



VICTORIA  
CONSERVATORY  
OF MUSIC

# Music Matters Now More Than Ever



[vcm.bc.ca](http://vcm.bc.ca)

*"Music brings a soul to the universe, wings to the mind,  
flight to the imagination...and life to everything." - Attributed to Plato*

# MUSIC MATTERS

## MUSIC BRINGS PEOPLE TOGETHER, TRANSCENDS EVERY BORDER, AND CREATES HOPE FOR THE FUTURE

The pandemic has highlighted our deep human connection to music, and the power it has to see us through our darkest days. All around the world people come together to create music in whatever way they can to keep connected and heartened. Music is a powerful force that creates hope for the future and keeps the world uplifted.

Through all the global changes, there is one strong, vibrant message that we hear from our supporters every day:

*"Music matters now more than ever."*

We hear, feel, and breathe this every day at the **Victoria Conservatory of Music (VCM)**. More than ever, we are committed to our mission:

**To inspire, nurture, and enrich our community through excellence in music education, performance, and wellness.**

The VCM is part of the fabric of the community, providing social, cultural, and economic benefits to the Greater Victoria Area. With our celebrated historic Alix Goolden Performance Hall, the VCM represents a hub of music culture in Victoria.

It is through donor support that we have been able to stay ahead of the curve and ensure that this significant Arts organization continues growing a vibrant music community.

Together we will ensure music continues to lift everyone towards a healthy future.

### VCM VALUES:

Excellence | Inclusivity and Accessibility  
Stewardship and Accountability  
Leadership | Innovation



# THE VCM MATTERS

## SO MUCH MORE THAN JUST A MUSIC SCHOOL

From the VCM's small beginnings in 1964 when Mrs. Alix Goolden recognized the need for a music school to classically train young musicians, we now serve over 4,600 individuals of all ages and musical abilities.

Today, the VCM is so much more than just a music school; it is a creative hub where music, technology, and vision converge, fostering an environment where students can stretch their musical imaginations.

With a solid classical base, cutting-edge contemporary reach, and expertise in music technology, we provide students with multiple pathways to explore creative, innovative, approaches to develop their unique musical talents, whether they are aspiring professional musicians or just picking up an instrument for pleasure.

We offer programs that encompass a broad range of genres and there is something for everyone, from children to seniors:

- Ann & George Nation Conservatory School of Classical Music
- Chwyl Family School of Contemporary Music
- School of Music Technology & Creativity
- Young Artists Collegium Program
- Postsecondary Studies – 2-year Diploma Program
- Music Therapy
- Early Childhood Music Education
- Community Outreach

Our strength is the expertise of our 125 world-class teaching faculty who bring depths of knowledge and international experience to the mentorship of our students. Students gain valuable life skills, are encouraged to think in new directions, and are provided with support for taking risks and stretching their musical imaginations.

*"We inspire students to follow their musical dreams. We encourage learning music for sheer pleasure. We bring music wellness into our community. We provide life-changing music therapies. All through the power of music."*

**STEPHEN GREEN**

Dean, Chief Academic & Artistic Officer



# THE VCM IMPACT

## RADIATING OUT INTO THE COMMUNITY

The VCM's positive impact radiates throughout our community, our province and beyond – reaching across the globe. The fundamentals of music that are taught here are carried with our students as they pursue their professional careers, whether pursuing a career in music or in another field.

***“As an adult, I am so grateful for my music lessons! My Master’s Degree in Neuroscience helps me to wholly appreciate the benefits reaped from music with respect to brain development and mental health.”***

**DIANA KIM**

Neurology Resident Physician, UBC, VCM Alum (pictured)

The VCM is integral to the local arts community. Our faculty and alumni are members of many ensembles including the Victoria Symphony and Victoria Jazz Band, leading choral groups, performing on stage at the Royal Theatre and local venues. Our students perform as members of the Greater Victoria Youth Orchestra and other local ensembles, sing in the Pacific Opera Victoria’s Opera Chorus, and perform at high-level functions across the region.

***“The years I studied at VCM were massively inspiring for me. Everything I know about keyboard technique I learned from the VCM.”***

**SARAH MACDONALD**

Director of Music, Selwyn College, University of Cambridge, VCM Alum (pictured)

We believe that music is an essential ingredient in living a full and happy life and by investing in the core of what makes the VCM a cultural hub, we deepen and widen the positive impact that radiates throughout the whole community.

**Our community is enriched by music, and our lives are brightened every time we hear and see a young performer making their way along their musical journey.**

***“The VCM was like a breath of fresh air for me. I studied opera and the training I received was the stepping-stone that opened up a whole new world. My voice coach today says I have amazing range because of the teaching I received at the VCM.”***

**KELLY DERRICKSON**

First Nations Artist, Country Tribal Rock, VCM Alum (pictured)



# DONOR IMPACT

## MEETING THE NEEDS OF OUR COMMUNITY

Through the generosity of our wonderful community of donors, the VCM has been able to meet the many challenges of the pandemic with creativity and innovation.

