

2023 Annual Report

# ICHS ALUMNAE ASSOCIATION LIMITED



# About Us



Established in March 1932, the first meeting of the Immaculate Conception High School Alumnae Association was held in the Assembly Hall of the Duke Street Convent in March 1932.

For 90 years, we have sought to:

- Foster the growth and development of the ICHS community with fellow past students
- Support the school and current students in the pursuit of excellence.
- Provide a platform for alumnae to keep informed and engaged with what is happening at the school and with our community.

This is where we can come together to re-connect with old friends, make new friends, celebrate successes, remain current on activities at the school today and support our Alma Mater through scholarship and fundraising endeavors.



# Board & Executive 2023-24

## MEMBERS OF THE BOARD



**Mrs. Kim Mair**  
**President**  
Class of 1984



**Mrs. Nicola Barbar**  
**1st Vice President &  
Scholarship Officer**  
Class of 1984



**Mrs. Jacqueline Miller**  
**2nd Vice President**  
Class of 1986



**Miss Stacy Belnavis**  
**Treasurer**  
Class of 1994



**Mrs. Lee-Ann Bruce**  
**Company Secretary**  
Class of 1991



**Miss Keisha-Ann Down**  
**Immediate Past  
President**  
Class of 1994



## MEMBERS OF THE EXECUTIVE



**Mrs. Carmela Richards**  
**Membership Officer**  
Class of 1992



**Mrs. Kerry-Ann Stimpson**  
**Big Sister Officer**  
Class of 1991



**Mrs. Noella Floyd**  
**Fundraising Officer**  
Class of 2005



**Miss Sidney Vassell**  
**Recording Secretary**  
Class of 1998



**Miss Tanielle Mullings**  
**Corresponding Secretary**  
Class of 2000



**Miss Karen Spence**  
**Outreach Officer**  
Class of 1987



# President's Report



Fellow alumnae, I am so pleased to welcome you to the 2024 Annual General Meeting of the ICHS Alumnae Association. This is your opportunity to review the work of the Association for the period 2023/4.

2023/4 was a good year for the ICHS Alumnae Association. The words I would use to describe our efforts would be generosity of spirit, collaboration, and tenacity. We continued to work closely with alumnae in Toronto, Florida, New York and the International Chapter to accomplish the many goals and initiatives that benefited our school and our community.

Our major focus for 2023/4 was the planning, preparation, and production of our major fundraiser the ICHS Hall of Fame 2024 which had been on hiatus since 2019 due to COVID-19. This was a collaborative effort of all the Chapters. Fourteen (14) months of planning by the Hall of Fame committee culminated in one absolutely fabulous night of excellence, beauty, and camaraderie. This year funds raised were in aid of scholarship and school improvement.

## ICHS HALL OF FAME FUNDRAISING GALA.

Bright and beautiful alumnae gathered not just to celebrate the induction of outstanding individuals into our school's Hall of Fame, but also to commemorate a remarkable 165 years of shaping young minds and fostering lifelong connections. Immaculate has weathered every storm, thrived through every change, and continues to stand tall as a beacon of knowledge and opportunity.

**Kim Mair** - Class of 1984



The 5th Immaculate Conception High School Hall of Fame Fundraising Gala was held at the Jamaica Pegasus Hotel on Saturday, March 16, 2024 @ 6pm. This prestigious event is one of the Alumnae Association's largest fundraisers in aid of scholarships and school development for the Immaculate Conception High School. The event celebrated the induction of outstanding alumnae and our President's Awardee, into the ICHS Hall of Fame.

Held under the theme LEARN, LEAD, LIFT, we met our ambitious target of raising \$5M for scholarships and school development projects.

The ICHS Hall of Fame recognizes and honours outstanding ICHS Alumnae, past and present members of faculty/staff and personnel of religious orders who have distinguished themselves in various fields and made outstanding contributions to ICHS, community and nation building. It not only celebrates their accomplishments but also inspires current and future students to aim high and pursue their dreams.

The inductees of this prestigious group for 2024 are:

- Mrs. Margaret Campbell for Education
- Mrs. Donette Chin-Loy Chang for Community Leadership & Philanthropy
- Mrs. Michelle Gyles-McDonnough for International Relations & Public Service
- Mrs. Cathrine Sani for Social Services & Volunteerism

The inaugural President's Award was awarded to Mr. Steven Woodham, O.D. for Outstanding Service.



