



495 Fitzgerald Avenue Courtenay BC V9N 2R1
250.871.0343 info@yanacomoxvalley.com
Charitable Registration # 11930 5449 RR0001

yanacomoxvalley.com

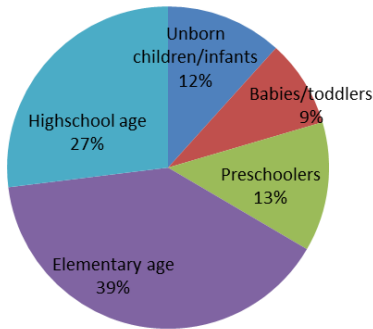
Executive Director Report – Annual General Meeting October 2, 2014

Our 2013/2014 year has been full of exciting changes. I have had the privilege to work with a dedicated Board of Directors who have worked hard and have been exceptionally supportive. I really enjoyed being teamed up with Kris Johnson for seven months and working together to accomplish some key goals outlined in our strategic plan. I am thrilled that the board is committed to a staffing plan that solidifies a team approach and delighted to work with Ocean Varney moving forward. Our clients and our volunteers are the heart of this organization, what a pleasure it has been to work with both groups!

CLIENTS

As a new Executive Director, meeting client families and building relationships with these courageous people has been my main priority. Being in the trusted “middle place” between a caring community and a family facing challenging medical circumstances is a position I am honored to hold. This past year we helped 134 children from 119 families (up 25% from the previous year). We assisted with 272 medical trips. The majority of these trips were to Vancouver (67%), some to Victoria (19%), Nanaimo (12%), and a small proportion to other locations. For most of these medical trips (73%), we helped families access free accommodation either by booking accommodation directly for clients, through reimbursement of accommodation receipts or by helping clients access other programs to cover accommodation expenses. As Figure 1 indicates, we helped with medical trips for children of all ages, however, school-aged children made up the largest proportion. Our goal is to ensure our community can access the best medical care for their children and we see mental health as part of that care. This past year, our clients faced a variety of medical conditions, some life-threatening, some related to trauma, some chronic illness, some mental health, some acute conditions, some associated with high-risk pregnancy, all important to support.

Figure 1 – YANA Service Records by Age



FAMILY FUNDING

Last year we provided \$75,658 in direct family funding, which is up slightly from the year previous. This money was distributed directly to families to use, at their discretion, to assist with their financial needs as they travelled on their medical journey with their child. Funding amounts are based on the location and duration of a family’s out-of-town medical treatment. We used the following formula to ensure funding was disbursed appropriately: \$50 for a day trip to Nanaimo and \$100 for a day trip to Victoria or Vancouver with \$25 provided per additional day. The monthly amount for families is \$1000. The duration of trips ranged from day trips to stays of up to 90 days with funding set accordingly. Feedback from YANA families indicates that the funds were used in a number of diverse ways: paying for gas, parking, cell phone bills, special transportation expenses, food, and childcare were some of the most common uses for YANA funding. Funding amounts are adjustable based on my discretion but if a family’s monetary needs fall well outside of our traditional funding guidelines our funding committee can discuss alternatives. The committee also provides guidance to ensure our care aligns with YANA’s mandate. Thank you to Bill Parkinson and Laura Bomback who were members of the funding committee for the 2013/2014 year.

EMERGENCY FUNDING

A total of \$500 in emergency funding is kept in the Maternal Child Unit at St. Joseph’s Hospital. The emergency funds are dispersed to families who have a child who receives emergency medical transport from the hospital to another location for medical treatment. \$100 in emergency funds is disbursed to each family along with a letter of introduction to YANA’s services and an invitation for the family to contact us when they reach their treatment destination. Last year we provided \$3,200 in emergency funding at St. Joseph Hospital, which is up 19% from the year previous. We have been working well with hospital staff to ensure envelopes are distributed according to policy and tracking forms are completed.

