



Vic High Alumni Association 2024 AGM

Reports of Individual Teams

Archives & Museum

Annie Boldt, VHS 1967, Linda Baker, VHS 1969

The Vic High Archives & Museum is open, with ongoing displays of artifacts. The room is much smaller than before, but new shelving, sponsored in part by 1987 alumnus Ken Coley-Donahue's Vintage Woodworks, has increased storage efficiency. Included in the new space are an original 1914 classroom storage unit saved from demolition, the 1914 Boiler Room desk, and a work counter made from marble panels in the old washrooms. New volunteers are on board to help keep it open, currently about 20 hours a week. Students are volunteering, researching projects, and taking a great interest in the school's history.

Vic High included us in planning the location and hanging of grad class photos, many of which need cracked glass and badly stained mattes replaced. We were also invited to join a Décor Team of staff and students to determine what should go back on the Vic High walls and where. In the interim, we have helped the school determine the location for *Everything Below All of the Above*. Carole Sabiston, VHS 1957 and Black & Gold Inductee, is donating a very valuable 9' x 6' world-class textile art piece to Vic High. It will hang in the new library.

Volunteers have sorted all our surplus Camosuns and extras are available by donation. We also plan to finish scanning Camosuns from the last 10-15 years of Camosuns so they can be available on the website.

Denis Johnston, VHS 1967, is starting to research the history of the Vic High Alumni Association, and has agreed to write that history in time for our 2025 50th anniversary.

Our goals include accessioning all the items donated in the last few months, setting up a proper system to accession digital source items, finding the most economical way to digitize all unuseable AV material, and to start digitizing all photos in the Archives collections and make them accessible publicly. Ambitious? Yes! We invite your donations, your help, with these projects so important to preserving Vic High's history.

A huge thanks to all our wonderful volunteers: Rosemarie Felsing, 1972, Lori Ann Locken, 1974, Adele Fraser, 1978, Tony Poniedzielnik, 1978, Judith Brand, 1967, Janice Mercer, 1960, Edeana Malcolm, 1969, Bill Broadley, 1951, Rod Edwards, 1974, Ann Auld, 1978, Christy Bowen, 2000.

Communications

Linda Baker, VHS 1969, Mary Anne Skill, VHS 1975, King Lee, VHS 1958, Gerry Pash, VHS 1962, Ronnie Lowe, VHS 1968

Since July 2023 the Communications Team has

- Produced 11 e-newsletters
- Produced a November print mailout to donors and a spring mailout to donors with no email address
- Drafted media release approved by Vic High re May 26 Open House, and circulated to media
- Sent group emails for reunion teams to their classmates, group emails about AGM, alumni tours of Vic High
- Continuously manually updated email platform – new registrations, profile updates, etc.
- Saved many folders of images from FB posts for Alumni website and Archival purposes
- Supported Merchandise Team and Alumni Appreciation Dinner team with graphic design and assembly of collateral material
- Sourced/provided images for website
- Researched, interviewed subjects, written and edited stories for website/newsletter
- Created 40+ posts on website
- Attended events (reunions, tours) to sign up new members to the Association and collect seat plaque donations/orders

Events

Various volunteers

An Alumni team is reviewing the success of our induction of illustrious alumni into the Black & Gold Honour Roll, a lengthy list of prospective candidates, and new ideas for how to confer this honour on distinguished alumni.

Two successful Alumni Tours of Vic High were held in early May, raising \$3000 directly for Vic High arts and athletics programs.

Fundraising Task Force

Ed Kozicki, VHS 1969, Helen Edwards, VHS 1964, Mary Anne Skill, VHS 1975, Paul Curtis, VHS 1978, Linda Baker, VHS 1969, Judy Gill, VHS 1960, Shannon Edgar, VHS 1975

Seat Plaque Sales – since July 2023

- 75% of auditorium seats now have installed plaques (initiative launched 20 years ago at \$200 donation, increased to \$250, will increase September 1 to \$300 min. donation)
- We're working with Vic High to identify other similar opportunities once all seats have plaques

Funds Raised from Grad Classes

- Class of 1955 - \$200 towards grad photo refurbishing
- Class of 1970 - \$4593 donated to increase a bursary fund investment
- Class of 1963 - \$2400 plus future funds, donated for volleyball equipment for Vic High's new sand volleyball courts.

Search for Professional Fundraiser

- Search will continue for the proper fit with established goals and criteria
- Prospective fundraiser will be fully funded by an alumni benefactor at no cost to the Alumni

Merchandise Program

- See separate report

Conclusion

Communication and developing relationships with current and future fundraising initiatives and partners continue to be the driving force behind the team's goals. Thank you to the team for all your efforts and support and to all those who supported our work in the background.

Merchandise

Shannon Edgar, VHS 1975, Mary Anne Skill, VHS 1975

Update on Sales;

- 2024 (5 months Jan-May) Total Gross Sales \$5175.67 from Individual Sales plus Events;
 - 26May2024 VH Open House \$1,480.00
 - 24May2024 VH Ex-Staff Tours \$205.
 - 9May2024 VH Alumni Tours \$655.
 - 3May2024 VH Alumni Tours \$980.00
 - 27Apr2024 VH Class of '63 Reunion \$745.
 - 19Jan2024 VH Sr Basketball Tournament \$270.

Comparison Annual Gross Sales;

- 2022 \$3445.
- 2023 \$4201.

