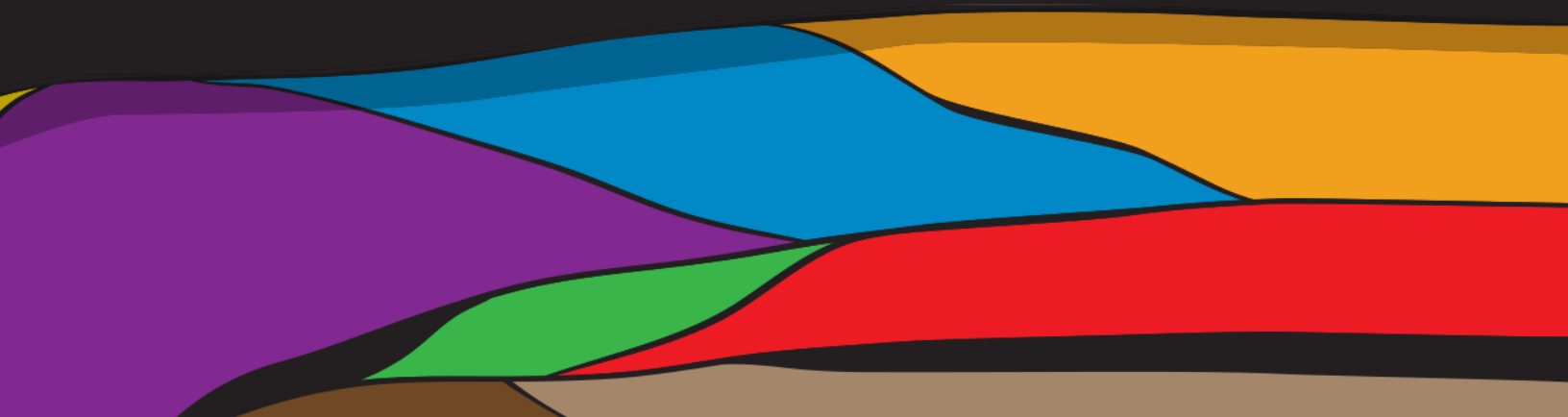


CALGARY PRIDE

2020

ANNUAL REPORT

#WEARECALGARYPRIDE





## MISSION

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

## VISION

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

## 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.

## **LAND ACKNOWLEDGMENT**

IN THE SPIRIT OF RESPECT, RECIPROCITY AND TRUTH,  
CALGARY PRIDE, AS AN INHABITANT OF CALGARY ALBERTA,  
HONOURS AND ACKNOWLEDGES MOH KINSSTIS AND THE  
TRADITIONAL TREATY 7 TERRITORY AND ORAL PRACTICES OF  
THE NIITSITAPI CONFEDERACY: SIKSIKA, KAINAI, PIIKANI, AS  
WELL AS THE ÎYARHE NAKODA AND TSUUT'INA NATIONS.  
WE ACKNOWLEDGE THAT THE TERRITORY WE WORK AND LIVE  
UPON IS HOME TO THE MÉTIS NATION OF ALBERTA, REGION 3  
WITHIN THE HISTORICAL NORTHWEST MÉTIS HOMELAND.  
WE THANK THESE COMMUNITIES FOR THEIR STEWARDSHIP  
OF THE LAND WE COLLECTIVELY INHABIT TODAY.

# MESSAGE FROM THE BOARD OF DIRECTORS

**30<sup>TH</sup>**  
ANNIVERSARY  
CALGARY PRIDE

# THANK YOU!

## 30 YEARS IS A MILESTONE WORTH CELEBRATING.

And while 2020 may have marked **30 years of Calgary Pride** in our community, we certainly have never experienced a year quite like it. Amid our annual planning, the circumstances brought on by the global pandemic meant that the 30th anniversary of Calgary Pride had to be quickly reimagined. We would like to first and foremost acknowledge the incredible contributions of our volunteers, local artists, educators and supporters who, in the spirit of celebration, resilience and love, brought our community together even in the most difficult of times.

