



COMMUNITY RELATIONS

November 20, 2025



a year's overview

INTRODUCTION

The following Community Relations Annual Report covers the fiscal year from June 1, 2024, to May 31, 2025.

Each year, YANA works to balance organizing our big fundraising events with building meaningful connections in the community. Week after week, I'm reminded how lucky we are to be part of such a generous, caring place. Whether it's a volunteer dropping by the office, attending a local fundraiser, or celebrating a cheque presentation, these moments show the incredible support that surrounds YANA.

I want to extend my heartfelt thanks to our Board of Directors, our volunteers, YANA families, and community members. Your ongoing encouragement proves every day that, together, we can make the impossible possible. Being able to say "yes" to families in need is a true privilege, and it's one I am proud and grateful to be part of.

Community fundraisers, volunteer time, and even social media all play an important role in keeping YANA strong and connected to the Comox Valley. We are deeply thankful to those who have been with us for years and equally inspired by those just starting their journey of giving back.

This Annual Report is also a chance to pause and reflect on everything we've achieved together. Over the past year, our team has embraced new tools and approaches that help us work smarter and stay connected to the community we serve.

YANA holds a special place in my heart. From receiving support as a YANA family during my pregnancy to volunteering, and now stepping into my role as Community Relations Coordinator this past April, I've seen firsthand the incredible impact this organization has. My first major event, the YANA Ride, gave me a real appreciation for the dedication, hard work, and heart that go into making it a success.

Jessica Mayer YANA Community Relations Coordinator







SOCIAL MEDIA

YANA regularly uses Facebook and Instagram as its primary social media platforms. All data for this annual report has been collected from Meta Business Suite Insights. YANA maintains a YouTube channel and LinkedIn page to support searchability and online visibility. Given limited capacity and the stronger engagement seen on Facebook and Instagram, these channels were not prioritized for growth this year.

Facebook

YANA's Facebook content reached 93,691 people this year, representing a 6.3% decrease compared to the previous fiscal year. Organic reach and paid reach were nearly equal, with only a 1.13% difference. This is a significant shift from the last year, when organic views made up the clear majority. Engagement was strong, with 9,900 interactions recorded. Of these, 73.3% came from followers, 26.7% of interactions were from non-followers.



Top Facebook content based on reach:

- 1. Susanne Dream Backyard Winner Donation Back: 13.8k reach
- 2. Big Love Benefit Westjet Raffle Sales Start: 10.3k reach
- 3. Big Love Benefit Be Apart of the Event Ticket sales: 7.9k reach

-6.3%
Facebook
Reach

+4.21%
Facebook
Interactions

242
New Facebook
Follows

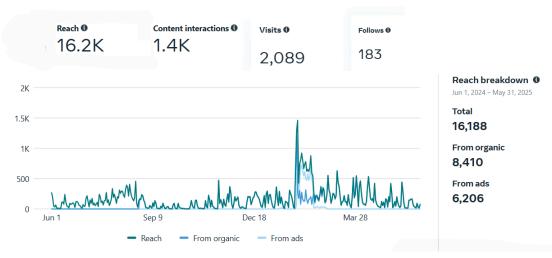
12,156
Facebook
Visits

Reach: The number of unique users who saw any of our content, including posts, stories, ads, and our profile.

Interactions: The number of likes or reactions, link clicks, comments, saves or shares.

Instagram

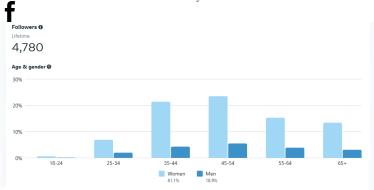
YANA's Instagram content reached 16,188 people this year, a 105% increase over the previous year. Unlike Facebook, the majority of views were organic (51.95%), compared to 38.34% generated through ads. While Facebook continues to have a larger following, resulting in higher overall reach and interactions, Instagram has shown rapid growth over the past few years and continues to increase at a significant rate.

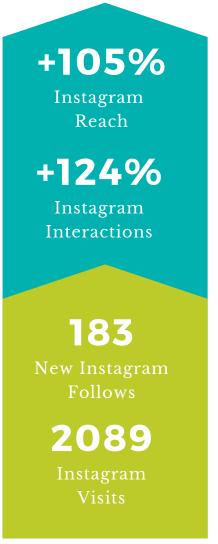


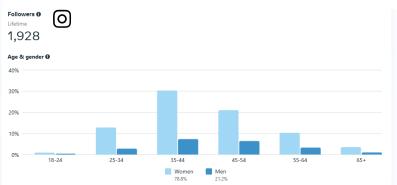
Audience

Both Facebook and Instagram audiences remain consistent with last year, with a predominantly female demographic. On Facebook, the largest age groups are 35–44 and 45–54, while on Instagram the majority fall within the 35–44 range.

