CALGARY PRIDE





LAND ACKNOWLEDGMENT

CALGARY PRIDE PROUDLY SERVES TREATY
7, ON THE TRADITIONAL TERRITORY OF
THE NIITSITAPI CONFEDERACY (SIKSIKA,
KAINAI, PIIKANI), ÎYARHE NAKODA (CHINIKI,
BEARSPAW, WESLEY) AND THE TSUUTINA.
THIS LAND IS ALSO HOME TO THE METIS
NATION OF ALBERTA, REGION 3 WITHIN THE
HISTORICAL NORTHWEST METIS HOMELAND.
THIS PLACE, WHERE THE ELBOW RIVER
MEETS THE BOW, IS KNOWN BY MANY NAMES
TO MANY PEOPLE, INCLUDING MOHKINSTSIS
(NIITSITAPI), WINCHEESH-PAH (NAKODA),
KOOTSISAW (TSUUTINA), OTOS-KWUNEE
(CREE), AND CALGARY (ENGLISH).

WE THANK THE INDIGENOUS COMMUNITIES
OF TURTLE ISLAND FOR BOTH THE
HISTORIC AND ONGOING STEWARDSHIP AND
PROTECTION OF THE LAND WE COLLECTIVELY
INHABIT TODAY. MANY NATIONS AND PEOPLE,
INDIGENOUS AND NON, ARE FORTUNATE TO
CALL MOH KINSSTIS AND TREATY 7 TERRITORY
OUR HOME. ACKNOWLEDGING THE LAND IS
INDIGENOUS PROTOCOL, WHICH WE HONOUR
AS A STEP TOWARDS RECONCILIATION AND
FULFILLING OUR RESPONSIBILITIES AS TREATY
PEOPLE. WORKING ALONGSIDE ALL NATIONS,
INDIGENOUS AND NON, WE STRIVE TO CREATE
SAFE SPACES WHERE EVERYONE CAN LIVE
OPENLY AND AUTHENTICALLY.

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.



A MESSAGE

FROM OUR BOARD OF DIRECTORS

2021 was a year marked by transformation, new opportunities, and pride. Throughout the year, Calgary Pride prioritized organizational growth and change. The organization, like so many, had to navigate and operate through the COVID-19 global pandemic. Cultivating relationships seemed to be a recurring and resounding theme in 2021 in several aspects of our operations. Our team expanded through the introduction of a new collaborative leadership model, our board composition changed dramatically, our internal policies and organizational model were revamped to better reflect the needs of the community and the goals of the organization, and our programming adapted to reflect the changes brought on by the pandemic. In 2021, Calgary Pride had the privilege of being the first Pride in Canada to have the flag raising led by an Indigenous Knowledge Keeper. This ceremony underscores Calgary Pride's shifting priorities to foster goodwill and build holistic relationships with folks that are vital to, but underrepresented in, mainstream pride movements.

The Board of Directors acknowledges that non-profit organizations exist within a structure that is inherently colonial. As one step towards decolonization, Calgary Pride will be implementing an Intersectional Advisory Council, to ensure more diverse voices are represented in decision-making, by offering paid positions to persons facing barriers to participation. The Council will work alongside the Board of Directors to ensure Calgary Pride's leadership is more reflective of the communities it serves, and more equitable and inclusive for everyone.

As part of the restructuring of pride into a non-hierarchical model, the organization has begun to develop and codify policies and procedures to address concerns of capacity and ensure accountability. Undertaking this large project has seen Calgary Pride's committees inactive as we have incrementally moved forward at a holistic pace - piece by piece. We are excited to restart the committees following our AGM in 2022. Our committee members and volunteers bring a breadth of invaluable experiences and skill sets and we look forward to reigniting these conversations as we begin planning the 2022 Festival & Parade!

Pride is about respecting yourself and knowing you deserve to be respected by others. The Pride movement is about dignity, equality, increased visibility, and self-affirmation of gender and sexually diverse people. In closing, we'd like to say a big THANK YOU to each of you, our community, for your contributions to our organization and your ongoing service towards making Calgary, and the world, a better, more inclusive, place to live.

In pride, Calgary Pride Board





A MESSAGE

FROM OUR PRESENTING PARTNER TD BANK

IN MID-2021, TD WAS THRILLED TO TAKE ON THE ROLE AS THE PRESENTING SPONSOR OF CALGARY PRIDE SUPPORTING YEAR-ROUND COMMUNITY BUILDING AND EDUCATIONAL PROGRAMS.