**Margaret Campbell**  
Education  
Class of 1983



**Donette Chin-Loy Chang**  
Community Leadership  
& Philanthropy  
Class of 1973



**Michelle Gyles-McDonnough**  
Int'l Relations & Public Service  
Class of 1984



**Sponsors for the event were:**

- National Baking Company
- Wisynco
- Sagicor Group Jamaica
- Couples Resort
- GraceKennedy Ltd.
- Barita
- Café Blue
- Island Grill
- BPM Financial
- Phoenix Printery Limited
- Wray & Nephew
- The Jamaica Observer
- CVM Television
- Jamaica Pegasus Hotel
- Digicel
- Ralaica Enterprises Ltd
- Power 106
- WinTraders
- Angela's Boutique

**Members of the Planning Committee**

- Co-Chair: Kim Mair (Jamaica)
- Co-Chair: Carmela Azan Richards (Jamaica)
- Jacqueline Miller (Jamaica)
- Sophia Garriques (International)
- Janet Sharp (Jamaica)
- Heather McIntosh (Florida)
- Angela Patterson (Jamaica)
- Judy Mercurius Poten (Florida)
- Carol Anglin (ICHS Board Chair)

**Members of the Selection Committee**

- Keisha Ann Down (Jamaica)
- Kim Mair (Jamaica)
- Carol Anglin (Jamaica)
- Annette Wong (Toronto)
- Janice Ho Long (Past Inductee)
- Audrey Tomlinson (New York)

**Event Planner**

Colleen Hall



**Cathrine Sani**  
Social Services  
& Volunteerism  
Class of 1968



**Steven Woodham, O.D.**  
Artist in Residence

Our five inductees embody the essence of our school's motto: *Ad Astra Per Aspera* – through difficulty to excellence. Their journeys, their accomplishments, and their unwavering commitment to excellence serve as an inspiration to every member of this community.





**Other major highlights for the year include:**

**Donation of Grand Piano by Alumna  
Patricia Sharpe, Class of 1968**

The Immaculate Conception High School Alumnae Association expresses our sincerest gratitude to Mrs. Patricia Sharpe, Class of 1968 for her incredibly generous donation of her personal Bosendorfer Grand Piano valued at approximately USD\$30,000 to the ICHS Symphony Orchestra. Her gesture of kindness and remembrance has left all of us deeply moved and appreciative.

It is impossible to articulate just how significant this donation is for our school community. The grand piano will undoubtedly enhance the music program and provide countless opportunities for ICHS students to explore and develop their musical talents. Her contribution will create a lasting impact that will be cherished by generations to come.

What makes this donation even more meaningful is that it is dedicated in memory of her beloved son, Sean P.A. Sharpe. We are honored that you have chosen your high school as the recipient of such a precious gift. Your decision to memorialize him in this way serves as a beautiful reminder of the enduring power of music and the strength of the human spirit.

Once again, thank you Patricia from the bottom of our hearts for her extraordinary generosity. Her donation will make a significant difference in the lives of our students, and your legacy will live on through their musical journeys.



**Patricia Sharpe**  
Class of 1968





## Donation of Steel Pan equipment by Alumna Beverly Valentine, Class of 1955

The melodic sounds of the steel pan resonate even clearer at Immaculate Conception High School (ICHS) thanks to a generous donation from a proud alumna. Beverly Valentine, a member of the ICHS Class of 1955, donated a remarkable \$1 million to the school's steel pan band program, specifically dedicated to purchasing brand new instruments.

Beverly, a lifelong advocate for the arts, expressed her motivation behind the impactful donation. "The arts have always held a special place in my heart, and I firmly believe they enrich the lives of students," she stated. "Witnessing the dedication and talent of the ICHS Steel Pan Band reignited my desire to give back to the school that nurtured my own development."

This substantial contribution allowed the ICHS Steel Pan Band to acquire high-quality instruments, significantly elevating their performance capabilities. The band, known for its vibrant energy and captivating musicality, has become an integral part of the ICHS community, representing the school at various events and competitions.

Beyond the immediate impact on the band, Beverly hopes her generosity inspires other ICHS alumnae to reconnect with their alma mater and consider their own ways of giving back. "I encourage my fellow graduates to get involved with the ICHS Alumnae Association and explore opportunities to support the school and its vibrant student body," she shared.

