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## **Executive Director Report – Annual General Meeting October 6, 2016**

Looking back on 2015-2016 brings up many feelings: love and compassion for the families we support, sincere gratitude for the volunteers, donors and sponsors who uphold our organization, and tremendous respect for the YANA Board of Directors, the Simon's Cycles YANA Ride Committee, the Big Love Benefit Committee and YANA's Community Relations Coordinator, Ocean Varney, who I have the pleasure of working closely with. I feel very proud to live in a community that wraps its arms around its people, privileged to deliver the program that Sandra Williams created thirty years ago and happily weary because non-profit management requires a lot of hard work! Good thing I love it.

We have aimed to maintain YANA's values to keep Comox Valley families together, to facilitate universal access by removing barriers to quality medical care, to connect families to their caring community and to lead joyfully. The following report summarizes our program with a focus on YANA's 2015-16 fiscal year.

### **OUR COURAGEOUS CLIENTS**

This past year we helped 141 children from 126 families, assisting with 303 medical trips (down slightly from the previous year). Our clients reside in different areas within School District 71 with half (50%) of the service records attributed to Courtenay residents, nearly a quarter (21%) to Comox residents, a tenth (10%) to Cumberland and Black Creek respectively with fewer records for residents of Denman Island (2%), Hornby Island (2%), Union Bay (2%) and Royston (1%). The majority of these medical trips were to Vancouver (60%), over a quarter to Victoria (28%), some to Nanaimo (11%), and a very small proportion to other locations. Most of these medical trips required overnight stays (80%) 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 1 indicates, we helped with medical trips for children of all ages, however, school-aged children made up the largest proportion. This age profile remains fairly consistent year-over-year. Our vision is to facilitate equal opportunities for families to access quality medical care. Fortunately our definition of medical care is broad enough to cover the wide variety of care that our clients require out-of-town (Figure 2).

Figure 1 – YANA Service Records by Age 2015-16

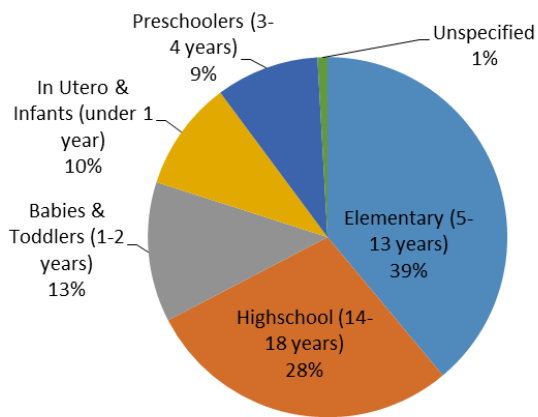


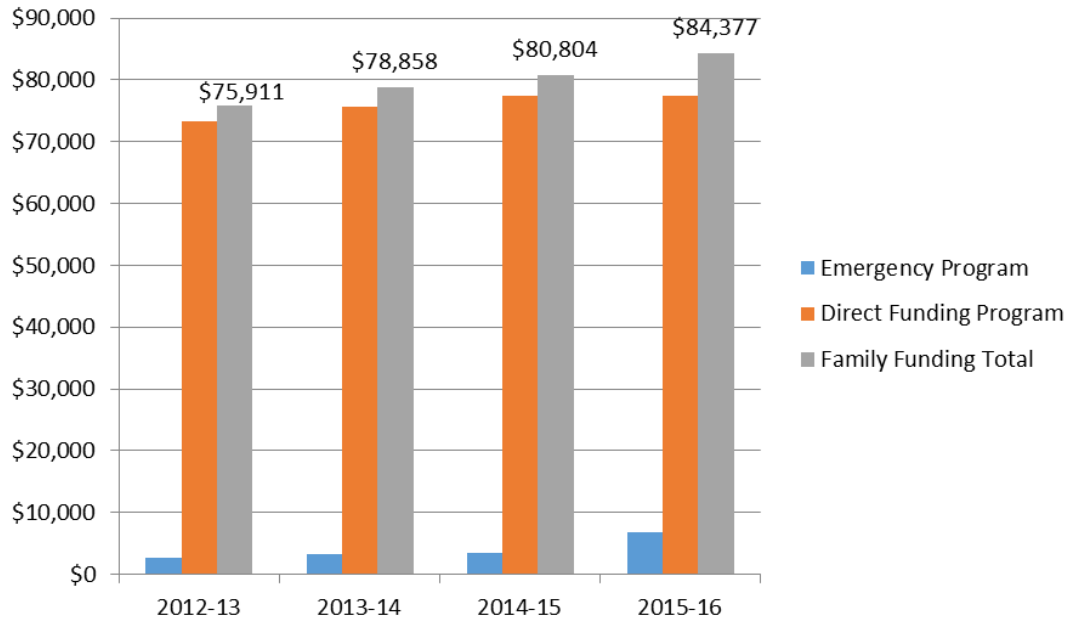
Figure 2 – Reasons for Out-of-town Medical Care