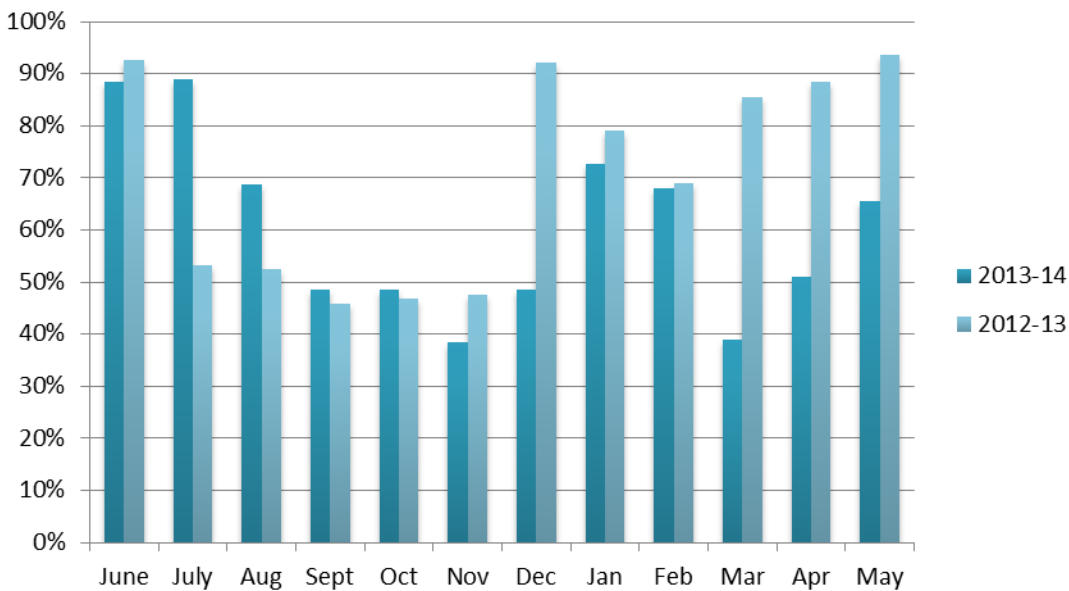
APARTMENTS

YANA maintains four fully furnished apartments within walking distance of BC Children’s Hospital. One of our goals this past year was to implement an annual cleaning and maintenance plan. This was accomplished by developing strong working relationships with the building manager and a Vancouver-based volunteer. Other apartment improvements included purchasing and installing new computers, computer chairs, sofa beds, a microwave and beds. We also updated communication materials to post at the apartments and to provide to clients in advance of their stay.

Over a quarter (28%) of the medical trips that we helped with, included a stay at the YANA apartments. While there are many accommodation options in Vancouver, there are few that offer the privacy and close proximity to BC Children’s Hospital. Our apartments also fill an important service gap as not all housing programs accommodate the variety of medical conditions that our clients face or provide free accommodation for as long as required. As Figure 2 indicates, occupancy at the apartments varied month to month. Having four apartments has provided latitude in booking the apartments. The annual average occupancy for all four apartments was 60%, down 14% from the previous year. We will continue to monitor this data to ensure our capacity aligns with need.

Thank you to Jayne Forbes, Judy Cryer and Terry Cryer for working over in Vancouver as needed. We are grateful for your time and effort.

Figure 2 – YANA Apartment Occupancy By Month



COMMUNITY AWARENESS

Our biggest accomplishment this past year related to community awareness was the launch of our new YANA website in March 2014. Kris Johnson and I worked with Dialect to create a website with a content management system that we can administer ourselves to better serve our client families and to more effectively promote our fundraising activities and volunteer opportunities. Kudos to Kris for her amazing project management skills and her great effort toward this accomplishment. We are very excited about this new tool and all the possibilities that it offers our organization. We also created a new, colour logo and started to integrate the logo into operations. We increased our use of Facebook to promote and expand our reach, seeing a 15% increase in page likes. YANA was gifted an Eagle FM advertising package and we used the radio spots to increase awareness of our mandate and to promote our fundraising events. We also delivered presentations to various clubs and groups to increase community awareness, to engage volunteers and to reach potential clients who may need assistance.

BOARD FUNDRAISING

2013-14 saw significant increases year-over-year in our board fundraising initiatives. The 34% increase was largely due to bringing back the YANA Ride. We developed a partnership with Simon's Cycles and engaged a strong volunteer committee to plan and deliver the first Simon's Cycles YANA Ride, raising over \$27,000 and hosting a cycling event that was all about fun, fitness, family and fundraising. Kelly Rusk, Wendy Mayers, Patti Fletcher, Anita Brassard and I sat on the planning committee led by Alexandra Khan. Many thanks to this dedicated committee and all the sponsors and volunteers who made the event possible. Planning for the 2014 Simon's Cycles YANA Ride started early with new committee members getting involved. We are incredibly grateful that Kris Johnson, Jill Grant and Deb Berg joined the team. More on the success of the 2014 Ride in next year's report!

Our Christmas Crackers were another successful, sold-out fundraiser. Through this initiative we generated some fantastic public awareness. Thank you to Lesley Hunter who has chaired the Christmas Cracker campaign for a number of years and continues to nurture this well-loved Comox Valley tradition. We are already off to a great start this year with a sparkly grand prize donated by Mark Dalziel and a plan to commence crafting after Thanksgiving.

The YANA Dinner & Auction is an annual event where friends come together for food, fun, laughter and celebration. We introduced online ticket sales this past year and raised over \$62,000 at the event which sold out in less than five hours. Tria Fine Catering provided a delicious buffet dinner and dessert, followed by a heart-felt presentation by Karen McKinnon that showcased YANA's work. Auctioneer Dave Stevens led an exciting live auction where guests had the opportunity to bid on amazing packages. The event came together with a tremendous amount of involvement from our amazing committee which included Loretta

Semple, Sarah Stromquist, Alana Pearson, Harmony Dyck, Judy Cryer, Lesley Hunter, Kelly Rusk, Kris Johnson and me.

YANA acquired a consignment event called Kids' Clutter this past year. Chelsea Newton gifted all the necessary planning tools and clothing racks to YANA and we hosted our first sale in April. Thank you to Tanya Del Bianco for leading this event with support from Judy Cryer, Lesley Hunter, Kris Johnson and Dennyse Harris.

