly successful with this event and have attracted anywhere from 10-30 people a night.

Lastly, SWHAT hosted our first event for our hard-working dispatchers on Thursday, November 10th. After feedback from last year about a disconnect existing between

dispatchers and even with the rest of the volunteer base, our Dispatch Operations executive Cocoro Mori and I planned a small get-together for our dispatcher to come together and paint mugs, have some snacks, and just bond. 6 out of 10 dispatchers came to the event and had a good time! We hope that these types of events will improve dispatcher morale.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

SWHAT is currently working on a joint raffle with Compass to conclude our November Walk-a-thon. The raffle will most likely launch on the week of the 21st and winners will be drawn the week after nearing the end of the month.

SWHAT is also planning a second volunteer event for Tuesday, November 15th – a SWHAT coffeehouse in Bridges Café!

BUDGET

(The email from Maggie with the September statement is missing from my inbox)

Since my last report, SWHAT purchased a fold-up table for the office space for \$55.35 out of our \$200.00 Office Supplies budget, leaving \$94.67 left in the line. Apart from that, we are planning on spending around \$100 for the Coffeehouse Social next week on food and hot beverages.

VOLUNTEERS

Almost all volunteers – except for around 4-5 – have completed AODA training at the request of the MSU and have submitted their confirmation screenshots/emails to myself and Jess. Volunteer appreciation is going well – SWHAT is stocking the back shelves with snacks at regular intervals of around 2 weeks and we are planning on giving out volunteer appreciation gifts (a card holder for your phone) and small letters in late November/early December.

CURRENT CHALLENGES

Again, the office set-up is still one of the primary challenges that SWHAT faces. Thanks to Shaaruja and the BOD, SWHAT was able to obtain a couch from the Maroons office, which has been a great inclusion to our space. Our new fold-up table has also provided a space for board games and greater inclusivity in our space.

However, during peak hours, the main office space does get crowded and it is nearly impossible to squeeze 10 individuals in the space. This month, because of the volume of walks and the usage of the individual study rooms, this problem has not been as difficult but it remains a continuing issue that we face on a daily basis.

SUCCESES

SWHAT has been doing a fantastic job with the Walk-a-thon in terms of attracting the attention of the McMaster community and inviting students to use our service. We are all very proud of the campaign so far and are very grateful for everyone – both internal and external – who has contributed to the success that we've had this month.