Reason for out-of-town medical care	% of 2015-16 service records (n=334)
Cancer	18%
Neurology-related	10%
Birth-related	7%
Ophthalmology-related	7%
Autism/ADHD/Assessment-related	6%
Respiratory-related	5%
High-risk pregnancy	5%
Gastroenterology-related	5%
Surgical	5%
Cardiology-related	4%
Endocrinology-related	4%
Urology-related	4%
Orthopaedics/Spinal/Back	4%
Specialty Dental/Tongue Tie Reversal	3%
Mental Health/Psychiatry	3%
Multi-system Disease (i.e. Cystic Fibrosis)	2%
Audiology/Hearing-related	2%
Dermatology-related	1%
Genetics Testing/Rare Conditions	1%
Trauma	1%
Undefined	2%

## FAMILY FUNDING

Last year we provided \$84,377 in funding, which is up from the year previous (4%, Figure 3).

Figure 3 – Family Funding for Medical Travel 2013 – 2016



### Direct Funding Program

Through our direct 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 using YANA's funding formula to guide decision-making and factoring in whether a family can access other support systems like the Travel Assistance Program offered by the BC Government. Families provide documentation verifying their required time away or we work together to ensure all necessary administration is complete.

Figure 4 – Duration of Medical Trip

Duration of Medical Trip	% of Medical Trips (n=303)
Daytrip	22%
Overnight trip	26%
3 days	19%
4-7 days	18%
8-14 days	5%
15-31 days	5%
Over 1 month-3 months	4%
More than 3 months	0.3%

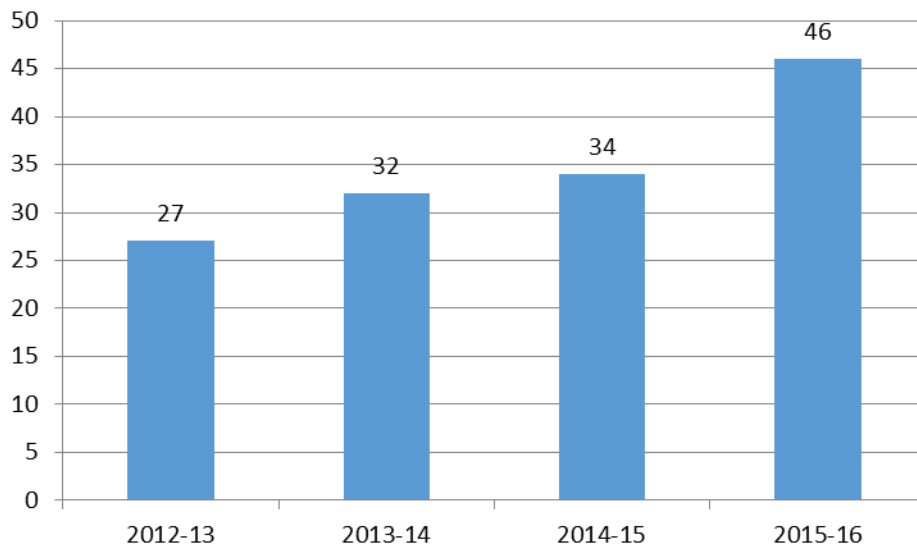
The duration of medical trips ranged from day trips (22%) to stays of up to 180 days (Figure 4). The average length of stay was 6 days with many families making multiple trips a year. In total, YANA families spent 2,047 days away from home and we were glad to be able to play a small part in easing this burden.

