

# SHAW

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# GUILD

## 2023 Annual Report

Our 2023 season at the Shaw Festival was an ambitious one! This season was longer than usual and included more plays and new offerings. But Guild Volunteers stepped up to the task and filled many shifts and accepted new responsibilities.

Our financial support to the Shaw was the highest level in our history, as a result of very successful fundraising.

Our number of volunteers increased to a level we haven't seen in recent years, as we welcomed many new people into the Guild.

Thankfully we were able to gather in-person this year to celebrate our many successes. This was our 61<sup>st</sup> year of supporting the Shaw Festival as volunteers, and we did it with our usual professionalism and enthusiasm.

Please enjoy reading this record of a truly incredible season.

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[www.shawguild.ca](http://www.shawguild.ca)

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# Agenda

Shaw Guild Annual General Meeting  
Monday, November 13, 2023  
Virtual Meeting

1. Call to Order
2. Welcome
3. Approval of the AGM Agenda
4. Approval of the Minutes of November 28, 2022
5. President's Report – Mary Mizen
6. Treasurer's Report – Joe Allevato
7. Tabling of Reports:
  - a. Vice President – Cheryl Morris
  - b. Past-President – Alan Walker
  - c. Communications – Ellen Wodchis
  - d. Docent – Arlene Carson
  - e. Fundraising – Sandy Henderson
  - f. Greeting – Carolyn Montgomery & Margot Devlin
  - g. Hosting – Greg Fedoryn
  - h. Membership – Susan MacDonald
  - i. MVP – Margot Devlin
  - j. Shaw Gardens – Paddy Parr
  - k. Volunteer Events – Brenda Weafer
8. Approval of Reports
9. Shaw Guild Executive Committee Officers and Chairs
10. By-Law Amendments
11. New Business
12. Motion of Closure

Note: Questions will be entertained at the AGM following the tabling of reports.  
The AGM Reports will be available on the website [www.shawguild.ca](http://www.shawguild.ca)

**MINUTES : Shaw Guild Annual General Meeting**  
**Held at 10:00 a.m. Monday, November 28, 2022** (via Video Conference)

Presenters: Alan Walker, President; Joe Allevalo, Treasurer; Laurie Harley, Past President and Chair of the Nominating Committee

Call to Order at 10:05 a.m. Alan Walker welcomed everyone to the meeting.

Alan read the Shaw Guild's Land Acknowledgment Statement that is unique to the Shaw Guild.

Alan reviewed "housekeeping" items including how to mute, the use of the chat function, voting procedure on motions and the fact that the meeting was being recorded. The recording of the meeting will be available at a later date.

Everyone was advised that questions during the meeting to Chairs or Convenors, would be answered by that specific person. All questions should be put in the "Chat" section and Mary Mizen will monitor any questions you may have.

When a motion is required, it will be raised by the speaker at that time. The speaker will make the motion and will ask for a seconder, followed by required discussion of the answering of questions, and then voting will take place on the motion. Mary will monitor the 'chat' for any questions brought to our attention and the speaker will respond to them.

Alan reviewed the Agenda.

Alan put forth a motion to approve the Agenda for the AGM Meeting on Monday, November 28, 2022.

**Motion:** by Alan Walker "That the Agenda, as presented be approved."  
 Seconded by Laurie Harley.  
 No questions or discussions.  
 Carried unanimously.

**Motion:** by Alan Walker "That the Minutes of the 2021 Annual General Meeting be approved."  
 Seconded by Dave Hunter.  
 No questions or discussions.  
 Carried unanimously.

### **1. Shaw Guild President's Remarks--Alan Walker**

You will have seen in the reports from the Chairs, Officers and Convenors that the reports are a retrospect of the year with a focus on plans for 2022 in anticipation of a return to normality.

The theme in the reports is one of celebration. We began the year nominating this year as "Celebrate 60". The 'Celebrate 60' was to recognize and celebrate that volunteers have been integral to the Shaw's operations and success since its beginnings 60 years ago.

We celebrated a more normal year and recorded more than 12,000 hours of volunteer time and 80% of you volunteered even though we had a disruptive season.

*Alan shared a few remarks from T.C. from the Service Recognition Awards event. These remarks will be in the Newsletter that will be sent out tomorrow. T.C.'s observations were that the Guild are our patrons first point of contact and the Shaw wants to be a welcoming place. We provide that welcome and that is our most important and enduring contribution.*

In looking back, we completed almost 2,000 Greeting and Hosting shifts, over 150 backstage tours visited by 1,800 patrons and 1,300 hours of gardening hours that beautify the grounds that patrons visit. Two Fundraising events were attended by over 1,000 patrons and raised over \$50,000.

Each shift or interaction with patrons were welcoming opportunities for The Guild.

T.C. has observed that Shaw focusses on the human connection and the human spirit. In a post-COVID world reconnecting the human spirit will be a Shaw focus and has been ours ever since our inception.

There have been many challenges for the Shaw as it has been referred to by many as the 'season of the understudy'. Shaw had one less concern this year in that we showed up this year and through the challenges were able to support the Shaw throughout the year. We can celebrate this strong relationship with the Shaw.

Near the end of the year, the Shaw had a resourcing issue and some of our colleagues showed up to help with COVID compliance and ushering.

In 2022 we added to our portfolio of production support. We continued our support of A Christmas Carol and also supported the production of the outdoor event of '1922' In Concert this year.

Alan recognized the work of the IDEA Team and we are now more closely aligned with the Shaw in what we are doing as many of us enjoyed the George Webber inspired sessions.

We recognized the contributions of our volunteering with an updated version of our History. Building on the work that had been done previously that celebrated our 50<sup>th</sup> Anniversary, Mary (Mizen) together with Jim and Micki Clemens updated that history.

