

## Vancouver Pride Society **2019 Annual Report**

Lung Liu photo



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# 50 YEARS AND STILL FIGHTING



## What makes a moment?

In 1967, Everett Klippert was declared a dangerous sexual offender and sentenced to indefinite detention—life in prison—for consensual homosexual sex, otherwise known as gross indecency, sparking a national conversation.

On May 14, 1969, Bill C-150 passed in the House of Commons, 'decriminalizing' private homosexual acts

between consenting men over the age of 21. Klippert was not released until 1971.

The focus on private versus public acts led to intensified Canada-wide policing of queer communities and sex workers, particularly those who did not have access to private spaces. From bar raids to cruising busts, the 1970s witnessed an upswing of violence and discrimination countered by passionate advocacy and radical activism.

This year, as people across the country recognize the 50th Anniversary of the passing of Bill C-150, the Criminal Law Amendment Act, we ask ourselves what makes a moment? Do we focus on a single snapshot in time, or the innumerable collective actions made by many which allowed progress to occur? For that matter, was Bill C-150 progress?

On August 28, 1971, during the We Demand demonstrations, activists on Parliament Hill in

Ottawa and in front of the Vancouver Court House read out a list of 10 demands. Aimed at ending legal discrimination against lesbians and gays, these demands sought to address the limits of Bill C-150. While We Demand was the first national demonstration by LGBTQ2+ communities, it was not the last. What has followed from the 1969 Criminal Law Amendment Act has been 50 years of fighting.

Progress is not a singular event, but the story of our collective dreams, actions and battles for liberation across time. As we recognize the 50th Anniversary of partial decriminalization, we invite you to consider the obstacles, opportunities, and possibilities that radiated out from that historical moment. As we recognize the monumental gains won in the last half century, we are reminded that it has been 50 years and we are still here.

Fighting.

## WELCOME

### 50 years and still fighting!

This past year we celebrated a milestone in our community while still calling out the work to be done. While many organizations were focused on the 50th anniversary of Stonewall, VPS was reflecting on the omnibus legislation from June 1969, that decriminalized gay sex along with some other social justice rights and freedoms like contraception. We wanted to hold up the work done by our elders and comment on the limitations and barriers experienced by trans folks, Indigenous folks and people of colour in our community.

As a board of directors, we have had the privilege of receiving feedback from our diverse community through intentional community engagement, social media and direct criticism. The engagement of a staff person focused and dedicated to stronger engagement and voice for the Black, Indigenous, People of Colour (BIPOC) in our diverse community. This much needed addition to the VPS team is intended to help us understand opportunities, create safer spaces and be more accountable. This past season saw a successful QTBIPOC specific organized and delivered event—hopefully, the first of many. Vancouver Pride Society was honoured to have Musqueam, Squamish and Tsleil-Waututh host nations participate in the Pride Parade and to continue our long standing relationship with the Greater Vancouver Native Cultural Society.

This past year we were pleased to be one of three cities in the country that was granted federal funds to support the work of prides across Canada. As a board, we see this is an opportunity as well as a responsibility. We invested time and energy in strategic planning with senior staff that allowed us to increase the number of events over the pride season, as well as, plans for pride activations throughout the year.

We would like to express our thanks to Andrea Arnot, our incredible Executive Director and her amazing team of regular and contract staff for their commitment to the organization. To the volunteers who are the heart of the organization, thank you! And lastly, to our fellow board members, we are so grateful for your dedication to the mission of VPS and willingness to have uncomfortable conversations.

Charmaine de Silva & Michelle Fortin  
Co-Chairs, Vancouver Pride Society

## 2019 BOARD AND STAFF

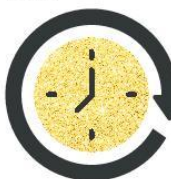


### BOARD

Charmaine de Silva – Co-Chair  
Michelle Fortin – Co-Chair  
Darius Maze – Treasurer  
John Whistler – Secretary  
Alan Jernigan – Director

Azza Rojbi – Director  
Catherine Jenkins – Director  
Danny Ramadan – Director  
Nicola Spurling – Director

### STAFF



9,797  
PLANNING  
HOURS!

Andrea Arnot – Executive Director  
Alicia Praeker – Managing Director  
Kaschelle Thiessen – Communications Manager  
Madison Holding – Events Manager  
Serene Carter – Community Partnerships and QTBIPOC Outreach Coordinator

Josephine Gray – Exhibitor Services Coordinator  
Glenn Stensrud – Partnership Coordinator

Nadine Hajjaj – Event Coordinator  
Sadie Livingstone – Event Coordinator  
Daniella Pettenon – Volunteer Coordinator  
Evergreen Park – Talent Coordinator  
Holly Pellatt – Program Assistant

Event Support Team—  
18 additional event support staff



# VOLUNTEERS

In 2019...