As we move forward, it will be essential to be able to respond to the changing needs of our students, provide innovative performance opportunities, offer creative ways of learning, and maintain our treasured historic concert halls.

**Donor support is critical now more than ever as we strive to mentor the musicians of tomorrow and to advance the wellness of our community.**

The VCM has a long history of setting the stage for the young musicians of tomorrow and we are committed to being at the forefront of offering our students access to the latest in music advancements. Funding is needed for the innovative programming that will set new directions for careers in music, one of the most important creative industries of our time.

We are facing a crucial time of recovery given the stark impact of the pandemic and must raise necessary funds to ensure that we can continue to make a significant impact on lives throughout our community.

**Donor support enables us to push boundaries and grow in ways that reflect the needs of our community.**

Funding enables the VCM to stay ahead of the curve, to spark musical imaginations, to be a progressive creative music hub, and to have a positive influence on society. Investing in the VCM is the key to ensuring that music continues to be a vital part of our cultural community.

**Help us open doors to new discoveries in a music school that encourages imagination. Together we can ensure there is a strong foundation for music in the future.**

*"The best thing that the VCM did for me was to validate my decision to pursue music and give me confidence to explore my artistry. The scholarships I received helped with tuition fees and made it all possible for me."*

**MICHAEL WILFORD**

Graduate, Diploma in Music Performance 2018 (pictured)



# A DONOR'S STORY

## JOHN & GABRIELLE GOUDY

A train that pulled out too early one frosty afternoon in Austria, and a chance meeting with a stranger, brought John and Gabrielle Goudy together over 58 years ago. John's train departed without him, but all his ski equipment and his money were still on board, and by chance asked a stranger for some help with a ticket. The stranger was Gabrielle's father.

Philanthropy - goodwill and kindness to a fellow human being - brought Gabrielle and John together and it has been a part of their lives ever since. The Goudys know the strength of our community is through the people who live and work here. After John's career in the Royal Navy, the couple settled into life on the Island and both graduated from the University of Victoria. Giving back to their community has always been one of their values. Their personal philanthropy towards education, health and fitness, and music, is something everyone benefits from.

Music always played a vital role in the lives of their families. All their celebrations included music. "Christmas is not Christmas without *Handel's Messiah*", says Gabrielle.

John and Gabrielle know firsthand the value of music education and have been long-time supporters of the VCM. In 1997 John was immersed in the operations of the VCM as Board Chair and the massive task of repurposing the former Metropolitan Church to become the new home of the music school. The Goudys understand the importance of major gifts to the VCM and how they help transform music in our community. Over the years the Goudys have supported the VCM faithfully as major gift donors, and they never miss an opportunity to come and listen to music.

And when music performances come back to the VCM, John & Gabrielle will be in the front row seat.



# YOUR STORY

## YOUR GIFT IS A STORY ABOUT YOU AND WHAT YOU TRULY VALUE

The pandemic has brought us all a renewed and deeper appreciation for the privilege of having music in our lives. Music keeps us connected and brings joy and hope for the future.

Supporting the VCM is a powerful way to enrich the musical life of your community.

We invite you to be a part of the VCM story by investing in a music school that uses imagination and innovation to nurture the musicians of tomorrow.

A major gift to the VCM can help in many ways:

- An unrestricted gift gives us leverage to shape the future of music education and build sustainable growth in our programming.
- A capital gift helps us maintain our incredible collection of pianos and instruments as well as our beautiful, historic concert halls.
- An endowed gift provides us with a solid foundation for a sustainable future and enables us to leverage the funds through government matching programs.
- A legacy gift in your lifetime or as a bequest is a wonderful commitment to ensuring your story continues to be heard through the music in our community.

Your investment will be fundamental in helping us ignite the spark of creativity in our students and in delivering innovative community programs for learning and wellness that are so essential for a vital society.

**Together we can make a significant impact on our community through the power of music. Thank you!**

*"There is something special about supporting the VCM. There is warmth, energy, and passion from everyone you encounter — the staff, faculty, parents, students, and visiting music scholars. It really is an inspiring place for every level and every taste of music."*

**SHEILA LINDER**

Pitt & Sheila Linder Scholarship and the Pitt & Sheila Linder Music Technology and Creativity Lab



# Music Matters



**To make your tax-deductible donation, contact us today!**

Online [vcm.bc.ca/donate](https://vcm.bc.ca/donate)

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*The Victoria Conservatory of Music wishes to recognize and acknowledge the Songhees, Esquimalt, WSÁNEĆ, and Beecher Bay Nations, on whose traditional territories we are privileged to work, create, and perform.*

**CASE FOR SUPPORT 2022** Designed by VCM staff



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