The ICHS Steel Pan Band, energized by this transformative gift, looks forward to a future filled with even more musical excellence. Beverly's act of philanthropy serves as a powerful reminder of the enduring impact that alumnae can have on their alma mater, shaping the future generations of ICHS students.



**Doug & Beverly Valentine**  
Class of 1955



**Cheque Presentation**



## Donation of Books by Alumna Donette Chin-Loy Chang, Class of 1972

On Friday, July 27th 2023 the ICHS Alumnae Association handed over 100 copies of "From the Heart. Family. Community. Service." written by Dr. Mary Ann Chambers, Class of 1967 and ICHS Hall of Fame inductee, and donated by philanthropist Dr. Donette Chin-Loy Chang, Class of 1972. The two accomplished ICHS Alumnae were recognized for their achievements and contributions.

Dr. Chambers' book, "From the Heart", was highlighted as an inspirational read that encourages readers to dream big, achieve their goals, and be socially responsible. The Jamaica Library Service Director General, Maureen Thompson expressed gratitude for donation of the books to their high school libraries and praised the impact it would have on others. She also emphasized the importance of community and service, and celebrated the powerful women produced by Immaculate Conception High School.



## Repair of the Library Roof and front steps to the school

The Association was also pleased to contribute toward the repair of the front steps of the school and \$731,411.51 toward repair of the roof of the library which was a constant source of leaks even into the staff room below. This was completed in 2023.



**Donette Chin-Loy Chang**  
Class of 1972



**Book Handover**



I would like to recognize and commend the generosity of our chapters in Toronto, New York, Florida, and International for their support of various initiatives at ICHS.

## **TORONTO**

*Karen-Marie Siyanbola-Ellington - President*

The Toronto Chapter has committed to repairing the windows of the Performing Arts Centre.

## **NEW YORK**

*Karen Wilson-Robinson, Esq. - President*

The New York Chapter supported and hosted in New York the track team, the robotics club representatives, and the Model United Nations students' group during the year.

## **FLORIDA**

*Judith Mercurius Poten - President*

The Florida Chapter supported the netball team and the repaired the roof of the Performing Arts Centre at a cost of \$60,000.00 USD and is currently funding phase 1 & 2 of the repair of the Music House a commitment of \$38,000.00USD.

## **INTERNATIONAL**

*Sophia Robinson Garriques - President*

The International Chapters continued their "She Cares" initiative for 13 deserving students, which provides them with essential items such as uniforms, books, and sanitary products; as well as support of the track team, netball, robotics and Model UN.

These are just some examples of how our Alumnae Chapters have made a difference in the lives of our current students and in the advancement of our school. I am proud of what we have achieved together and grateful for your continued support and loyalty.



As we look ahead to 2024/25, we have many plans and projects in store for you. Some of these include:

- Giving Tuesday, our online fundraiser, is slated for November 2024
- Feast of the Immaculate Conception Mass and Meet Up in December
- The Big Sisters program, where we provide opportunities for our “little sister” to interact with and be inspired by us “Big Sisters” as they prepare for their future careers and challenges. #MacGirlMagic Live is also another excellent initiative of this program
- The Members program, where we will rekindle friendships, network, build relationships and connections with other alumnae. We invite you to join us at our bi-monthly in-person events such as the Games Nights and Alumnae Lymes.

By actively participating in the work of the Alumnae Association, we can strengthen our bonds, create lifelong connections, and build a supportive network that extends far beyond the walls of our beloved institution. Please join us in these endeavors and help us make them a reality. We also welcome your feedback and suggestions on how we can improve our association and better serve our members.

As we celebrate our accomplishments and emphasize the importance of alumnae involvement, we must also acknowledge the challenges posed by the changing times. The world continues to change presenting us with new obstacles and opportunities alike. The threat of natural disasters only serve to highlight the need for improvements to infrastructure of the school, such as upgrading of bathrooms, labs, art rooms and other areas. **We need your support to make this a reality.**





As alumnae of ICHS, our Alma Mater has given us immeasurable opportunities, empowering us to succeed in various walks of life. We therefore have a responsibility not only to uphold the values and traditions that define us, but to contribute to ensuring that the next generation of phenomenal women are well resourced and exceptional prepared.

In conclusion, I extend my heartfelt appreciation to each and every one of you for your unwavering support and commitment to our beloved ICHS. Let us continue to cherish the memories of our school days, inspire each other, and work towards a brighter future. Together, we can make a difference as we celebrate our achievements, share our challenges, and renew our commitment to our beloved Alma Mater.