294 dedicated and passionate  
volunteers gave...



2,584 hours of their time  
to make Vancouver Pride 2019 happen.



*VPS' incredible volunteers celebrating at the end of season party hosted by StormCrow.*

**Volunteers are needed for the upcoming  
season. Please contact [volunteercoordinator@  
vancouverpride.ca](mailto:volunteercoordinator@vancouverpride.ca)**



*Mac snaps a stylin' selfie before volunteering at the TUTS Pride Night. Mac Walsh photo*

## MAC WALSH

**Started Volunteering:** 2018

**Favourite Event:** Pride at the Pier and East Side Pride... if they had to pick

**Volunteer Shifts in 2019:** Six

**Keeps Coming Back:** To set an example for other youth

"When I started volunteering with VPS at 16 years old, I could tell I was one of the youngest volunteers out that year, but that didn't scare me.

Volunteering with VPS has fostered so much self confidence—my mum can attest!—while allowing me to develop important skills like leadership and communication. Though I can be pretty introverted I actually love to meet and network with people, especially in communities I care about. Volunteering has given me the opportunity to do this, connecting me with so many different people from all walks of life.

I don't think I can pick my favourite event to volunteer at as each event is unique and fun for its own reasons. One event stands out to me is **Pride at the Pier** because it has such a focus on empowering LGBTQAI2S+ youth. As a North Shore Kid, having an event like Pride at the Pier happen so close to home is pretty cool as it allows me to connect with my local youth organizations while taking on a role at VPS. I also really like **East Side Pride** because I've had the opportunity to volunteer alongside the teacher lead of my high school's GSA, which I think is pretty cool! How often do you get to volunteer completely out of context across the city with one of your teachers?

I come back to volunteer each year because it is a lot of fun. While it can be exhausting, the overall impact on my wellbeing is undeniably positive. Because I am younger—and look about 12 despite being 18 now—I also like to be there to set an example for other youth and show them that VPS welcomes volunteers of all ages and experiences."



# ACCESSIBILITY

*"The staff, literally the staff working the event especially in this area were so amazingly positive and encouraging they allowed me and my special friend to feel welcome and safe."*

- 82.5 hours of ASL-English Translation
- 57 hours of Event Auditing
- 158 reservations in two Accessible Parade Viewing Areas
- 3 new Accessibility Partners brought onboard
- 3 Free Accessibility Shuttles to and from Pride Parade Accessible Viewing Area
- 7 events audited for accessibility and inclusion



Guests in the Accessible Parade Viewing Area enjoying the 2019 Pride Parade. Lung Liu photo

## New in 2019

Funded by



In 2019, VPS was able to continue providing shaded seating areas at festivals, ASL-English interpretation at event sites, and live description of the Pride Parade for those with vision loss. In response to community feedback, VPS doubled the capacity of the two Accessible Parade Viewing Areas this year to ensure more attendees could enjoy the parade.

New in 2019, VPS was able to provide a free shuttle service to and from the Vancouver Pride Parade, courtesy of a new partnership with Translink. City busses ran three pre- and post- parade shuttles which brought attendees to the Accessible Parade Viewing Area from Waterfront Station.

In 2018 VPS introduced a sensory tent at the Sunset Beach for attendees who required a low stimulation

environment. In 2019, this was expanded through our new partnership with the Canucks Autism Network. Canucks Autism created a sensory friendly space behind the Accessible Parade Viewing Area and adjacent to the Sunset Beach Festival so attendees at each event could access their services.

## Accessibility Audit

Since 2016, VPS has been focusing on greatly expanding accessibility services while creating a more inclusive experience for more members of their communities. Feedback from the community consultations has directly impacted the accessibility planning, including the addition of bleachers along the parade route, hiring disabled performers and including sensory friendly areas at events.

In order to further respond to the needs of community, VPS hired Citizens for Accessible Neighbourhoods (CAN) to conduct an accessibility audit of all of their major events this year. Thanks to funding provided

by the Western Economic Development Fund, VPS was able to have an audit conducted at East Side Pride, Picnic in the Park, Pride Premiere, Davie Village Promenade, Terry Wallace Memorial Breakfast, Sunset Beach Festival and the Pride Parade. An audit will be conducted at the Unicorn Ball in February, 2020.

CAN was chosen due to their commitment to providing feedback from lived experience, extensive experience in auditing dynamic environments, and their ability to educate and train VPS staff and volunteers.

In addition to auditing seven events, CAN provided consulting services as VPS planned enhanced accessibility services in 2019. VPS looks forward to receiving staff training on disability justice and accessible event planning, volunteer training materials and policy and practice suggestions for long term planning.



