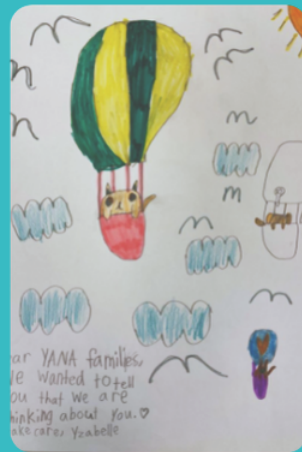
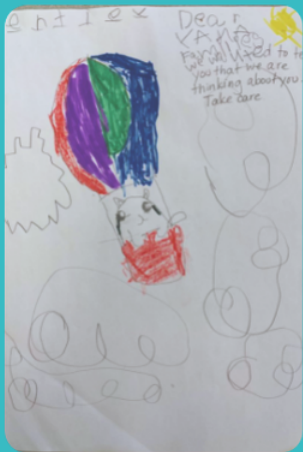


ANNUAL REPORT 2020-2021



YANA
you are not alone

COMMUNITY RELATIONS

October 7th, 2021

a year's overview

INTRODUCTION

This Community Relations report is for the fiscal year June 1st, 2020 to May 31st, 2021.

Looking back over the past year I am filled with a tremendous sense of gratitude.

Gratitude for this amazing community that continues to find creative ways to fundraise and support YANA so we in turn are able to fulfill our mission and values by helping families when they need it most.

Gratitude for our Board of Directors and community of YANA volunteers. In a year of change and uncertainty, the 'asks' were often big and frequently looked different from prior years. However, their energy did not waver.

Gratitude for the small but mighty team at the YANA office. A year where not one but two long-standing YANA events were successfully reinvented amidst everything else that was juggled in between. Kelly Barnie, Andrea Postal and Lesley Hunter remain integral in making the YANA office the BEST place to work -laughter, occasional tears but always fun and supportive.

Finally, as we celebrate our 35th anniversary our Executive Director, Kelly Barnie continues to build on the legacy and hard work of past executive directors. Her boundless energy, can-do attitude, and passion for this organization foster excitement and trust as we chart our course into the next chapter in YANA's story.

"Anyone can steer the ship, but it takes a leader to chart the course.", John C. Maxwell

Shormila Bakshi
YANA Community Relations

last year's

SOCIAL MEDIA

Facebook continues to be our primary social media platform and saw an increase of 5.6% in our followers.

Demographic: 46% of followers are aged 13-44yrs.

Instagram

This year, we have significantly increased our posts on this platform and now have 1,295 followers, an increase of 17.7%.

Demographic: 57% of followers are aged 13-44yrs.

Boosted Posts

The shift to virtual events over the past year has led to an increase in expenditure for boosted posts in order to expand our reach and engagement.

Total budget: \$775 for 8 boosted posts

The graph from Facebook insights illustrates the importance of paid posts. The spike in January relates to the post on January 14th, 2021 for upcoming Big Love ticket purchases.



Above: Facebook Post Reach - the number of people who viewed posts at least once.



5.6%

increase in Facebook followers

17.7%

increase in Instagram followers

Facebook Algorithm

The organic reach of Facebook posts continues to steadily decline.

The latest algorithm places greater emphasis on the following:

- Timeliness of reactions to a new post.
- Prioritizing emotional reactions e.g. 'love' has a greater weighting than 'like'
- Shared posts that also have comments and conversations ie greater engagement
- Videos viewed for at least 1 minute are prioritized as more engaging.
- Facebook pages that are 'Favourites' are prioritized.

As anticipated, **Creator Studio** expanded our ability to manage posts, messages and insights for both Facebook and Instagram in one place.

The ability to cross-post across both platforms as well as schedule and upload longer videos through IGTV has been an invaluable resource.

last year's

VOLUNTEERS

This past fiscal year and the COVID-19 pandemic resulted in a challenging environment for volunteers. Volunteer numbers at events were a fraction of those in the previous year.

The reinvention of long-standing YANA events such as the Big Love Benefit and the Comox Bike Co YANA Ride resulted in virtual events with very different volunteer requirements. Instead of the camaraderie of being part of a team, practical in-person work, and social connection we offered a vision, hours in zoom meetings, days spent updating spreadsheets, and sending emails.

In a year where many volunteer roles developed and expanded as we learned more ourselves, we are incredibly grateful to everyone who took the leap of faith with us and still came along for the ride! Considerable time was invested in documenting these tasks so we have a clearer starting point next year.

Long-standing volunteers and not only adapted to new ways of doing things but in many cases took on significantly more work. New volunteers stepped up to help fill newly discovered skill gaps.

YANA Christmas Cracker crafting continued through the first half of the year and once again almost all 5000 crackers were completed before the summer.

This is another example of how volunteering opportunities have changed. Historically crackers were crafted at the YANA office in groups.

We have now moved to a model where individuals craft at home by themselves or in a couple of cases within their family bubble.

14

*Comox Bike Co YANA
Ride 2020 volunteers*

33

*Big Love Benefit 2021
volunteers*

The challenge we now have is to build and expand our volunteer base taking into consideration the new roles and requirements that have come to light through the pandemic while still ensuring a positive volunteer experience.

The online volunteer form, available on our website, continues to work well as a place for new volunteers to register their interests and skills.

Sign-up genius remains our go-to platform for event-specific volunteer opportunities.

This change has meant that some crafters opted not to craft this year as they enjoy the social connection. However, a call out for more crafters did result in some new volunteers coming on board.



last year's

COMMUNITY LED FUNDRAISING

Traditional community-led fundraising remained challenging due to provincial guidelines around social distancing and limits on in-person events. Despite these challenges, the community continued to find a way to fundraise and continue to support YANA.