Please accept my sincere thanks to you all for being part of this amazing network of phenomenal women. As I demit office, I would also like to thank my fellow board members and executive team for their leadership and collaboration throughout the year. None of these successes would have been possible without your love and support.

Thank you all again for being here today.  
God bless you all.

Ad astra per aspera  
#homeofphenomenalwomen

Kim Mair  
President  
Class of 1984



Carol Anglin, Chair of School Board  
Favel Williams, Minister of Education  
Kim Mair, President of Alumnae Assoc



Care Package distribution  
at Christmas

# Financial Report 2023

STACY BELNAVIS - TREASURER

Appointed auditors, CPH Consulting, have certified that the Financial Statement for the year ending December 31, 2023 gives a true and fair view of the financial position of the ICHS Alumnae Association, its financial performance and cash flow for the year ended in accordance with International Finance Reporting Standards (IFRS) and the Jamaican Companies Act for the period January 1, 2023 to December 31, 2023.

The Audited Financial Statements for the year ending December 31, 2023, showed much improvement to the total cash inflows for the Association with significant donations from alumnae and other members of the business community together with the proceeds of fundraising activities which included Ice Cream caravan, branded items, Giving Tuesday and other activities.

## SUMMARY OF ACCOUNTS

Financial Institution	Accounts	Account Purpose	Ending Balance Dec 2023	Ending Balance Dec 2022	YoY Change
CIBC FirstCaribbean International Bank	Jamaican Dollar Savings	Scholarship	10,745,329	9,793,057	952,272
First Global Bank	Jamaican Dollar Savings	Hall of Fame	2,611,030	4,732,277	(2,121,247)
First Global Bank	Jamaican Dollar Savings	General	5,850,516	3,823,837	2,026,679
First Global Bank	Canadian Dollar Savings	Hall of Fame	811,756	778,231	33,525
First Global Bank	United States Dollar Savings	Hall of Fame	1,299,325	861,764	437,561
Jamaica Money Market Brokers	Jamaican Dollar Savings		1,190,577	-	1,190,577
WiPay Payments Service			63,813	-	63,813
<b>TOTAL</b>			<b>22,572,346</b>	<b>19,989,166</b>	<b>2,583,180</b>

INVESTMENTS					
First Global Bank	United States Dollar Certificate of Deposit	Hall of Fame	2,372,646	2,317,261	55,385
<b>TOTAL</b>			<b>2,372,646</b>	<b>2,317,261</b>	<b>55,385</b>

J\$ account at CIBC First Caribbean International Bank (FCIB) - ICHS Scholarship Funds  
 J\$ account at First Global Bank (FGB) - General operations of the ICHS Alumnae Association  
 J\$ account at First Global Bank (FGB) - Hall of Fame proceeds  
 US\$ account at First Global Bank (FGB) - Hall of Fame proceeds  
 CDN\$ account at First Global Bank (FGB) - Hall of Fame proceeds  
 J\$ account at JMMB Bank – General Account  
 WiPay is the online payment platform used to collect funds via ICHS Alumnae website



# Membership Report

**CARMELA AZAN-RICHARDS - MEMBERSHIP OFFICER**

The ICHS Alumnae Association's membership committee comprised of two members, Carmela Azan Richards and Marishka Massy.

The objective of the ICHS Alumnae association membership committee for the year 2023 to 2024, was to actively work to increase membership numbers by enlisting new members through a series of events and membership drives.

- Current membership stands at 1,690.
- Trends in membership growth over the past year have been significant, showing most members joining after an event.
- The strategic objectives for the year were to encourage engagement through bi-monthly membership lymes and activities. Exciting our alumnae through continued mentions of our MacGirl magic on social media, and our monthly membership meetings which took place over the zoom platform.

For the past year we had several members lymes which took place at different locations seeing an attendance on average of 50 Alumnae. The highlight of the year was our Galentine's Lymе which had a colour theme of pink. Our member's meetings continued via Zoom and saw an average attendance of 20 alumnae. For mid 2024 a new approach was taken which saw the introduction of a guest speaker. This resulted in positive feedback and an increase in attendance.



The WhatsApp Group that has representatives from year groups now includes 1972, 1977, 1978, 1983, 1984, 1990, 1991, 1992, 2000, 2002 & 2005. Other year groups are encouraged to join.

