



CALGARY PRIDE



2018 Annual Report

Our Mission

Calgary Pride is a not-for-profit organization that exists to promote equality and celebrate Calgary's diversity.

Our Vision

Our city, free from discrimination against gender identity, gender expression, and sexual orientation.

Our Values

Equality	We create an environment where everyone enjoys the same universal rights.
Celebration	We celebrate the cultural landscape and history of our community.
Learning	We facilitate the growth of a just and inclusive society through continuous learning.
Respect	We cultivate a city that embraces diversity with respect and dignity.
Collaboration	We engage the community, seeking opportunities for mutual benefit.

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Message from the President

Calgary Pride would not be possible without the tremendous support of the community and its allies, including its many partners. The 2018 year was another banner year for the “fastest growing Pride” in Canada as we saw tremendous growth over 2017. With upwards of 75,000 attendees and participants, we are quickly becoming one of Canada’s largest Pride festivals.

We represent a diverse community, with increasingly intricate layers of intersectionality. Not only are we composed of a spectrum of gender identities, gender expressions, and sexual orientations, we also intersect with every race, religion, creed, colour, ability, marital status, socio-economic status, and much more. This mosaic of individuals is what brings vibrancy to our community; however, it can also provide unique challenges. The way forward is through the cultivation of authentic allyship and brave spaces; open, honest, and transparent communication, and our ability to lean into new ways of knowing and learning.

At Calgary Pride, we are committed to continuing to be courageous in our programming, and in our conversations.

We thank you for your dedication to authentic allyship, and we invite you to continue growing along with us.



Jason Kingsley, BCom, CFEE
He/Him
President & Executive Producer



Photo: Benjamin Laird

**“Change is the end result
of all true learning.”**

Leo Buscaglia

Ancestral Land Acknowledgement

Calgary Pride acknowledges the traditional territories of the Blackfoot and the people of the Treaty 7 region in Southern Alberta, which includes the Siksika, the Piikani, the Kainai, the Tsuut’ina, and the Stoney Nakoda First Nations, including Chiniki, Bearspaw, and Wesley First Nation. We would also like to note that the Calgary Pride Festival and all the work we do takes place on land adjacent to where the Bow River meets the Elbow River, and that the traditional Blackfoot name of this place is “Mohkinstsis” which we now call the City of Calgary. The City of Calgary is also home to Métis Nation of Alberta, Region III.

We thank these communities for their stewardship of the land we inhabit today.

Message from the Executive Director

Calgary Pride has a responsibility to listen and collaborate with the voice of our community, to actively engage and identify opportunities that further support our vision to live in a city free of discrimination, while promoting equality and celebrating diversity.

We take this responsibility to heart, striving to both celebrate and support our intersectional communities through purposeful listening and meaningful action. Listening at community forums, through our social media network, and our annual survey of Calgary Pride participants has deepened our learning and empowered the expansion of core programming not only through Pride Week, but year round.

Specifically during Pride Week we focused on: improving accessibility, curating an additional three stages to showcase queer identified artists, fostering the expansion of more family friendly and sober spaces, while also providing free educational opportunities for all members of the public to engage.

With regard to year round programming, Calgary Pride: launched our wildly successful children's literacy program "Reading with Royalty",

co-hosted a three day conference focused on providing diversity education for professionals and the general public, and saw our second holiday dinner, Queerly Festive, exceed capacity.

These offerings were made possible because of our partnerships with businesses, fellow non-profits, charities, government agencies and community leaders. These partnerships strengthen the fabric of our community, while celebrating Calgary's unique cultural landscape. Moreover, it is these partnerships that will continue to ignite our evolution and growth.

To our collective communities, thank you for telling us what you need and for your patience as we do what we can to support bringing those ideas to life. To our partners, thank you for your ongoing support and participation. With gratitude and enthusiasm, I look forward to working with you over the year ahead.



Parker Chapple
They/Them
Executive Director



Photo: Benjamin Laird





Top award for our fearless leader!

Calgary Pride President & Executive Producer, Jason Kingsley, was chosen as one of Avenue Magazine's *Top 40 Under 40* in 2018, for his tireless work to build community and develop Calgary Pride as a successful and efficient non profit organization in his time on the board. Jason has been involved with Calgary Pride for over 15 years, starting as a volunteer and performer in his youth, and advancing up through the roles of Events Manager and Vice President, before taking on his current role of President & Executive Producer in January 2017. We are so grateful for his continued guidance and knowledge, and incredibly proud to celebrate his *Top 40* award with him!

Photo: Benjamin Laird

Our Team

We're a small but mighty team, dedicated to producing the highest quality Pride Festival that Calgary has seen, and building a strong, connected community. Through countless hours all year long, these are the individuals that come together to make it all happen! We asked each board member why it's important for them to be a part of Calgary Pride; see what drives this team to do what they do!

