



ANNUAL REPORT 2022

YANA
you are not alone

COMMUNITY RELATIONS

November 3rd, 2022



a year's overview

INTRODUCTION

This Community Relations report is for the fiscal year June 1st, 2021 to May 31st, 2022.

After a long period of change and reinvention, the past fiscal year brought with it a sense of being in limbo. With much of the hard work of adapting to our new fundraising environment already done, we now found ourselves eagerly waiting for the return of in person events and the connection they bring. We could not have predicted that our only in-person events would be the Ride and Big Love volunteer appreciation parties!

This year was not always about record breaking fundraising totals and new ways of doing things. It served as a reminder that success is not always about constantly pushing and moving forward. Sometimes, it's enough to take pause, reflect and appreciate how far we have come and where we are.

We are fortunate to have been able to continue to be able to raise funds through not only our own signature events but also thanks to the many community-led fundraisers. We still had new volunteers sign up and help out despite the lack of traditional 'fun' volunteer roles. Social media reporting statistics show there was also a greater reach with our communication on digital platforms i.e. increased awareness of who we are and what we do.

As always, a reflection on the past year would not be complete without commenting on our YANA tribe. A passionate and supportive board of directors, hard working volunteers and YANA ambassadors, a caring and engaged community and of course the incredible team at the YANA office who are more friends than co-workers. This is what makes everything here possible.

Shormila Bakshi
YANA Community Relations

last year's

SOCIAL MEDIA

Our primary social media platforms continue to be Facebook and Instagram. A LinkedIn account was also set up last year and has 24 followers.

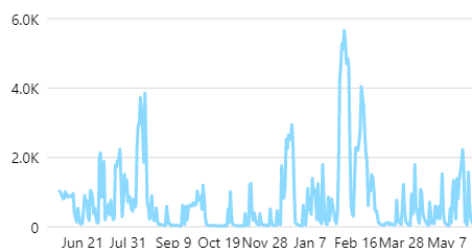
Meta Business Suite

Following the rebranding of the parent company of Facebook in October 2021, the Meta Business Suite is now the platform that centralizes Facebook, Instagram, messaging and related reporting in one place. All data for this annual report has been taken from Meta Business Suite Insights.

Reach

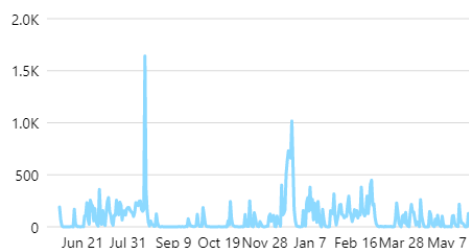
Facebook Page reach ⓘ

56,800 ↑ 73.4%



Instagram reach ⓘ

7,221 ↑ 578.7%



Facebook Reach:

The number of people who saw any content from or about our page including posts, stories, ads, social information from people who interact with us.

Instagram Reach:

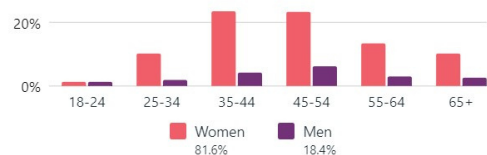
The number of unique accounts that saw any of our posts or stories at least once.

Audience

Facebook Page likes ⓘ

3,808

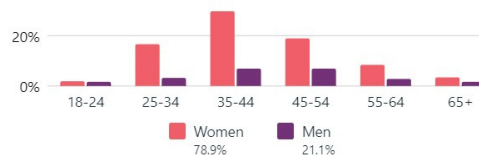
Age & gender ⓘ



Instagram followers ⓘ

1,419

Age & gender ⓘ



Facebook Page likes:

The number of likes of our Facebook page

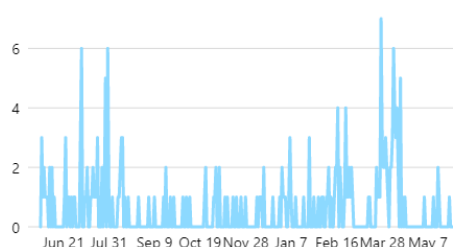
Instagram Followers:

The number of unique accounts that saw any of our posts or stories at least once.

New Likes and Follows

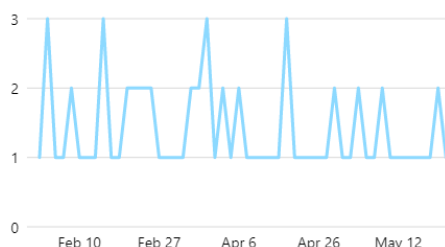
Facebook Page new likes ⓘ

220 ↑ 63%



Instagram new followers ⓘ

74



Facebook new likes:

The number of new likes of our Facebook page

Instagram new followers:

The number of new accounts that started following our Instagram account.

last year's

VOLUNTEERS

The past year has seen us continue to work within the scope of our reinvented events for both the Comox Bike Co. YANA Ride and our Big Love Benefit.

In practical terms we now had event plans that had been created and successfully implemented during the previous fiscal year. We had hoped and planned to be able to bring people together for one or both events. However, the continuation of public health measures led to both our signature events once again being held virtually.

Despite this, we are grateful that most of our long term volunteers continued to support us with their characteristic enthusiasm. It should be noted that this was despite the roles remaining more technology focused and the continuation of meetings by Zoom instead of in person for much of the year.

We were excited to be able to have an in person wrap up event for both the Ride and for Big Love volunteers. Being able to come together and celebrate the months of hard work reinforced the importance of personal connection.

