



Vancouver Academy of Music
S.K. Lee College



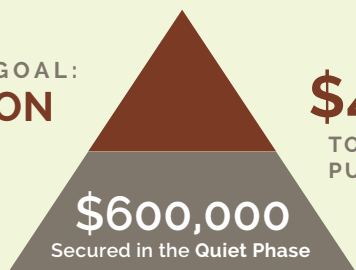
KOERNER RECITAL HALL TRANSFORMED

YOUR PARTICIPATION CAN MEAN **\$1 MILLION**

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CAMPAIGN GOAL:

\$1 MILLION



PUBLIC CAMPAIGN

May 2016 ▶ May 2017

TIMELINE

Renovation begins: July 2017 ▶ Completion: November 2017

SCOPE OF RENOVATIONS

*Enhancing the Performance Space and
Transforming the Concert Experience*

Striking new Foyer

Elegantly enhanced Recital Hall stage

Transformation of Recital Hall interior

Re-designed house lighting

New theatre seats throughout

Backstage Area upgrade

Enhancement of Ancillary and Amenity Spaces

Creation of a new Artist's Green Room

CAMPAIGN COMMITTEE

Mary Farris Monique Wilberg

Mary Olson Isabelle Wright

Suzanne Scott Yuen Pau Woo

ADVANCING OUR FOUNDERS' VISION

A Cultural Hub for the Community and a Premier Centre for Music Education

The Campaign **Koerner Recital Hall – Transformed** is the largest-ever fundraising effort undertaken by the Vancouver Academy of Music (VAM) since its re-location in 1976 from its home on 12th Avenue & Cambie Street to its current site at scenic Vanier Park. The combination of leadership commitments alongside gifts from the entire VAM community will, by the conclusion of this campaign, have a transformative and sustaining impact on the learning environment for VAM students and provide an enhanced performance venue for Vancouver's performing arts community. The Koerner Recital Hall project will serve as a key component in strengthening Vanier Park's role as a cultural hub for arts and education.

Since 1976, Koerner Recital Hall has been the platform for such luminaries as Dr. Shinichi Suzuki, Josef Gingold, Aldo Parisot, Menahem Pressler, and Yo-Yo Ma. Moreover, forty years of VAM students have strong formative memories of Koerner Recital Hall. This renovation will not only be a transformation but a legacy to ensure that future generations will have memories that will be as exceptional, formative and lasting.

The generosity of the collective community of donors and funders and their determination to help shape the future of VAM will be an extension of our founders' legacy – they would be truly proud to see how far their vision has been advanced.



*Iby Koerner, Founding Chair -
Community Music School of
Greater Vancouver*

AN EXTRAORDINARY HISTORY

Our Founders believed that Music enhances life.

In 1969, the Community Music School of Greater Vancouver (now the Vancouver Academy of Music) was borne of a vision by founders Iby Koerner (Chair), Elsje de Ridder Armstrong (President), and Art Phillips (Mayor, City of Vancouver) to create a music centre in Vancouver for cultivating a love and understanding of music to serve children and adults and for providing programs that develop young professional musicians. For the enrichment of community life, the Community Music School also became home for a host of music groups in the city, a model that continues to this day as a rehearsal and performance home for such organizations as the Vancouver Bach Choir and Music in the Morning.

With the passage of almost fifty years, Vancouver Academy of Music has more than fulfilled our founders' vision to be a resource for the cultural enrichment of Vancouver-area residents and a music institution that offers the most distinguished preparatory training in Western Canada.

Today, it stands as a key stakeholder in establishing a standard of excellence for musical training and cultural activity in the Lower Mainland, distinguished by its leading faculty and a nurturing and inclusive learning environment.

**"People should have
constant exposure
to the arts – they
are the bread
and butter
of life."**



*(Elsje de Ridder Armstrong, Founding
President – Community Music School
of Greater Vancouver)*

VANCOUVER ACADEMY OF MUSIC

About VAM

Dedicated to exceptional learning through its programs that provide innovative pre-college level studies and post-secondary degree opportunities, VAM trains musicians of every age, at every level, and crossing all economic boundaries. More than 1500 students come through our doors each week ranging from young children to adult learners, from dedicated beginners to winners of prestigious competitions. VAM boasts an alumni stream that has earned acceptance into some of the most prestigious music institutions -Juilliard, Curtis, Yale, Eastman-as well as earning prominent orchestral and academic positions.