Members of Chronically Queer and Autistics United Canada in the 2019 Pride Parade. Heather McCain photo

“Overall, it is apparent that the VPS has accessibility in mind when they create the majority of their events. This year, they demonstrated that they value the expertise of people with disabilities by hiring Citizens for Accessible Neighbourhoods (CAN) to do accessibility audits of seven of their events, prioritizing their need to learn more about what they can be doing to make all their events more accessible and equitable to people with disabilities. The staff are committed to finding solutions within their budget and sharing more information about where they facilitate accessibility and where they have barriers, ensuring people with disabilities have the appropriate information to decide for themselves which events are most accessible to them. CAN looks forward to our continued work with VPS, training staff, board members, and the volunteer coordinator, and furthering our discussions about accessibility at VPS events.”

—Heather McCain,  
Executive Director of Citizens for Accessible Neighbourhoods



# QTBIPOC PRIDE

(QUEER/TRANS/TWO SPIRIT PEOPLE WHO ARE ALSO BLACK/INDIGENOUS/PEOPLE OF COLOUR)

VPS is committed to listening and working with all of our communities in order to make institutional changes to better serve the array of people they strive to include. VPS recognizes that Pride organizations have historically and contemporaneously silenced, left out and marginalized members of their communities. Since 2016, in an attempt to begin addressing these issues, VPS has engaged in a public community consultation process; this began with a general consultation which collected feedback from those further marginalized within broader LGBTQAI2+ communities.

In 2019, VPS launched a QTBIPOC-centric consultation as a continuation of this process. Prioritizing the voices of Queer/Trans/Two Spirit people who are also Black/Indigenous/People of Colour (QTBIPOC), this consultation sought to give racialized members of the community platforms to share what meaningful inclusion looks like; through an anonymous on-line survey, individual in-person meetings with community members and groups, phone calls, e-mails, and a BIPOC-only consultation, VPS heard from the QTBIPOC community members about how the organization can continue to work on creating events that are safer, more approachable, and expansive of what it means to celebrate pride.

Across every medium, VPS consistently heard that "BIPOC [need to be] represented at the forefront of an event, including its imagery, media and ads" and that "sometimes meaningful inclusion requires more privileged groups to give up their spaces, visibility and platforms." Based on this feedback, VPS is continuing to prioritize the hiring of QTBIPOC talent on stages and are increasing QTBIPOC visibility in media presence.

Additionally, consultation participants asked VPS to support QTBIPOC event organizers by uplifting their events through financial support and resources. Community groups and organizers who are creating events can apply to VPS for funding to support the work they are doing.

In 2019, VPS is proud to have built a partnership with DJ-duo and community organizers Judah Kong and Mohammed Ibrahim, collectively known as Mango Sweet, to create the first QTBIPOC-centred event during Pride Week. The event was well attended and VPS paid 29 QTBIPOC individuals for their work—a total of \$10,392 going directly to QTBIPOC artists, performers, DJs and event crew.



Luigi Bros photo

“ Hot Fruit's summer pride edition was a fantastic show of love for Vancouver's QTBIPOC community. The event brought our community closer together, and many talents from an array of amazing talent was showcased, but fresh and tenured. I was overwhelmed by the amount of warmth and fun the community showed to each other, and further touched to see young faces and newcomers enjoying themselves and finding each other. We were able to help small businesses and professionals grow and hone their talents, and to do something totally unprecedented in Vancouver. Never before have we had a QTBIPOC event of this scale, especially at pride. We are always striving to create accessible and fun spaces, and we are happy to say that we were closer than we ever have been before. We were extremely proud to work with the community to provide access for those who typically may be excluded from Pride spaces—from those with large or trans bodies, disabled and deaf friends, those who may not enjoy simply a noisy dance party and those who do not have the funds to attend pride events, which can be very costly. We were able to provide subsidy for childcare, as well as transit tickets to help each other get home safely. You can't meet new friends if those friends can't get to your event! Every party benefits from a kind aunty, and I felt this party lead us to be the best party aunties we can be.

—Judah Kong, *Just Sweet of Mango Sweet*

“ I really appreciate the organizers for putting so much intention in the event. I really felt it. We deserve and need more spaces like this”

—Jotika Chaudery,

*Artist and performer at Hot Fruit's 2019 summer pride edition*



# SEASON HIGHLIGHTS

## Parade



Fairmont Hotel parade entry. Ryan Judd photo

The 41st annual Vancouver Pride Parade had approximately 130 entries this year, and included special guests—Prime Minister Justin Trudeau, NDP leader Jagmeet Singh and Green Party leader Elizabeth May marching together.

In the end of season survey sent out to parade entrants, 24% were new entries, and 38% were LGBTQ2AIS+ serving organizations, community groups and non-profits. 100% said they would participate in the parade again in the future.

