

Cayuga's Watchers, Inc.

Annual Report
FY 2018



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EXECUTIVE SUMMARY

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Cayuga's Watchers is a student-run 501(c)(3) non-profit organization that seeks to curb high-risk behaviors and promote student safety in social environments. The organization uses a selective recruitment and unique training process to equip students with the skills to be effective bystanders. These trained student-employees ("Watchers"), are requested by Cornell University student groups to provide additional safety mechanisms at their events. Watchers actively engage with partygoers in a friendly and non-confrontational manner and coordinate with event hosts throughout the duration of the event.



Cayuga's Watchers was founded in 2012, and became fully operational during the 2013-14 academic year. Since 2014, 440 unique events on and off campus have requested Cayuga's Watchers. Watchers have documented 2,240 interventions during these events. This past school year, Cayuga's Watchers staffed 115 events, and reported 637 interventions. Training and outreach activities remained a large focus, and we trained over one thousand students -- maintaining our yearly volume. In addition, Cayuga's Watchers training modules were a feature of the Freshman Orientation program for the first time in our history. This was an important milestone as Cayuga's Watchers has becoming an integral thread in the fabric of the Cornell community, and this maximizes our institutional partnerships.

Our primary mission as an educational non-profit is to equip students with the knowledge and skills to effectively mitigate alcohol-related risks. Our program has received strong support across all segments of the student community. Ultimately, we aim to improve social norms associated with alcohol consumption through the promotion of peer social responsibility.

OPERATIONAL OVERVIEW

Open Training Opportunities

We offer hour-long general trainings conducted by our training committee, which is staffed by eight undergraduate students. General trainings cover a series of topics including: the science of substance tolerance, indications of over-intoxication, identifying when and how additional assistance may be necessary, recognizing different types of "risky" partygoers, and how to be an effective active bystander. Our trainings integrate a series of clips from "Intervene," a film on bystander intervention

from the Skorton Center for Health Initiatives at Cornell Health. The film portrays relatable vignettes ripe for student intervention, and provides a clear visual demonstration of bystander intervention in action.

Our trainings are both educational and engaging, and we are able to maximize audience interest through open dialogue and discussion. During a training session, we explain the professional services that Cayuga's Watchers provides to the Cornell community and invite interested students to submit an application to become an employee of the organization.

A wide range of organizations request our training services and we have various clubs and pre-professional organizations contact us regarding possible trainings. Our reach has extended outside of the Greek community and we take these strides to be important indicators of our pervasiveness on the Cornell Campus. The open trainings typically occur during the Spring semester when our training staff is working to train over 50 fraternity and sorority chapters. These organizations hope to train their members on bystander intervention and the various tactics that can be implemented to alleviate campus climate concerns.

Cayuga's Watchers works closely with other organizations and professionals across the Cornell community for regular evaluation and improvement of our training materials and procedures. Our Vice President of Training and President meet regularly with Cornell Health administrators to incorporate their professional advice and suggestions. Additionally, we maintain close affiliations with student leaders from other organizations who are committed to student safety, such as Cornell University Emergency Medical Services (CUEMS). We also collaborate with a number of professors, including Professor William Sonnenstuhl who helped us perform an impact evaluation of our training procedures.

Pre-Employment Training

Pre-employment training is a prerequisite for becoming an employee of the organization. The pre-employment trainings are twice as long as general training opportunities, and provide more detailed information and practical application of bystander intervention techniques. Pre-employment training emphasizes risk identification, simulated practice with bystander intervention techniques, and full understanding of the Cayuga's Watchers employee protocols. Employee eligibility is contingent upon successful completion of pre-employment training, qualifying scores on a training comprehension test, and an interview with the leadership team.