You got virtual, and you got creative, quickly turning our 30th year into a year of service, a year of learning, and a year of celebration. With so many community members deeply impacted by the pandemic, you asked, “How can we help our community feel connected?”

Instead of large-scale in-person events, you found ways to empower local businesses through the **Our Pride** initiative. You volunteered outside of Pride - safely helping organize events, deliver groceries and run errands for isolated and quarantined community

members. You created a brand new platform for everyone to learn, connect and celebrate together - the Calgary Pride **Learning Series**, and you amplified the voices of artists and digital content creators so they could share their talents with the world. You started the weekly **PrideCast**, a news-style weekly update on 2SLGBTQ+ events and initiatives, and you delivered more than **60 hours** of virtual programming. And this doesn't even touch on the hours you spent engaging community in conversations with our political leaders, advocating on behalf of an end to conversion therapy, and digging deeper to transform Calgary Pride after community calls for accountability.

It's been a hard year and a beautiful year, you must be exhausted, but we hope you are proud!

30 years is something to celebrate, and we are honoured to do this work on Treaty 7 territory, here in Moh'kinsstis, where the Elbow meets the Bow. We thank each one of you for the incredible contributions you have made this year, and over the past 30 years of Calgary Pride.

With love and resilience,

Calgary Pride Board

# MESSAGE FROM ATB FINANCIAL

## WHAT A YEAR 2020 HAS BEEN,

And although we weren't able to celebrate Calgary Pride in person, our team was thrilled to be part of the virtual parade while raising funds for Calgary-area GSAs.

Now, more than ever, challenging and sometimes uncomfortable conversations about justice, equity, diversity, inclusion and belonging are part of our daily lives—in our families, communities, workplaces and beyond. While this is an important step forward, talk alone is not enough. Meaningful action that builds on learning must follow. Championing belonging in everything we do is at the core of our

values at ATB. Providing a safe space where we can be ourselves and be an ally to others is part of how we live those values every day.

At ATB, we believe creating spaces and communities where we can all be seen, supported and celebrated for who we are makes us stronger as a province and as a society.





# COMMUNITY ENGAGEMENT, ADVOCACY & ACCOUNTABILITY

## CONVERSION THERAPY

In May of 2019, Calgary Pride called for brave leadership to end the harmful practice of conversion therapy. Over the next year, a bylaw was created with unprecedented community consultation. This included; a broad community survey, public submission process, and input from 58 groups composed of forty-four religious communities, eight 2SLGBTQ+ organizations, and six groups that would be considered neutral within the social services sector.

On May 25, 2020, this bylaw was passed by our city council.

*“Our heartfelt gratitude goes out to Mayor Nenshi, Cllr Evan Woolley, Cllr Druh Farrell, Cllr Gian-Carlo Carra, and Cllr Jyoti Gondek, as well as the City’s Administration and Legal teams who worked so hard on this bylaw. Your diligence, kindness, and commitment to do the right thing will always remain part of your legacy. You did it, we did it. **Thank you.**”*  
– Shone Thistle, Board President, Calgary Pride

## POLITICS & PRIDE

In 2019, Calgary Pride made the decision to exclude all political parties from marching as unique groups. The decision prompted significant community and political reactions; as a follow-up, we asked for public and stakeholder input on the decision and various policy options. On February 22, 2020, two events were held to collect feedback: a public open

house and a stakeholder roundtable to hear from political party representatives.

The Dept of Words & Deeds facilitated the open house and provided a report to Calgary Pride at the end of February, which summarized key findings and made numerous suggestions to form the basis of a new draft policy. Calgary Pride will be asking for input on this draft policy from multiple community stakeholders in the coming months.