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 Laura Bomback, Ron Arksey and Kate Berg who were members of the Client Services Committee for the 2015-16 year.

### Emergency Funding

A total of \$1,000 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. \$200 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 \$6,900 in emergency funding at St. Joseph Hospital, which is up significantly from the year previous due largely to the YANA Board of Director's decision to double the funding gift provided (Figure 3). We are also seeing an increase in the number of cash gifts dispersed at the hospital year-over-year (Figure 5).

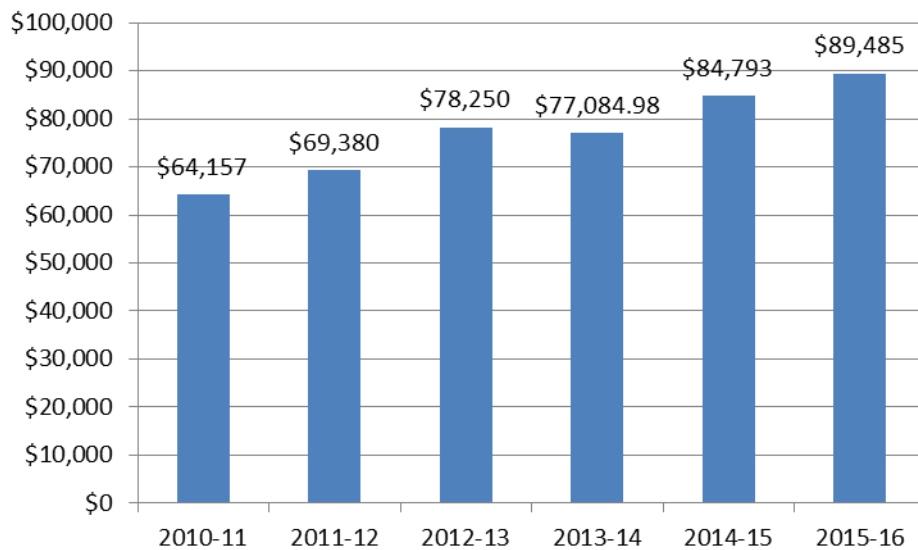
*Figure 5 – Cash Gifts Dispersed before Emergency Transfers from St. Joseph's Hospital*



## 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. YANA directly contributed to families’ accommodation expenses for the majority of trips (62%) requiring paid accommodation. As Figure 6 indicates, YANA’s accommodation program is growing. The costs to rent and maintain our apartments increases slightly year over year but the growth is driven primarily by stays in hotels which YANA provides to clients when alternative, suitable low-cost accommodation is unavailable or not easily accessed.

