



ANNUAL REPORT 2019-2020

YANA
you are not alone

COMMUNITY RELATIONS

October 1st, 2020

a year's overview

INTRODUCTION

This Community Relations report is for the fiscal year June 1st, 2019 to May 31st, 2020.

I took over from Deanne McCrae as Community Relations Coordinator in late September 2019. I am grateful to Deanne for the time and energy she put into handing over a role with an organization she has such obvious affection for.

My transition into this role was also eased by the incredible leadership of our Executive Director, Kelly Barnie as well as Director, Lesley Hunter whose knowledge and assistance in the YANA office can not be overstated.

As experienced by our entire community and beyond, the COVID-19 pandemic significantly impacted the latter part of this fiscal year.

It would be easy to focus on the many unwelcome changes the pandemic brought. However, in the world of YANA and Community Relations there are equally so many glimmers of positivity that we can choose to focus on!

This fiscal year we have been reminded just how much love and support this community has for YANA and the help we provide. In challenging times, the community started to find new ways of support even as traditional in person events became impossible. We have also discovered our own ability to be flexible and successfully adapt our event planning.

One thing is clear, the energy and passion of our Board of Directors and the greater community of YANA Ambassadors and volunteers provide immeasurable support. It is this support that allows us to continue helping YANA families when they need it most.

Shormila Bakshi
YANA Community Relations

last year's

SOCIAL MEDIA

Facebook continues to be our primary social media platform and saw an increase of 9.1% in our followers. Most of these followers joined between late July 2019 and March 7th 2020,

The majority of engaged Facebook viewers are women age 35 and up. Only 3 followers are in the 13-24yrs age group.

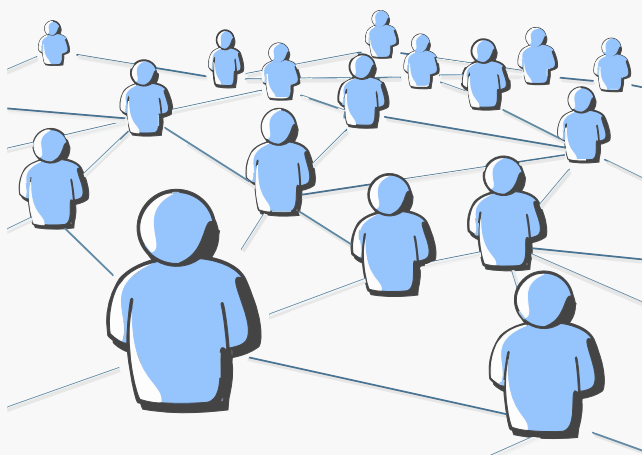
Our followers are online daily with no discernable increase at weekends. Greatest engagement is between 2pm - 8pm.

The May 26th post announcing that the 2020 Comox Bike Co YANA Ride would be going ahead had an astonishing organic reach of 10,102 people and was further boosted by a paid promotion to reach an audience of 14,000.

Total budget for 4 boosted posts \$300.

Instagram is a new platform for us this year. Although an account had been created in 2016 we had only posted twice until 2019.

This year we had 33 posts and now have 1,100 followers. It will be important to continue to utilize Instagram actively as it appeals to a wider demographic as evidenced by the fact we have followers in the 13-24yrs age group (unlike Facebook).

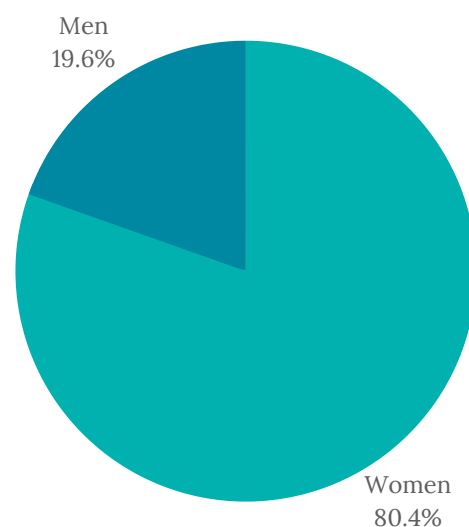


9.1%

increase in Facebook followers

67.9%

increase in Instagram followers



Above: Facebook followers by gender

Social media management software was another new introduction this year.