## QUEER COMPASS

Since 2018, Calgary Pride has been a proud contributing member of the LGBTQ2S+ Interagency group, consisting of 20+ organizations with programming and services supporting the gender & sexually diverse community in Calgary. This group determined early on that online resource navigation was desperately needed for community members and service providers alike. Over the last two years, with the support of its volunteer network, Calgary Pride worked to collect this information and obtained the domain [queercompass.ca](https://queercompass.ca).

We are excited to report that **Calgary Outlink** has obtained funding to move this project forward on behalf of the LGBTQ2S+ Interagency group, ensuring that Calgary’s ongoing programming and services are up to date and accessible for all users.





*"Lone, United" — a mural created by Mike Hooves as part of the Pride Marches On installation in Memorial Park, generously supported by Shaw.*



# COMMUNITY ENGAGEMENT, ADVOCACY & ACCOUNTABILITY

## PROFESSIONAL DEVELOPMENT

Calgary Pride is dedicated to the ongoing learning of those within the organization. Over the last year staff, volunteers and board members were invited to take part in national conferences and independent workshops focusing on anti racism, decolonization, indigenous ways of knowing, conflict resolution, equity and inclusion.

---

## INCLUSION & CALLS FOR ACCOUNTABILITY

Calgary Pride aims to create spaces that ensure 2SLGBTQ+ belonging and celebration. We are honoured to do this work on Treaty 7 territory, here in Moh'kinsstis, where the Elbow meets the Bow, commonly known as Calgary.

We recognize that there are complex intersections of lived experience under the rainbow, and are committed to continuous learning in the areas of racial equity and Truth and Reconciliation. We will never be experts in these areas, but always learning and working to find new ways to mobilize that learning. We have also worked to embrace anti-racism, both as individuals and for organizational change. We have a lot more work to do, and we gladly take steps forward.

However, and it is of critical importance that we recognize this, this work and these learnings have not prevented harm to some.

In November 2020, members of the Calgary Pride community came forward to share their experiences of racism while engaging with Calgary Pride. We were deeply saddened to read their accounts, and took these statements as an opportunity for deep reflection, including a fulsome investigation into the accounts shared so that we might learn and explore opportunities for growth and change. We are sorry for the pain experienced by these individuals, and for not creating an environment where they felt a sense of belonging.

We can and must do better for everyone, at every intersection under the rainbow. Based on the changes to our organizational structure, the experiences shared with us, and our ability to learn and grow as an organization, we will work to evolve and hopefully rebuild the trust that has been placed in us. This process is ongoing, and we will be providing the community with further updates and changes in the coming months. We are incredibly grateful for the opportunity to continue this work.

---



# LOVE IS LOVE

MICHELLE ROBINSON

SHE - HER  
WOMANIST COMMITTEE CALGARY

FLOYD

HE - HIM  
GAY COMMUNITY

SHARP  
foundation  
hope | dignity | compassion

*Celebrating  
Our Diversity  
With Pride!*

DONNA THORSTEN

SHE - HER  
RAINBOW LEADERS

HEUNIER

HE - HIM  
CALGARY OUTLINK

NINA TRON

SHE - HER  
JULIA SOVOLEVA COURT  
CHINOOK LESBIAN AND GAY FUND

RAY

HE - HIM  
ED CHURCH

SAFA RAHMAN

SHE - HER  
EL TAWO JUMA ORACLE

KEVIN ALLEN &  
GORDON SOMBROSKI

HE - HIM  
GAY HISTORY PROJECT &  
CHINOOK LESBIAN AND GAY FUND

Community groups and leaders came together to advocate for and support a new bylaw to end the harmful practice of conversion therapy in Calgary. On May 25, 2020, this bylaw was passed by Calgary City Council.

# 2020 PROGRAMMING

## PRIDE IS, AT ITS ESSENCE, A CELEBRATION OF RESILIENCY, COMMUNITY AND LOVE.

This year, our community showed up with the message that we are strong, that we are valued and that we are creative.

