



ANNUAL REPORT 2023



COMMUNITY RELATIONS

November 16th, 2023

a year's overview

INTRODUCTION

This Community Relations report is for the fiscal year June 1st, 2022 to May 31st, 2023.

The YANA Office is a fast paced and dynamic environment. We are in a constant state of flux where one event is barely wrapped up and the planning for the next event begins. The best-laid plans for any given day are frequently set aside for the best reasons. Visits from donors and cheque presentations we are expecting as well as surprise visits from generous fundraisers with incredible stories. The countdown to the AGM provides a welcome pause to step back, reflect and appreciate what the previous year brought.

This fiscal year provided the opportunity to combine our increased use of technological solutions with the much loved traditions of the Party in the Park for the YANA Ride and a magical evening at the Filberg for the Big Love Benefit.

Aside from the YANA events, there were also more opportunities for people to volunteer. From BBQs to beer serving and festive events, there were many ways to help. These interactions are priceless. It was SO. MUCH. FUN!

As always I have tremendous gratitude for our hard working and supportive board of directors and this close knit community that continues to unequivocally show up when we call.

Finally, a special mention to Kelly, Lesley and the newest member of our crazy team, Kourtney. These ladies are the hardest working, most caring individuals that strive to always bring their best. Thank you for all the ways in which you continue to inspire every single day.

Shormila Bakshi
YANA Community Relations

last year's

SOCIAL MEDIA

All data for this annual report has been taken from Meta Business Suite Insights.

Reach

Facebook reach ⓘ

53,745 ↑ 31.7%



Instagram reach ⓘ

6,173 ↑ 17.1%



Page and Profile Visits

Page and profile visits

Facebook visits ⓘ

6,799 ↑ 370.8%



Instagram profile visits ⓘ

1,711 ↑ 129.4%



New Likes and Follows

Facebook Page new likes ⓘ

276 ↑ 98.6%



New Instagram followers ⓘ

112 –



+370.8%

Facebook Page visits

+129.4%

Instagram profile visits

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.

Facebook Visits:

The number of times our Facebook page or profile was visited.

Instagram Profile Visits:

The number of times our Instagram profile was visited.

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 fiscal year brought with it a return to in-person events for both the Comox Bike Co. YANA Ride and our Big Love Benefit.

In the case of the 2022 Comox Bike Co. YANA Ride we retained the chart-your-own-course format but successfully added back in the Party in the Park at Marina Park. It was fantastic to be able to bring people together once again.

The 2023 Big Love Benefit also retained elements from the previous couple of years with the silent auction still being hosted online through Givergy while also getting back to the fun and connection a gala evening brings!

From a volunteer perspective, the roles were a good balance of the more technology focused tasks we have adapted to as well as more traditional volunteer roles that are hands on and often physical in-person work. Overall, anecdotal feedback received from volunteers has been very positive.

Volunteer opportunities in terms of community-led fundraising have been limited. The Potters Place were able to return to their in person chili bowl fundraiser (bowls only in 2022) and long time YANA volunteer once again was on hand to attend the event, welcome people and chat about YANA.

YANA Christmas Cracker crafting was completed even earlier this year. With 4,900 crackers, i.e all aside from 100 prize crackers, crafted between January and April by 22 hard working volunteers!

Registered crafters were once again able to craft from home at their convenience. With the home crafting model now successfully established we were able to switch focus to recruiting more volunteers to help with the preparation of crafting supplies. The supplies prep is comprised of several tasks most of which are great for volunteers who prefer roles where they can assist from home.

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*Comox Bike Co YANA
Ride 2022 volunteers*

53

*Big Love Benefit 2023
volunteers*

Other volunteer opportunities included beer serving and YANA Ride 50/50 ticket sales at a Gladstone IPA Day. At Pilon Tools 50th Anniversary, YANA volunteers brought their best burger cooking skills to the BBQ that was available by donation to YANA. The Crown Isle Holiday Resort Walk provided another opportunity where volunteers could help run a community-led fundraiser.

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.

Alternatively, options to help with supply prep at the YANA office are also available, for example the cutting of tissue paper.

We have an excellent mix of volunteer opportunities that can be done from home as well as the usual in-person positions.

*We ♥ our
Volunteers*

last year's

COMMUNITY LED FUNDRAISING

Community-led events play a key role in ensuring our success as an organization. This relates not only to the funds these businesses and individuals raise but also the wider perspective of generating awareness about YANA and the work we do. We love hearing and sharing the stories of the creative ways people find to show their support!

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

Period	Jun'22-May'23	Jun'21-May'22	Jun'20-May'21	Jun'19-May'20
Income	\$54,822.59	\$61,111.87	\$60,698.98	\$53,491.44

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Donations received from Community Fundraising

-10.29%

Difference in \$ value in comparison to 2022



In terms of annual fundraisers, the **Potters Place** sold their chili bowls and were back to serving chili this year. The **Haunted Hall of Horrors** had a record breaking fundraising year almost tripling their donation! **Tsolum River Truffula Tree Farm** made their annual donation from the sale of each Christmas tree and **Comox Firefighters Association** raised funds through their annual tree chipping. **Valley Vonka** had another successful year, this year featuring Ellie the Eagle by Lisa Joan Art. The first annual Willpower softball tournament was an exciting addition to our community-led fundraising.

The **Driftwood Mall Christmas Tree Auction** once again did not proceed in 2022. Due to a decision to share their fundraising support between multiple charities, neither the Easter Eggstravaganza nor the alternate event between Comox Recreation and BIA ran this year.

This past year saw the **Comox Return-It Depot** close. This had been a long standing source of regular annual donations and the new Express & Go location in Comox to date is not as successful in terms of donations to YANA.

In other fundraising efforts we saw youth in our community make donations through school events such as 'Young Entrepreneur Fairs' and 'Frozen Treat Fridays' as well as lemonade stands, bake sales and birthday donations.



last year's

UNIQUE WAYS TO GIVE

Return-It depots - The Comox depot closed last year. However, you can still donate to the YANA account at the Courtenay depot. Alternatively, use the Return-It Express system (Courtenay and Comox location) to print off tags by entering the YANA phone number 250-871-0343. Attach the stickers to your clear bags of recyclables and drop them off!



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. At the time of writing this report the Quality Foods points system has been transitioned into the 'More Rewards' program. It is unclear how this will operate but we will update the Unique Ways to Give' page on our website when an update is available.



Canadian Tire - Donate your Triangle Rewards points by stating the YANA phone number 250-871-0343 at the till. You can also transfer Triangle Rewards (Canadian Tire) money through their [website](#) using the YANA account number 6365 7409 1849 3963.



Consignment Stores - accounts are 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

The timely writing of thank you cards after YANA events is always challenging due to the sheer numbers of people in our community that make the magic happen! Over the past year we had a couple of key volunteers who were happy to volunteer in roles that could be done from home and helped out with this task. Meantime at the office, Lesley and her expert penmanship remain critical to ensuring our handwritten cards are completed and sent to donors.

In our digital world, thanks to efforts from Kourtney, we have been able to post our gratitude on social media in a timely manner. In most cases we are now able to share the stories and post photos from cheque presentations within a day or so of the donation being received.

Finally, don't forget to check out the 'Thank Yous' page in the News section of our website. Reading about the incredible fundraising efforts that are happening in our community is guaranteed to put a smile on your face!