



# REPORT

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

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TO: Members of the Executive Board  
FROM: Carly Van Egdom  
SUBJECT: SWHAT Report 4  
DATE: December 1, 2017

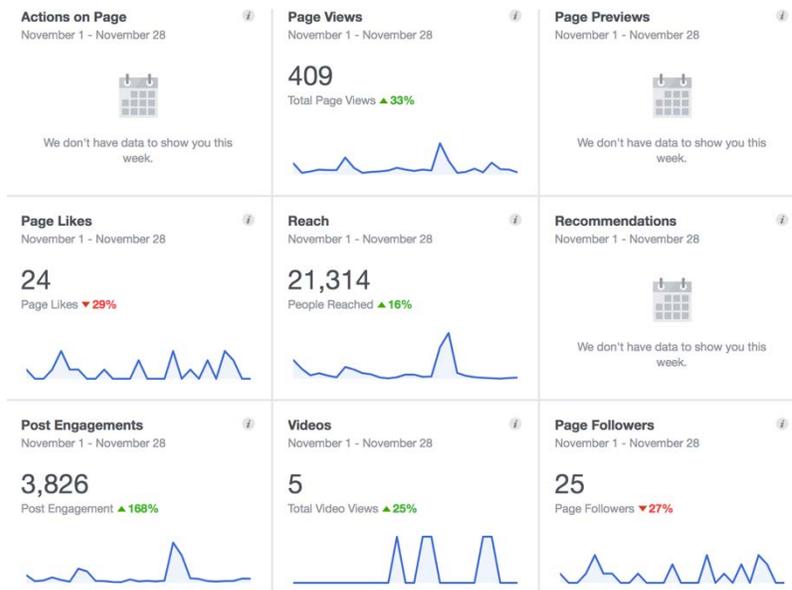
## **UPDATE**

WE REACHED OUR GOAL OF 250 WALKS FOR NOVEMBER! I am so excited about this! This is the most walks on record for SWHAT, and I couldn't be more proud of my team. The team has worked very hard this month both on increasing our walk count, and on making the SWHAT volunteer community more cohesive, and I think we've done a great job at both! We've ran several events this month, including our SWHAT Coffeehouse and Trivia Night, SWHAT Chocolate, and Walking with Jazzy.

## **SERVICE USAGE**

We had 273 walks so far in the month of November. This is the largest number of walks SWHAT has ever had, and is significantly higher than the number of walks which we had in October and September. This averages out to 9.1 walks per night. We believe this to likely be because of our walk-a-thon, and because many of our walkers are requesting walks home after shift, or even just coming to shift to request a walk before going to a library on campus or going home. Our returning/new client percentages are currently at 73% for returning and 27% for new clients. 30% of our walks begin at the SWHAT office, with 70% being call in or through the walk form. 15.1% of our walks are in the Thorndale side of campus, 13.7% of our walks are on the Westdale side of campus, and 24.2% of our walks are on the Emerson side of campus (any walk across main street). The remaining 53% of our walks are on campus, or are any walks labelled "other" on our walk form (which includes streets outside of our range, or to the go bus terminal etc).

I have also included a brief overview of our statistics from our Facebook page. Our page likes are trending downwards, but this makes sense as in October we were highly focused on increasing our like count on Facebook, while in November we have been focused on increasing our walk count.



### PAST EVENTS, PROJECTS & ACTIVITIES

Since the last EB report, we have ran several events. Firstly, as usual, we continue to run SWHAT Chocolate on a bi-weekly basis out front of Compass. This is a very successful event, as we have many students coming to get free hot chocolate and SWHAT stickers. Additionally, we ran a “Walking with Jazzy” event on the 20<sup>th</sup> of November which was very successful – we had several students come by simply to pet the dog and hear more about SWHAT. We will be continuing both of these promotional events in the new year. Additionally, my volunteer appreciation executive ran our coffeehouse and trivia night on the 16<sup>th</sup>. This is explained further in the volunteers section of the report.

### UPCOMING EVENTS, PROJECTS & ACTIVITIES

As mentioned above, we will be continuing SWHAT Chocolate over the next month. This is a logistically easy and cost effective event, and allows volunteers extra opportunities to engage with the service, and allows us to promote SWHAT to other students on campus. We also plan to do the Walking with Jazzy event one more time before the end of the year. Lastly, on December 12<sup>th</sup> we are doing an “Exam Wishes” project, where we will be making baked goods and coffee/tea for our volunteers and delivering it to them on/off campus. We modelled this project off of the Alumni Association Exam Wishes event. This is a new project/event for SWHAT, and we hope it will be very successful!