Figure 6: YANA Accommodation Program 2011 - 2016



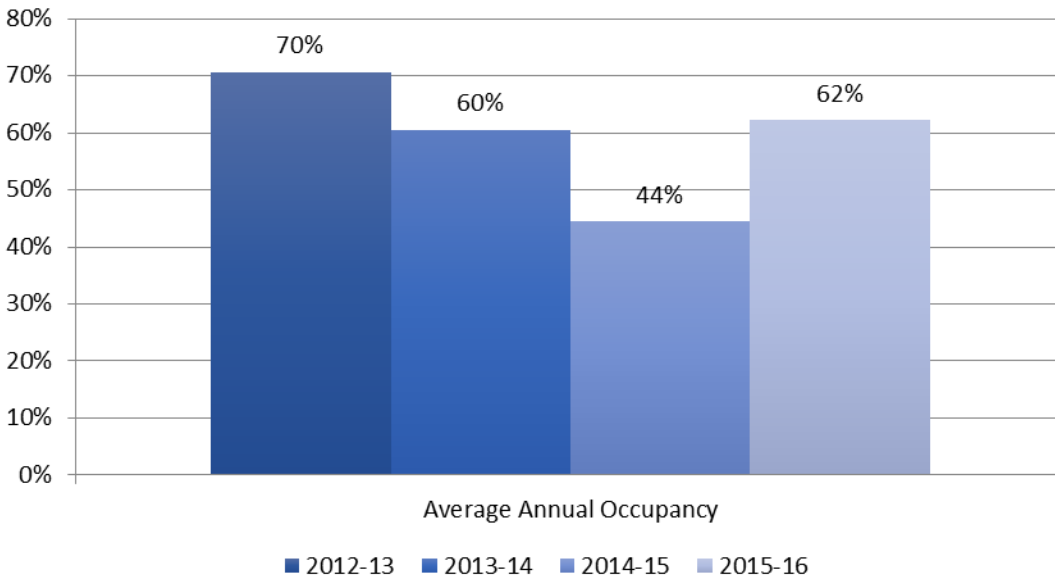
### YANA Apartments

The YANA apartments tend to be used by families staying for many days in Vancouver (14 days on average). About a quarter (24%) of overnight trips included stays at the apartments, accounting for 758 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.

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 7 indicates, occupancy at the apartments is variable year over year. Having four apartments has provided latitude in booking

the apartments. The annual average occupancy for all four apartments was 62% this past year, up 40% from the previous year. We will continue to monitor this data to ensure our capacity aligns with need.

Figure 7 – Average Annual Occupancy at Four YANA Apartments 2013 – 2016



## 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 (CHFVI) 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 at a subsidized cost. Jeneece Place is located on site at Victoria General Hospital and offers cleanliness, convenience and comfort. Sixteen 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 \$3,680 being granted to our clients. While the number of successful applications is the same year to year, the total value of the grants is significantly higher. It is wonderful to have a robust program to refer to 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. Just under a third (30%) 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 \$11,300 from BCFRP this past year, up significantly from last year in parallel with higher 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 have a resource that identifies other programs and services available to children and families. This has built 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 continue to refine this resource and to integrate it with other information and include it in our office manual.

### **DENMAN HORNBY PILOT PROGRAM**

Research related to some unique needs facing Denman and Hornby families occurred late in the year which led the board to explore how and whether YANA could help. After further research and consultation, YANA initiated a pilot program (June 1 – December 31, 2016) whereby YANA would offer assistance to these families for overnight stays close to the local hospital when these overnight trips are medically necessary for a child or pregnant mother. More on the specific parameters related to this pilot in next year's report as it became operational in 2016-17.