While we may have found ways of continuing our work through the pandemic remotely, you can't beat the fun of being together with a group of likeminded people whether it is at a volunteer celebration gathering or a fundraising event!

YANA Christmas Cracker crafting continued with crafters diligently working at home by themselves. The crafting period began in January with all crackers (aside from prize crackers) completed by the Spring.

The at home crafting model has proven successful due to the flexible timing. Some crafters may miss the social connection from when groups met at the office to make crackers but moving forward they are always able to host their own at home crafting parties with other registered crafters.

12

*Comox Bike Co YANA
Ride 2021 volunteers*

27

*Big Love Benefit 2022
volunteers*

Volunteer opportunities also remained limited outside of our YANA events with regard to community-led fundraising. The Comox Ladies Auxiliary had requested volunteers for their charity bingo nights but unfortunately this series of events had to be cancelled due to concerns at the time around Covid-19.

Despite the challenges, we saw significantly more new volunteers express interest through our online volunteer form in being involved with YANA.

Sign-up genius remains our go-to platform for event-specific volunteer opportunities and continues to work well not only to recruit volunteers but also to provide a record of the numbers of people required to make the magic happen at our events.

Our new volunteer cracker deliveries coordinator position worked well to share the workload in heading up this fundraiser.

We were also happy to welcome a few new crafters on board this year.



last year's

COMMUNITY LED FUNDRAISING

Once again we saw community-led fundraising continue in it's 'new normal' format of people fundraising in any way they could but notably with no large gatherings.

A comparison shows similar revenue from community-led fundraising for this fiscal period.

Period	Jun'21-May'22	Jun'20-May'21	Jun'19-May'20
Income	\$61,111.87	\$60,698.98	\$53,491.44

In terms of annual fundraisers, the **Potters Place** sold bowls (no chili), the **Haunted Hall of Horrors** ran with safety protocols, including limited numbers. **Tsolum River Truffula Tree Farm** donated a portion from the sale of each Christmas tree. **Comox Firefighters Association** raised funds through their annual tree chipping.

The **Driftwood Mall Christmas Tree Auction** was once again canceled in 2021

Jack Boan returned to his annual 'Pi Day' fundraiser for YANA. In lieu of **Easter Eggstravaganza**, Comox BIA, Comox Recreation & IG Wealth Management organized a scavenger hunt in downtown Comox. **Valley Vonka** had it's most successful year to date.

April 9th saw hundreds of friends and family gather to honour **Dr. Brad Harris**. His campaign, It's Not Just Beer, It's Love raised more than \$110,000 for BC Children's Hospital and YANA and he leaves a legacy of love and support that continues to be an inspiration to our community.

This past fiscal year alone, **Royston Nano Brewery** collaborated with Loveshack Libations and brewed a Belgian dark ale with all proceeds from sales donated to YANA as well as the family accepting donations to YANA at his celebration of life where over \$12,000 was raised.

80

*Donations received from
Community Fundraising*

+0.68%

*Difference in \$ value in
comparison to 2021*

The first **Coastal Black Tulip Fest** donated a portion from each ticket sale to YANA. They also provided a donation from their annual Pumpkin Fest.

Other fundraisers included the residents at **Berwick Comox Valley** holding a Christmas craft fair as well as a variety of fundraisers at our schools and those held by local sports teams like the **Komox Masters Baseball**.

Tarn Blakeley accepted donations when she cut her hair for the first time.

In July, **Emily Jenkins** also cut her hair for the first time in 3 years and donated to YANA. Emily's Aunt stopped by the YANA office in August 2021 to donate back the envelope of emergency cash their family had received at the hospital. She shared the heartbreaking news that Emily had passed away unexpectedly at Vancouver Children's Hospital.

In addition to a decade of fundraising through Royston Nano Brewery, Brad and his wife have also supported YANA in countless other ways. Whether it was attending the YANA Big Love Benefit, donating items to the auction or Dennyse volunteering for our Kids Clutter Sales, their kindness and generosity leave a lasting impact in our community.



last year's

COMMUNITY AWARENESS

The tried and tested methods of newspapers and radio remain an essential tool to ensure awareness of YANA and our events. We are grateful for the continued 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**.

During the Valley Vonka and the Hot Chocolates Factory fundraiser our very own Kelly Barnie spoke to the Comox Valley Record on the "Off the Page" podcast.

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.

Social media remains an important platform as it allows us to communicate quickly as well as utilise video messages from sponsors especially in the lead up to the Comox Bike Co. YANA Ride.

The success of community-led fundraisers is also elevated when the organizer creates a **Facebook event** and also posts and tags YANA.

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



The annual Haunted Hall of Horrors for Halloween once again created a Facebook event as well as several Facebook posts to promote it.

For general awareness around some events, the use of **posters** and **till cards** are also incorporated. This remains part of the communication plan for our annual YANA Christmas cracker campaign as well as the Comox Bike Co. YANA Ride.



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.



Consignment Stores - accounts have been set up for proceeds to go to YANA at West & Co, Planet Kids, Podlings and 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: Despite the increasing use of technology in many aspects of our day to day work, we remain connected to the grass roots of our organization with our focus on ensuring that a personal hand written thank you is sent to our donors.

Lesley continues to be indispensable when it comes to ensuring that cards are completed and mailed out timely to donors.

We have been fortunate this year to have had a couple of volunteers help out specifically with writing thank you cards after our events. This has worked out well for volunteers who expressed a preference to help with tasks

that could be completed from home. It has also helped us to better balance our post-event work load.

Our 'Thank Yous' page in the News section of our website is an excellent place to see photos of smiling faces and read about the many ways people raise money and donate to YANA.