### Comments taken from the end of season survey sent out to parade entrants and participants:

“This was the most positive parade experience we’ve ever had! What a delightful and joyful event—thank you.

—Parade participant

“It was absolutely amazing. We made the trip from the west Kootenays just to attend the parade with our kids. We all loved it so much and can not wait to attend again!

—Parade attendee

“Very well organized, lots of great floats, one of the best I’ve attended!

—Parade attendee

## Parade 2019 Grand Marshals



Ryan Judd photo

**Orene Askew aka DJ O Show** is a Two-Spirit activist, DJ, inspirational speaker and one of the youngest elected members and Spokesperson for the Squamish Nation Council. As an inspirational speaker, Orene inspires drive and ambition in all generations. DJ O Show has explored many genres of music but remains true to her love for hip hop and R&B, incorporating beats that ensure you will never want to leave the dance floor. DJ O Show proves time and time again that “Diversity Makes Beautiful Music.”

Canadian Indigenous Artist **Idris Hudson**’s passionate work over three decades has touched the hearts of peers in communities of harm reduction, community empowerment, and luxury hospitality. As a TEDx speaker, Idris’s heartwarming and personal talk “Consciousness is Irreversible,” Idris encouraged participants to build dialogue with homeless citizens to clearly understand how to be helpful. Idris evokes powerful emotions through music, and has built memorable sets for artists, fashion designers and celebrities. Idris is a founding supporter of Untoxicated, a substance-free dance party that furthers the message that addiction recovery is LIVING!



Founded by Zoëe Montpetit after they witnessed regular inaccessibility in queer spaces, **Queer ASL** offers an accessible, affordable and safer space for folks to learn ASL. Queer ASL, taught by a group of Deaf queer instructors, builds bridges by increasing communication access for Deaf and hard of hearing folks in Vancouver queer communities. Marginalized students are able to recognize and relate to the shared aspects in Deaf culture and the history of ASL, and in turn relate to and feel motivated by a sense of solidarity with Deaf communities.



Funded by  **DILAWRI**  
CANADA'S LARGEST AUTOMOTIVE GROUP



# SEASON HIGHLIGHTS

## Pride Festival at Sunset Beach



Drag headliners pose on stage in front of a huge crowd. Lung Liu photo

The annual party at the end of the parade route featured an outdoor licensed area, 3 stages, bustling vendor market and a food truck village where attendees could refuel between watching the floats and hitting the dance floor. Highlights included headlining international drag superstars Eureka O'Hara and Shuga Cain on the TD main stage. Event enhancements this year included 2 new water wagons, free phone charging lounges, and funky new merch items to collect, such as Pride fan brush body paints. At just a stone's throw from the beach, Pride Festival 2019 kept attendees celebrating all afternoon.

## Terry Wallace Breakfast in Davie Village



Independent Grocer staff preparing breakfast. Barry Piersdorf photo

The annual Terry Wallace Memorial Breakfast was once again held in the heart of Davie Village. Attendees enjoyed a delicious, by-donation breakfast, provided and served by cheerful staff from Independent Grocer. New this year, participants could visit the Kombucha bar to taste different flavours.

Entertainment was provided by renowned jazz guitarist, Henry Young and cooking equipment was kindly donated by the SuperSave Group.

This event raised \$2,051 to be used for future VPS events.

Event partners



Attendees relaxing by the stage at East Side Pride. Ale Fragoso photo

## East Side Pride at Grandview Park

A community favourite; East Side Pride 2019 offered a full day of free entertainment, market area and an outdoor barbecue to celebrate the beginning of the summer season. Highlights included drag story-time and book signing with author Carol Thompson Gardner. Carol's heart-warming new picture book *Lilly Loves Beards* features a young girl who experiments with gender expression. Entertainment highlights include local bands Gisun and Parlour Panther, while Saige Community Foodbank dished out tasty hot dogs and snack packs by donation.



# SEASON HIGHLIGHTS



VPS staff member cheering during watermelon eating contest. Lung Liu photo

## Picnic in the Park at Second Beach

VPS partnered with the Vancouver Frontrunners to raise funds for the LOUD Business Association Pride Youth Scholarships. The Pride Run & Walk started off the day early, with participants raising \$8,747.41 towards the scholarships and \$9,033.41 towards Out in Schools.

Picnic in the Park returned to its roots this year with classic activities such as a Teddy Bear Picnic, watermelon eating contest, tug-o-war, and drag race. Other activities included a voguing workshop, storytime, yoga class, volleyball, ultimate frisbee, salsa lessons, and curling.

Event partners



## Pride Premiere at ɬxʷɬənəq Xwtl'e7énk Square

Pride Premiere in 2019 was bigger and better than ever before!