### **COMMUNITY AWARENESS & COMMUNITY-LED FUNDRAISING**

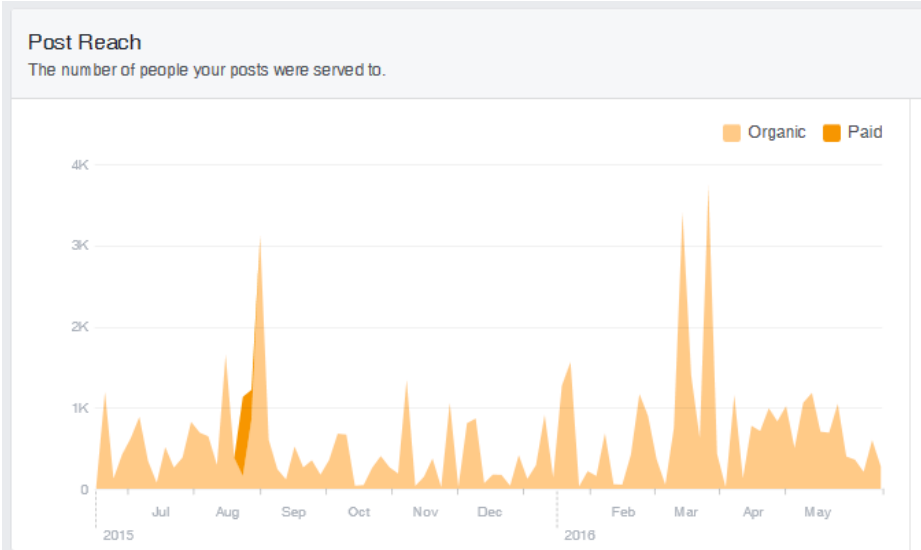
In our daily work, we support families experiencing tremendous challenges and sometimes unimaginable heartache, it's imperative that we also take time to appreciate the joy that families

bring. Our events allow us to do this and have become an important part of the culture that is YANA. YANA events raise awareness about our programs and also connect supporters to our cause. Figure 8 shows peaks in Facebook-post reach during active event periods (August, Simon's Cycles YANA Ride; March, YANA Big Love Benefit) validating the community awareness objectives associated with these events.

Ocean Varney's important role as our Community Relations Coordinator has strengthened our capacity to support community fundraising efforts and to optimize our use of social media. We saw a 13% increase in page likes over last year and now have over 2,000 friends to connect with. YANA was the beneficiary of funds raised through numerous third party events this past year. In fact, 21% of our total revenue was generated from this type of fundraising in 2015-16 and donations from community-led fundraising remain fairly consistent year-over-year. Thank you to board directors and YANA ambassadors for attending third-party events on behalf of YANA and for also making acknowledgement of these businesses a priority through participation in cheque presentations and photo opportunities.

YANA's website continues to be an excellent tool to build awareness about our services and to engage supporters through news posts, client stories, acknowledgements and event information. Updating print materials to reflect our new address and further integration of our colour logo was a focus in 2015-16. We put our new rack card to good use with hundreds out in the community and are ready to print more and continue the associated outreach work. Many thanks to our graphic designer, Nicola North, who provides professional, timely talent to YANA throughout the year.

Figure 8 – Facebook Reach 2015-16



We saw a decline in online donations through Canada Helps and in cash donations. This is something to pay attention to moving forward. We should continue to monitor this and understand trends related to how people are giving and how people want to give and respond



appropriately. Our efforts traditionally have focused on fundraising events, but we likely need to focus some time toward developing an effective donation campaign and ensuring YANA is optimizing direct giving opportunities.

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

## **BOARD-LED FUNDRAISING**

As mentioned, YANA events have become an important part of the unique culture and loving spirit that surrounds the work we do in the community. Our board fundraising initiatives have grown significantly over the years with the Big Love Benefit, the Simon's Cycles YANA Ride, and our Christmas Cracker Campaign showing large increases year-over-year.

We continued to work closely with Simon's Cycles and engaged a strong volunteer committee to plan and deliver the third Simon's Cycles YANA Ride, raising \$44,000 and hosting a cycling event that was all about fun, fitness, family and fundraising. Patti Fletcher, Alexandra Khan, Jill Grant, Kris Johnson, Kelly Rusk, Kate Berg, Maureen Wagner, Michael Johnson and I sat on the planning committee for the 2015 YANA Ride. Many thanks to this dedicated committee and all the sponsors and volunteers who made the event possible. Planning for the 2016 YANA Ride started early with some changes to the committee, in particular Ocean Varney taking on the Volunteer Coordinator position and Andi Davies stepping in as Set Up Coordinator. More on the success of the 2016 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 with the 5,000 crackers sold containing our messaging. We also engaged a large number of people to build the crackers and enjoy having this opportunity to connect with a different group of volunteers. 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.