In closing, it was a wonderful year despite the challenges and Alan thanked everyone for what they have done and continue to do.

## **2. Treasurer's Report—Joe Allevato, Treasurer**

Joe thanked Bridgman & Durksen, the chartered accountants who donated their time and services to preparing our financial statements with a very fast turnaround.

The Treasurer's Report was displayed and Joe commented on a few points. He reviewed last year's and this year's Revenue and Expenses. This year, Shaw Guild made more money and showed a larger surplus than in 2021.

This year, for the first time, the Revenue and Expenses were organized by Function. Administrative Expenses and Revenue are in one group and Fundraising in another group. This was done to show that on the Administrative side, we had revenue from membership fees of approximately \$7,000 and revenue from Hosting and Greeting of approximately \$7,000, resulting in a total revenue of approximately \$14,000. Expenses were \$7,000. As a result, we do not need to raise our membership fees next year.

For Fundraising Revenue, donations were approximately \$24,000, Garden Tour tickets sales were \$29,000 and the Sip Savour & Stroll tickets sales were \$18,000, for a total of approximately \$71,000.

On the Expense side for Fundraising, Garden Tour expenses were \$11,000, Sip Savour & Stroll expenses were \$10,000, \$35,000 was donated to the Shaw Festival, and Shaw Theatre Garden expenses were approximately \$28,000, for a total of approximately \$60,000.

Joe shared some background information from the last 12 years which represents the term of 6 presidents.

The figures for the first and second years of each president were combined and showed the following:

For the two years, 2021 and 2022, the revenue of \$137,000, was double the revenue of any of the prior two-year periods. This occurred because of two new initiatives. The two Sip Savour & Stroll events, managed by Mary Mizen, had tickets sales of just under \$24,000. The other initiative was getting sponsors to donate to the Garden Tour and Sip Savour & Stroll events. Those donations, in cash and goods and services, added up to \$58,000. We thank Mary Mizen and her sponsor donation team.

Joe also recognized Suzanne Hebert who was Garden Tour Convenor in 2020. Because of COVID in 2020, there was no Garden Tour event but Suzanne started the sponsor donation initiative that year. The approximately \$5,000 in donations that Suzanne and her team raised became part of the revenue for the Garden Tour the following year.

The Fundraising Revenue of \$137,000 does not include the revenue from the three A Lot O'NOTL projects that Laurie Harley successfully managed. Those events were not intended to generate revenue for the Guild but instead to assist local merchants. The net effect of those three events was a loss of about \$200. That loss is a very good indicator that all of the money generated did in fact go to local merchants. This is an example of where a loss is a sign of success.

**Motion:** by Joe Allevato "That the compiled financial statements for fiscal year 2022 be accepted as presented."

Seconded by Arlene Carson.

No questions or discussions.

Carried unanimously.

### 3. Executive Committee Reports

Alan thanked the Executive team for their work and support in his term.

**Motion:** Alan Walker "That the Reports of the Executive Committee, as tabled, be accepted."

Seconded by Lois Chapman.

No questions or discussions.

Carried unanimously.

A comment in the chat that Rene Bertschi would like to thank the Shaw and The Shaw Guild for his nomination for the Ontario Volunteer Award.

### 4. Election of Officers—Laurie Harley, Past President and Nominating Committee Chair

Laurie Harley thanked the Nominating Committee for their hard work patience, and creativity.

Members of the Nominating Committee are: Laurie Harley, Past President and Chair of the Nominating Committee; Alan Walker, President; Mary Mizen, Vice-President; John Mather, Paddy Parr and Kim Mustill, Shaw Guild Members in good standing.

The members of the Executive who will not be returning in 2023 are: Jane Catcher, Shaw Gardens Chair; Marg Mather, Greeting Chair; Laurie Harley, Past President. We say good bye to these members of the Executive as well as John Mathers who worked with Marg on greeting. Many thanks for their hours of work and we wish them well and good health.

Laurie gave a background of the Executive terms.

When joining the Executive team, the commitment is for a 2-year term. Some members are in the middle of their term and others may be coming back for another term. One may serve a total of 3 consecutive 2-year terms for a total of 6

years and the only exception is the sequence between President, Vice-President and Past President.

The Officers for 2023 who will be serving a 2-year term ending in 2024 are: Mary Mizen, President; Alan Walker, Past President; Cheryl Morris, Vice President; Joe Allevato, Treasurer; Deborah Williams, Secretary.

The Slate of Chairs who will be serving for another 2-year term until 2024 are: Brenda Weafer, Volunteer Events Chair; Ellen Wodchis, Communications Chair; Sandy Henderson, Fundraising Chair; Caroline Montgomery and Margot Devlin, Greeting Chair; Paddy Parr, Shaw Gardens Chair.

We realized this year that the Greeting Chair position has been done by two people in the past, Marg and John Mather, but we only saw one name on the Executive Committee. As we looked at the new term, the committee decided we need two people to fill this position. This year the Greeting role will be shared between two people, Caroline Montgomery and Margot Devlin. They will be developing protocols for this shared position as they work throughout the year. This may be a model that we may see more of going forward at the Guild.

The members who will be coming back for their second year of their two-year term, ending in 2023 are: Arlene Carson, Docent Chair; Greg Fedoryn, Hosting Chair; Susan MacDonald, Membership Chair; and Margot Devlin, MVP Chair.

There are also two positions that are not part of the Committee but have been extremely helpful in 2022 and will continue in 2023. These members are: Patricia Scrivener, Garden Tour Convenor and Jo Ann Ely, Marketing Convenor.

