



REPORT

From the office of the...
SWHAT Coordinator

TO: Members of the Executive Board
FROM: Carly Van Egdom
SUBJECT: SWHAT Report 3
DATE: November 7, 2017

UPDATE

Overall, SWHAT is running well. Our busy period of hiring is over now, and so over the next few months we will be focusing on maintaining the regular operations of the service and continuing to market our campaigns. November is walk-a-thon month for us, and we have some cool promotional events planned to help promote our service and promote SACHA! We have been consistently increasing our walk count, and hope to see this trend continue in the months to come!

SERVICE USAGE

We had 139 walks in the month of October – even with reading week. So far, we've had 15 walks in the first two days of November. This is significantly higher than the 144 walks which we had in September, considering that October was only a 3 week month due to reading week. Our total likes on Facebook increased by 30 over the past month as well. We are seeing more returning walks recently, with our number of first time walks declining to 35% from 60% last year.

PAST EVENTS, PROJECTS & ACTIVITIES

In the past month, we completed our second round of hiring and had an anti-oppression training session for our entire volunteer base, done by Diversity Services. We also ordered and set up the lockbox outside the SWHAT office. We are still in the process of ordering pens from 4imprint as they are continuing to have a difficult time fitting our logo on the pens. We have also begun our SWHAT Chocolate campaign, which was very successful last week.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

We are planning a volunteer appreciation coffeehouse and social for November 17th. We will also be continuing SWHAT Chocolate throughout November, where we hand out hot chocolate out front of Compass. Our walk-a-thon is also going on during the month of November, where we donate one dollar for every walk in the month of November. We will be running several different marketing campaigns during the month to increase public knowledge about our campaign, including a giveaway.

BUDGET

This month, I spent ~\$260 on pizza for our AOP training. I also spent \$140 to replace the battery of one of our radios. 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. I anticipate that I will spend approximately \$100 on snacks over the next month on snacks for our volunteers, and my volunteer appreciation executive will be ordering small gifts for our volunteers this month to give out for first term volunteer appreciation. She has yet to determine what these gifts will be, but will be ordering them soon.

VOLUNTEERS

We have completed hired our team in the past month. This is a very positive development, as we are now able to fill every shift and are full staffed every night. We have a very excellent team for the year, and I already feel a strong sense of community amongst the volunteers, and we have found that very few of our volunteers have missed shifts in the past month! We have an excellent base of volunteers who regularly attend shifts. We also completed mandatory AOP training as a team. We have one volunteer appreciation event this month. We will be having a coffeehouse at Bridges on November 17th.

CURRENT CHALLENGES

Our main challenge at the moment is that we have been having trouble with our radios recently. We have sent them in to be serviced several times, and are continuing to have trouble with them. Obviously, this is problematic as the radios are there both for the safety of volunteers and clients. I have been working diligently with Security Services and Spectrum Radio to ensure that we have loaner radios until ours are fixed. Additionally, over the past few weeks I have been off from school with a very severe illness and hospitalization. During this time, it was difficult for me to do the small tasks on campus which help SWHAT run properly, and so as I return back to regular work duty, I am working hard to make sure the service is operating well.

SUCSESSES

While I was sick over the past few weeks, my team consistently stepped up to make sure SWHAT was running normally. I really appreciated all the help they gave me, and they really allowed me to take the time I needed to get better. They are superstars and I couldn't do this job without them! We also hired an amazing team and we're all happy to have a full SWHAT staff to work with over the next months.