And, like any new relationship, we've been filled with excitement and optimism about the new opportunities the coming years will bring for creating awareness and driving change for the LGBTQ2+ community.

At TD, our commitment to building connected communities comes from our long history of supporting diversity and inclusion across Canada and the U.S. We want to help open doors to a more inclusive and sustainable tomorrow where everyone can have a sense of belonging and feel confident in their ability to succeed in a changing world. We firmly believe that when people participate in their community and get involved with local initiatives, then good things really do come from those efforts.

We recognize that Pride isn't limited to a single, yearly event. That's why we're proud to support over 150 LGBTQ2+ initiatives across Canada and the U.S. that are helping people stay connected and feel included all year long. We strive to ensure that all voices are being heard.

Pride is a movement that allows us to both celebrate and to continue to push for real transformation for the LGBTQ2+ community. That's why it's critical that we maintain our momentum of positive progress throughout each year - so that we have even more reasons to celebrate.

Robert Ghazal Senior Vice President for Branch Banking, Prairie Region





ORGANIZATIONAL CHANGE

One of the themes for 2021 was reflection on where as an organization could do better, and what actionable steps could be taken to support the communities we serve. At our 2021 Annual General Meeting, our membership voted for amendments to our bylaws that provide more equitable, accessible and transparent governance. These measures of change included a flattening of hierarchical structure, replacing the President and Vice President role with Co-Chairs and Board Officers. This change in leadership was further reflected within operations with the role of Executive Director, which was previously held by Parker Chapple, being replaced by a collaborative management team.

This Management Team currently consists of three individuals responsible for key operational roles in event production, communications and fund development. The restructuring of our organizational leadership seeks to decentralize decision making, while fostering synergistic collaboration of the organization's activities in meeting our shared vision, mission and values.

To provide stability and support through this transition both internally and externally, Hasina Juma was hired as the interim Director of Organizational Change from March to December 2021. We recognize as an organization the tremendous responsibility and care this role demanded, during a time where the impacts of the pandemic were being deeply felt by the organization, and our community. Her leadership was integral in leading these changes organizationally. We are humbled and grateful for her guidance, wisdom and patience, and wish her all the best in her future endeavours.





CAPACITY BUILDING

DURING CALGARY PRIDE'S 2019 STRATEGIC PLANNING,

a critical gap and priority was the need for quality documentation to codify practices to support the 498% organizational growth experienced by the organization between 2017 and 2019, and provide continuity for future teams. A multi-year grant from the Government of Canada's Department of Women and Gender Equality was secured in 2020 with the majority of work being completed in 2021.

The policies and procedures of the organization, including communications and marketing, human resources, finance, fundraising, donor development, community engagement, volunteer management, and core programming delivery were updated in 2021 with the support of subject matter experts and partners through an intersectional lens. Remaining work to be completed in 2022 includes approval of policies and procedures from the Board of Directors, implementation of an internal audit process, along with the development and delivery of training.





DIVERSITY, EQUITY AND INCLUSION

TO READ MORE ABOUT CALGARY PRIDE'S JOURNEY, VISIT CALGARYPRIDE.CA/DEI.



Pride is a movement that cannot and will not exist without the support and sacrifices made by community leaders in the past, present, & future, from trailblazers like Marsha P. Johnson (USA) to Prince Manvendra Singh Gohil (India), to local legends like Nancy Miller, Lois Szabo and Kevin Allen.

The Pride movement draws on the strengths of intersectional leadership. We must continue to push, not only for the identities in the namesake of the 2SLGBTQ+ community, but for every unique dimension of diversity under the rainbow.

In 2021, Calgary Pride continued to engage with Two Spirit leaders from Treaty 7 Nations and the Métis Nation of Alberta, Region 3 to further our understanding of Indigenous ways of knowing, and to ensure Pride initiatives and programs are welcoming of, and designed with the stewards of this land in mind.

For the 2021 Pride Festival, we produced subject-specific online events that moved the dial on diversity and inclusion, leaning into complex and courageous conversations, and showcasing identities and nuances within 2SLGBTQ+ and other marginalized communities that are not often talked about in a public forum.