**Motion:** Laurie Harley, "That the slate of Executive Committee members, as presented, be approved."

Seconded by Mona Babin.

No questions or discussions.

Carried unanimously.

There were lots of thank you's and best wishes to Laurie and Marg and congratulations to the new team in the 'chat'.

## 5. By-Law Amendments

Laurie gave background information that led to the proposed changes brought forward to the By-Law Amendments.

In 2021 an Organizational Review was conducted to confirm the Guild's mandate and determine if its priorities, governance structure and operational elements best support the Shaw/Shaw Guild. The insights from this review will provide the foundation for the Strategic Plan update scheduled for 2023.



The review highlighted a number of opportunities for improvement along with several “big ideas” for change. It focused attention on Guild leadership roles, how they are becoming increasingly multi-faceted, and how volunteers with experience, skills and interest in leadership are needed not just by the Guild but by many worthy organizations. To continue to attract and retain this talent, a renewed focus is required on Executive Committee resource planning. That lead us to a series of process improvement areas.

In the past the Nominating Committee has been formed each year by June and the slate of candidate recommendations go to the Executive in September where they accept them and then they are presented to the AGM in November where members vote on accepting them. What was realized is that the process of getting nominations must be ongoing. It is important that it be integrated into what the Executive does. Since mentoring and shadowing is needed and helpful, there needs to be time allowed to learn these roles.

Our volunteers also need to be engaged in this process. To help with this, nominations last year were moved to give volunteers interested in becoming a member of the Executive in an opening position until June to submit their nomination for candidacy.

The Nominating Committee want to be able to present the Slate of Candidates earlier in the process.

This year, for example, the Nominating Committee reached out to the Guild, identified and vetted candidates earlier than September for the Greeting Chair position. For this position it would have been important for these people to have an opportunity to job shadow this position. The current process is inefficient.

The Committee is recommending that we move the approval of the Slate of Candidates back to the Executive Committee where they could be approved no later than September. This would allow for more orientation, mentoring and training.

Laurie responded to an earlier question from Janice Coles.

**Question,** “Is what you are saying, as a not-for-profit organization that the vote will be done by the Executive Committee as opposed to the members at the AGM?”

Laurie answered, “Yes, but one thing we would like to point out is that The Guild is not an incorporated not-for-profit organization. We have no legal status. We are a group of volunteers who come together to support The Shaw Festival. We have By-Laws because we want to make sure we operate as efficiently as possible and the by-laws that we have are approved by the Shaw Board of Directors. Alan Walker has taken the Amendments for this year to that Board and they previewed and approved them.”

Laurie continued to say that a lot of thought has been given to this subject. At the AGM in the past when the Slate of Candidates have been presented to the AGM to be voted on, they have been approved as presented and there have been no questions or discussions. The information from the Organization Review was that we should start this process earlier, go through the identification process as long as we make sure that the Guild is informed and they have an opportunity to nominate candidates. This process was done this year and we held a Leadership Forum in the spring. Those who were interested in learning about the roles on the Guild Executive were able to get information on the Executive positions.

Laurie read the summary of Article XIII –Nominating Committee, and the Proposed Amendment.

**Motion:** Laurie Harley “That the Proposed By-Law amendment wording in Article XIII be adopted”.

Seconded by Lois Chapman.

No questions or discussions.

Carried.

Laurie read the summary of Article XIV – Elections

**Motion:** Laurie Harley “That the Proposed By-Law be deleted.”

Seconded by Mona Babin

No questions or discussions.

Carried.

Laurie read the summary of Article VII – The Executive Committee

Laurie read the Proposed By-Law Amendment to the AGM.

**Motion:** Laurie Harley “That the Proposed By-Law Amendment wording in Article VII.5 & 6 be adopted.”

Seconded by Jan King-Watson.

No questions or discussions.

Carried.

## 6. New Business

No new Business.

**Motion:** Alan Walker “That the Shaw Guild 2022 Annual General Meeting be adjourned.”

Seconded by Lois Chapman.

No questions or discussion.

Carried.

Meeting adjourned at 10:55 a.m.

## **Shaw Guild Service Awards for 2023**

*Presented at the Guild Volunteer Appreciation Event, October 23, 2023*

### **25 Years**

Sally Harmer  
Lorraine Horton  
Robert Horton

### **10 Years**

René Bertschi  
Gail Kendall  
Bonnie Lamourie  
Elizabeth Skronski

## President's Report

Mary Mizen

### Wow! What a year!

Our 2023 season at the Shaw Festival had a lot of 'firsts'. This was our longest season at the Shaw, beginning in February with the world-premiere of *Mahabharata* and continuing to run until December 23<sup>rd</sup> with our holiday plays. That meant many more shifts for Hosts and Greeters this season. Docents had record numbers of patrons on their backstage tours, and this season launched a "no stairs" tour into their roster. The Gardening team added on the Victoria Street gardens to their list of gardens to maintain. The number of *Continue the Conversation* chats increased this season, as did the number of *Prince Caspian Needs You!* family workshops held in the Market Room.

We found new ways of working together with the Shaw, creating stronger relationships between volunteers and company members. Together we co-hosted successful events including our *Mahabharata* coffee drop-in and Grand Night for Singing ice cream reception. In June, we worked together on the Relaxed Performance of *Prince Caspian*. We're already planning new joint initiatives for the 2024 season.

We focused on strategic work, including a refresh of our Guild Strategic Plan which was first launched in 2018. The important work around diversity and inclusivity at the Shaw continued, and many volunteers took part in *Creating Human Connections* workshops. Together with the Shaw company, we are working to make the Shaw Festival a safe and welcoming space for everyone.