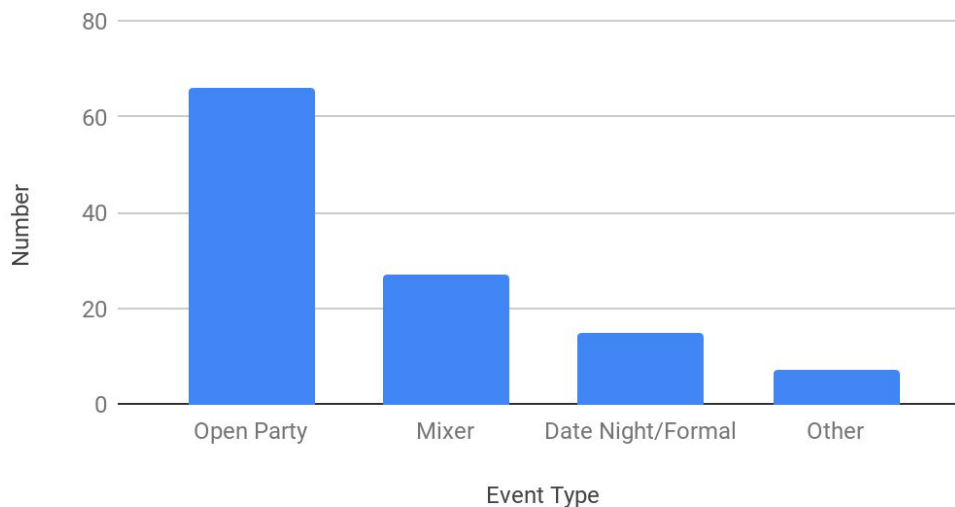
Events

Cayuga's Watchers worked 115 events during the 2017-2018 academic year. This total, which reflects a 15% decrease in the number of events staffed as compared to the previous academic year, is largely the result of new guidelines imposed by the administration governing campus events.

The evolving campus climate can be attributed to the newly implemented governing principles for Greek Life. Over the past year, President Pollack and her staff have drafted new rules and regulations by which all Greek houses will need to comply.

Of these 115 events staffed by CW this year, 66 were “open parties,” 27 were “mixers,” 15 were “date nights or formals.” Typical clientele for the organization was predominately Tri-Council fraternity and sorority organizations; however, we also made strides into athletic clubs and other interest clubs. In terms of communities served, we have continued to expand our reach in the LGBTQ community as well as non-Greek affiliated organizations.

Event Breakdown

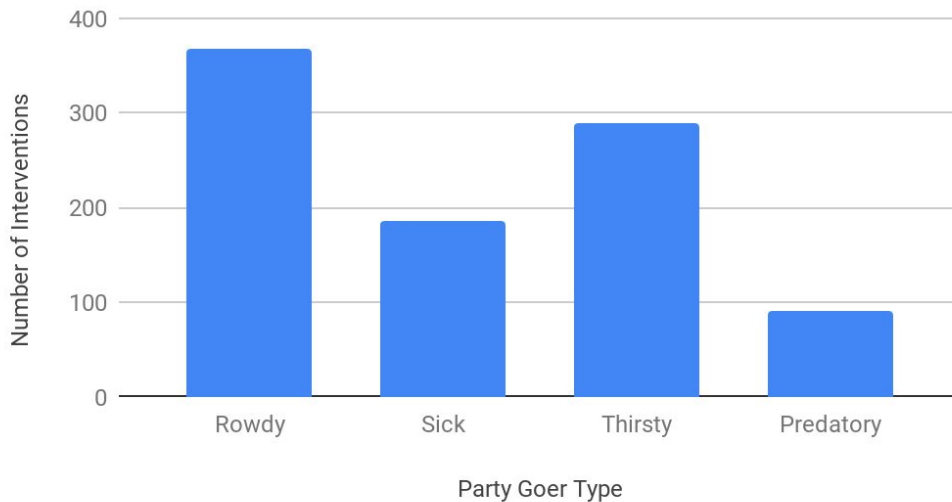


Interventions

Cayuga’s Watchers trains employees to recognize four archetypes of partygoers: (i) the sick partygoer, (ii) the rowdy partygoer, (iii) the thirsty partygoer, and (iv) the creepy partygoer.

- The sick partygoer is an individual who is beginning to show symptoms of alcohol poisoning — potentially slurring their words, losing their balance, passing out, or vomiting.
- The rowdy partygoer is an individual behaving aggressively and potentially posing a risk to those at the event.
- The thirsty partygoer came to the party with one goal in mind: to get very intoxicated. This individual is not pacing themselves and may be pressuring others at the party to begin binge drinking alongside them.
- The creepy partygoer is an individual who is acting predatorily towards other partygoers.