DIVERSITY, EQUITY AND INCLUSION

TRUTH AND RECONCILIATION

In the spirit of Truth and Reconciliation, Two Spirit
Representatives of Treaty 7 and Métis Nation of Alberta,
Region 3 opened Calgary Pride Week 2021 with a ceremony
followed by the Pride Flag Raising which was led by
Indigenous leaders. In the words of the Knowledge Keeper,
this is something historic, powerful and healing. This was
also something that, to our knowledge and awareness of the
Knowledge Keeper, has never been done before by another
Canadian Pride organization.

In doing things the good way, Parade Day, September 5, started with a Knowledge Keeper sharing teachings and offering blessings.





DIVERSITY, EQUITY AND INCLUSION



REAL LIFE RAINBOW ROYALTY

An intimate conversation was held with Prince Manvendra Singh Gohil, the world's first openly gay prince who's been on the Oprah Winfrey Show multiple times, and Suresh and Lavina Kapai (USA), superstar parents on Bravo's hit TV series Family Karma. The Prince shared his lived experiences of ongoing conflicts in identities, the impacts on mental health of 2SLGBTQ+ people of colour, and sharing the responsibilities on ethnic communities to support the inclusion of 2SLGBTQ+ people within their communities. Lavina and Suresh Kapai openly shared a parent's perspective on supporting their child's journey of who they are and how uncommon these discussions are on a global scale.

For South and East Asian communities who have intersections of conflicting queer identities, this was monumentally important experience as many of them are part of ethnic and relgious communities that are non-affirming. Having a South Asian who has power and influence speak about the above items opened the door for these communities to have courageous conversations about sexual orientation, gender expression and gender identity. It will also be a powerful event for other ethnic communities, as it acknowledges the common struggle of folks not being seen, heard or supported.

INTERSECTIONS OF FAITH & QUEER IDENTITY

In partnership with the US Consulate General in Calgary, a panel discussion with 5 people from various faith backgrounds including the author of New York Times Best Selling Memoir Boy Erased was held on August 26, 2021. The event was a chance to hear how different people and faiths connect their queer identities to their religious and spiritual identities, given that many 2SLGBTQ+ folks do not feel explicitly affirmed or accepted within their religion.





The 2021 Calgary Pride Festival brought an increased sense of belonging and togetherness for the local 2SLGBTQ+ community amid long periods of isolation and disconnection during COVID-19.

Calgary Pride successfully executed a blended Festival with both accessible online elements for folks to engage in from the comfort and safety of their homes. The 10 day festival featured **16 unique official events i**ncluding a 5 days of in-person, COVID-aware entertainment programming at an outdoor drive-in theatre.

During Calgary Pride week, over **32 hours of content** showcasing **221 2SLGBTQ+ artists** and organizations were broadcasted on multiple social media platforms and viewed by over **5.5K people.**

We featured headlining performances from Shawnee Kish and Mariya Stokes on parade day, and let's not forget the parade videos from 47 organizations and businesses who were sure to let our community know they were loved, seen and essential.



PARADE AND FESTIVAL HIGHLIGHTS

TWO SPIRIT OPENING CEREMONY & FLAG RAISING

With the support of Indigenous and Two Spirit Elders, Knowledge Keepers, and Leaders from Treaty 7 Nations and the Métis Nation of Alberta, Region 3, we opened Calgary Pride Week with a healing ceremony for the first time ever.



REAL-LIFE RAINBOW ROYALTY: AN INTIMATE CONVERSATION WITH PRINCE MANVENDRA SINGH GOHIL

In 2021, we engaged in a conversation about internal harm led by Hasina Juma, a member of our team with South Asian heritage, with special guests Prince Manvendra Singh Gohil (India), the world's first openly gay prince who's been on the Oprah Winfrey Show multiple times, and Suresh and Lavina Kapai (USA), superstar parents on Bravo's hit TV series Family Karma. Our guests highlighted challenges 2SLGBTQ+ community members face with cultural discrepancies of identity, shared a parent's perspective on supporting their queer South Asian child, and how uncommon these discussions are internationally.













#OURPRIDE INITIATIVE

51 Local businesses and community organizations came together once again for #OurPride and raised over \$33,000. Calgarians showed their Pride all summer long at events across the city, including a food truck kickoff in East Village, float down the Bow River with Paddle Station, storytelling workshop with Campfire Kinship, and much more. All participating businesses received Pride Powered business training.