This year the Shaw Guild donated a total of \$65,000 to the Shaw Festival; our largest annual donation to-date. That money supported various programs at the Shaw as well as production costs for *Grand Night for Singing* and *A Christmas Carol*.

Our number of volunteers has grown significantly this year – as I write this report, we are at 375 active volunteers. Each of you has contributed to our successes this season, and many of these 'firsts' would not be possible without your enthusiasm and support. I'm incredibly proud to be a part of this amazing team.

### Thank You!

## Treasurer's Report

Joe Allevato

### Donations to Shaw Festival:

- \$25,000 to support *A Christmas Carol 2023*
- \$10,000 to support *Prince Caspian Relaxed Performance*
- \$10,000 to Shaw Education Department
- \$10,000 to *Grand Night for Singing*
- \$10,000 to Embedded Artist Program

### **\$65,000 Total**

### Other Support:

- \$10,582 Interest from the Shaw Guild Endowment Fund directed to the Music Internship Program of the Shaw Festival
- \$1,000 Cricket match
- \$2,225 Student workshop support
- \$2,370 Shaw Gardens
- \$4,184 Guild Education Fund to Shaw Education department

### **\$20,361 Total**

Corporate Grants paid to the Shaw Festival via Shaw Guild Members this year:

- \$500 US from IBM received
- \$1,000 US from IBM in transit

	2023		2022	
	Revenue	Expenses	Revenue	Expenses
Membership	\$7,280	\$7,806	\$6,740	\$7,751
Volunteering	\$18,364	\$4,690	\$7,842	\$3,541
Special Projects	\$0	\$0	\$6,750	\$5,617
Fundraising	\$69,354	\$27,490	\$70,817	\$21,337
<b>Sub-total</b>	<b>\$94,998</b>	<b>\$39,986</b>	<b>\$92,149</b>	<b>\$38,246</b>
Donations	\$0	\$65,000	\$0	\$35,000
<b>Total</b>	<b>\$94,998</b>	<b>\$104,986</b>	<b>\$92,149</b>	<b>\$73,246</b>
Excess Revenue over expenses	<b>(\$9,988)</b>		\$18,903	
<b>Net Assets</b>	<b>\$26,223</b>		<b>\$36,203</b>	

## Reports from Chairs and Officers

### Vice President: Cheryl Morris

#### Highlights:

- Participated as a member of the Nominating Committee, led by Alan Walker
- Co-managed Sip, Savour & Stroll 2023
- Participated in Strategic Plan activities, specifically collaborating on objectives for the Guild's Financial Sustainability (Fundraising) and Communications.

#### Report:

My first year as Vice President for the Guild has been unusual, to say the least. Early in my term I made the life-changing decision to move permanently out of the country, a long-desired hope for me. While a Vice President can perform remotely, a President cannot, so a solution was proposed by Mary Mizen that Sandy Henderson and I would trade positions in 2024. The Guild Executive Committee approved this change. For the past several months, we have shadowed each other and have had biweekly discussions with Mary about various initiatives. Thus, in 2024, Sandy Henderson will be the Vice President (and incoming President in 2025) and I will be the Fundraising Chair for a term of two years.

During the past year, I was a member of the team that produced the Human Connections workshops, led by Susan MacDonald and George Webber. The team's objectives were met by introducing terms and responses to help in those roles where Volunteers may encounter behaviors contrary to Shaw Values. Susan will have details in her report.

Sip, Savour & Stroll 2023 was truly a team effort and we delivered a successful event for more than 100 attendees to enjoy. The organizing team is evaluating and analyzing the criteria for future fundraising events and activities, and we hope to have exciting news to announce soon.

I was also happy to help out, using my background in graphic design, for the marketing and advertising, led by Jo Ann Ely, of the Garden Tour.

#### Future plans/projections:

Fundraising for the Shaw Guild! It's been fun and interesting to be involved in efforts that impact the Guild's financial outlook and help meet our objectives to support the Shaw Festival. I hope to continue working with the Guild's amazing Volunteers to that end.

*I'm pleased to include a report from the **Shaw Brochure Distribution Team**, on their efforts this season:*

In order to clarify what this team of volunteers does, the name changed from *Playing this Week* to *Shaw Brochure Distribution*. Our task is to make sure the downtown store fronts

and hotels have a supply of the Shaw brochures to give to the town's visitors throughout the season. We also added in distribution of flyers for the Shaw Guild Garden Tour in June.

We had to come up with a new distribution pick up point as the Box Office on Queen Street was turned into a costume design and production place. The solution was that Paul Rodgers, from the Shaw Festival, would bring down a van full of brochures which we would then unload and deliver. After a couple of tries we settled on Victoria Street, by Niagara Juice Company, as the best spot for the van to park and for us to gather. A date to meet was agreed upon by all (the team and Paul Rodgers) the meeting point was set and we met at 11:00. By the end of the season, we had the task down to a perfect science.

To start the season, Patrick Portelli and Peter Barwell did an initial drop off in late February of boxes to those along Queen Street who normally will take a whole box of brochures. This was an earlier start than usual as there were performances of Mahabharata in March and we wanted the visitors to be able to see what was on throughout the season. Our first team delivery was on March 10. We would meet monthly and top up the brochures. The Independent, Serendipity, The Irish Harp, The Stagecoach, and Sunset Grill to name a few are able to take whole boxes while the smaller store fronts are more than happy to take a bundle of brochures on each run. The Chamber of Commerce also likes to have boxes of brochures on hand and when in need they reach out to ask for more.

The team included Patrick Portelli, Peter and Marion Barwell, Wayne McGee, Grant Williams, Paulette Kenndy, Megan Wood and myself (Valerie Hanock). Volunteer hours were submitted to Margot Devine monthly. This was a great team and we worked well together so that the distribution was completed in a timely fashion. Thank you to the team and to Paul Rodgers for making this seamless.