We opted to use the Creator Studio tool. This platform provides the ability to manage posts, messages and insights for both Facebook and Instagram in one place. The detailed analytics available provide huge potential for us to better cater our posts for our target audience.

Use of Creator Studio will continue to have a learning curve for best practice in the next year.

last year's

VOLUNTEERS

We are fortunate to have a core group of incredible volunteers that have been with us for many years and continue to respond to our requests for assistance

This past fiscal year we continued to build on the work previously started to streamline and realize efficiencies in the the process of managing our volunteers.

The first task undertaken was to move our volunteer callout system from Sumac. Data was extracted from Sumac and used to create a mail out list in Constant Contact.

The Constant Contact software is quick and easy to use with the ability to generate attractive emails with graphics. It also provides analytics for engagement, bounced posts etc.

Secondly, an online volunteer form was created using **Google Forms** so that data could be quickly extracted and uploaded into Constant Contact eliminating the need for manual input or rework.

There is a link to the online volunteer form from our website. Prospective volunteers are also able to call or email the YANA office if they prefer.

The annual **Driftwood Mall Christmas tree fundraiser** brought with it a request for YANA volunteers to fill shifts during mall opening hours. Historically, we have not provided volunteers for this community led fundraiser.

175

Comox Bike Co YANA Ride 2019 volunteers

79

Big Love Benefit 2020 volunteers

The use of **Sign Up Genius** was expanded to include the volunteer sign up for the Comox Bike Co. YANA Ride and the Big Love Benefit.

With assistance from long time volunteers and YANA supporters we now have a template for Big Love set up, event day and post event clean up volunteers required. Considerable headway was also made in quantifying and documenting the numbers of volunteers required and the hours needed.

This system not only streamlines communication but also provides a digital database of historic volunteer information and a solid template that can be used in future years for annual events.

The COVID-19 pandemic found us spending more time at home in unprecedented circumstances. The resourcefulness of Robbie Rusk and her long time core group of **YANA Christmas Cracker** crafters took the opportunity to get an early start.

Their remarkable efforts ensured that almost all the 5,000 crackers were made before the summer!



last year's

COMMUNITY LED FUNDRAISING

Third Party Fundraising was renamed to **Community Led Fundraising**. The new title more clearly identifies the community support of these events.

There was huge diversity in the nature of these events. From long standing annual fundraisers such as the **Driftwood Mall Christmas Tree Auction** to the brand new Serenity Gardens winter light display at the **Kingfisher Oceanside Resort and Spa** -the community came together with some amazing ideas and events.

The later part of the fiscal year was significantly impacted by the **COVID-19 pandemic**. The new Provincial guidelines around social distancing meant that these fundraisers that completely rely on groups of people coming together could not longer be held.

A comparison between March to May 2019 and 2020 shows a 70.15% decline in community led fundraising donations in the same period.

Period	2020	2019	Difference
March - May	\$16,385	\$54,889.03	-\$38,504.03

This fiscal year the annual **YANA Kids' Clutter** event was not held.

These events were a wonderful source of fundraising support and teamwork for many years.

With the growth in online platforms we had been seeing a decline in items sold and funds raised for some time. Although the financial support raised for YANA families had declined, the substantial volunteer time and efforts required to host these events remained high.

57

*Donations received from
Community Fundraising*

-34.86%

*Difference in \$ value in
comparison to 2019*

Events such as **Valley Vonka** and the **Hot Chocolates Factory**, traditionally held at Easter were postponed.

Events including **Easter Eggstravaganza**, **Comox Medical Clinic Scrub Sale** and many school fundraisers were cancelled. **Schools** raised \$993.25 this fiscal year in comparison to \$4,019.10 the previous year. A decrease of 75.29%

During these unprecedented times this community still found a way to continue helping.

