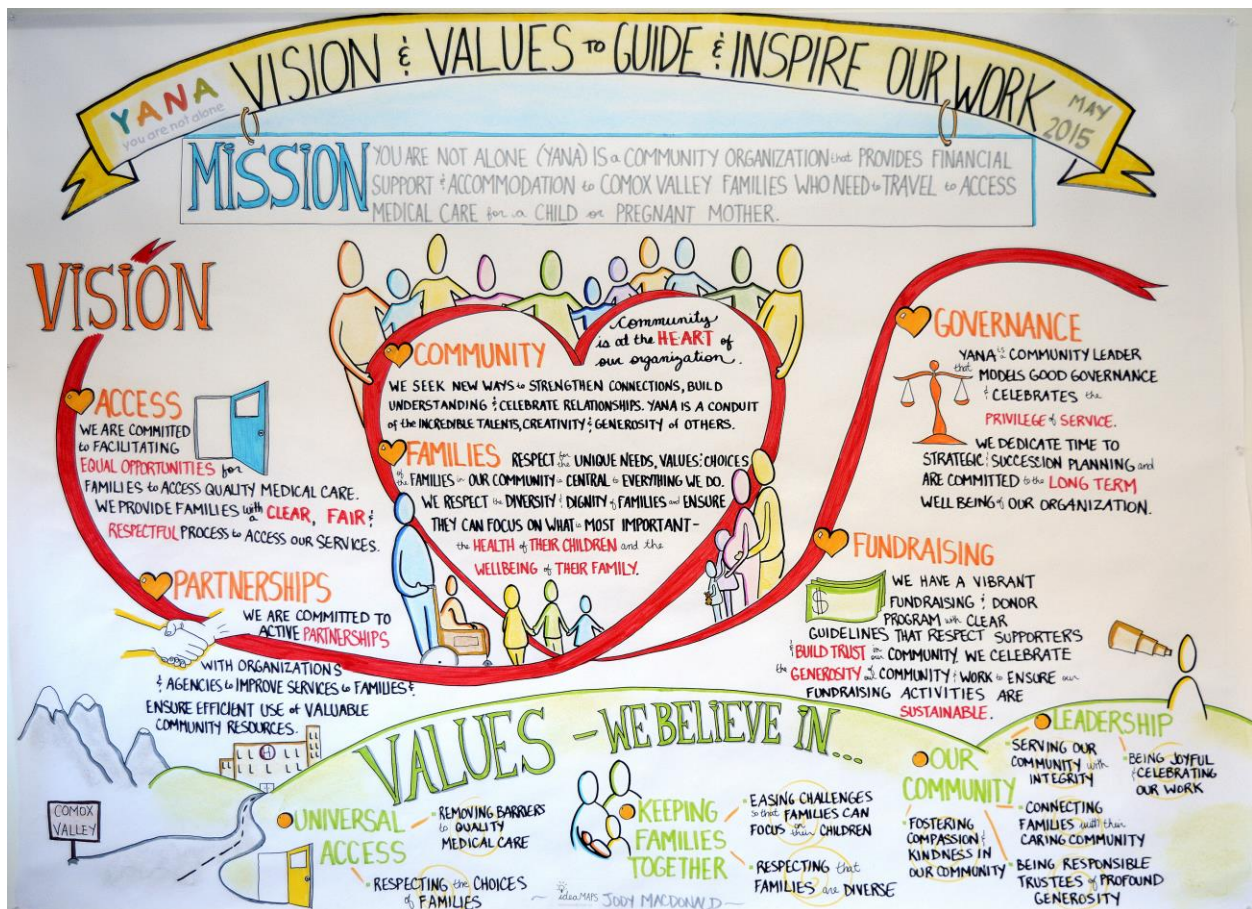


Executive Director Report – Annual General Meeting October 1, 2015

Looking back on 2014-2015 brings up many feelings, particularly feelings of compassion for our families who faced many challenges and in some cases unimaginable heartache last year. I feel tremendous gratitude for the volunteers, donors, sponsors and supporters who care deeply for these families and who show their kindness through giving time or donations to YANA. I am also honoured to work with a very special group of dedicated volunteers, the YANA Board of Directors, and to work closely with YANA’s Community Relations Coordinator, Ocean Varney. Together, we have finalized vision and values statements (Figure 1) that will guide and inspire our future work. We are excited to share these with our community which is indeed “at the heart of our organization.”

