



# ANNUAL REPORT 2024

**YANA**  
you are not alone

**COMMUNITY RELATIONS**

*October 10, 2024*



*a year's overview*

# INTRODUCTION

The following Community Relations Annual Report reflects the fiscal year of June 1st, 2023 to May 31st, 2024.

As with many years past, the YANA team strives to balance the needs of planning and implementing our major annual fundraising events while supporting year-round community engagement with YANA.

Every week, we have the joy of meeting and greeting caring and passionate individuals and groups in our community. Through cheque presentations for a successful fundraiser, participating at an event, or whenever a volunteer stops into the office - our team is excited to celebrate everyone's contributions.

Community-led fundraising events, volunteering, and even social media have played key roles in our outreach and fundraising efforts and help deepen our connection within our ever-evolving Comox Valley community. We remain grateful for everyone who continues to support YANA year after year, and those who have just joined us with the simple idea of giving back to the community.

This Annual Report allows us to step back and reflect on how much YANA has grown over the past year, and how exciting the horizon looks ahead. In May, Shormila transitioned to her new role as our Event Operations Manager to focus primarily on our key YANA events, while I joined the YANA team as the new Community Relations Coordinator.

I want to thank Kelly, Kourtney, Shormila, and Lesley for welcoming me into this close-knit and fearless team. It does not go unnoticed how hard you work to make miracles happen. I also have tremendous gratitude for our Board of Directors, volunteers, YANA families, and community champions who inspire me every day and remind me that it takes a village.

Tania Leon  
YANA Community Relations

*last year's*

# SOCIAL MEDIA

YANA regularly used Facebook and Instagram as its primary social media platforms, experiencing significant growth in both reach and interactions on both platforms. YANA maintained a LinkedIn page with 45 followers, offering potential for future growth and engagement.

## Facebook

YANA Facebook content reached about 100,000 views - an increase of 167.9% compared to the previous fiscal year. YANA saw approximately 11,700 visits to our Facebook page, up 98.4% compared to the previous year.

## Instagram

YANA Instagram content reached 7,900 views, increasing by 243% compared to the previous year. YANA saw about 1,400 visits to our Instagram profile, up 25.1% from the previous year.

## Audience

YANA gained 252 net new followers this past year on Facebook and 84 net new followers on Instagram - not a significant change from the previous year. Both Facebook and Instagram audiences were predominantly female with Facebook trending slightly towards an older demographic than on Instagram.

**+168%**  
Facebook Reach

**+36%**  
Facebook Interactions

**+243%**  
Instagram Reach

**+100%**  
Instagram Interactions

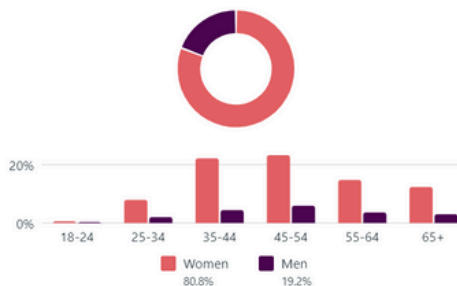
**Reach:** The number of unique users who saw any of our content, including posts, stories, ads, and our profile.

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

Facebook followers ⓘ

4,639

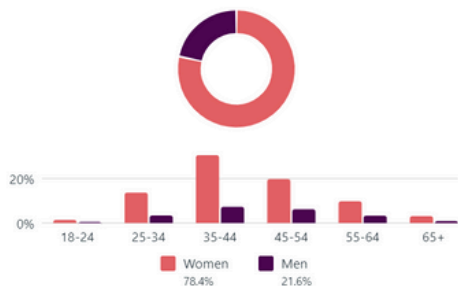
Age & gender ⓘ



Instagram followers ⓘ

1,720

Age & gender ⓘ





*last year's*

# VOLUNTEERS

YANA has received tremendous support from our dedicated volunteers who assist with a variety of activities. These include major event administration, setup and takedown, Christmas Cracker crafting, and attending local community-led fundraising events that help raise funds for YANA.

Similar to recent years, traditionally hands-on and physical tasks continue to be invaluable to many of our volunteer roles but our volunteers have also become more accustomed to the increased use of technology involved. From general volunteer feedback, volunteers appreciated the variety of roles that made it possible for them to contribute.



For YANA Christmas Crackers, in addition to returning crafters we gained four new crafting volunteers and welcomed back five former crafters with renewed interest in volunteering again after taking a break for at least a year.