Robson Square had its own stage that featured a drag showcase with Tuck Entertainment, and a voguing lesson, as well as, many talented individual performers. Participants were able to visit a queer community group, get their face painted, enjoy food trucks and vendors, as well as, engage with an HFour interactive light up art piece called Tetra Velo. KiSS FM took over a portion of the space for their KiSS corner, where they had a photobooth, music BINGO and many prizes for people to win.

At ɬxʷɬənəq Xwtl'e7énk Square, attendees were able to experience the exciting FIDO Main Stage (hosted by Public Disco), a 19+ zone and vendor market area, along with a free sparkle station, hula hoop zone, roving performers, drag performers, and a photobooth on wheels called the Shutterbuggy. The Bubly Silent Disco returned once again allowing listeners to choose their favorite DJ to dance to on their headset.

Even though it rained this year at Pride Premiere, it didn't bring Vancouver's mood down. Everyone kept on dancing until the event was over at midnight.

Event partners



TOP: Drag performance on the Fido main Stage. ABOVE: Ralph provides a "voguing" lesson at the Community Stage. Lung Liu photos



# SEASON HIGHLIGHTS

## Pride at the Pier at Shipbuilders' Square



Event attendee participating in the catwalk competition. Lung Liu photo

Unofficially named "North Vancouver Pride", Pride at the Pier was a resounding success once again!

VPS worked closely with the City of North Vancouver and North Shore Pride Alliance to create an unforgettable evening for the LGBTQAI2S+ community. The evening included some new activities this year—a mini parade, table tennis, mobile ball pit bus, button making and catwalk competition. Performances included drag by Tuck Entertainment, the West Vancouver Circus group, and local artists Marlee Walchuck and Patrick Masse.

VPS consulted with a committee of youth from GSAs in North Vancouver to get their input on planning this youth and family friendly event.

### Event partners



## Davie Village Promenade



Andrea Arnot photo

After taking a year off to revamp, Davie Village Promenade was born. This three-day event held in the heart of Davie Village created a welcoming gathering spot for members of the queer community, allies, and visitors to Vancouver during Pride weekend. The Pride Patio licensed area provided an opportunity to people watch, have a drink with friends and experience some spectacular entertainment. Jim Deva Plaza was full to the brim of interactive art pieces designed to captivate attendees. A larger stage at Thurlow and Davie Streets, fire performances, a giant solar powered tricycle, circus performers, pink bus ball pit, family area and lounge spaces rounded out the event experience.

### Event partners





# PARTNERED EVENTS

## Pride After Hours at the Vancouver Aquarium – August 1

VPS partnered with the Vancouver Aquarium to deliver a scintillating under the sea Pride experience complete with drag performers, DJs, food, drinks and sea creatures.

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## Pride Night at the Vancouver Art Gallery – August 4



Patrons of the VAG on Pride night were treated to “living library” talks from queer artists, an opportunity to drink wine and contribute to a giant paint-by-numbers, Love Me Bingo and exhibits by LGBTQAI2S+ artists. The team from Air Canada engaged with patrons throughout the evening.

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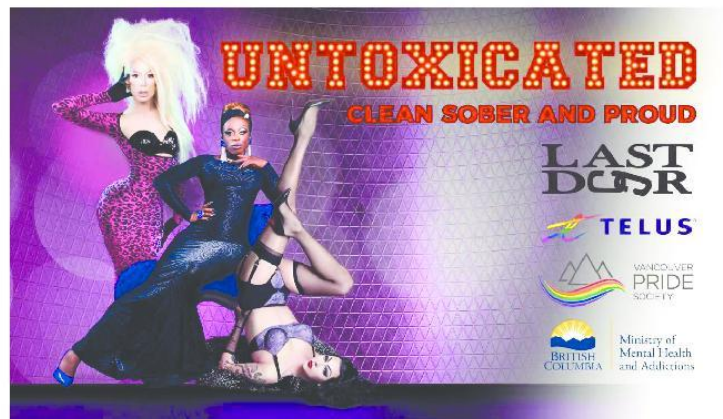
## Fresh Air Cinema Pride Movie in the Park – July 30

Outdoor film goers were treated to Moulin Rouge for the annual Pride movie night at Second Beach. Vancouver Pride Society staff and volunteers answered questions about Pride weekend and handed out swag at our onsite booth.

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## Untoxicated – August 4

Last Door Recovery and Vancouver Pride Society partner up each year to produce the always sold out Untoxicated dance party on Davie Street. This event creates space for those who want to dance, celebrate pride and be in a sober space.