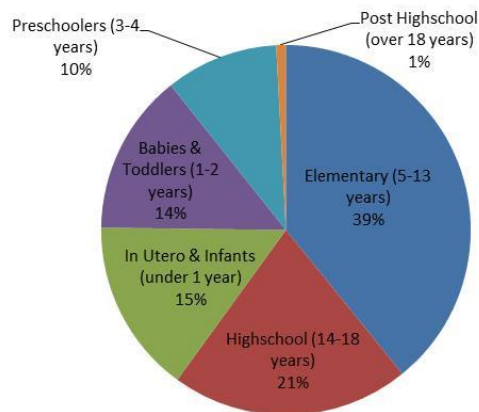
Figure 1: YANA Mission, Vision & Values



CLIENTS

This past year we helped 146 children from 128 families (up 9% from the previous year). We assisted with 326 medical trips. The majority of these trips were to Vancouver (59%), over a quarter to Victoria (30%), some to Nanaimo (10%), and a very small proportion to other locations. Most of these medical trips required overnight stays (81%) and YANA 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 2 indicates, we helped with medical trips for children of all ages, however, school-aged children made up the largest proportion. Our vision is to facilitate equal opportunities for families to access quality medical care and we see mental health as part of that care. This past year, our clients faced a variety of medical conditions, some life-threatening diseases, some related to trauma, some chronic illness, some mental health, some acute conditions, some associated with high-risk pregnancy, all important to support.

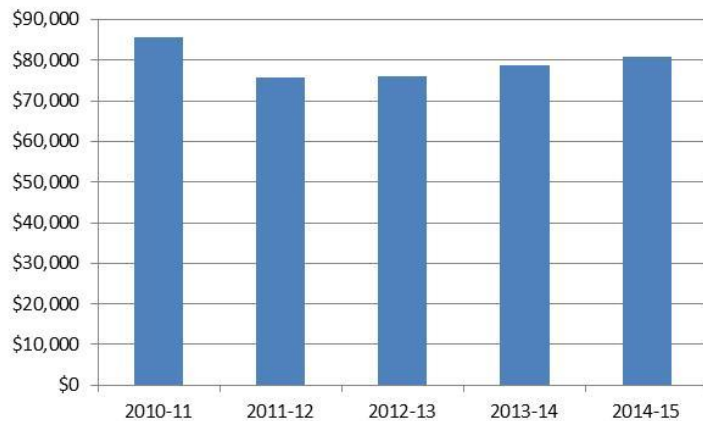
Figure 2 – YANA Service Records by Age 2014-15



FAMILY FUNDING

Last year we provided \$80,804 in funding, which is up from the year previous (2%, Figure 3).

Figure 3 – Family Funding for Medical Travel 2010 – 2015



Through our direct family funding program, funds are distributed to families to use, at their discretion, to assist with financial needs related to out-of-town medical care for a child or a pregnant mother. I work directly with clients to develop a care plan, determining the funding amount based on the location and duration of a family's out-of-town medical services. YANA increased our base funding amounts this past year to better align with kilometres of travel such that families were provided with the following: \$75 for a day trip to Nanaimo, \$100 for a day trip to Vancouver and \$150 for a day trip to Victoria with \$25 provided per additional day. The monthly amount for families is \$1,000.

The duration of trips ranged from day trips to stays of up to 120 days with funding set accordingly. The average length of stay was 5 days. 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. Our funding guidelines ensure we distribute funds fairly and help us manage program expenses with some certainty. Funding amounts are adjustable in special circumstances. We have a Client Services Committee to assist with decision-making when necessary. 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 Client Services Committee for the 2014-2015 year.

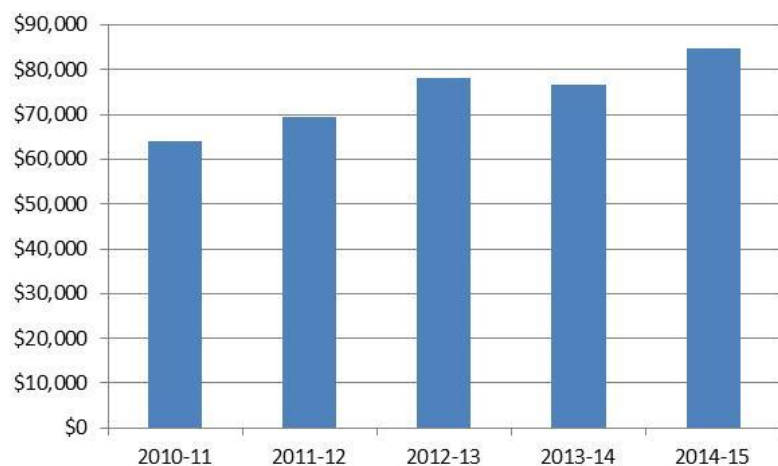
Emergency Funding

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 or a pregnant mother who requires emergency medical transport from St. Joseph's Hospital to another location for medical treatment. \$100 is given 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 \$3,400 in emergency funding at St. Joseph Hospital, which is up 6% from the year previous. I had the opportunity to review and update our policy with the Clinical Coordinator of Maternal Child, Kelly Phillips. I also spoke at a meeting of the Perinatal Care Group at St. Joseph's Hospital. Both actions contributed to outreach and to ensuring emergency funding envelopes will continue to be distributed according to policy.