Our 2020 programming showcased the remarkable power of the Pride community in motion. This included:

## PARADE & FESTIVAL

During Calgary Pride week, over 60 hours of content showcasing **300+ 2SLGBTQ+ artists** and organizations were broadcasted on multiple social media platforms and viewed by over 30,000 IP addresses. On parade day, we featured headlining performances from **Tynomi Banks, Kiesza, Alex TBH, Ria Mae**, and the **Command Sisters**. And let's not forget the parade videos from 50 organizations and businesses who were sure to let our community know they were loved, seen and essential.



A promotional poster for Tynomi Banks' performance. At the top is a colorful geometric pattern. Below it is a black banner with a cartoon hand holding a rainbow flag and the text "CO-HEADLINER" in rainbow letters. The main image shows Tynomi Banks in a black and silver sequined dress, posing with one hand on her hip and the other near her face. To the right of the image, the text "09/06 3:50PM MDT" is displayed. At the bottom, a black banner contains the text "TYNOMI BANKS PARADE DAY" in white and rainbow letters, followed by "ATB PRESENTS 30th ANNIVERSARY CALGARY PRIDE" in white. Below this, the time "3:50PM" is shown in large white letters, and at the very bottom, the website "WWW.CALGARYPRIDE.CA/LIVE" is listed in white.

A promotional poster for Kiesza's performance. At the top is a colorful geometric pattern. Below it is a black banner with a cartoon hand holding a rainbow flag and the text "HEADLINER" in rainbow letters. The main image shows Kiesza with her signature bright red curly hair, looking upwards. To the left of the image, the text "09/06 5:30PM MDT" is displayed. At the bottom, a black banner contains the text "KIESZA PARADE DAY" in white and rainbow letters, followed by "ATB PRESENTS 30th ANNIVERSARY CALGARY PRIDE" in white.

## PRIDE CAST

Also launching in 2020 was the Pride Cast, where we streamed a weekly pre-recorded community newscast on our website, Facebook, YouTube, Twitter (Periscope) and Twitch. Hosted by a rotating cast of local 2SLGBTQ+ artists and community leaders, the Pride Cast was a space for us to share community events, support services, partner stories, interviews, local queer history, and more.



## OUR PRIDE

This new program was a roaring success, with over **50 local businesses** and organizations holding events and initiatives that allowed our community and their allies to connect and celebrate safely. Our Pride was everything from hotel balcony drag shows to pride-themed cocktails and products; there were so many creative ways Calgarians celebrated Calgary Pride! All participating businesses received free diversity training provided by Calgary Pride and Calgary Queer Arts Society and raised over **\$30,000**.



## OUR PRIDE PARTICIPANTS

A1 Bodega & Cafe	Oranj Fitness
ABC Waste Potties Ltd.	Otafest
Alberta Marriage Commissioner	Paddle Station
Annex Ales	Ple Cloud
Barley Mill	Plain Jane Events
Born Colorado Brewing	Pony Friday
Bridgette Bar	Redback Wine Imports
Broken City	Rick Rack Textiles
Cabin Brewing	Ruckify
Common Crown Brewing	Run Calgary
Community Food Truck Group	Sheraton Suites Eau Claire
Corner Cannabis	Skoah Kensington
Cowboy's Nightclub	Spiritleaf
Crossfit Currie Barracks	Stash Lounge
D'Orient Spa - Kensington	Sunnyside Natural Market
Dogma	Sweet Relief Pastries
Don't Yell at Me	The Beltliner
Four20 Premium Market	The Core Shopping Centre
Free House	The Costume Shoppe
Goliath's Saunatel & Texas Lounge	The Coup
Home & Away/Shuffle Club	The Establishment
Humainologie	Brewing Company
Kalon Aesthetics	The Ship & Anchor Pub
Last Best Brewing Company	The Wednesday Room
Lit Cosmetics	Thirsty Kitten Threads
McLennan Ross LLP	Trolley 5 Brewpub
Modern Steak - Rooftop	Vegan Street
Monki Bistro	Village Brewery
Ollia Macarons & Tea	Vine Styles
	Wild Tea Kombucha
	Willow Park Wine & Spirits
	YYC Foodtrucks



# 2020 PROGRAMMING

## LEARNING SERIES

As COVID-19 put an abrupt hold on in-person festivals and events, Calgary Pride began exploring options that would allow us to continue showing up for the queer community. Out of this exploration, we recognized the opportunity to learn and grow in areas that would support individual, family, organizational and community health.