Canada



PARADE AND FESTIVAL HIGHLIGHTS

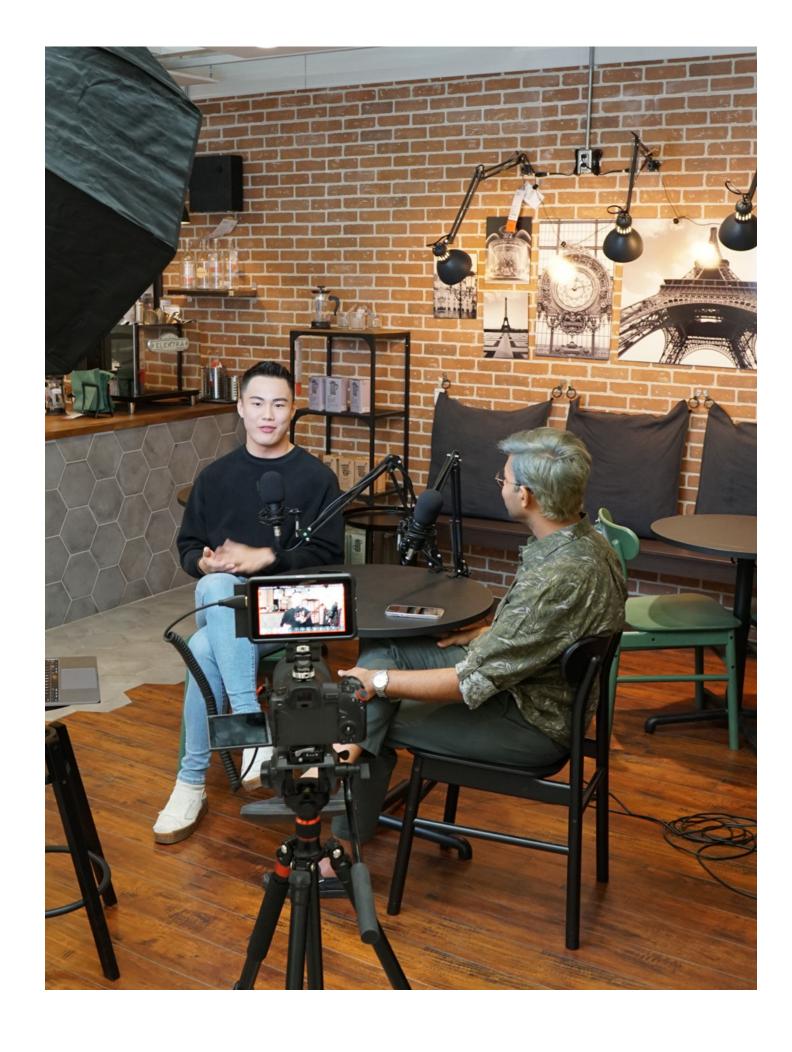


READING WITH ROYALTY

This wildly successful program completed its fourth year and made a monumentally positive impact on children and families virtually in 2021. This glamorous, storytime program, led by local drag performers, celebrates inclusion and diversity and sparks the imagination. In 2022, Reading with Royalty reached over 1100 kiddos through 44 events and 7,000+ spectators to date. Delivered both online and in-person, this unique program is one of a few youth programs that focus on literacy and the dynamics of gender expression to children ages 4-12 in Alberta.







THE WEEKLY PRIDE CAST

Originally kicked off in 2020 as a local queer newscast hosted by well-loved local artists and entertainers, this year's weekly Pride Cast had a personal twist. The Pride Cast, hosted by Calgary Pride staff member Sumit Munjal, dove into the unique lived experiences of five members of the local 2SLGBTQ+ community.

We listened to the stories of Rainbow Elder and local lesbian legend, **Lois Szabo**; Deaf queer artist and activist, **Landon Krentz**; gay Chinese Muslim instagrammer and photographer, **Trevor Xu**; South African born-and-raised queer musician, **Katie Windt**; and Two Spirit makeup artist and living canvas of the Siksika Nation, **Nekro**. Thank you to IKEA Calgary for inviting us to film in your beautiful showrooms!

PRESENTED BY



Proudly Supported by IKEA Calgary



PARADE AND FESTIVAL HIGHLIGHTS



#PROUDPARTNERS PANEL SERIES

The #ProudPartners Panel Series, supported by Rogers & FIDO, returned during Pride Week 2021. Four live one-hour lunch & learn panels hosted by Daisy Giroux (United Way), Elliot Rae Cormier (Calgary Pride) & Hasina Juma (Calgary Pride) featured representation from local businesses and Calgary Pride's partners.