In addition to our website's Volunteer page, we continued to use Constant Contact to email and recruit volunteers for roles.

SignUpGenius was used for volunteers to view and sign up for volunteer opportunities. Near the end of the fiscal year, we introduced a permanent ongoing SignUpGenius page for all community-led fundraisers as we saw an increase in these types of events being organized. The link to SignUpGenius was made available on the YANA Volunteer page so that volunteers could regularly check on new and upcoming shifts available.



*last year's*

# COMMUNITY-LED FUNDRAISING

Community-led fundraising events create opportunities for local individuals, groups and businesses to support YANA through their own unique ideas and passions.

We are honoured that many community members are inspired to give back, recognizing that nearly all our funding is generated locally. Community-led events not only provide a chance to raise money, but also awareness among the general public about the support that YANA provides in spaces we otherwise would not have exposure. From golf tournaments and craft fairs to business promotions and lemonade stands, our community has had countless unique ideas to support YANA.

72

Donations from  
Community-Led  
Fundraising

+50%

Difference in \$ value  
compared to 2023

YANA received 72 donations from community-led fundraising, a significant uptick from the 49 donations received in the last fiscal year. A combination of returning annual fundraisers and new fundraisers contributed to the increase in number of donations and the total funds raised.

Period	Jun '19 - May '20	Jun '20 - May '21	Jun '21 - May '22	Jun '22 - May '23	Jun '23 - May '24
Income	\$53,491	\$60,697	\$61,112	\$54,823	\$82,217

In terms of returning annual fundraisers, we had yet another successful year of **Valley Vonka** with the collaboration of Hot Chocolates and the Comox Valley Record. The **Comox Valley Potters Club** and **The Potters Place Gallery** raised more than three times as much as the previous year as they were able to serve chili again as part of their Chili Bowls for YANA fundraiser. The **Comox Firefighters Association** continued to raise funds for YANA with their annual tree chipping service. The **Will Power Charity Softball Tournament** returned for another year of fundraising for the Comox Valley community.

New fundraisers this past year included our participation in the Tim Hortons **Holiday Smile Cookie** campaign. **Driftwood Mall** and **Canadian Tire** partnered to launch a new Mother's Day Dream Backyard raffle. We anticipate these events will become annual fundraisers for YANA.



*last year's*

## UNIQUE WAYS TO GIVE

A number of ongoing fundraisers previously listed under 'Unique Ways to Give' diminished over the past fiscal year. Below is a list of ongoing community fundraisers that were available.

### **Return-It Depot Courtenay**

With the closure of the Comox Return-It Depot, the amount of donations YANA received decreased. Donations were still accepted at the Courtenay depot through the YANA account. Residents could also use the Return-It Express system to print off sticker tags by entering the YANA phone number 250-871-0343 and dropping off clear bags of recyclables to be counted.



### **Quality Foods**

At the beginning of the fiscal year, Q-Points transitioned to the More Rewards program and customers were no longer able to donate points to YANA at the checkout. This had a significant negative impact on our annual events as the points covered over \$6000 in costs associated with Big Love, YANA Ride, and Christmas Crackers.



### **Canadian Tire Courtenay**

Triangle Rewards points were donated to YANA by giving the YANA phone number 250-871-0343 at the till. The [Triangle Rewards website](#) also allowed account users to transfer points using the YANA account number: 6365 7409 1849 3963.



### **Cobbs Bread**

Shoppers could mention YANA when making a purchase and Cobbs Bread donated 5% of the purchase value to us.



### **Consignment for YANA**

Accounts were set up at four consignment stores with proceeds from donations going towards YANA: West & Co, Planet Kids, Podlings, and VV Boutique Ultra Premium Consignment.

Visit 'Unique Ways To Give' at [www.yanacomoxvalley.com](http://www.yanacomoxvalley.com) for full details on all ongoing fundraisers.

## THANKS TO OUR SUPPORTERS!

The support that YANA provides would not be possible without the incredible generosity of our sponsors, donors, volunteers, community organizers, Board of Directors and extended YANA community.

We take every chance we get to say our heartfelt thanks in person, on social media, on the YANA website '[Thank You](#)' page, through emails via the Canada Helps donation platform, and numerous thank you cards to our volunteers, community-led fundraisers and donors! Please visit our website and follow us on social media to stay connected. Thank you for your support!