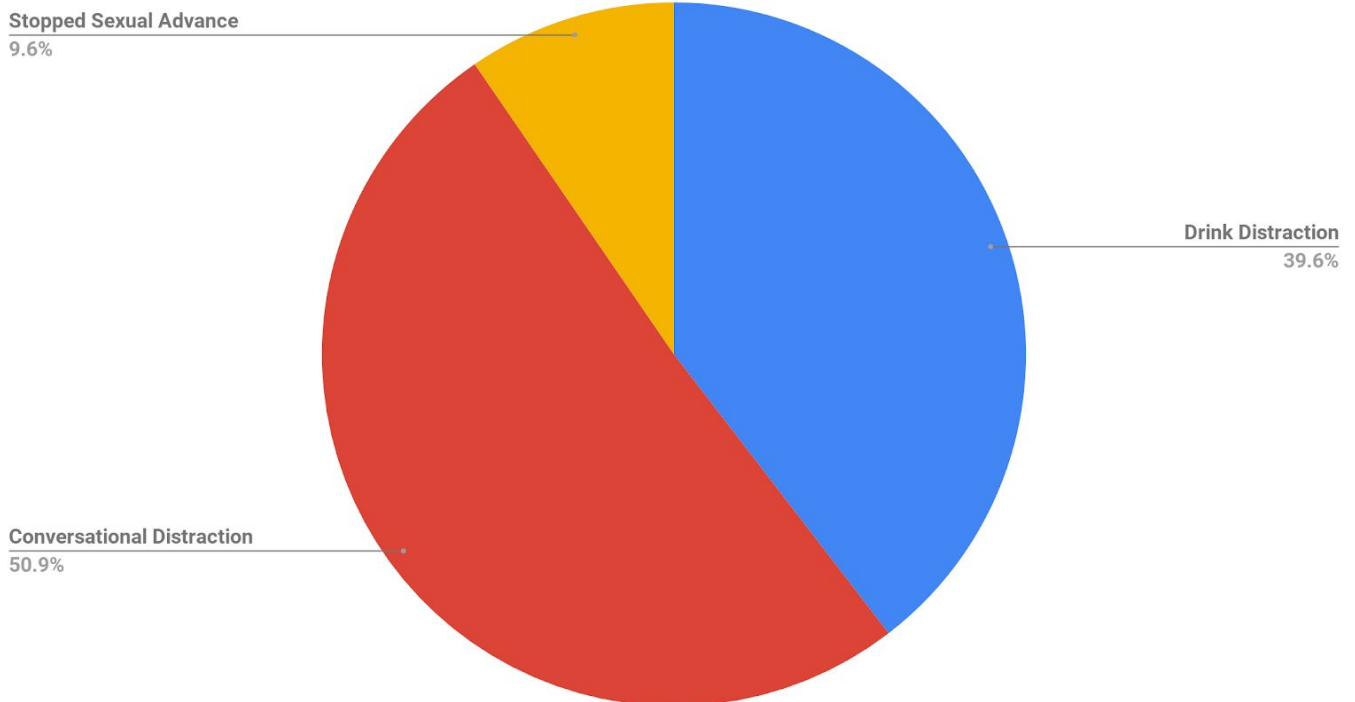
Party Goer Type Breakdown



In our experience, the most basic forms of distraction are the most powerful: simply engaging a partygoer in conversation or offering a non-alcoholic beverage are two incredibly effective methods for mitigating the speed or intensity of one's alcohol consumption. We use these techniques at every event because they fit perfectly within our non-confrontational peer-to-peer bystander intervention model.

This past year, Watchers performed 637 interventions during the course of events of which represents an average of 5.54 interventions per event. The interventions we have below are defined as such: "Drink Distraction" means that Watchers gave the individual a non-alcoholic drink; "Conversational" refers to distracting the partygoer with conversation. These are the two more popular methods employed by our Watchers to ensure the safety of themselves as well as the individuals they are serving. Below is a breakdown of the interventions that have been conducted during the course of the year.

Intervention Breakdown



Employment on Campus

As of December 1st, 2018, Cayuga's Watchers has 112 Ready to Work watchers on the roster. Of these, 84 are returning watchers who were hired prior to the start of the fall semester. The other 28 watchers were hired, onboarded, and trained this semester. In addition to these 112 Watchers, 4 were terminated or resigned for various reasons. The most events watched by a single returning watcher this semester was 4, while the most events watched by a single new watcher this semester was 5. In regards to hiring, 8 people were lost during the onboarding-training process this semester, with 2 lost due to training/training test conflicts, 3 who were unable to complete an I9 form, and 3 who did not sign an offer letter.