Jason Kingsley, BCom, CFEE

He/Him

President & Executive Producer

I originally joined the Board to give back to the community using my skillset as an event professional; however, I continue with the Board because I am passionate about advocating for a vibrant, diverse, and inclusive city for all Calgarians.

Greg Hayward

He/Him

VP of Human Resources

I believe that people can only achieve their personal best when they feel comfortable, confident, safe and free. That can be difficult in our community and to play a part in paving that path would fulfill all my paternal drives. Papa "G" would be truly happy.

Graham Kingsley

He/Him

VP of Operations

I have the privilege of being able to contribute to my community in a significant way, and I want to use that to make the biggest impact that I can.

Shone Thistle, CFRE

She/Her

VP of Development & Stakeholder Relations

Because in a world where people still fear the "other", visibility matters.

Bailey Ady (née Mullen)

She/Her

Director of Tourism & Marketing

I am passionate about making my city a welcoming place where everyone can feel they belong.

Jay Fajardo

He/Him

Director of Programming & Entertainment

I believe that we have some of the best hidden talent in our city. By supporting our local artists, we are able to provide Calgarians with world class events, helping bring our communities together one event at a time.

Daniel V. Sadler

He/Him

Treasurer

Because each of us has a responsibility and opportunity to make this world a better place in our own way.

Parker Chapple

They/Them

Executive Director

As a person who identifies as non binary and queer, aligning my business experience with a cause in which I have a vested interest is a tremendous opportunity. I have long been fervent about curating space to further perpetuate learning and acceptance of those that identify with, or are allies of, the gender and sexually diverse community. I am thankful beyond measure to work towards doing so, each and every day.

Tux Kingsley

Canine Ambassador

Tux loves attending board meetings, and rarely misses a single one!





Photos Above: Benjamin Laird

Community Engagement

We've moved well beyond just producing an amazing annual Pride Festival; through ongoing engagement with our community, we are building a better, stronger, and more cohesive Gender and Sexually Diverse (GSD) community together.



Photo: Dan Shier

Fierté Canada Pride Conference

Each year, Pride organizers from across Canada gather for the *Fierté Canada Pride Conference* to participate in workshops, panel discussions and presentations intended to further conversation of the GSD movement in our own country and across the world. We were honoured to be selected as hosts for this year, welcoming over 150 people from across the nation. Not only were we delighted to engage our local influencers, activists, community groups and businesses, but also to showcase the enormous growth and achievements of Calgary Pride.



Photo: Jared Sych

Reading with Royalty

In February of 2018, we debuted *Reading with Royalty* in partnership with the Calgary Public Library and Calgary Queer Arts Society. This unique youth reading program features local drag performers and library staff hosting storytime - and not just in libraries, but in schools and at community events as well! Reading books with themes of diversity and acceptance, singing songs and dressing up in costume items from our tickle trunks make a truly dazzling literary experience for both kiddos and caregivers alike. With an audience to date of almost 1,500 at over 20 events, this unique programming is also the first of its kind in Alberta, combining the importance of literacy and dynamics of gender expression to children ages 12 and under. Further to that, we were invited to present this programming at the provincial wide teachers convention in February 2019.



Photo: Ty Mullen

Vic Park Pride

Calgary Pride is one of the fastest growing Pride celebrations in Canada. In order to keep pace with our constantly evolving community, we are building new relationships and specifically creating more family friendly, sober, and educational opportunities that intersect with many of our community's needs. In partnership with Vic Park BRZ and Calgary Queer Arts Society, Pride in Vic Park was launched during the kick-off weekend of Pride Week. For two days, members of the public were invited to partake in a variety of activities from dress-up trunk painting, musical instrument library, educational workshops and performances of over 35 local performers, entirely free of cost. This proved a valuable opportunity for members of our community to engage in Pride differently than has been made available before, further strengthening our community ties.

In Partnership With



Social Media Audience

as of Dec 31, 2018



9.1K



7.6K



3.4K

Social Media Engagements

over 2018 year



32K



2.7K



7.7K

Social Media Reach

Aug 1 through Sept 2, 2018



250K



174K*



35K

*impressions



Photo: Benjamin Laird

Festival Expansions

Moving to Prince's Island Park in 2017 meant that we now had space to curate a Pride more reflective of our city's dynamic population. This included a secondary stage in the *Palm Bay Lounge* where performances of 15 queer identified artists were enjoyed by our 18+ crowd while imbibing a beverage or two.

Additionally, we unveiled our newest space, the *Wellness Oasis*; a place where folks could enjoy a variety of accessible, sober, low key activities from all bodies yoga, crystal bowl healing, spoken word and guided meditations while also being able to access health related information from local businesses and organizations.