ACCOMMODATION

YANA maintains four fully furnished apartments at 3300 Oak Street within walking distance of Children's Hospital and also assists with finding and funding accommodation in alternate treatment destinations. Whether through referral to other programs or by covering accommodation directly, YANA ensures that families have free access to accommodation. When overnight stays are needed, the majority of the trips (55%) include accommodation paid for by YANA. As Figure 4 indicates, YANA's accommodation program is growing. The costs to rent and maintain our apartments are fairly consistent year over year so this growth is driven by stays in hotels, particularly in Nanaimo where alternative, suitable low-cost accommodation is unavailable.

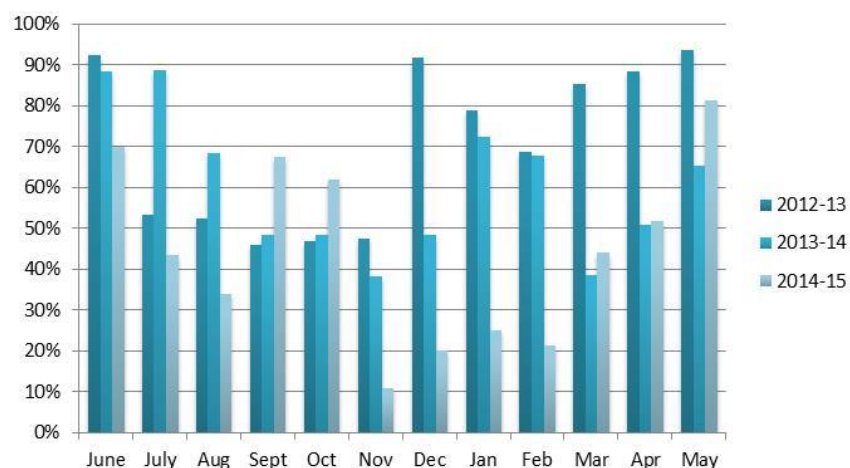
Figure 4: YANA Accommodation Program 2010 - 2015



YANA Apartments

The YANA apartments tend to be used by families staying for many days (13 days on average) in Vancouver so a smaller proportion of overnight trips (18%) included stays at the apartments, accounting for 522 room nights. The YANA apartments are well-kept, tidy and stocked with basic necessities. Families are required to clean the apartment prior to their departure. We continued with our annual cleaning and maintenance plan to ensure professional cleaning happened at least once a year and necessary repairs were handled. The building manager and our Vancouver-based volunteer help us maintain quality standards at the apartments. New pillows and linens were purchased for the apartments in 2014-15.

Figure 5 – YANA Apartment Occupancy By Month 2012 - 2015



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 5 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 44%, down 27% from the previous year. We will continue to monitor this data to ensure our capacity aligns with need.

COMMUNITY AWARENESS & COMMUNITY-LED FUNDRAISING

Our biggest accomplishment this past year related to community awareness was hiring a part-time Community Relations Coordinator. We welcomed Ocean Varney to the team and she has strengthened our relationship with various businesses, groups and individuals. Supporting community-led fundraisers is one of her key priorities as well as social media and volunteer management. YANA was the beneficiary of funds raised through numerous third party events. In fact, just under a quarter (22%) of our total revenue was generated from this type of fundraising in 2014-15 and we saw a slight increase (2%) in donations from community-led fundraising year-over-year. On-line donations through Canada Helps were significantly up. While optimizing funds raised is important, ensuring our supporters feel appreciated and connected to our cause is even more so and Ocean excels in this area.

YANA's website continues to be an excellent tool for news posts, sharing stories, acknowledgements and event information. Further integration of our colour logo has been a focus with office materials designed, new signage produced and a rack card developed.

We also delivered presentations to various clubs and groups to increase community awareness, to engage volunteers and to reach potential clients.

YANA events contribute greatly to community awareness and client outreach. They have become an important part of the unique culture and loving spirit that surrounds YANA.

For more specific information related to this topic, see the Community Relations Report.

BOARD-LED FUNDRAISING

In our daily work, we support families experiencing tremendous challenges and sometimes unimaginable heartache, it's imperative that we also take time to appreciate the joy that families bring. Our events allow us to do this and have become an important part of the culture that is YANA.