Above all, the core teaching philosophy of VAM lies in the cultivation of character and cognition in every student through the discipline of musical study. VAM aims to produce civic-minded students who use their collaborative performing arts experiences to enrich the health and well-being of their community as well as to reinforce the value of Arts and Culture in our society.





KOERNER RECITAL HALL – TRANSFORMED

Enhancing the Performance Space and Transforming the Concert Experience

After four decades of continuous use, the 300-seat Koerner Recital Hall – the heart of VAM – is poised for a transformation. This ambitious \$1 Million renovation aims to bring it forth into the 21st century and celebrate a dramatic turning point in the life of the Hall. The completion of this milestone project will transform the entire concert-going experience for future audiences, the students of VAM, and the entire performing arts community of Vancouver.

RENOVATION FEATURES:

- Striking new Foyer
- Elegantly enhanced Recital Hall stage
- Transformation of Recital Hall interior
- Re-designed house lighting
- New theatre seats throughout
- Backstage Area upgrade
- Enhancement of Ancillary and Amenity Spaces
- Creation of a new Artist's Green Room

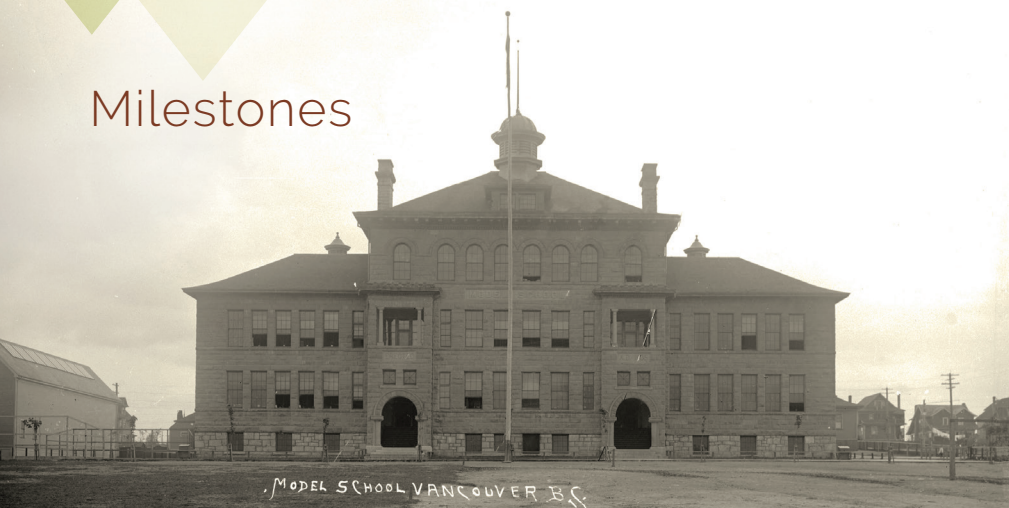
TIMELINE:

Renovation begins: **July 2017** | Completion: **November 2017**

THE LEGACY FOR FUTURE GENERATIONS:

As a critical venue in the landscape of the Vanier Park cultural hub, the transformation of the 300-seat Koerner Recital Hall at VAM will signal its presence as a cornerstone and magnet for the community as it comes together, engaged in a rich and varied musical life pulsing with creative energy. *Koerner Recital Hall – Transformed* will truly be an inspiring space dedicated to cultural service and music education in Vancouver.

Milestones



Old Model School on 12th Avenue and Cambie (C. 1912), former location of the Vancouver Academy of Music. Photographer: W.J. Moore © City of Vancouver Archives, AM54-S4: SGN 1011

1969: Community Music School of Greater Vancouver, founded in a church hall, re-locates to the Model School on 12th Avenue across from City Hall.

1973: Iby Koerner and Elsie de Ridder Armstrong (Co-Founders – Community Music School of Greater Vancouver) spearhead the funding and conversion of the former Royal Air Force warehouse "Bldg #14" on the Jericho lands as a permanent home for the training of young musicians.

Aerial shot of Burrard Street Bridge, and the former Royal Canadian Air Force equipment depot buildings. C. 1945 Photographer: Unknown © City of Vancouver Archives, AM54-S4: Air P28





Official Opening Day of the splendid new Community Music School of Greater Vancouver with its jewel – Koerner Recital Hall – at Vanier Park.