Calgary Pride was honoured to provide a platform for local and international educators and artists, with a diverse range of professional and lived experience, to create the Learning Series. This series ran from May 2020 to February of 2021 and included **174 workshops** presented by **100+ speakers & facilitators**, with over **4000 registrations**. Learning themes were as diverse and wide-ranging as our community and included topics such as Trans & Non-Binary Experiences, Anti Racism, Decolonization, Queer History, Financial Literacy and Corporate Diversity Practices.



## PARTICIPANTS & SUPPORTERS

2 Spirits in Motion Society	Emily Yee Clare
Aboriginal Friendship Centre of Calgary	Felicia Tremblay
Alberta Health Services	Financial Literacy CA
Amanda Spakowski	Freedom Counselling Calgary
Anda Fabrig, Learning Series Coordinator	Hire Heels YYC
ATB Financial	HIV Community Link
Bell Media	Imperial Oil / Exxon Mobil Independent
Benevity	McCarthy Tetrault LLP
Bilitis Resource Centre	Intact Insurance
Blake, Cassels & Graydon LLP	Intersex London
Bow Valley College	Kai Cheng Thom
Cabaret Calgary	Kairyn Bureau
Calgary Arts Development	Kama La Mackerel
Calgary Gay History Project	Kristen Cookie Munroe
Calgary Outlink	Mòkinàn Consulting
Calgary Queer Arts Society	Mount Royal University
Canada Revenue Agency	Pan-Africa ILGA
CBC - Toronto	Pride at Work
CCGSD	Queer Education Foundation
Centre for Israel & Jewish Affairs	Richard Brethour-Bell
Centre for Newcomers	Rogers Communications
Centre for Sexuality	Ruby Slickeur
Cicely Blain Consulting	Sachit Vashisht
Colombia Diversa	Sagesse
CommunityWise	Skipping Stone Foundation
Creating Accessible Neighbourhoods	Snapshot Studios
Deepak Kashyap	Suncor Energy
Deloitte	The 519
Dignity Network Canada	The Tiny Activist
Dr. M. Morgan Holmes	Toronto Mindfulness Centre
Edmonton Two Spirit Society	Transwave Jamaica
Elliot Rae Cormier	United Way of Calgary & Area
	University of Calgary

## READING WITH ROYALTY

This wildly successful program in partnership with the Calgary Public Library and Calgary Queer Arts Society makes a monumentally positive impact on children and families alike. This glamorous, storytime program, led by local drag performers, celebrates inclusion and diversity and sparks the imagination. With an audience to-date of almost **5,000 kiddos** and over **85 events**, both online and in person, this unique program is the first and only of its kind in Alberta, combining the importance of literacy and the dynamics of gender expression to children ages 12 and under.

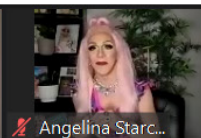
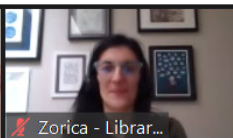
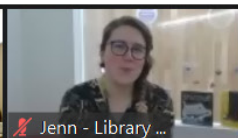


## LGBTQ 101 & ALLYSHIP IN THE WORKPLACE

In partnership with Arts Commons, Calgary Queer Arts Society with funding received from RBC, LGBTQ 101 & Allyship in the workplace was offered to partners of these organizations, providing free learning opportunities to 2,000 participants.