Untoxicated photo



# EXTRA INITIATIVES

## Green Events



A green Portable Electric generator in the parade staging area with happy participants. Portable Electric photo

VPS continues to strive at greening events. Again this year, VPS offered bicycle valets at 2 locations at the Sunset Beach Festival, and at one location along the Parade route.

By utilizing the power of Portable Electric volt stacks to power the majority of events, VPS saved an estimated:



182 kg of carbon dioxide emissions

and



721 kWh of energy

This equates to:



driving a car  
876km

or



powering an average  
household for 24 days  
straight.

New in 2019, the VPS offered water refill stations at three events - Pride Premiere, Picnic in the Park, and Sunset Beach Festival. They promoted this through communication channels and encouraged attendees to bring reusable water bottles with them.

VPS' enthusiastic "green team" of volunteers worked at every event to ensure event sites were left in great condition.

## Growing Audiences

Growing a following on social media enables VPS to reach a wider audience. This ensures more people learn about events and services while providing a greater reach for social advocacy campaigns. A larger web audience provides value to supporters, enabling VPS to obtain increased sponsorship spending. As our social media audience grows, VPS can further monetize these platforms while helping partners to connect in a genuine way with followers.

In 2019...

SOCIAL  
MEDIA  
GROWTH  
5,774

FACEBOOK  
FOLLOWERS  
13,555

WEBSITE  
READERSHIP  
653,911

WEBSITE  
READERSHIP  
GROWTH  
131,354

Follow us online to learn about upcoming events, VPS news, opportunities to get involved, local issues impacting LGBTQAI2S+ communities and more.



@VancouverPrideSociety



@VancouverPride



@VancouverPride

## Vancouver Pride Society Bursary Fund

Through our bursary fund, VPS was able to support multiple community events and initiatives throughout Pride season and beyond.

Some of the events we were able to financially support included:

- Dyke March
- Qmunity
- Aging With Pride
- The Transgender, Two-Spirit, Genderqueer, Intersex March
- Black Lives Matter's March on Pride
- All Others Gathering at Uluisc
- The Coalition Against Trans Antagonism
- Mango Sweet—Hot Fruit QTBIPOC Dance
- 2sqtilgbipoc Alliance
- Saige Community Foodbank
- Delta Pride
- North Island Pride
- Pride Squamish
- Dawson City Pride



# 2019 OFFICIAL PRIDE EVENTS AND PRIDE PARTNERED EVENTS

Nov 2-4, 2018	Lumiere Festival
Feb 2, 2019	Unicorn Ball
Mar 13, 2019	Canucks Everyone Can Play Pride Night
June 22, 2019	East Side Pride
July 21, 2019	Picnic in the Park / Pride Run & Walk
July 26, 2019	Pride Premiere
July 27, 2019	Hot Fruit, Big Sweat
July 29, 2019	Pride Proclamation Theater Under the Stars Pride Night
July 30, 2019	Pride at the Pier Fresh Air Cinema Pride Movie in the Park
August 1, 2019	Pride After Hours at the Vancouver Aquarium
August 2, 2019	Pride Night at Vancouver Art Gallery
August 2-4, 2019	Davie Village Promenade
August 3, 2019	Terry Wallace Memorial Breakfast
August 4, 2019	41st Annual Pride Parade Sunset Beach Festival Untoxicated

## COMMUNITY PARTNERS

“We are so grateful that the VPS had the wisdom to create the “Community Partner Program” as it made it possible for us to take part. The Community Partner Program balances the need for the Pride society to raise funds from registration fees while ensuring that important and long standing LGBTQ+ organizations can still participate in the festival. We can't say enough good things about this - thank you for making it possible for us to participate in Pride.

—Positive Living BC

Through the VPS Community Partnership Program, VPS has been able to reduce barriers for smaller organizations to attend events, and to support their annual community initiatives. VPS had a total of 30 Community Partners in 2019, 8 whom were new in 2019. By providing community partners with funding, insurance, staff support, volunteers, equipment loans, and advertising, VPS is able to share resources with those who serve communities in ways that VPS can not.

- Dance in Transit
- Forbidden Vancouver
- Gordon Neighbourhood House
- Greater Vancouver Native Cultural Two-Spirit Society
- Karmik
- Kwantlen Polytechnic University
- Last Door Recovery Centre For Men
- Music Heals
- Out On Screen
- Out On The Shelves
- PFLAG
- Pinoy Pride
- Public Disco
- QMUNITY
- Queer Arts Festival
- Queer ASL
- Rainbow Refugee Society
- Rain City Ultimate Club
- Safeway
- Sher Vancouver
- Sisters of Perpetual Indulgence
- Squamish Nation
- Theatre Under The Stars
- Tsleil-Waututh Nation
- Together We Can
- Vancouver Aces and Aros
- Vancouver Communities In Solidarity With Cuba
- Vancouver Dyke March
- Velveteen Vintage
- VocalEye
- West End Seniors Network



Lung Liu photo



# PRIDE YOUTH SCHOLARSHIPS



The Pride Youth Scholarships reward individuals for their contributions and leadership in LGBTQAI2S+ communities. The LOUD Business Association brings together community partners to recognize youth for their work in creating safe spaces and promoting queer inclusion and rights.