In order to better understand what activities the Alumnae would like to see being arranged by the Association, the Membership Committee designed a survey which was circulated for a period of three weeks. The findings were very helpful and will guide the design of new activities for improved engagement with our members for the upcoming year.

For 2024/25, the membership committee plans to work with the special events committee to prepare and execute a calendar of events which promises to see an increased increased membership participation. This will include:

- A calendar of activities
- A different format to our member's meetings, i.e. inviting guest speakers to address our members on relevant topics.
- Member's Lymes/games night to be held bi-monthly
- Creation of a quarterly incentive programs to encourage members to invite alumnae to the association.

We anticipate a great year for our membership committee and look forward to an even bigger increase in our numbers.





# Big Sister Report

## KERRY-ANN STIMPSON - BIG SISTER OFFICER

The traditional execution of the ICHSAA Big Sister visits to the school was impacted by a change in the school's timetable. Specifically, the usual Wednesday morning homeroom time slot, during which big sisters were allowed to visit on the third Wednesday of each month, was removed. As such, the Big Sister Programme had to pivot by finding different and other innovative ways to interact with students.

Term 1 (the Christmas term) saw the execution of MacGirlMagic Live, a live stream podcast series on YouTube (ICHS Alumnae Association's YouTube channel), covering varying topics of interest that would be beneficial to the students. The episodes were co-hosted by Kerry-Ann Stimpson (Big Sister Officer) and a current ICHS student, with the topics covered in the series including, "Personal Branding for Teens", "Wellness for Teens", and "Non-traditional Careers". Featured guests on the episodes were taken from the ICHS Alumnae body.

The Big Sister visits for the Easter term (Term 2) focused primarily on the Grade 9 cohort, as the school's guidance counsellor was intent on bringing in alumnae in different career fields to speak with the students. The main purpose was to get the young ladies thinking about options in terms of career path and the possible choices they would/could make regarding subjects for grade 10. In collaboration with the Assistant Big Sister Officer (Kadia Hylton-Fraser), several emails, IG posts, flyers, and WhatsApp appeals were dispatched to potential participants. Persons were asked to either contact the Asst. Big Sister Officer by email or phone to indicate their interest. Once times and dates were confirmed, participants were slotted, and arrangements made for their visit.

Visits came from a variety of career fields and Big Sisters spent about 45-50 minutes with a 9th grade class talking about their school and career journey. In some cases, projectors were used while in others there was general interaction with the students where they were able to field their questions.



The feedback from the guidance counsellor each week was positive, and on several occasions she indicated how well prepared the Big Sisters were and the high quality of the respective engagements.

- Number of Participants 35
- No. of Repeat Participants 4

### **Careers Covered**

IT, Accounting/Business/Management, Entrepreneurship, Creative Industries, Medicine (Traditional & Holistic), Actuarial Science, Finance, Building & Construction, Environmental Science, Law, Education, Dentistry, Graphic Design, Dietetics & Nutrition, Media & Communication, HR

In addition to the career talks in term 2, efforts were made to engage all grade coordinators/block supervisors for grades 7-13, so as to seek a time slot in their weekly block meetings, so as to visit with the students. Apart from a single visit to a grade 7 block meeting, efforts to secure a time slot in other block meetings from grades 8-13 were unsuccessful.

With grades 11-13 leaving to go into external exams by the end of April in Term 3, no Big Sister visits or activities were scheduled. Nevertheless, Big Sister Officer, Kerry-Ann Stimpson, was given the opportunity to give a short presentation at the Grade 13 school-leaving ceremony, in April, and the Grade 11 graduation mass, in June, using the opportunity to congratulate the students and to invite them to become members of the ICHS Alumnae Association.

### **Future Plans**

There is a need to seek more opportunities for ICHS big sisters/alumnae to get involved in school life and interact with students. As such, the following initiatives will be pursued, with the alignment of the school administration and student leadership bodies.

1. Create a contact database for ICHS Big Sister volunteers.
2. Re-ignite engagement with block supervisors for all grade levels.
3. Engage the school chaplain to host a Monday morning devotion session, once per term.
4. Piggy-back on ICHS' annual Spirit Week activities, designating it as Homecoming Week for alumnae, to create greater interaction activities with current and past students, during that week, which usually takes place in Term 2.
5. Attempts will be made to raise the awareness of the MacGirlMagic Live YouTube sessions, to encourage greater participation.