2014-15 saw increases year-over-year in our board fundraising initiatives. The increase was largely due to increased revenue from our two main fundraisers: the Simon's Cycles YANA Ride and the YANA Dinner & Auction.

We continued to work closely with Simon's Cycles and engaged a strong volunteer committee to plan and deliver the second Simon's Cycles YANA Ride, raising \$38,000 and hosting a cycling event that was all about fun, fitness, family and fundraising. Patti Fletcher, Alexandra Khan, Jill Grant, Kris Johnson, Kelly Rusk, Wendy Mayers, Kate Berg and I sat on the planning committee for the 2014 YANA Ride. Many thanks to this dedicated committee and all the sponsors and volunteers who made the event possible. Planning for the 2015 YANA Ride started early with some changes to the committee, in particular Kate Berg taking over the Volunteer Coordinator

position and Maureen Wagner stepping in as Run Bike Coordinator. More on the success of the 2015 Ride in next year's report!

The YANA Christmas Crackers campaign was another successful, sold-out fundraiser. Through this initiative we generated some fantastic public awareness by adding a mini mandate inside the cracker and engaging a large number of people to build the crackers. 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 actively seeking leadership around this campaign for future years to ensure its sustainability and to provide appropriate support to Lesley.

The YANA Dinner & Auction is an annual event where friends come together for food, fun, laughter and celebration. Tickets sold out in minutes and we continued the tradition of hosting a gathering filled with love and generosity. \$70,000 was raised at the event. Tria Fine Catering provided a delicious buffet dinner and dessert, followed by a heart-felt presentation that showcased one of our special YANA families. 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 committee members and canvassing volunteers including Ocean Varney, Marcie Dumais, Loretta Semple, Judy Cryer, Lesley Hunter, Darlene Nelson, Kate Berg, Ron Arksey, Kelly Rusk, Sarah Stromquist, Alana Pearson, Harmony Dyck, Adam Wunderlich, Colette Volkman, Dennyse Harris, Jessiah Lagarde, Karen McKinnon and Sam Ennis. Thank you also to the dedicated group of volunteers who helped on the night of the event. We are actively seeking leadership around this event for future years to ensure its sustainability and to provide appropriate support to staff and the volunteer committee.

The YANA Kids' Clutter Sale is led by volunteer, Tanya Del Bianco, with support from Judy Cryer and Dennyse Harris. This consignment sale happens twice a year (fall and spring) and the organization and process improves with each sale. The option to donate items was added in 2014-15, which resulted in increased revenue. The location of the sale changed to Courtenay Elementary School which also proved successful and helped optimize funds raised since School District 71 gifted YANA the rental space. This sale is an excellent opportunity for families to sell their wares and to buy inexpensive children's items so by hosting the sale we're providing a service to families.

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. \$9,687 was generated from school-based fundraising this past year, which was a significant increase year-over-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.

CLIENT CARE PARTNERSHIPS

St. Joseph Hospital is an important community partner as we work together to carry out our emergency funding program. Local physicians and midwives are also critical partners as they

refer clients to YANA and also assist with verification related to clients' need to travel for medical care.

Other community partners include the Comox Recreation Centre and the Lewis Centre. Frontline staff at these two locations help YANA distribute funding envelopes and correspondence to local families at convenient times for our clients which allows us to keep modest office hours, reducing our costs.

The Children's 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. Eighteen 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 six applications this past year, which resulted in \$1,685 being granted to our clients.

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 (37%) of the overnight medical trips we funded included 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 \$7,050 from BCFRP this past year, logically down from last year in parallel with lower occupancy at the apartments.

We work closely with social workers at the Nanaimo Regional Hospital and are developing relationships with social workers in Victoria and Vancouver. 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.

Thanks to research conducted by Board Director, Ron Arksey, we are developing a resource that identifies other programs and services available to children and families. The intention is build our capacity around referrals, to ensure our clients have access to as much support as

possible and to respond better to public calls requesting information. My hope is to refine this resource and find ways to use it effectively.

OPERATIONS

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.

CLOSING

In summary, YANA continues to be an important community resource. We are seeing increased need of our services and growth in our programs. Our organization remains rooted in volunteerism and generosity. Our biggest challenge centers on managing our growing program and associated fundraising while maintaining quality standards and the wellbeing of staff and volunteers.

The community support received by YANA in 2014-15 is an excellent example of how deeply our organization is rooted in the Comox Valley and how much this community cares about children and families. YANA is honoured that our values are shared by so many people.

Marcie Dumais | YANA Executive Director