The Big Love Benefit, formerly known as 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. \$82,000 was raised at the event which was a substantial increase over previous years. Tria Fine Catering provided a delicious buffet dinner and dessert, followed by a heart-felt presentation by McKinnon Photography that showcased one of our special YANA youths, Tessa Williams. 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, canvassing volunteers and special contributors including Alana Adamscheck, Ron Arksey, Tracy Bono, Crystal Butler, Lauren Clark, Judy Cryer, Andi Davies, Marcie Dumais, Shauna Duncan, Justyna Ennis, Sam Ennis, Jen Hoar, Lesley Hunter, Sherri Kennedy, Jessiah Legarde, Pauline Meyers, Karen McKinnon, Darlene Nelson, Debbie Pearson, Kelly Rusk, Loretta Semple, Erica Spizawka, Dave Stevens, Ocean Varney, and Adam Wunderlich. Thank you also to the dedicated group of volunteers who helped on the night of the event. We are seeking volunteers to assist with canvassing for the 2017 event.

The YANA Kids' Clutter Sale is led by volunteers Tanya Del Bianco and Meghan Hunt with support from Judy Cryer. This consignment sale happens twice a year (fall and spring) and the organization and process improves with each sale. The Courtenay Elementary School location works well and we are very grateful to School District 71 for gifting YANA the rental space. Our gratitude also goes to Coastal Transportation & Storage who store and transport the racking system for us. A concession was added in 2015-16. 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. \$5,768 was generated from school-based fundraising this past year, which is fantastic! 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.

## **OPERATIONS**

Our two significant operational changes this past year were our move to Tin Town and establishing a robust staffing model.

We received notice in late December that Ives Burger needed our office space for their growing business. Together with a committee of the board (Ron Arksey, Judy Cryer, Adam Wunderlich and Kelly Rusk) we began to search for affordable, practical space. After viewing 16 spaces, much analyses and consideration we arrived at the option to rent our new "home". Grant Construction and their associated tradespeople offered their services to renovate the space to meet our needs. Kelly and Robbie Rusk signed on as our volunteer painters. Within 6 weeks, the space was transformed at virtually no cost to YANA and we couldn't be more pleased with it. Numerous administrative tasks came with the move that Judy Cryer and I tackled together from signage to renewed print materials to updating our address to sourcing cheap furniture and on and on. Moving day was made easier with the help of Comox Moving & Storage who moved YANA for free and the assistance of board directors and volunteers, in particular Kelly Rusk, Ron Arksey, Lesley Hunter, Judy Cryer and Christopher Smith.

In 2015-16, we established a Human Resources Committee of the Board with Marcel Moose, Judy Cryer, Kelly Rusk and Laura Bomback joining me in decision-making related to human resources and who, independent of me, lead decisions related to the Executive Director position. Late in the fiscal year, we developed a plan to hire casual relief staff to cover client services in my absence. This is a very important sustainability and succession step for YANA. Following this came recruitment, selection, training and all necessary tasks associated with adding two employees. We were blessed with extremely good applicants and, in the end, very pleased to welcome Joan McCaughey and Kaleen Lohnes on to our team. Their hiring actually happened in the 2016-17 fiscal so more on this in next year's report!

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. Sincere thanks also to Jacqueline Moore, our diligent bookkeeper.

## **GOVERNANCE**

Outgoing board directors, Bill Parkinson, Wendy Mayers and Darlene Nelson played a big part in 2015-16. Many thanks to these tremendous people who continue to be wonderful YANA friends and ambassadors. We were thrilled to have Adam Wunderlich and Lauren Clark join the board and very appreciative of their significant contributions to date. How lucky are we to attract such smart, funny, caring people to our team?! Judy Cryer has put much effort into board policies and procedures and this will continue to be a focus in 2016-17 particularly with the changes that are required due to the New Society Act.

## **CLOSING**

In summary, YANA continues to be an important community resource for local families. Our organization remains surrounded by generosity and volunteerism. The community support received by YANA in 2015-16 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