We continued our work with School District 71 staff and students to increase awareness of our mandate through YANA Week in the Schools. Many schools choose to fundraise for YANA either during this dedicated week or at other times of the year. \$5,854 was generated from school-based fundraising this past year. A big shout-out to Hugh Mackinnon who leads this initiative and spends many hours in the schools explaining YANA's role and educating students about social responsibility and how they can make a difference in their community.

THIRD PARTY FUNDRAISING

YANA is the beneficiary of funds raised through numerous third party events. In fact, a quarter of our total revenue is generated from this type of fundraising. This year we continued to develop our partnerships with businesses and groups who lead third party fundraisers. We are grateful for the number of volunteers who share their time and talent to make all of these events a reality. One of the key goals associated with hiring a Community Relations Coordinator is to improve our involvement and support of third party fundraising moving forward. Ocean Varney is off to a fantastic start!

CLIENT CARE PARTNERSHIPS

St. Joseph Hospital is an important community partner as we work together to carry out our emergency funding program. Other community partners include the Comox Recreation Centre and the Lewis Centre who help us distribute our funding to local families at convenient times for our clients which allows us to keep modest office hours, reducing our costs.

The Children Health Foundation of Vancouver Island operates and funds Jeneece Place, which provides short and long term accommodation for Vancouver Island families when they have a child receiving care in Victoria. Jeneece Place is located on site at Victoria General Hospital and offers cleanliness, convenience and comfort. Fourteen percent of our clients' medical trips included a stay at Jeneece Place with YANA covering the expense. Maintaining a good working relationship with Jeneece Place is very important to us.

The Children's Health Foundation of Vancouver Island also administers the Bear Essentials Fund which helps families cover unexpected or extraordinary expenses related to their children's health and special needs, especially families whose needs fall between the cracks of

other available programs or are of an urgent need. YANA is a referring agency for the Bear Essentials program. We make program information and forms available to our families and help them with the application process. When applications are approved we pay for the expense in a timely manner and get reimbursed by the Children's Health Foundation. We successfully facilitated eight applications this past year.

YANA works in partnership with the BC Family Residence Program (BCFRP) to fulfill accommodation needs in Vancouver. The BCFRP provides subsidized accommodation for families whose child is receiving care at BC Children's Hospital or Sunny Hill Health Centre for Children for up to 30 days per stay. We refer YANA families to the program when our apartments are full or do not meet their needs. More than a third (40%) of the medical trips we fund include accommodation provided by BCFRP. Another way we partner with this program is that the YANA apartments are an approved accommodation with BCFRP such that we are able to invoice the program \$50 per night for qualified families who stay in the YANA apartments. We received \$13,600 from BCFRP this past year.

We work closely with social workers at the Nanaimo Regional Hospital. In many cases, social workers identify need and help Comox Valley families connect with our services. I would like to continue to build these relationships and strengthen our connection with social workers at BC Children's Hospital, BC Women's Hospital, Victoria General Hospital, Ledger House and Queen Alexandra Centre for Children's Health.

OPERATIONS

Hiring a new Executive Director was necessary upon Anita Brassard accepting a job with the Children's Health Foundation of Vancouver Island. Early in this past fiscal year, Anita played an important role in establishing a training plan and documenting operational procedures for client services. This HR focus continued throughout the year as the board committed to a more sustainable staff plan which included creating a contract position for a Community Relations Coordinator. Kris Johnson was hired for this role and did a fantastic job. After much reflection about staff workload and responsibilities, and after exploring different staff models, the board voted to establish two part-time employee positions with both the Executive Director and the Community Relations Coordinator employed for 20 hours a week. Various HR processes and policies were established to make this a reality and we are pleased that Ocean Varney was chosen for the position. Conversion of our office space to accommodate our new employee and to maintain all of our other space requirements was one of our first priorities for the 2014-15 fiscal year. Lesley Hunter, Judy Cryer and Darlene Nelson continue to play an important role in daily operations at the YANA office through their regular volunteer commitment. Thank you to these ladies for keeping the office running smoothly and for adding warmth and humor to the office atmosphere. Also a big thank you to Marcel Moose, YANA's Treasurer, who is involved in all aspects of our financial operations and ensures we work to the highest standards.

My hope for next year is to continue to work on documenting policies and procedures related to operations and to look for ways to make our processes even more efficient and effective. This will likely include increasing our use of our electronic database software (Sumac).

A huge thank you to Judy Cryer who has dedicated so many hours toward improving YANA operations. There is nothing she won't do. I feel honoured to work a long side her.

CLOSING

I will close with some very touching words from a mom of one of the very special kids that YANA helps. Her words shed light on the importance of staying connected as a family and the importance of community which is why we all work so hard for YANA.

“One year ago today was the day my whole world stopped. I have learned many things. How to trust, patience, positivity and love are key, my husband is my rock and my other half, my son is just about the most spectacular little man, and that **we are surrounded with love and held so tightly by our community**. This is our life, our "new normal", we fight every day, one thing I know for sure is we will fight every second of every day to have him here with us. We are blessed, humbled, thankful.”

Marcie Dumais | YANA Executive Director