# Scholarships & Bursaries

**NICOLA DEMERCADO BARBAR - 1ST VICE PRESIDENT**

For the academic year 2023/24 a total of fifteen scholarships and bursaries valued at JMD\$3.2M were awarded to students at tertiary and high school levels.

- 8 Tertiary Level
- 7 High School

A low response rate to our call for applications to the scholarship programme continued to be of concern. Up to the original closing date only 12 students had applied and so the deadline was extended for another 30 days. At the end of July, a total of 16 applications were received - six for Class of '72 and ten for Tertiary scholarship. We again highlight not receiving any applicants for studies in Education or the Arts (visual or performing).

For the upcoming 2024/25 we are engaging via Big Sisters to improve our application pool.

## **CLASS OF '72 MAKE A DIFFERENCE SCHOLARSHIP**

Five (5) High School scholarships offered

This is a 3 years scholarship for grades 11-13 for students attending ICHS @\$100,000 per year not including tuition. It needs based. Five of the six applicants continued in the programme for 2023/24.

Priority requirements from the awardees are exam fees, breakfast, and lunch, school supplies, books, transportation, and graduation.

## **GIBBS BURSARY**

Two (2) High school bursaries offered

This is a one year bursary for students attending ICHS which is needs based.

## **KIMBERLEY & JHENAE GORDON MEMORIAL SCHOLARSHIP AWARD**

One (1) Grade 10 student Art Student



## DAPHNE CHUNG MEMORIAL SCHOLARSHIP

### One (1) Tertiary Scholarship

This Scholarship was awarded to one student for one year. The student's application was reviewed, and an interview was done by Maureen Chung, daughter of Daphne Chung. Value of the award is USD 1500.

Recipient: Deandra Brown will be doing Biomedical engineering at UWI.

*Update: After reviewing last year's transcripts, the donor has agreed to continue with the scholar for the 2024/25 academic year.*

## TERTIARY EDUCATION SCHOLARSHIPS FOR ICHS GRADUATES

### Seven (7) scholarships (funded by ICHS Hall of Fame)

This year the committee awarded four new scholarships in addition to three Scholarships carrying forward from last year. Scholarships are valued up to JMD350,000 for a maximum of 4 years.

#### Tertiary Scholarships/Bursaries Awarded for 2023-24:

- Alethea Bucknor
- Rachelle Cross
- Lia Miller
- Dalaria Brown
- Avanique Weir
- Kemone Laws

#### In addition to these awards:

- International Chapter funded 14 bursaries for **"She Cares"** students
- Class of 1971 funded 6 **Sister Maureen Clare Hall** bursaries

Thank you to all the generous donors who contributed to make these scholarships a reality for our girls.



# Fundraising

## NOELLA FLOYD - FUNDRAISING OFFICER

2023 was a fun and exciting year for fundraising. The Fundraising Committee had the opportunity to try several new initiatives that got the attention of alumnae, students, parents, teachers and administrators.

### Ice Cream Fundraiser

With the assistance of Judie Morgan O'Sullivan (Class of 1983), the Fundraising Committee was able to partner with Crazy Jim Ice Cream to place an ice cream caravan on the lawn of the ICHS Cafeteria and sell ice cream to students, parents, teachers, alumnae and visitors of the campus.

The caravan was in operation for 11 weeks from January 16, 2023 to March 31, 2023 and raised in \$698,985. Special thanks to treasured alumna, Yvonne McBean (Class of 1970), who operated the caravan on a daily basis and made this initiative a resounding success.

### Retro Vibes Champs Party - March 31, 2023

Arranged by JC Old Boys and several other alumni associations.

Sold 66 tickets and realised profit of J\$133,500.00.

Proceeds were in aid of the track and field team





## Branded Items

During the period the Fundraising Committee was able to launch its line of branded items!

The first items released were a line of branded shirts varying in sizes from small to 2X, in styles from V-neck jerseys, crew neck jerseys, long sleeve jerseys and polo shirts. Sales commenced just in time for the 2023 ISSA Boys and Girls Championships. Over 100 shirts were sold by December 31, 2023.

Another best seller was the 12oz wine tumbler. These sold out almost instantly!





### Giving Tuesday – November 28, 2023

The annual Giving Tuesday virtual fundraiser this year raised \$72,000.00 in aid of the Performing Arts Centre and the Art Room.

Amounts made from each fundraising activity or initiative were collected and recorded by the Treasury.