## BUDGET

<b>McMaster Student's Union</b>							
<b>Dept. 0117 - Student Walk Home Attendant Team</b>							
<b>For the Six Months Ending October 31, 2017</b>							
	Current	Prior Yr.	Current	Prior Yr.	Prior Yr.	Approved	% Budget
	Month	Month	YTD	YTD	YE	Budget	Used
	October	October	2017-18	2016-17	2016-17	2018	To Date
117 SWHT - OFFICE SUPPLIES	(283.40)	55.36	274.70	105.04	128.60	1,200.00	22.89%
117 SWHT - TELEPHONE	35.30	176.50	211.80	176.50	493.60	400.00	52.95%
117 SWHT - PHOTOCOPYING		0.11		0.11	1.28		#DIV/0!
117 SWHT - ANNUAL CAMPAIGNS					524.48	500.00	0.00%
117 SWHT - VOLUNTEER RECOGNITION		43.78	68.35	347.01	2,389.66	1,800.00	3.80%
117 SWHT - ADV. & PROMO.	196.08		1,738.46	821.54	1,546.89	1,500.00	115.90%
117 SWHT - TEAM UNIFORMS		333.12		333.12	434.54	300.00	0.00%
117 SWHT - VOLUNTEER TRAINING	256.26		256.26	445.78	222.78	300.00	85.42%
117 SWHT - TRAVEL & CONFERENCE		13.65	163.86	24.57	484.51	500.00	32.77%
117 SWHT - WAGES	461.25	670.58	2,552.52	2,241.04	6,820.99	5,500.00	46.41%
117 SWAT - BENEFITS	32.18	61.23	176.05	169.97	491.24	500.00	35.21%
117 SWHT - DEPRECIATION EXPENSE			214.46	337.39	1,012.17	1,020.00	21.03%
ll	697.67	1,354.33	5,656.46	5,002.07	14,550.74	13,520.00	41.84%
							50.0%

**\*\*\*Some of this is actually not correct, there were a few errors in this report – a fixed version will come in November, this is just for reference \*\*\***

In terms of budgeting, SWHAT has currently spent 42% of its office supplies budget, 0% of its annual campaigns budget (but is expected to be at around 53% of this budget after the walk-a-thon), around 1% of its volunteer recognition budget, around 58% of our advertising and promo budget, 0% of our team uniform budget (used for executive gifts at the end of the year), 85% of our volunteer training budget, and 32% of our travel and conference budget. This is where I expected us to be at this point in the year. I foresee the office supplies budget being a little bit tight, as there were some unexpected expenses which we needed to take care of this year (being the lock box, flashlights not working from last year, and repairs needed to be done on our radios). Otherwise, the remainder of that budget line will be spent purchasing a new A-frame for SWHAT, and purchasing snacks for our volunteers. Our advertising and promotional budget is actually less tight than we thought it was, as we found our banner in the committee room (we thought it had been lost in the move) and as a result, do not need to buy a new one! This will allow us to do more promo type events in the new year!

## VOLUNTEERS

Since the last EB report, we had a coffeehouse social for our volunteers. Overall, the volunteers really enjoyed it, and we had a turnout of around 25 volunteers, which is around 30% of our volunteer base. This is fairly low, however, SWHAT volunteer socials have historically been very poorly attended. In December, we are doing several small volunteer appreciation events like going out for dinner, study sessions, and other low-cost easy to plan events. Each of my executives is responsible to plan one event, with the intention that they will be fairly spontaneous. We are also working hard at volunteer appreciation gifts for the end of first semester, which will be cards and our freshly minted buttons, which are specific to each role (ie labelled walker, dispatcher, exec).

Our volunteers have been very engaged in SWHAT over the past month, and we hope to keep this momentum going into the new year. Over the past few weeks, we have focused on engaging volunteers while on shift in games, conversation and other social activities in the hopes of improving the already strong sense of community amongst SWHAT volunteers. We have noticed an increase in “fun” posts in our Facebook page, and volunteers seem to be becoming better friends – which is one of our main goals this year!

### **CURRENT CHALLENGES**

We have very few current challenges at the moment. Our volunteers are very engaged and our walk count is at an all time high. We have had some trouble with one volunteer acting inappropriately while on shift, but this is being handled by all appropriate parties. Additionally, we are in dire need of a new sign/a-frame as ours is in a state of disrepair after our move from the SSC last year. I am currently looking into purchasing a new a-frame or trying to repair our old one, if possible.

### **SUCSESSES**

Our biggest success this month was by far our walk-a-thon. We beat all previous walk count records that we know of. This is an INCREDIBLE win for our team, as we overcame both the move to our new room this year, and a 50% new volunteer team to reach this goal! I am SO proud of the walkers and executives, they worked so hard this month to meet their goals. My heart is full, and I’m hopeful that the joy all the volunteers have been bringing to their positions recently continues into the new year.