*Submitted by Valerie Hancock and Patrick Portelli*

## **Past President: Alan Walker**

### **Highlights:**

- Chaired the Guild's Nominating Committee, whose task is to present a slate of candidates to EC no later than at its September meeting
- Participated in the Guild's Strategic Plan review process as a member of Team 1 focused on ensuring that leaders & members' roles and expectations are understood
- Volunteered as a Host

### **Report:**

The Guild's Past President's main role is as Chair of the Nominating Committee. In accordance with Article XII of the Guild's By-laws, the Nominating Committee comprised the following Guild Volunteers:

- Alan Walker, Past President
- Mary Mizen, President, and;
- Cheryl Morris, Vice President

In addition, 3 non-EC “volunteers in good standing” are also asked to participate, and this year the following Guild Volunteers served on the Committee:

- Mona Babin
- Wendy Glazier, and;
- Lynne Heaman

To all of the members of the Nominating Committee, I extend my gratitude, particularly given that our task was to find successors to the following 3 long term members of EC, Susan MacDonald, Membership Chair, Greg Fedoryn, Hosting Chair, and Paddy Parr, Shaw Gardens Chair.

I have had the great fortune to have worked with Susan, Greg and Paddy, have seen their skills, dedication and enthusiasm, whether as members of EC and as Guild Volunteers. On your behalf I extend our heartfelt gratitude to them.

Fortunately, we are not entirely losing Susan, as she recently agreed to serve on EC, in a new role, as Volunteer Connections & Resource Convenor, seeking opportunities to strengthen relationships between Guild Volunteers and the Shaw company.

At this point I extend a warm welcome to our 3 new EC members, Heather MacNeil, Membership Chair, Janice Coles, Hosting Chair, and Debbie Steley, Shaw Gardens Chair. This is to wish them all best wishes as they begin their EC adventure.

Health challenges did not allow me to take on Host duties until early July. Once I had returned it struck me just how busy a year we were enjoying and how well you responded to the attendant challenges. Following a brief respite, I look forward to catching up with some of you when we Host at the Holiday Season shows.

And then on to the 2023-2024 season!

## **Communications: Ellen Wodchis, Chair**

### **Highlights:**

- Monthly newsletters and communications (e.g., eblasts) about Guild events continued on a regular basis throughout 2023, to keep Guild Volunteers engaged and connected to the Shaw Festival through transition to COVID and post-COVID volunteering.
- Worked with Cheryl Morris and Jo Ann Ely on a strategic plan priority for Guild communications.



**Report:**

I was involved with a variety of communication channels (see above) related to engaging Guild Volunteers in various activities and events, as well as providing time-sensitive information on behalf of the Shaw Festival. Based on a 2022 Volunteer survey, Volunteers have expressed satisfaction with the level and content of our communications. Based on this feedback, there is no plan to change the frequency or the style of our communications.

In addition to eblasts to Guild Volunteers, I send eblasts to a list of patrons who are interested in our Garden Tour and Sip, Savour & Stroll events. This year, I changed the eblast platform for the patrons from MailChimp to Brevo based on an increase in cost to use MailChimp for this purpose. I continue to use MailChimp for eblasts to Guild Volunteers as there has been no change in fees.

Special thanks to Cheryl Morris, my predecessor in the Communications role, for all her invaluable assistance and unwavering support in helping me learn this role during 2023.

**Future plans/projections:**

- As part of the strategic priority re strengthening communications, connecting with Shaw communications team as appropriate.
- Engaging volunteers to tell their stories via the newsletter.

*I am pleased to include a report from **Marketing Convenor, Jo Ann Ely:***

- Marketing focused on three main functions this year: The Garden Tour, Sip, Savour & Stroll, and activities to support and recognize the Guild's sponsors. The Garden Tour marketing plan was designed to drive interest and ticket sales. The plan included a planned social media calendar, videos, print media, online advertising, and PR.
- I was part of the team responsible for the execution of Sip, Savour & Stroll. This included securing the locations, marketing efforts to drive ticket sales, and event management.

**Docent: Arlene Carson, Chair****Highlights:**

- 30 Docents for the 2023 season
- 4 new Docents in training for the 2024 season
- 80 Public tours, 42 Student tours, 21 Private tours, 13 Adult tours
- 2,542 patrons went on tours from January to October

**Report:**

The Shaw's Education Department, to which I report, underwent more changes this year upon the retirement of Senior Manager, Suzanne Merriam. Pragna Desai, Shaw's new

Director of Community Engagement and Outreach, took over the Education Department as part of her portfolio. Her department now includes Matt Ratelle (Education Coordinator), Warren Bain (Education Coordinator) and Nina Taylor (Administrative Assistant.) The team will be working closely with the Docents and have spent this season learning about what we do.

This year all of the Meet Shaw Directors and Designers workshops were done through Zoom.

Although we conducted a similar number of tours this season compared to 2022, our numbers are way up. This year 2,540 people attend tours compared to 1,802 in 2022. Although we are not yet back to pre-pandemic numbers, the trend is looking very good.

The Docents made a commitment this season to have an accessible route ready for all tours and moving forward accessibility will continue to be a priority.

Suzanne Hebert, one of the original group of Docents from 2004, retired this year and she will be greatly missed by the team. Four new volunteers completed the audition process in September to become "docents in training" for the remainder of the year. They will be ready to join the team in the new year, which will bring our number to 33 active Docents.

I would like to thank everyone we work with on our backstage tours at the Festival Theatre for their support and generosity in sharing their love of the theatre and helping to create an outstanding tour experience for our patrons.