Charlie's Car Wash set up a option to donate to YANA from each car wash. Keen sewers made face masks available by donation. **Little Sparks Learning Centre** had an online auction for an outdoor playset.

It is evident that despite the significant impact to our community led fundraising donations, YANA remains in peoples minds and they continue to find new ways to support.

Work began towards a new model for these events that would be held in the Spring. Unfortunately, the limitations due to COVID-19 led us to make the difficult decision that all Kids' Clutter events would be cancelled for the foreseeable future.



last year's

UNIQUE WAYS TO GIVE

The Comox and Courtenay **Return-It depots** both have accounts where money from returnable beverage containers can be donated to YANA. Given the limited opportunities for in person community led fundraising events the steady flow of these donations are now even more important.

New this year, we have our **Aeroplan** charity account. Through the Aeroplan website anyone can donate their miles to YANA's account. Aeroplan will also provide a 10% bonus for every donation! Miles can be redeemed for travel, merchandise and gift cards.

Quality Foods points donated to YANA continued to be a huge help particularly around the Big Love Benefit where we are able to use them for a variety of purchases.

Canadian Tire money (Triangle Rewards points) are also regularly donated. This year we were again able to use points to purchase mystery mail items for the Big Love Benefit.

We applied and were accepted to have donation cans placed in the Comox, Courtenay and Cumberland **BC liquor stores** for the month of August 2019. This scheme is not running in 2020 due to the pandemic.

Our ability to continue to send a personal **thank you** in acknowledgement of our donors continues to set us apart from larger non-profits and ensures we are still in touch with the grass roots of our organization.

Lesley Hunter still has the best penmanship in the office! Meanwhile Rosanne Gerritsen remains our go to digital hero when it comes to writing our web thanks.

Have you seen our new donation tins?



Limitations presented by the COVID-19 pandemic impacted the **Consignment for YANA** opportunities in the latter part of the fiscal year.

In May (when consignment stores were still closed), Loretta Semple offered up appointments for people to check bins of clothing outside her house and make purchases by donation to YANA. We are so grateful to the generosity of people like her who continue to think of YANA and alternate ways of continuing to raise money.

Sadly, Carosel consignment in Courtenay has now closed.

We have currently have accounts at Planet Kids, Podlings and West & Co.

Visit www.yanacomoxvalley.com and see 'Unique Ways To Give' for full details on any of these fundraising opportunities.

Both these ladies help us to stay up to date with our gratitude.



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COMMUNITY AWARENESS

This year we continued to see strong support from local radio stations and publications.

YANA events such as the Comox Bike Co YANA Ride and Big Love Benefit have had good coverage in the Record newspaper and our local radio The Eagle 97.3FM.

Additionally, community led fundraising events are also seeing press releases in the newspaper. Particularly larger ongoing events such as **Kingfisher Oceanside Resort & Spa** with their Winter Serenity Gardens light display. This event raised an incredible \$10,000!

Presentations were made about the work YANA does at the Comox Fire Hall and the Rotary Club. Board Directors and YANA ambassadors also assisted at events such as the Ladies Auxiliary Bingo night in Comox and the Potters Club sale at the Florence Filberg Centre to name just a couple.

Social media is another important platform for increasing community awareness often by creating Facebook events as well as social media posts.

This was especially true for community led fundraisers such as:

*Stay up to date with
YANA news and events!*



Viktor Davare at **Woodform Interiors** made beautiful wooden chopping boards with all proceeds to YANA

First Tuesday music fundraiser at the **Mex Pub**

Charity beer tap sponsored by **Pilon Tools** at the **Church St. Taphouse**

'Love Potion' double dry hopped IPA that resulted from a collaboration between **Royston Nano Brewery and Ace Brewing.**

Dave Postal and his stunning 'Scatter Joy' calendars.

Annual **Haunted House** for Halloween that was apparently particularly scary last year!

These fundraisers are just a few that created awareness solely through social media.