Royal Bank  
of Canada



# FINANCIALS

Calgary Pride engaged Geoff Heal, CPA, to complete an audit and file taxes for 2016-2020. Calgary Pride will continue to work with a bookkeeper in daily financial management and will have an annual audit & tax filing completed by a Chartered Professional Accountant to provide an independent opinion on the state of our finances.

The financial audit from 2016-2019 shows a drastic increase in operating revenue of \$610,279 (394%), with the majority of annual revenue being driven by the Festival & Parade (38%), sponsorship (35%), and grants (17%).

When physical distancing regulations of the COVID-19 pandemic were put in place five months prior to the annual Parade and Festival, 73% of our projected revenue was at severe risk, and therefore, the organization's sustainability.

The Calgary Pride team worked quickly to adapt the festival into entirely new online programming streams, access funding from grants to support necessary pivots to programming, and realign sponsorship assets accordingly.

The 2020 financial audit demonstrates that while Calgary Pride showed a decrease of 34% in revenue from the parade and festival, we exceeded revenue earned from 2019 by \$86,243 (+10%), which included 33% from grants (an increase of 26%), and 60% from sponsorships & donations (an increase of 50%).

Expenses saw a slight increase of 4% due to wages and professional fees required to support the new programming.

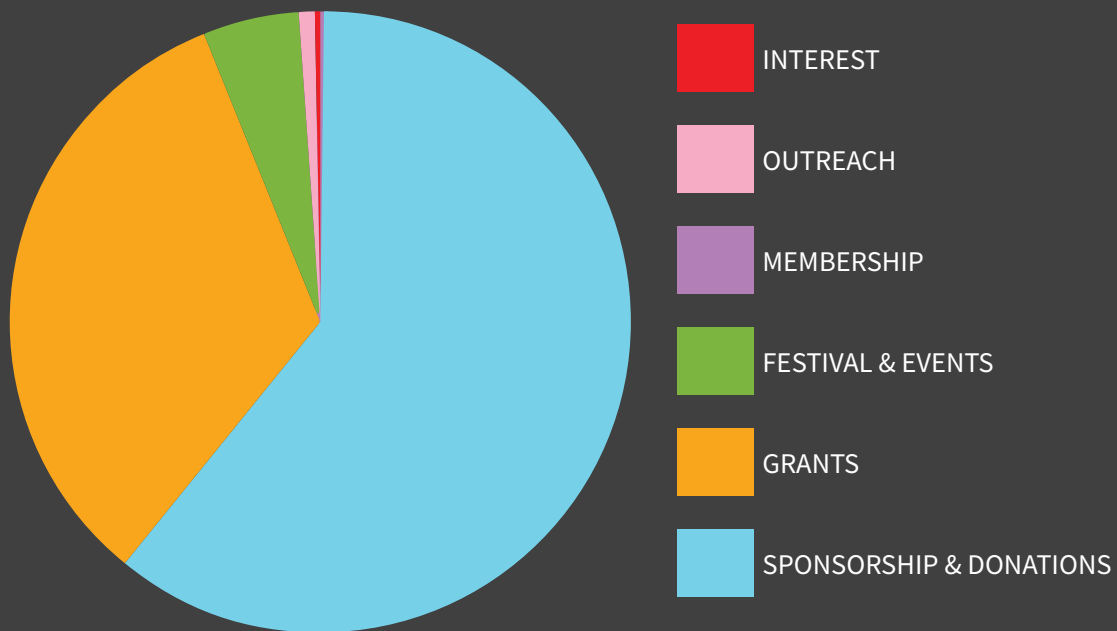
Given the earlier note around the organization's sustainability, our liquidity position improved significantly in 2020, with cash on hand of \$308,919 compared to \$57,970 in the previous year. This represents approximately 4.29 months of reserves based on 2020 revenue spent evenly over the year and aligns Calgary Pride more closely to other non-profit organizations. In another macroeconomic event, Calgary Pride has sufficient funds to respond to a changing landscape, ensuring the organization can endure a crisis.

Accounts receivable collection improved significantly, decreasing to \$54,607 compared to \$96,991 in the prior year.