In May of this year, three outstanding individuals each received a \$2,000 grant funded by the Vancouver Pride. The Society is incredibly proud of this year's recipients and want to thank the LOUD Foundation Selection Committee. Congratulations to Karl Chen, Alyana Lalani, and Allison Ullrich.

Since 2014, the VPS has partnered with Vancouver Frontrunners to host the annual Pride Run Walk along with Picnic in the Park. The 15th Annual Pride Run & Walk was on July 21 and raised \$17,780 from registration fees. Once again the beneficiaries included Out in Schools (\$9,033) and the LOUD Foundation Pride Youth Scholarship Fund (\$8,747). This annual event allows VPS to fund the scholarships.



Pride Youth Scholarship recipients. Monique Dillon photo

# CORPORATE PARTNERSHIPS



The Partnership Coordinator continues to focus on developing custom programs for corporate partners. This approach allows VPS to structure the partnership experience to meet the client's goals and budget. VPS has been searching for an official condom partner since 2017 and this year received a significant cash and product investment from Reckitt & Benckiser Canada. Vancouver was the only pride market R&B Canada invested in during 2019 which resulted in over 30 community partners and vendors receiving free condoms from DUREX.

Over the past seven seasons corporate donors have invested \$2,883,411 into the success of Vancouver Pride. (Depending on the partner program, some payments are allocated as vendor and/or parade revenue).

2013 Partnership revenue	\$285,185
2014 Partnership revenue	\$323,300
2015 Partnership revenue	\$290,233
2016 Partnership revenue	\$377,500
2017 Partnership revenue	\$445,300
2018 Partnership revenue	\$502,190
2019 Partnership revenue	\$676,200

In addition to cash investments, the Society received \$97,016 of in-kind product and services from corporate sponsors. This is a significant increase, most of which came from VPS' newest partner Translink who provided 400 ONE Zone passes for volunteers. Subway kept volunteers strong by preparing and delivering sandwiches and snacks at official events. Returning partner, Air Canada, doubled the flight barter account which VPS used to send delegates to conferences and give away flight passes for pride season contests.

The Partnership Coordinator focused on securing multi-year contracts which resulted in 6 major partners renewing until 2021. This process took much longer than expected as most liquor partners required a more detailed contract to align with changes to federal sponsorship guidelines.

**TD – Presenting**  
**Fido – Platinum**  
**SoCIAL LITE Craft Cocktails – Gold**  
**Stoli Vodka – Gold**  
**Labatt/Stanley Park Brewing – Silver**  
**Hollyburn Properties – Bronze**

These multi-year contracts will provide the society with a baseline income of \$361,500 per year which is a significant increase considering the society's entire partnership portfolio was valued at approximately \$185,000 during its 2012 season.

VPS' partnership with Translink resulted in a savings of \$30,000 of in kind transit services for Davie Village Promenade.



Glenn Stensrud photo



## FUNDRAISING



Ryan Juda photo

### SKIP THE DISHES

During Pride month (July) leading up to the parade, Skip ran a marketing campaign that donated \$1 for each redemption of a unique Pride Vancouver voucher code. Skip is proud to have donated \$8500 to Pride Vancouver as part of their ongoing commitment to empowering diversity and inclusivity across the nation.

"For the past two years, we've partnered with Pride organizations across Canada and it's always an honour to have our teams on-the-ground with members of the LGBTQAI2S+ community," says Kristoff Hunter, Events & Activations Lead at

SkipTheDishes. "I've been a part of many Pride Parades across the country and I'm always inspired by how the community comes together to support and celebrate one another."

This year's campaign culminated with the Skip team appearing in the parade with a large float and marching team.

### THEATRE UNDER THE STARS (TUTS) PRIDE NIGHT—JULY 29

Mama Mia was the production for this year's Pride night at TUTS. Theatre goers were able to engage with a Pride themed photo booth and pick up info about Pride weekend. Proceeds from seat cushion rentals went to Vancouver Pride Society.

### TOONIES FOR PRIDE

Energetic teams from Safeway and Kwantlen Polytechnic University carried the giant VPS rainbow flags collecting toonies from the crowd. \$3710 was raised. That is a lot of toonies!