#### **Future plans/projections:**

- We will be piloting a new tour experience in the Studio Theatre and Annex.
- We are committed to providing a more conversational style of tour in small groups for our patrons.
- We will return to "in person" presentation from the directors and designers for next season which will allow for more exchange of information on each production.

### **Fundraising: Sandy Henderson, Chair**

#### **Highlights:**

- Led the team that secured sponsorships for the Guilds' premier 2023 fundraising events, namely Sip, Savour & Stroll and the Garden Tour.
- Led the team responsible for completing a review of the current fundraising activities and identifying possible future initiatives in support of the Guild's Financial Sustainability (Fundraising) strategic objective.

#### **Report:**

My first year of being Fundraising Chair has been a learning curve but with assistance from many of the Executive Committee members and amazing members of the Sponsorship Team we secured financial donations of \$20k and numerous prizes to support our fundraising events and ultimately the Guild's donation to the Shaw Festival. It

was a pleasure to connect with many local businesses to secure their support and to develop a relationship that we hope will see future contributions from them.

As mentioned by our Vice President, we have been shadowing each other since early spring in order to ensure a smooth transition for me to assume the Vice President role in 2024 (and incoming President in 2025) and for our current Vice President to assume the role of Fundraising Chair (2024-2026).

As part of the Guild's development of the 2023- 2028 Strategic Plan, the Executive Committee identified the need to do a deep dive review of the current fundraising activities and lay out a roadmap for future initiatives. I am pleased to report that through the guidance of our project team, named the FORM Team (Focus on Raising Money) that we are in full support of continuing to host the highly successful Garden Tour for 2024 and 2025. There is a team in place who will shortly announce a new and exciting fundraising event in 2024, replacing Sip Savour & Stroll which has been a successful event for the past three years. Lastly, we are in the beginning stages of identifying new initiatives that will balance both the level of effort by our volunteers with expected revenue generation. In 2020, under the leadership of Alan Walker, I had the pleasure of facilitating a small group of Guild volunteers to brainstorm new fundraising ideas. Our FORM team is definitely leveraging this past work as we start to plan future fundraising activities.

#### **Future plans/projections:**

As the incoming Vice President I look forward to continuing to support the Shaw Guild's strategic priorities. I want to thank Mary Mizen, Guild President for her confidence in me and for her ongoing mentorship.

### **Gardens: Paddy Parr, Chair**

#### **Highlights:**

- "Outdoors @ The Shaw" and the goal to create a "true Festival" increased the focus on the gardens, and subsequently increased the number of visitors enjoying our efforts!!
- With the safety of our volunteers in mind, a request for First Aid and AED Training was approved and provided by Shaw!
- Twelve new oak trees planted on Shaw grounds, courtesy of the local Chautauqua Oaks Project, created "Christopher's Grove", a tribute to former Artistic Director Christopher Newton (1980-2002).

#### **Report:**

This has been a season of change. Our incredible enthusiastic group of volunteers swelled to 33 members, which brought our group to full capacity. We scramble weekly to provide meaningful gardening opportunities, BUT we have wonderful coffee breaks filled with laughter and cookies!

Plagued by weather, many Tuesday shifts were lost to either rain cancellations, or extreme heat, but we soldiered on. The loss of the sprinkler systems due to the increase in outdoor performance spaces, created a new team of “aqua couriers”, watering non-stop to keep the established gardens, and “Christopher’s Grove” thriving.

Our maturing demographic, and the fact that we work alone in the gardens concerned me should we have to respond to a medical emergency. I approached our Shaw partners, and received instant support. Six of our volunteer gardeners were provided with St. John Ambulance courses, courtesy of Shaw Festival, and are now fully certified! We are in good hands!

### **Future plans/projections:**

- Two goals for 2023 are still pending due to weather setbacks: The “Tranquility Garden” in the Linden Allee, and the expansion of the screen pathway in the Wooded Meadow to provide safe audience access, did not happen. Hopefully these will be a primary focus in 2024.
- Partnering with Shaw to develop a “botanical dye friendly” garden at 188 Victoria Street, with plants to be used in the pre-show workshops for “The Secret Garden” production in 2024, is ongoing, and will continue to be developed.

Many plans are ready to come to fruition in 2024, and as I sadly say good-bye to my Executive Committee participation after 7 years, (in an 8-year span), I am more than happy to pass the trowel over to incoming Gardens Chair, Debbie Steley! I know she will be a wonderful “voice of the gardeners” in 2024.

And that’s a wrap!

## **Greeting: Caroline Montgomery and Margot Devlin, Co-Chairs**

### **Highlights:**

- 9 monthly Orientation sessions added 64 new Greeters to the team by mid-October 2023.
- By December 23, 2023, we will have volunteered for 1600 Greeting shifts at all 3 theatres, plus at the Outside@theShaw BMO stage and Spiegel tent locations.
- During the all-day performances of *Mahabharata*, Greeters were on hand inside the theatre assisting with wristbands and directions to the Khana community meal.

### **Report:**

This is the first year that we have worked as Co-Chairs for Greeting. After a challenging start over the 2022 Holiday season with cancellations due to both weather and illness, we charged right into planning how to support the epic production of *Mahabharata*, which opened at the end of February.

Since then, it has been an extremely busy season, with frequently 6 to 8 performances a day between June and September. Our Greeting team responded amazingly well to the increased demands, and we are grateful for all of their time.

Post-pandemic, we were delighted that the \$20 "sit-in" tickets were reinstated by the Shaw, allowing the Hosts and Greeters to enjoy many of the shows on their shift days. This activity also raised significant revenue (over \$15,000) which came back to the Shaw Guild.

### **Future plans/projections:**

We look forward to continuing to welcome new Guild members to the Greeting team through participation in the New Member and Greeter Orientation sessions.