A comparison shows an increase in revenue from community-led fundraising for this fiscal period although it remains below pre-pandemic levels.

Period	Jun'20-May'21	Jun'20-May'21	Jun'20-May'21
Income	\$60,698.98	\$53,491.44	\$84,921.59

In terms of annual fundraisers, the 2nd Serenity Gardens winter light display at the **Kingfisher Oceanside Resort and Spa** accepted donations to YANA although the display was limited to guests with advanced reservations for restaurants or accommodations. This resulted in a fraction of the donations of the much larger event the previous year.

The **Driftwood Mall Christmas Tree Auction** was canceled in 2020 due to concerns around managing social distancing.

Browns Social House, accepted donations to YANA (in lieu of payment for the meal) during their friends and family opening weekend. Many businesses continued to donate through Jeans Days.

Other local businesses held creative events such as **Courtenay Nissan's** 4x4x48 (4 miles running, every 4 hours for 48 hours) that featured a donut-eating alternative on the same schedule for the non-runner! While the brave crew at **My Tech Guys** in Courtenay took on the 'One Chip Challenge'.

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*Donations received from
Community Fundraising*

+13.47%

*Difference in \$ value in
comparison to 2020*

Easter Eggstravaganza was once again cancelled in 2021. However, the Comox Community Centre came up with an alternative idea called **Spring Fling for YANA**. Families registered to help paint windows of the community centre by donating to paint the windows by colouring in outlines of bunnies, flowers etc.



Kind-hearted individuals donated by having events such as **garage sales** and **online auctions**. Rick Kellow completed a 1km walk each day for 90 days in celebration of his 90th birthday while Jan Kotyk undertook his **Run North for YANA** (3hr runs with a 1hr break in between from 6am-9pm for 3 consecutive days)

The youth in our community once again showed their generosity with donations from birthday fundraisers as well as school fundraisers.

last year's

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 **Comox Valley Record** newspaper and **The Eagle 97.3FM**.

Community-led fundraising events also received good media coverage. For these events, the organizers send in their own press releases and YANA provides support by listing events on our website calendar.

The **CV Collective** had an editorial about AquaQuest and their 'Halfitilism' concept and partnership with YANA

Social media became even more important this year. The success of a fundraiser is elevated when the organizer is able to utilize the digital platform by creating Facebook events, creating and sharing social media posts.

This was especially true for community-led fundraisers.

For example, **Courtenay Nissan's** fundraiser received coverage in the Comox Valley Record, The Eagle, CTV News. Jan Kotyks' **Run North for YANA** fundraiser also generated a lot of interest with an article in the Record, radio coverage as well as a daily online blog by Jan and a highlights video at the end of the event.

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



Little Sparks Learning Centre held an online silent auction for a playhouse

Uplifters Store promoted their gift boxes (option to donate 20% of the proceeds to YANA) and pyjamas (\$2 to YANA) through Facebook.

Ambrosia Couture and **LinWorks** both promoted their facemasks through Facebook, selling masks through Uplifters Store and Design Therapy respectively with a portion from each sale donated to YANA.

Annual **Haunted House** for Halloween was back with social distancing protocols in place and several Facebook posts to promote it.

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



last year's

TECHNOLOGY

The Covid-19 pandemic and its impact on our ability to have in-person events meant reinventing long-established events and utilizing technology to facilitate our fundraising efforts while still trying to retain the familiar look and feel of YANA events that our community has come to expect.

The **Givergy** platform was used to run our annual Big Love Benefit. This allowed us to set up our online silent auction with over 230 items and packages photographed and documented as well as run a Live Auction.

Givergy, its related live streaming software, and our talented local tech support volunteers enabled us to successfully present the first virtual Big Love Benefit.

The **Raffle Nexus** platform allowed us to sell both 50/50 tickets and Westjet raffle tickets online.

We expanded our use of **Square** by setting up an online YANA store that was primarily used to sell our Christmas crackers. An incredible 855 crackers were sold through the online store.



There was an increased focus on producing video content. While much of this was produced and edited professionally we also upped our game in the YANA office with our very own Andrea promoting Big Love auction items through Facebook and **IGTV**.

Of course, none of these events would have been possible without the hours of project management and committee meetings made possible by our Zoom Pro account, with some Microsoft Teams and Google Hangouts thrown in for good measure!



last year's

UNIQUE WAYS TO GIVE

Return-It depots (Comox and Courtenay) both have accounts where money from returnable beverage containers can be donated to YANA.

Aeroplan - Through the Aeroplan website anyone can donate their miles to YANA's account. Aeroplan will 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.

Consignment Stores - accounts have been set up for proceeds to go to YANA at West & Co, Planet Kids, Podlings and new this year VV Boutique Ultra Premium Consignment.



Cobbs Bread - make a purchase and mention YANA and they will donate 5% of the purchase value to us.

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

Gratitude - Personal, handwritten thank you cards to are a joint effort at the office. Lesley, is an invaluable resource with beautiful penmanship and timely completion of gratitude to donors.

Thank you cards after events were primarily written by the office and canvassing volunteers. We hope to share this task with more volunteers this year so we can better balance post-event wrap up tasks and timely gratitude to everyone involved.

This year, web thanks were not as timely as we would have liked. Although in part this resulted from the considerable increase in workload around events, the process for this is being further refined so we are able to capture these more effectively.

Rosanne Gerritsen and Andrea Postal have been a tremendous resource for web thanks with their natural eloquence and ability to communicate the perfect message!