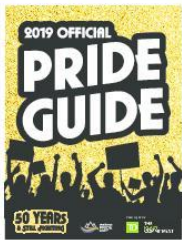
Belle Ancell photo

### PNE OUT AT THE FAIR—AUGUST 29

For the second year, VPS and the PNE partnered for Out at the Fair day. VPS sold rainbow socks that served as a free entrance into the PNE.

Tuck Entertainment provided drag extravaganza performances and patrons made personalized buttons or rainbow bracelets at the VPS information booth.

## PRIDE PUBLICATIONS



2019 marked the fourth year of VPS' joint venture with Glacier Media to publish the Official Pride Guide. The business community continues to support the annual publication which resulted in a slight increase in advertising sales. Vancouver Pride's in-house team developed the editorial, official event pages and reviewed nearly 100 submissions of community listings.

As usual, the VPS website and app were very active during Pride season. Community Groups continue to take advantage of the feature allowing them to submit events to the digital platforms. As a result, over 80 events were published onto the website & app between July 1 and August 10. While the cut off for the Pride Guide is often too early for many local events, VPS supports community groups and event producers by providing free access to our digital mediums throughout the year.

Media partners were passionate supporters providing \$642,176 of in-kind advertising and promotional coverage. A small ad-buy with North Shore News resulted in extensive coverage for Pride at the Pier including a 4-page feature. VPS' Communications Manager worked extensively with Star Metro

in developing their pride weekend edition released on August 2nd. While there were many newspaper publications competing for attention, none matched the level of coverage and connected stories featured in StarMetro Vancouver. Media support is vital to promoting the event season and Vancouver Pride is grateful for all the coverage received in 2019.



## RISK MITIGATION

In 2019 the VPS Board of Directors adopted a Risk Management Plan which is updated and reviewed on an annual basis. There was improved training on incident reporting during the staff and volunteer training for the 2019 season. This resulted in

a significant improvement in the tracking and identification of the various incidents that occurred at VPS events. The review of the incident log has identified a number of areas for improvements that will increase safety, reduce incidents and improve

the experience of people that attend VPS events. 2020 Risk Management priorities include reviewing crisis management and communication plans and to continue to improve training for staff and volunteers.



# 2019 FINANCIALS

See the VPS website for the full Financial Statements and Audit Report. Below is the Income and Expense Statement.

## REVENUE

	2019	2018
Contributed materials and services	\$845,779	\$666,832
Partnerships	\$689,925	\$538,219
Grants	\$622,288	\$191,968
Event revenues	\$388,276	\$372,775
Donations	\$38,232	\$23,843
Membership dues	\$4,520	\$4,681
Interest and other	\$286	\$373
	<b>\$2,589,306</b>	<b>\$1,798,691</b>

## DIRECT EXPENSES

Contributed services	\$825,734	\$650,707
Contributed materials	\$20,045	\$16,125
Events	\$763,885	\$456,618
Event adjustment for prior periods	-	(\$55,000)
Payment processing fees	\$2,465	\$5,743
Permit costs	\$13,600	\$10,049
Volunteers	\$8,893	\$5,437
	<b>\$1,634,622</b>	<b>\$1,089,679</b>

## OPERATING SURPLUS

**\$954,684      \$709,012**

## GENERAL AND ADMINISTRATIVE EXPENSES

Advertising	\$64,951	\$18,880
Amortization	\$3,712	\$4,156
Bad debts	-	\$373
Community contributions	\$6,092	\$5,651
Legal, accounting and other professional	\$22,610	\$23,853
Office and miscellaneous	\$53,920	\$30,608
Outreach	\$20,943	\$15,690
Rent	\$39,516	\$36,642
Staff and contractors, wages and benefits	\$622,076	\$391,407
	<b>\$833,820</b>	<b>\$527,260</b>

## EXCESS OF REVENUE OVER EXPENSES

**\$120,864      \$181,752**



# A SPECIAL THANK YOU TO THE VANCOUVER PRIDE 2019 PARTNERS

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## OFFICIAL SUPPLIERS

Aardvark Armadillo Tents	HFour Design Studio	RK Photowall
AmFab	HQ Staffing Agency	Showmax Events
BDO Canada LLP	J.T. Insurance Services	Ski Patrol Vancouver
Bicycle Valet	KDATMs	St. John Ambulance
Canada Wide Communications	Lung Liu Photography—Official Photographer	Super Save Group
Canucks Autism Network	Made In Print	Tara Rafiq—Graphic Designer
Cascade Tents and Event Rentals	Minuteman Press Burrard	This Is Blueprint
Citizens for Accessible Neighbourhoods	On the Rocks Ice	Tuck Entertainment Inc
Edge Catering	Paintillio	Valley Traffic Systems
Eduardo Ottoni—Davie Village Producer	Portable Electric	Vocal Eye
Genesis Security Group	Public Disco	
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