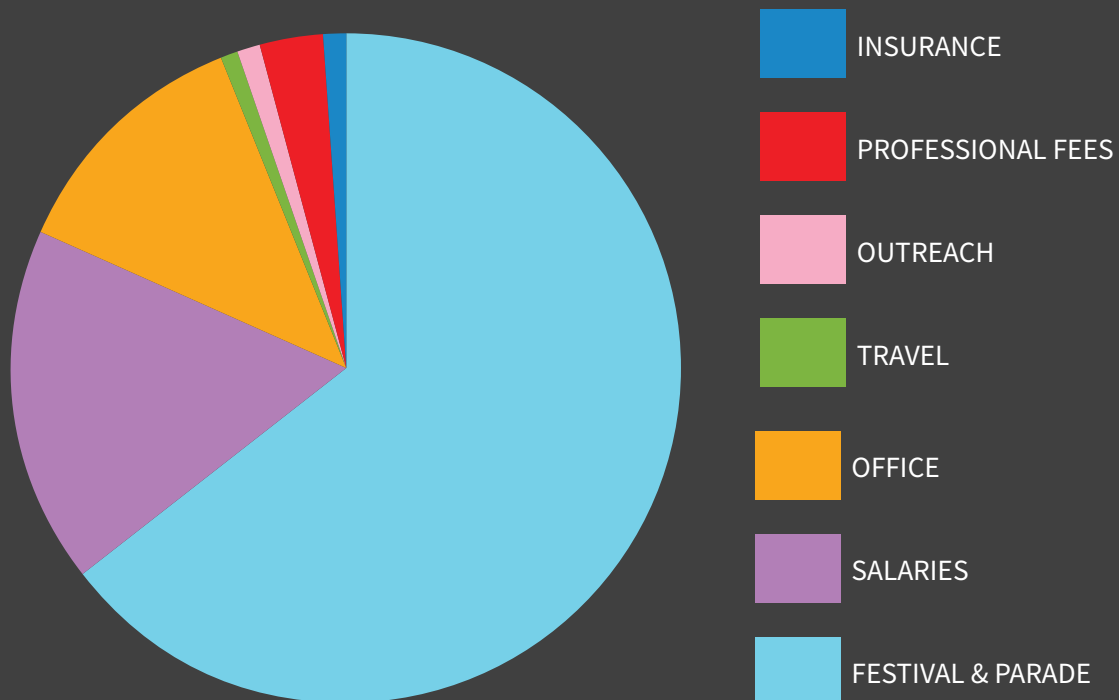
Calgary Pride also took advantage of the Canada Emergency Business Account loan of \$40,000, which to date has not been spent. Repaying the loan's balance on or before December 31, 2022, will result in loan forgiveness of 33% (up to \$20,000).