Photo: Calgary Queer Arts Society

Well Conference

We often hear about the challenges that health and wellness professionals face in understanding how to best support their GSD patients and clients. Admittedly, this is a conversation that moves and evolves at a daunting speed, and we applaud Alberta Health Services for engaging readily in order to meet the needs of all Albertans.

This three-day conference brought together leading perspectives from community organizers, healthcare professionals, and corporate leaders, the goal being to promote a holistic model of wellness, discuss ally-ship, give people a safe place to ask questions, and to share tools for creating more equitable communities.

Hosted in partnership with Alberta Health Services and Calgary Queer Arts Society, the inaugural *Well Conference* received overwhelming support for its delivery, and we are already starting conversations for future iterations.



Photo: Worthy Experiences

Queerly Festive Dinner & Show

Many members of our community find themselves displaced and without family support after coming out, which is often felt most significantly during the holidays. In partnering with 10 local non-profit organizations, the second annual *Queerly Festive Dinner & Show* was a welcoming space to fortify connections with friends and chosen family, and to provide a beacon of light on a cold winter night.

This year's holiday dinner was a tremendous success, with over 150 attendees enjoying a full buffet style turkey dinner, while 15 local performance artists entertained and delighted folks of all ages. Thanks to the support of our community, registration for this is free or by donation.

Our Partners

Building community requires strong and consistent allyship, and cannot be accomplished alone. In every initiative and program we undertake, we have a committed group of partners at our side, each dedicated to upholding the same high level of excellence and authenticity that we expect of ourselves. We are immensely grateful to each and every one of our partners for their continued support.

Calgary Pride Festival

Presenting Partner



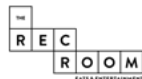
Diamond Partners



Official Airline



Platinum Partners



Gold Partners



Silver Partners



Bronze Partners



Host Hotel



Public Support



Beverage Partners



Media Partners



VIP Kickoff



Fierté Canada Pride Conference



Vic Park Pride



Reading with Royalty



Well Conference



Queerly Festive Dinner & Show



Photo: Benjamin Laird



Headliner Simone Denny gets everyone grooving to her chart topping hit, "You're a Superstar".

No one could miss our fabulous MC James Demers in this spectacular "disco ball" outfit!

Our 2018 Parade Grand Marshals were students and from regional GSA groups. These kids proudly led the largest ever Calgary Pride Parade; only later to receive thunderous applause from the crowd at Pride in the Park.

Festival Highlights



75,000

Estimated Total Attendance



1.87km

Official Parade
Route Length



110

Marketplace Vendors
*32% Non-profit or Community
Organizations*



191

Parade Entries

*53% Non-Profit, Charities and
Community Groups*



68%

Total Waste Diversion
*through active compost and
recycling sorting*

1532

Volunteer Hours

263

Volunteers

\$2,500

Community Bursary
awarded to *Voices*
(Calgary Coalition of Two-Spirit,
Trans, Queer, and Straight POC)

Moments of Joy



Photo: Robin Laurenson

"All the support, the joy and the positive energy made my trip to Canada even better. Where I live, Pride is just starting to happen and most people don't agree with it so it was so good to see that it's possible. It gave me hope that someday I'll be able to attend an event of this magnitude in my own country. Thank you and keep up the good work!"



Photo: Robin Laurenson

"The level of love, respect, acceptance and dignity restored my faith in humankind and brought tears to my eyes."



Photo: Robin Laurenson

"I think it had to be the happiest two hours of my life! I've never been to an event where everyone was so accepting. You could feel the love in the air."



Photo: Benjamin Laird

"This year's parade was awesome. Best one yet! The park was a great venue to end the celebration. There was lots of people having fun. Volunteers and organizers did a great job running and organizing the event! I felt safe and welcomed there."