Facebook followers and page likes remained relatively stable this year, with 4.7K followers and 4,207 page likes, reflecting a net gain of 242 new followers. Instagram grew to 1,928 followers, adding 183 new followers over the year.







VOLUNTEERS

Volunteers are an integral part of YANA and play a vital role in everything we do. From event set-up and take-down, to crafting Christmas crackers, assisting with community-led fundraising initiatives, raising awareness, and helping generate much-needed funds, our volunteers are at the heart of our success.

The wide variety of volunteer opportunities offered throughout the year ensures that there is a place for everyone who is eager to contribute. Whether through hands-on, physical tasks, or administrative behind the scene roles, this inclusivity allows community members to get involved in meaningful ways that suit their skills and availability.



Since April, we have developed a Volunteer Welcome Package, which includes a handbook outlining everything new volunteers need to know, as well as a clear process for getting started. This resource helps ensure that our volunteers feel supported, confident, and ready to step into any opportunity with success.

Along with keeping our Current Volunteer Needs page up to date on the website, we continued to use Constant Contact to email information about upcoming opportunities and connect with volunteers. Social media has also been a great way to put out volunteer call-outs, reaching a wide and engaged audience quickly. We continued using SignUpGenius to post available shifts, making it easy for volunteers to see what was needed and sign up right away.

66Comox Bike Co. YANA
Ride 2024 Volunteers

80Big Love Benefit 2025 Volunteers





COMMUNITY-LED FUNDRAISING

Community-led fundraising continues to be one of the most inspiring parts of YANA's story. Every year, individuals, groups, and businesses across the Comox Valley find creative ways to turn their talents, gatherings, and passions into meaningful support for local families. These events not only raise critical funds, but they are especially important since nearly all of YANA's resources are generated right here at home. They also help spread awareness in places and circles we might never reach on our own.

YANA received 98 donations from community-led fundraising this past fiscal year, a significant increase from the 72 donations received the year before. This contributed to the significant increase in the total dollar value raised of \$91,680.

98

Donations from Community-Led Fundraising

+11.5%

Difference in \$ value compared to 2023/2024

Period	Jun '20 - May '21	Jun '21 - May '22	Jun '22 - May '23	Jun '23 - May '24	Jun '24 - May '25
Income	\$60,697	\$61,112	\$54,823	\$82,217	\$91,680

This past year, we saw a mix of long-standing traditions and fresh new ideas. Beloved events like Valley Vonka, made possible through the partnership of Hot Chocolates and the Comox Valley Record, once again delighted our community while raising significant funds. The Comox Valley Potters Club and The Potters Place Gallery put on their annual support with their chilli bowls for YANA fundraiser at Market Days. The Comox Firefighters Association kept their holiday tree chipping tradition alive, and the Will Power Charity Softball Tournament returned, uniting players and spectators in support of local families.

We were also excited to welcome several new fundraisers into the YANA family of events. Raising the Dough with **Domino's**, **Valley Vista Estates** Christmas Craft Fair, and Pet Santa Photos at **Bosley's Courtenay** all made their debut this year. Each of these new initiatives brought something special to the table, and we look forward to seeing many of them grow into annual traditions.

Together, these events reflect the generosity and creativity of our community. Whether through sports, food, art, or local business, each fundraiser tells the same story of when people come together, YANA families feel the difference.



UNIQUE WAYS TO GIVE

Return-It Depot - Express

Using the Return-It Express system 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. New this year YANA supporters can automatically direct their personal account funds to YANA by setting it up on their express account online or they can do one time donations from their express account online.

Airmiles

Donate your airmiles to YANA's account using our account number 8903 940 0498

Consignment Stores

Accounts are set up for proceeds to go to YANA at West & Co, Planet Kids, Podlings and VV Boutique Ultra Premium Consignment.

Quality Foods More Rewards - Discontinued December 2024

Recently, changes to the More Rewards program have impacted how donations can be made. Shoppers can no longer use YANA's phone number to donate points, and Quality Foods has informed us that the program does not allow multiple cards to be associated with a single account.

Canadian Tire Triangle Rewards Donations - Discontinued December 2024

Canadian Tire has recently updated their policy and no longer allows multiple people to contribute to a single Triangle Rewards account. This change means we are unable to accept donated points through this program.

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

THANKS TO OUR SUPPORTERS!

The work YANA does is only possible because of the unwavering kindness and dedication of our sponsors, donors, volunteers, community organizers, Board of Directors, and the entire YANA family.

We never miss an opportunity to express our gratitude whether it's in person, on social media, through our website's "Thank Yous" page, via CanadaHelps donation emails, or with handwritten cards to the many volunteers, fundraisers, and donors who lift us up. To see more of these celebrations of generosity, please connect with us online and follow along on social media. We are deeply grateful for your continued support!