We are planning a couple of "wrap-up" meetings in the second half of November.

We will also continue regular communications with the full Greeting team and offer individual support as required.

## **Hosting: Greg Fedoryn, Chair**

### **Highlights:**

- The 2023 Shaw Season was highly ambitious with 15 distinct productions running in 4 separate theatre venues, which started Tuesday February 28, 2023.
- This was the year that Shaw Guild Volunteers and our Patrons decided to throw off the yoke of COVID 19 and its isolating features and went out and enjoy themselves once more, embracing all that the Shaw Festival could offer them.
- Over the course of the year over 50 new Volunteers joined the Shaw Guild Hosting ranks, obtaining their Host training and providing their service to the Shaw.
- We added 3 new Host Captains to form our outstanding Captain team of 9.

### **Report:**

Our 237 Host Volunteers completed a record 865 Host assignments out to the end of the regular 2023 Shaw Season in October, with an additional 129 Host assignments coming up this holiday season.

With the Shaw Christmas shows set to open November 8, 2023 we look forward to full houses and very happy Volunteers and Patrons enjoying the Shaw Festival.

### **Future plans/projections:**

After 6 years as Host Chair, yours truly is finally walking off the stage at the end of this season. It has been a grand adventure for me with the implementation of the MVP booking platform, training new Hosts and Host Captains and writing Handbook Guides for Host Volunteers and Host Captains. I have greatly enjoyed managing a wonderful

group of Host Volunteers who provide outstanding service to the Shaw year after year. Thanks to all of you for your great assistance to me and the Shaw over these many years.

Please welcome your new Host Chair Janice Coles who will take on the Host Chair role starting the 2024 season. Hosting will be in very good hands. As for me, I will still see you around the Shaw. Take good care of yourself and thanks again for all that you do.

## **Membership: Susan MacDonald, Chair**

### **Highlights:**

- 374 registered volunteers - up from 331 in 2022.
- More than 75 people attended new Volunteer orientations from November 2022 - October 2023.
- Over 12,000 volunteer hours (compared to just over 11,000 in 2022).
- *Creating Human Connections* workshops continued, with encouraging attendance.

### **Report:**

For the most part, COVID shed its shackles this year. There was an increase in the number of people who were interested in volunteering — both in requests from the public to join the Guild and from current volunteers resuming duties.

Six *Creating Human Connections* workshops were held with George Webber to generate more awareness of Shaw values and inclusivity, and assist volunteers with potential negative encounters.

Approximately two-thirds of Guild Volunteers have now received *Connections* education and training. A follow-up was distributed to participants with a guide entitled *What to Say When I Don't Know What to Say*. The workshops and handout were well-received.

To further assist volunteers in their duties and gain a better understanding of key productions (general themes and possible issues), guides were produced with brief summaries and background.

### **Future plans/projections:**

The first active recruitment for new volunteers takes place at the Niagara-on-the-Lake Newcomers Community Awareness event in November 2023.

It is anticipated online inquiries from the Guild website will still drive a significant number of new volunteer requests.

Opportunities for more publicity with U.S. audiences and with Shaw community activities, in which the Guild can be promoted, will also be explored.

Awareness of Shaw inclusivity will still be a priority in communication to volunteers.

The Guild will also look for ways in which volunteers can be involved to both assist the Shaw's outreach efforts and become more familiar with the diverse range of people and activities within the theatre.

I will be handing over Membership duties to Heather MacNeil and taking on a newly-created Connections & Resources role responsible for the development and implementation of Guild initiatives that support the Shaw in its efforts to be a welcoming and respectful place for everyone. Key among the duties will be creating programs to offer information and perspective to volunteers about diversity and inclusivity, Shaw programming and different points of view, so people are prepared for encounters with patrons and with each other.

## **MVP: Margot Devlin, Chair**

### **Highlights:**

- MVP Profiles – Active/ Inactive: 373 / 1
- Archived Profiles: 160
- New MVP Profiles added for 2023: 59

### **Report:**

**Training:** In May, I offered MVP refresher training sessions to volunteers. Thirteen (13) volunteers attended. The sessions allowed our volunteers more flexibility in planning their shifts and fitting their volunteer shifts into busy lives.

**Greater number of shifts:** During 2023, The Shaw Festival offered 800 performances. The season began in February and with very little downtime, continued to mid-October.

**Shifts built by MVP Chair:** In 2023, I built the following number of shifts. My number is based on the day and type of shift, not on the number of volunteers in each shift. The Greeting shifts required 2 volunteers, for the most part, per shift and the Hosting shifts required 2 volunteers per shift, except at the Festival Theatre 3 volunteers scanning tickets are required. Other miscellaneous shifts were built for events – Recognition event, Connections event, Garden Tour, etc.

Category	Number of shows	Number of Shifts	Number of volunteers
Greeting	809	828	1600
Hosting	447	522	1003
Gardening		30	460
Education		156	384

Total Number of Shifts built: 1,506

Total Number of volunteers: 2,987

Total Number of Volunteer Hours to build shifts and respond to MVP enquiries/ issues: 443.50 hours

**Expanded Areas of responsibility:** The MVP Chair has always been responsible for building the Event, Hosting and Greeting shifts on the MVP, but this year, responsibilities were expanded to include Education Activities, working in collaboration with the Shaw Festival Education department. Workshops and Continue the Conversation shifts were added to the MVP for Guild volunteers.

### **Future plans/projections:**

This year, I worked as a Child Supervisor at the Shaw Festival on the show – “Shadow of a Doubt”. I worked May to October through the run of the show. In this position, I work for Natalie Ackers, Producer.