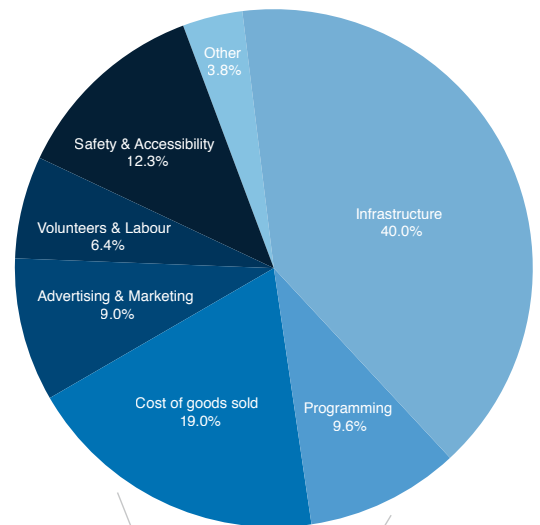
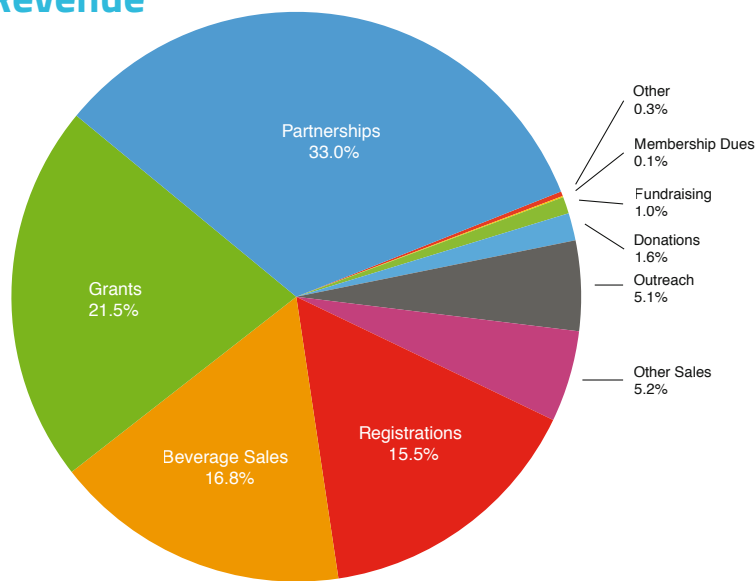


Photo: Robin Laurenson

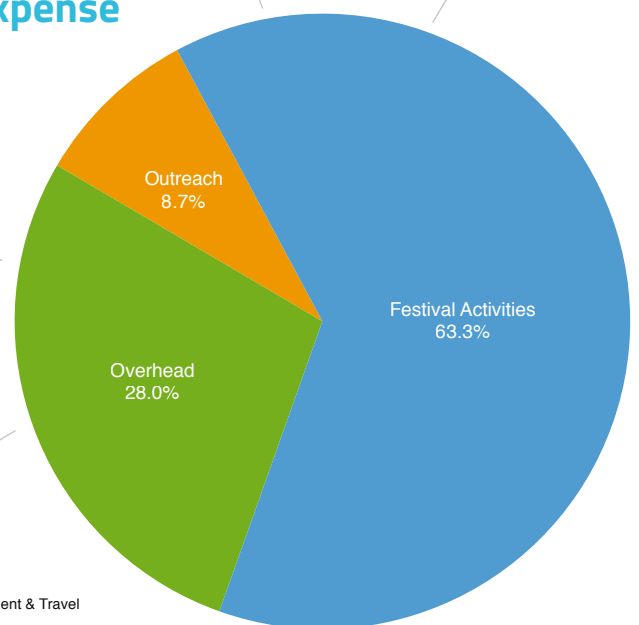
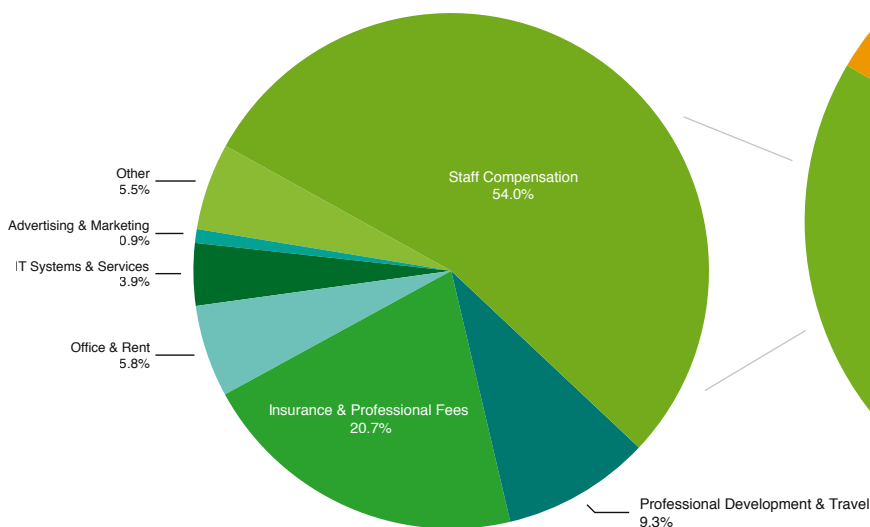
Financial Highlights

Calgary Pride has experienced unprecedented growth in recent years, and the numbers speak for themselves. Through the support of all three levels of government and the tremendous generosity of our business partners, we are pleased to pass the milestone of a half million dollars in annual revenue, and a healthy surplus as a result. Calgary Pride has strong accounting rigor and we commit to wisely steward this investment in our community in order to continue meeting its exponentially growing needs.

Revenue



Expense





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