

Filberg Gift Shop Annual Report for 2025

Submitted By Linda Lytle, Filberg Gift Shop Coordinator

Overview

2025 was a strong year for the Filberg Gift Shop, achieving revenue of \$1,000 more than the previous year. The shop operated for 120 days, welcomed more than 10,505 visitors, and generated total revenue of \$80,140.

Key Metrics

- **Days Open:** 120
- **Visitors:** 10,505
- **Revenue:** \$80,140
- **Volunteers:** 30
- **Volunteer Hours:** 3,850+

Operations

The gift shop continues to operate successfully through a highly engaged volunteer model. Volunteers manage all aspects of operations, including the intake, sorting, cleaning, pricing, and merchandising of donated goods. Five seasonal display rotations are executed annually, ensuring a refreshed and engaging retail environment. Weekly social media activity supports visibility and sales.

Weekend operations are staffed by teams of four volunteers for each five-hour shift, maintaining consistent customer service and presentation standards. The shop's curated vintage offerings reflect both the quality of community donations and the unique character of the Lodge.

Governance and Financial Oversight

Financial management and operational oversight are provided by the management team: Judy Carswell, Linda Lytle, and Sharon Paterson. Established processes continue to support accountability, consistency, and strong financial performance.

Previous gift shop coordinator Mo MacKendrick completed her five-year term at the end of 2025, and she has ensured a smooth transition for the gift shop management team.

Community Support

The ongoing support of our Comox Valley community, the Board of Directors, and Executive Director Linda Trevor remains essential to the shop's success and is sincerely appreciated.

Cumulative Impact

Since opening in 2011, the Filberg Gift Shop has generated total revenue of \$631,442, demonstrating sustained contribution to the organization.