The Immaculate Conception High School Alumnae Association would like to thank all partners, sponsors and contributors for their support and generous donations throughout the year.





# Social Media, Marketing & PR

## September 2023 - August 2024

This year, we stumbled along without a dedicated team for despite our best efforts to harness a strong team of volunteers. Despite this, the following was achieved.

### Social Media

Instagram

#### Followers:

August 2024 – 2,79K vs. December 2022 – 2,493

Reach – 1.56K

#### Demographics

Age and Gender: Women 95.5% Men 4.5%

18-24 14.9%

25-34 45.0%

35-44 23.4%

45-54 10.7%

55-64 3.9%

65+ 2.1%

#### Top Countries

Jamaica 59.7%

United States 26.5%

Canda 4.8%

United Kingdom 1.7%

Cayman Islands 0.6%



## Facebook

### Followers:

August 2024 – 1,51K vs. December 2022 – 1,449

Reach 1.01K

### Demographics

Age and Gender: Women 97% Men 3%

18-24 1.9%

25-34 44.5%

35-44 19.0%

45-54 18.2%

55-64 9.4%

65+ 7.0%

### Top Countries

Jamaica 55.2%

United States 31.9%

Canda 6.4%

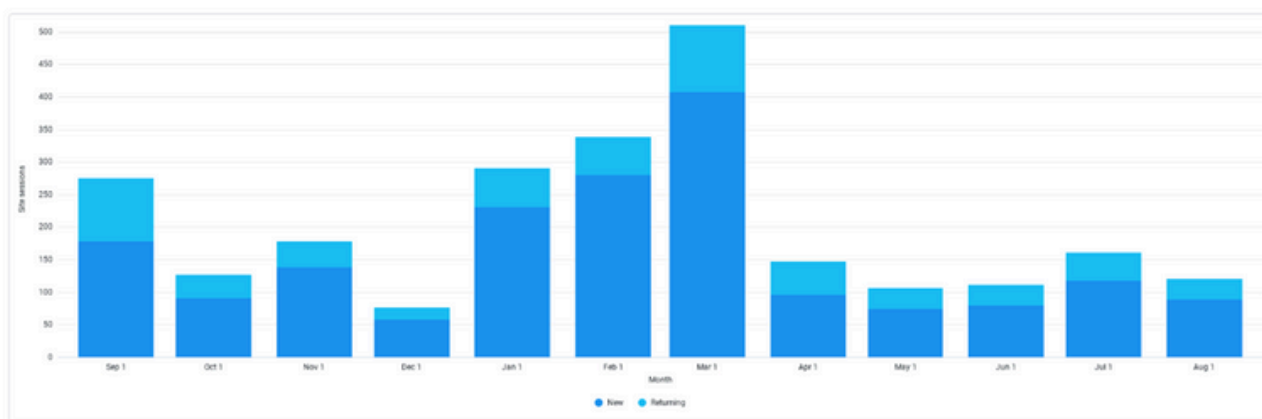
United Kingdom 2.7%

Cayman Islands 0.7%

## WEBSITE TRAFFIC

### Traffic Over Time

Select a time period is in the last 365 days Group by is Month Select a measure is Site sessions Split by is Visitor type Exclude bots is Yes



Generated by Looker on August 31, 2024 at 2:07 PM UTC

- Our scholarship page had the most traffic
- Visitors from Google spend more time on our site
- Visitors were from multiple countries
- Most popular traffic source is Direct
- Most popular page navigate is the membership payment page
- Last page often visit before leaving is scholarships
- Site session 2,449 Unique visitors 1,599



### Marketing & Public Relations

All efforts were focused on the ICHS Hall of Fame from 2023 to 2024 which resulted in excellent coverage especially from the Jamaica Observer.

*A huge Thank You to*  
**Keisha-Ann Down**  
*who funded  
the website hosting cost.*

### FAREWELLS AND HEALTH CHALLENGES

We pause at this time to also remember alumnae, relatives and friends who transitioned during the period. Especially our dear Sister Maureen Clare Hall, O.S.F., who served as principal of ICHS for 28 years. She dedicated her life to education and touched countless lives during her time here. We are deeply grateful for her service and will always remember her kindness, wisdom, and unwavering commitment to our school and its students.

Condolence cards were sent, and prayers raised. We continue to keep those with health challenges in our prayers.



ICHS Alumnae Association Ltd.

# Audited Financials