In addition, I have discussed the future season with Jeff Cummings, the Planning Director at the Shaw Festival. Last year Jeff provided me with a list of the performances scheduled for the season which allows me to start building shifts into MVP ahead of the season. Jeff has agreed to provide me with the 2024 list this year.

## **Volunteer Events: Brenda Weafer, Chair**

### **Highlights:**

- The Volunteer Events Team (VET) is comprised of approximately 10 regular members who meet regularly to plan events and enjoy working together. We are active all year long, but especially from March to October.
- Guild Volunteers were invited to participate in at least one social/educational or fund-raising event per month – more in the summer months. Many of the annual favourites returned this year.
- This past year we had the opportunity to partner with The Shaw Link and the Education department at the Shaw Festival on several occasions designed to deepen connections between the Guild and the Company. This brought new events to our calendar and provided opportunity to meet new people and support the company in new ways.

### **Report:**

This year started early in February when we were able to offer volunteers the chance to join the cast and crew of Mahabharata for a “Meet & Greet” in the MacDonald Heaslip Lounge. This was followed by the much-loved Scene Shop visit in March. In April, we put on a smashing Spring Preview Luncheon entitled “Everything’s Coming Up Roses” in honour of “Gypsy”, followed by a wonderful presentation by the Shaw Design Team, previewing the season ahead. May saw opportunities to attend the dress rehearsal for Gypsy. That month we also kicked off our summer season of Coffee Connections, which is an informal coffee hour for volunteers to come together and enjoy each other’s company.

In conjunction with The Shaw Link, we participated in June in an open rehearsal for “The Amen Corner” and had a chance to mix and mingle with cast members beforehand. In



July we welcomed volunteers to Guild Night at the Pop-up Patio, which was very popular! August brought the opportunity to attend a performance of “A Grand Night for Singing” outdoors at Shaw, followed by a reception for cast and crew that was well attended and enjoyed by all.

In June and August our team was very busy supporting the Garden Tour and Sip, Savour & Stroll. In September we celebrated all those who worked so hard on those two events with our annual Appreciation event – attended by more than 100 happy folks. October saw us celebrate Guild Volunteers for their years of service at the Volunteer Recognition Event, held at the Community Centre to accommodate the 150 attendees who enjoyed listening to keynote speaker Kimberley Rampersad, followed by music played for us by Shaw Alum Patrick Bowman. This was a huge treat for those in attendance!

I would also like to mention the wonderful support and collaboration we experienced this year with Pragna Desai, Alexis Milligan and their team. It was a joy to work with them on many exciting events and we look forward to future collaboration.

### **Future Plans / projections:**

Planning will soon begin for our next season of Volunteer Events, and it will be my final year of six in the role of Chair for this team. I will be working closely with my successor this coming season to ensure continuity moving forward. We are excited to see what that may bring. I hope you enjoyed this wonderful year of activities and events.

## Election of Officers & Chairs Nominating Committee

In accordance with Article XIII of the Shaw Guild By-laws, the Nominating Committee comprised the following Shaw Guild Volunteers:

- Alan Walker, Past President and Chair of the Nominating Committee
- Mary Mizen, President
- Cheryl Morris, Vice President
- Mona Babin, Wendy Glazier and Lynne Heaman, Shaw Guild Volunteers in good standing.

### Shaw Guild Executive Committee Officers

#### Officers:

President	Mary Mizen
Past President	Alan Walker
Vice President	Sandy Henderson*
Treasurer	Joe Allevato
Secretary	Deborah Williams

#### Chairs of Standing Committees:

Communications Chair	Ellen Wodchis
Docent Chair	Arlene Carson
Fundraising Chair	Cheryl Morris*
Greeting Co-Chairs	Caroline Montgomery and Margot Devlin
Hosting Chair	Janice Coles**
Membership Chair	Heather McNeil**
MVP Chair	Margot Devlin
Shaw Gardens Chair	Debbie Steley**
Volunteer Events Chair	Brenda Weafer

#### Convenors:

Garden Tour	Patricia Scrivener
Marketing	Jo Ann Ely
Volunteer Connections & Resources	Susan MacDonald***

Three members of the Executive Committee have come to the end of their terms on the Guild Executive Committee. We thank them for their dedication to helping the Guild achieve our remarkable results toward improving processes, making the Guild a fun and valuable place for Volunteers to contribute their time, and for strengthening our relationship with the Shaw Festival.

They are:

- Susan MacDonald, Membership Chair
- Greg Fedoryn, Hosting Chair
- Paddy Parr, Shaw Gardens Chair

## Notes:

\* Cheryl Morris served her first year as Guild Vice President in 2023, and was scheduled to become President in 2025. However, due to her move out of the country, and the requirement that the President of the Guild attend Shaw Festival Board meetings and be available in person for Guild business, a recommendation was put forward by Mary Mizen, and approved by the Executive Committee, to make a change in roles within the Executive Committee.

In 2024, Sandy Henderson (Fundraising Chair in 2023) will become Vice President and incoming President of the Guild in 2025. Cheryl will become Fundraising Chair in 2024 for a term of two years. This move was made in accordance with Guild By-law Article VII.6, and universally voted upon and approved by the EC in June 2023.

\*\* The announcement of the election of Janice Coles, Heather McNeil and Debbie Steley was sent to all Guild Volunteers on June 28, 2023. Their terms are for two years.

\*\*\* Volunteer Connections & Resource Convenor is a new position on the Guild Executive Committee, and will be filled by Susan MacDonald. Susan will continue the work she began in 2023; looking for opportunities to strengthen relationships between Guild Volunteers and the Shaw Company, and provide Volunteers with training and tools to help ensure the Shaw Festival is a safe and welcoming space for everyone.