



# REPORT

*From the office of the...*  
**SWHAT Coordinator**

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TO: Members of the Executive Board  
FROM: Carly Van Egdom  
SUBJECT: MSU SWHAT Report 3  
DATE: October 3rd, 2017

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## **UPDATE**

SWHAT began operation on September 1st. Overall, we have been very well used this month, which is very exciting to report! However, we have noticed that many clients have reported feeling unsafe in the Ainslie Wood neighbourhood, potentially due to the recent posts on the Spotted at Mac Facebook page regarding some criminal activity in the area. We are working hard to continue to promote our service and hire new walkers to ensure that we are able to offer every client who calls us a safe walk home.

## **SERVICE USAGE**

So far this month, SWHAT has had 132 walks, averaging approximately 5 walks a night. 60% of our walks this month have been from new clients. 90% of our clients this month have not been involved in SWHAT before. Overall, we are on track to meet our 145 walk count from September last year. Over the course of September, we had over 150 first year students sign up to be notified about volunteer applications. Furthermore, our like count on Facebook has increased by over 200 likes in the past month.

## **PAST EVENTS, PROJECTS & ACTIVITIES**

Since my last EB report, we completed our first year volunteer hiring, had a training session for our new April and September hires, had a impromptu and unofficial SWHAT picnic social, and held a promotional cupcake giveaway in MUSC. We are still working on ordering pens from 4imprint, as we have had a lot of difficulty with fitting our logo properly on the pens. We also ordered new flashlights and are in the works of ordering a lockbox for the SWHAT office.

## **UPCOMING EVENTS, PROJECTS & ACTIVITIES**

We will be tabling at Homecoming Expo this Friday, and will be taking photos with our flashlight and walkie talkie to be posted on our website. We are also looking forward to our Anti-Oppression Training happening through Diversity Services, which is scheduled to be held on October 20th. We should have our entire team hired soon, and once that is complete, Tiffany (our Volunteer Affairs executive) will be planning a social for the entire team, most likely a coffeehouse. We are also looking forward to the launch of our

SWHATTED at Mac promotional campaign, in which we do walker profiles on the SWHAT Facebook page. We will also be launching SWHAT Chocolate on October 25th.

### **BUDGET**

This month, I have spent ~\$300 on food for the office and for our training. ~\$200 of this includes money on snacks that should roll over to cover most of October as well. I have spent \$70 on two new flashlights for the service, and I will be spending approximately \$45 on a lockbox to be placed outside the SWHAT office. I am still waiting for the bill from the Underground for our stickers, pens and standard poster package, but I anticipate that this will be around \$800 in its entirety.

### **VOLUNTEERS**

We have hired new first year walkers and applications for all walkers are currently open until October 1st. We have found that many of the April hires have chosen to leave the service for a variety of reasons, and we have also had some problems with volunteers missing shifts. We are working to alleviate this by emphasizing the importance of notifying executives about missed shifts, reminding walkers about SWHAT's 3-strike policy, and hiring to fill the vacant spots.

We had two volunteer appreciation events this month, one being the unofficial SWHAT picnic event and the social which accompanied our September 28th new walker training.

### **CURRENT CHALLENGES**

One of our main challenges at the moment are a lack of volunteers, which is causing our current volunteers to feel somewhat overworked while on shift. This is exasperated by some volunteers consistently missing shifts. We plan to address this by completing our hiring before the start of reading week, so that we can train these walkers immediately after the break, and begin to operate with a full team.

### **SUCSESSES**

Our training was a huge success! We had a lot of fun getting to know our new walkers. Our cupcake promotional event in MUSC was also a success, as it lead to approximately 200 new likes on Facebook. My team has been hard at work this month, and many of the execs have been taking on extra shifts to cover spaces where volunteers weren't able to come in. They deserve a huge pat on the back for all of the walking they've been doing!