Achievement of 2 Year Goal Early;

Total Gross Sales since Relaunch in 2022 = \$12,821.67, means that we have achieved (and Surpassed!) our 2 year goal (Early!) of recouping the \$12,000 original amount from VHSAA General Funds to purchase merchandise.

It's been one sale at a time, with a Big Thank You to those of you that answered the call when assistance was requested!

- **Recommendation;** a third person on the team would be good to watch over and run the clothing rack at busy events, as well as sub in as needed.

Inventory;

- Continuing to closely monitor inventory, re-ordering, price point adjustments, market comparables with other vendors, while aiming for a 30% profit margin. Profits are used for re-orders as necessary, while keeping approximately \$6,k on hand in bank account.

- Most popular items currently are Ball Caps and Fleece Jackets/Vests, with Pens & Pins for small \$ amount purchasers.

- Now that Vic High has reopened, the merchandise storage is in the school basement, which allows great shelving access, organization and takes it out of our homes. Since we have shelving space, we could add a couple more offerings to our product line.

- **Recommendation;** counter area would be beneficial for counting stock and paperwork, rather than current make-shift system of using overturned boxes, random chairs and the floor.

Fees;

- Fees vary for processing per transaction;

- Interac .75% + 7 cents
- Visa and MasterCard 2.65%
- PayPal 1.6% + 30 cents

- Cash deposits RBC a/c based on a ratio which = usually between .11 cents to \$1.48 monthly (seems to vary depending on how often, number of bills, atm or at wicket), plus a \$6. monthly fee and \$1.50 whenever we e-transfer.

Studies show that the world is gravitating to rapid convenience and we want to accommodate. The majority of our purchasers want to take advantage of modern systems, such as the Square payment device (even accessing the app on their watch to pay). The tap feature is well-used. Rarely do they carry cheques. Some do not even want a receipt.

The on-line purchasers are happy to use PayPal, with no problems at all and are quite excited when we deliver their package rather than mail it out. We offer this personal touch option if it fits our schedule and is local. Postage charges year to date are at \$13.50 profit (between online webstore charges versus Canada Post charges) and we do not charge for mileage when we deliver.

E-transfers are becoming widely accepted and more common in the marketplace. We have enjoyed the convenience as well with the majority of our suppliers that accept e-transfers for payment. This expedites ordering as well, whenever a down payment is required.

Re-orders:

- Mugs sold out; shopping for a better quality mug this time as initial supply turned out not to be up to what we feel is our Vic High standard. In our merchandise, we aim for good quality at reasonable prices. Mugs are well-used, so must be durable, sturdy, microwave & dishwasher safe, and nicely styled.

Recommendation; proceed with getting a new quote from Showcase as they are a long time Vic High trusted supplier and mugs come individually pre-boxed.

- Hoodies (new product); we have had several requests for a hoodie. Have been surveying customers at events and researching suppliers.

Recommendation; try to obtain by September, to take advantage of Fall shoppers

- T-shirt (new product); many requests for t-shirts but suggestions are for varied styles, most recent few were for the gold coloured large black logo'd VHS type that the leadership students wore for four days. More discussion needed to determine direction before ordering.

- Scarves (new product); this request has been popping up often. Currently test marketing new samples of a lovely fleece black and gold version handmade by our very own Linda Baker! We will report on sales and feedback.

Upcoming Event Attending:

- Wed June 26th VH all school year-end assembly; we will have our alumni and merchandise tables and signage, set up like last year, although this time it's back in our beautiful Grant Street location, woohoo! Our school song speaker system has been a hit and seems to draw people in, so please feel free to join us, to wish the students all the very best, and hopefully sign up those grads to our wonderful alumni association 😊

Reunions

Our volunteers continue to work with Reunion Organizers to keep contact information for members current. With Vic High reopened, and increased interest in alumni activities, many classes have held or are organizing reunions. 2025-26 will be a big year for reunion activities, as 2025 is the Vic High Alumni's

50th anniversary and 2026 is Vic High's 160th anniversary. We'll begin in the fall to work with Vic High to plan celebration activities.

A big thank you to Irene Harrison, VHS 1955, for recently taking on the role of Reunion Co-ordinator so we can continue to support reunion teams.

Scholarships/Bursaries

Don Kissinger, VHS 1959, King Lee, VHS 1958

On Monday, June 17, the alumni awarded \$32 450 to Vic High students from our endowments with the Victoria and Vancouver Foundations. As our awards are permanently funded, this amount will continue to grow in perpetuity. We encourage alumni to consider making an endowment to the Victoria Foundation, through the Vic High Alumni Association, to continue increasing scholarships and bursaries for current students.

One new endowment of approximately \$25,000 was made in 2023-24 by Rod McCrimmon , VHS 1968, for a music bursary, primarily directed to a student guitar player with promise for a professional career.

Website

Paul Curtis, VHS 1978

Over the past year, user numbers for vichigh.com continued to rise thanks in large measure to the grand re-opening of the upgraded building. Everyone was interested in Vic High this year, and that created great exposure opportunities for the Alumni Association and its website.

Key Stats and Milestones:

- Average monthly traffic growth:
 - Visitors +30%
 - Visits +42%
 - Page Views +20%
- Key content improvements:
 - Added an image carousel featuring alumni programs and people to the home page
 - Updated *Photo Gallery* rendering format and added Attic Images section
 - Reorganized *News and Projects* page to ensure fresh content appears at the top
 - Improved online newsletter access by way of a new link/button on the home page
 - Completed a total of 48 functional tweaks, process changes and rendering fixes over and above regular editorial and membership updates