2020 REVENUE: \$863,827 (INCREASE OF 10% FROM 2019)



2020 EXPENSES: \$706,944 (INCREASE OF 4% FROM 2019)



## MEDIA REACH

### SOCIAL MEDIA ANALYTICS



**394K**

IMPRESSIONS

**9.9K**

ENGAGEMENTS

**12K**

PAGE LIKES



**195K**

IMPRESSIONS

**11K**

ENGAGEMENTS

**8.5K**

FOLLOWERS



**191K**

IMPRESSIONS

**1K**

ENGAGEMENTS

**8.2K**

FOLLOWERS



**15K**

IMPRESSIONS

**444**

ENGAGEMENTS

**353**

PAGE LIKES

### WEBSITE STATS

**1.75M**

IMPRESSIONS

**136K**

PAGEVIEWS

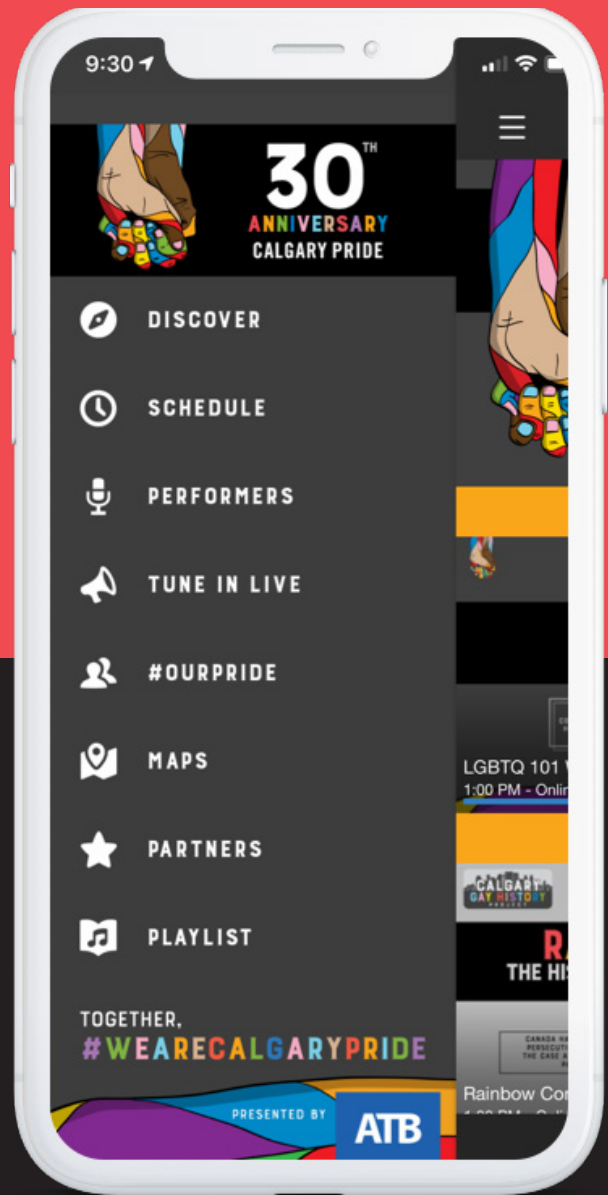
**31.7K**

CLICKS

**53.7K**

USERS

# CALGARY PRIDE'S OFFICIAL APP



## APP STATS

**138K**

SCREEN VIEWS

**7.9K**

SESSIONS

**2.5K**

DOWNLOADS

**32.8K**

AD VIEWS

**1.4K**

AD CLICKS

**1.05K**

TRACKS PLAYED

**14.8K**

NOTIFICATIONS SENT

**69%**

ANDROID USERS

**31%**

APPLE IOS USERS



# PARTNERS

## PRESENTING PARTNER



## DIAMOND PARTNERS



## PUBLIC SUPPORT



## OFFICIAL MEDIA PARTNER



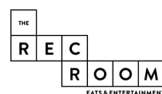
## MEDIA PARTNERS



## BEVERAGE PARTNERS



## VENUE PARTNER



## PLATINUM PARTNERS



## TRAVEL PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS



## BRONZE PARTNERS



\* The Blue Cross symbol and name are registered marks of the Canadian Association of Blue Cross Plans, an association of independent Blue Cross plans. Licensed to ABC Benefits Corporation for use in operating the Alberta Blue Cross Plan.

## SOFTWARE PARTNERS



# OUR TEAM

This year was like no other, and it would not have been possible without the remarkable contributions of our employees and volunteers. Pride 2020 programming was made possible with the addition of two Technical Directors, a Marketing Manager, Copywriter, Social Media Coordinator, Digital Logistics Coordinator, three Program Coordinators, and **2400 hours** generously provided by **140 volunteers**.

Calgary Pride is supported year round by two employees, and a volunteer Board of Directors.

---







*"These Boots Are Made for Struttin'" — a mural created by Cory Bugden and Sarah Lamoureux as part of the Pride Marches On installation in Memorial Park, generously supported by Shaw.*



#WEARECALGARYPRIDE