The Courier May 13th, 1976. Photo: Yunge-Bateman

1976: The May 9, 1976 opening of this stunning landmark in the cultural life of Vancouver marked an extraordinary achievement of spirit and tenacity in making a seemingly impossible dream come true. In Elsje de Ridder Armstrong's words: "The Community Music School is proud to present the first truly recycled building to Vancouver residents!"

2016: May 15, forty years almost to the day of the Vanier Park opening, the \$1 Million Campaign *Koerner Recital Hall – Transformed* is launched. This marks a most exciting and important new phase of the Vancouver Academy of Music's development and celebrates the building of a future that will be as remarkable as its past.

YOUR PARTICIPATION CAN MEAN \$1 MILLION

Sharing the Stage with You

Whether your passion is for music education or for concert performance, we invite you to join VAM in supporting this special campaign to advance Koerner Recital Hall as an exceptional educational and community resource for the 21st century.

This vision has already inspired the commitment of leadership donors to make exceptional contributions. **Together, with your generosity and support, we can think beyond what is and instead ask what could be.**

MAKE A TRANSFORMATIVE GIFT:

- **With a donation in any amount meaningful to you**, your contribution will stand as a legacy for generations of young musicians and concert audiences.
- **Become a Seat Tribute Donor** with a donation of **\$1000 per seat**. By contributing one or more new seats throughout the hall, you will play an outstanding role in seating future audiences.
- **Named Dedication** opportunities are available for the following areas:

Foyer	\$500,000
Artist's Green Room	\$50,000
Two Dressing Rooms (per room)	\$25,000
Campaign Recognition Wall	\$15,000

Please contact VAM to discuss your interest.

DONOR RECOGNITION:

All donors will receive Campaign Donor recognition on the VAM website and printed programs. In addition, Seat Tribute Donors and Major Donors of \$5,000 and greater will be permanently recognized on the feature Campaign Recognition Wall in the foyer of Koerner Recital Hall.

DONATIONS CAN BE MADE:

- Online: vam.ca/koernerhallcampaign
- By completing the **online printable Donation Form** and mailing it to Vancouver Academy of Music.
- By phone: **604.734.2301**
- In-person: **Vancouver Academy of Music**
1270 Chestnut Street
Vancouver, BC V6J 4R9

Thank you for looking
beyond *what is* and
imagining *what could be*.

YOUR PARTICIPATION CAN MEAN \$1 MILLION KOERNER RECITAL HALL – TRANSFORMED

DONATE ONLINE: vam.ca/koernerhallcampaign

☐ YES! I want to make a transformative gift.

MY GIFT:

☐ I enclose my gift of: ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other: _____

☐ I wish to make a monthly gift of \$_____ per month to the Campaign.

Start Date: _____ Processed on: ☐ 1st of the Month ☐ 15th of the Month

Vancouver Academy of Music is authorized to charge my credit card:

☐ until May 2017 ☐ until end-date before May 2017: _____

Campaign spans May 2016 to May 2017

☐ I wish to be a Seat Tribute Donor at \$1,000 per seat:

☐ 1 seat \$1,000 ☐ 2 seats \$2,000 ☐ 3 seats \$3,000 ☐ 4 seats \$4,000

☐ Other Please specify _____

☐ Please contact me at the information below to discuss Naming Opportunities.

MY DONOR INFORMATION:

Name: _____

Address: _____

City / Province: _____ Postal Code: _____

Email: _____ Telephone: _____

☐ The name(s) to be used in Donor Acknowledgements: _____

☐ I prefer to remain an Anonymous Donor

☐ This gift is: In Honour of _____

In Memory of _____

DONATION PAYMENT METHODS:

☐ Please charge my Gift or Monthly donation to: ☐ Visa ☐ MasterCard

Card #: _____

Expiration Date: _____ Security Code: _____

Name on Card: _____ Signature: _____

☐ By enclosed Cheque made payable to: **Vancouver Academy of Music**

☐ Through a Gift of Securities *Please contact Vancouver Academy of Music for transfer information.*

Send the completed form by mail to:

Vancouver Academy of Music - 1270 Chestnut Street, Vancouver, BC V6J 4R9

Or **DONATE ONLINE:** vam.ca/koernerhallcampaign



1270 CHESTNUT STREET
VANCOUVER BC V6J 4R9
604 734 2301 | vam.ca



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Klondike Contractors
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