GROWTH & GOALS

The 2017-18 academic year was a very exciting year for Cayuga's Watchers, and as the organization expands, we continue to broaden our horizons and annual expectations. This past spring, we held the first ever Smither's Conference, inviting schools from throughout the Northeast to come learn more about Cayuga's Watchers and the importance of bystander intervention. These schools have remained in contact

and continue to brainstorm of ways to address the social climate on their campuses. Together, we are also drafting a white paper to document the groundbreaking progress made during our conference. We hoped to showcase Cayuga's Watchers and have our trainings serve as a model for other universities. It is our belief that the success we have had at Cornell can be replicated at our peer institutions and serve as a model to enhance the social culture of universities across the nation. In the coming year, we hope to re-engage a new group of students to learn more about the importance of bystander intervention and the ways that students can continue having a profound impact on their college campus.

In the next year, we hope to continue expanding our presence on the Cornell campus. Although we have greatly increased the number of events we have worked, we hope to continue increasing the number of events we staff each weekend and expand the number of unique organizations who request our services. Specifically, it is our goal to provide more training and to work more events for athletic teams and cultural organizations. We hope to accomplish this by continuing our campus marketing and advertising, programming and outreach efforts and by working closely with Tri-Council and athletic departments to become a more pervasive part of the social scene.

In the Spring 2019, we will also be finishing the roll out of a "captain" system whereby Watchers can take on more responsibility and expertise as leaders of an employee event team. This past year, we began testing the system with select individuals and will continue the expansion of this program and continue revisiting their requirements for eligibility. Captains will work events like traditional Watchers but will have the responsibility of ensuring that all Watchers are correctly following proper protocol. Captains will be senior Watchers who have shown exemplary service and dedication to the organization for at least two semesters. Similar to the training audits, we are implementing the system to ensure the highest possible quality of service to organizations.

In the next five years, Cayuga's Watchers will work diligently to continue proving the efficacy of the bystander intervention service through more advanced evidence based metrics in conjunction with real time monitoring. Additionally, we hope to continue remaining a pervasive part of the Cornell campus by increasing our presence at parties -- not limited to those that occur in fraternity houses but also encompassing other high risk events, including those that occur in Collegetown.

FINANCIAL ACTIVITIES

Cayuga's Watchers is 100% supported by our generous donors and grants. In fiscal 2018 we raised a record breaking total of \$90,666, nearly an 18% increase from the \$77,586 that was raising during FY 2017. This increase was driven by a number of key

returning donors as well several significant new donors. We also received support for several fraternity and sorority organizations, as well the IFC and Panhellenic Council.

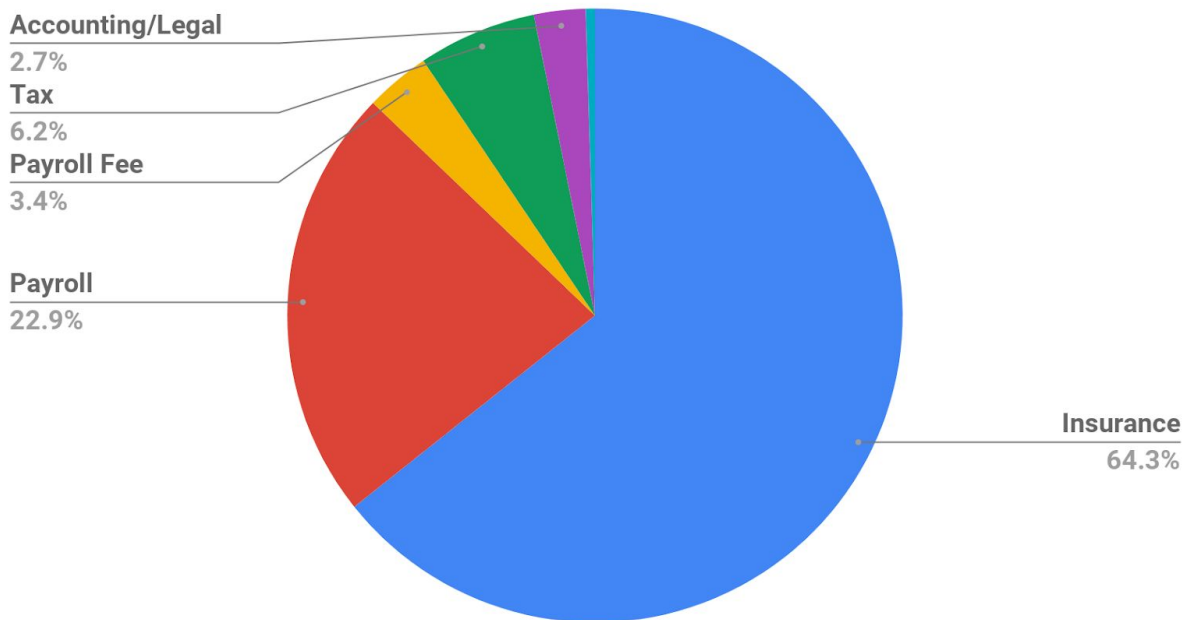
Following last year's precedent, Cayuga's Watchers did not accept any funding in FY 2018 from Cornell's Student and Academic Services department. Our independence is integral to the continued trust and support we receive from student organizations.

Cayuga's Watchers' expenses for FY 2018 totaled to \$67,753, a 2.6% decrease from FY 2017. The organization's largest expense continues to be insurance, specifically general liability insurance, while its second largest expense is payroll for Watchers. A breakdown of expenses can be found in the figure below.

Cayuga's Watchers recently changed accountants to Sciarabba Walker & Co., who has more than 40 years of experience working with Greek & non-profit organizations. Through this newly formed partnership, Cayuga's Watchers will implement QuickBooks bookkeeping services to improve its financial statements and strategically plan for a financially stable future.

Expense Type	Amount
Insurance	\$43,560.75
Payroll	\$15,502.84
Payroll Fee	\$2,308.05
Payroll Taxes	\$4,220.07
Accounting/Legal Supplies/Advertising	\$1,834.98
Other	\$326.04

Breakdown of Expenses



DONOR RECOGNITION

Our success as an organization has been enabled of the very generous benefactors who have contributed to the success of this organization. We would like to recognize them and thank them for their generosity.

Fiscal Year 2017-2018 Donor Recognition

We want to thank those who contributed to support our mission in Fiscal 2017-2018:

** denotes new donor*

Above \$10,000

Richard Booth / Rimora Foundation
John S. Dyson*
Cornell University Interfraternity Council*
Michael Zak

\$5,000-\$9,999

John Alexander*
Matthew Rubins
The Smithers Foundation*
The Smithers Institute
Andrew Tisch

Ralph V. Wilhelm

\$1,000-\$4,999

Alumnae Panhellenic at Cornell*

Bob Lord

Cornell Class of 1967*

Delta Upsilon Fraternity Alumni Corp.*

Cornell University Panhellenic Council*

Zeta Beta Tau - Kappa Chapter and Kappa Foundation Inc. (ZBT Housing Corporation)*

Under \$1,000

Alpha Zeta Fraternity*

Robert Goldstein*

Hannah James*

Ellen Lautz*

Katherine Reynolds

Page Robinson*

Lifetime Donor Recognition

Cayuga's Watchers has benefited from the extremely generous support of many key donors since our founding in 2012. Without the support of these leaders, Cayuga's Watchers would not exist. We want to recognize and thank those who have made significant contributions to Cayuga's Watchers since our inception in 2012:

Above \$50,000

Michael Zak

\$25,000-\$49,999

Richard Booth / Rimora Foundation

The Smithers Institute

Andrew Tisch

Triad Foundation

\$10,000-\$24,999

John S. Dyson

Cornell University Interfraternity Council

Kraig Kayser

Susan Murphy

Ralph V. Wilhelm

Matthew Rubins

\$5,000-\$9,999

John Alexander
Jessica Bibliowicz
The Smithers Foundation

\$1,000-\$4,900

Alumnae Panhellenic at Cornell
Cornell Class of 1967
Delta Chapter of Alpha Phi, Inc.
Delta Upsilon Fraternity Alumni Corp.
Nancy Einhorn
Erica Kagan
Bob Lord
Cornell University Panhellenic Council
Kevin J. Rehnberg
Zeta Beta Tau - Kappa Chapter and Kappa Foundation Inc. (ZBT Housing Corporation)

SUPPORT CAYUGA'S WATCHERS

Please consider adding your name to those who support a safer and healthier Cornell community by supporting the mission of Cayuga's Watchers. Cayuga's Watchers is a tax-exempt 501(c)3 organization. Please consult your tax advisor about deductibility of donations to Cayuga's Watchers.

Donate Online	Donate by Check
cayugaswatchers.org/#donate	Check payable to <u>Cayuga's Watchers</u> Willard Straight Hall Mailbox 52 Cornell University Ithaca, NY 14853