Topics: Small & Tall: Scaling Up Equity, Diversity & Inclusion for Businesses of All Sizes; Intersectionality & Employee Resource Groups; Active Allyship; and Over the Rainbow & Queer All Year!



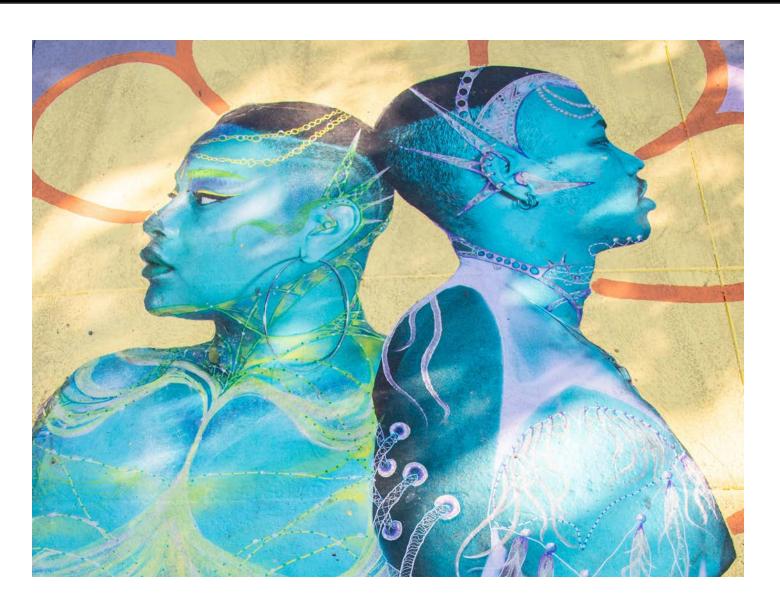


INTERSECTIONS OF FAITH & QUEER IDENTITY

We welcomed guests from across Turtle Island to have a candid online discussion on the intersections of faith and queer identities. The panel hosted speakers from a variety of faith backgrounds, including Imam El-Farouk Khaki (Muslim, Canada), Garrard Conley (Christian, USA), R-W Hoekstra (Two-Spirit/Christian, Canada), Rabbi Micah Buck-Yael (Jewish, USA), and Keith Murray as Moderator (Christian, Canada). This talk was presented in collaboration with the US Consulate of Calgary. Finding panelists for these two showcase events was no small feat, as many faith and ethnic communities do not have explicit affirmative statements around 2SLGBTQ+ identities. We are incredibly grateful to those who were able to, and felt safe to contribute their lived experience to these panels.



Canada



SHAW PRIDE MARCHES ON

Together with Calgary Pride, the City of Calgary, and Calgary Arts Development, our friends at Shaw commissioned artists from 2SLGBTQ+, BIPOC and ally communities to create a temporary art walk at Central Memorial Park (Calgary SW) to help make our world brighter together for everyone.



5 DAYS OF B!G PRIDE AT THE DRIVE-IN!



















This summer, the urge to connect in person was stronger than ever, and we happily welcomed folks to the B!G ART Drive-in at TELUS Spark. The support we received helped create a Pride celebration like no other. Keeping safe in our car seats or watching online from our couches, Calgary didn't just come out for Pride... Pride came out for Calgary.

September 1: Cult classics met the B!G ART Drive-in stage with Calgary Underground Film Festival and Fake Mustache Drag! We brought our noise makers and did the time warp again.

September 2: A double feature with our friends at Theatre Calgary! SISSY FIT PRIDE: RE-CAST saw Brett Dahl and their band of trans and non-binary Fantastics performing some of the greatest monologues from the theatre canon, reimagined... Followed by a show-stopping greatest hits concert featuring a sparkling cast and a live band: THEATRE CALGARY SINGS FOR PRIDE. Thank you to RISE UP for their generous support.









5 DAYS OF B!G PRIDE AT THE DRIVE-IN!

September 3 (Early): Happy Folkin' Pride, y'all! Calgary Pride and Calgary Folk Music Festival collided to bring you three enticing musical acts.

September 3 (Late): Nightlife came alive at the B!G PRIDE late show, featuring some of the very best drag Calgary has to offer, an exciting array of burlesque performances, DJ sets, and circus magic.

September 4 (Daytime): Calgary Pride and B!G Art presented FAMILY DAY, featuring a variety of musical and drag acts, live magic show and circus extravaganza. Fun for the whole family. Even grandma!

September 4 (Evening): Le Cirque de la Nuit and Calgary Pride presented BEYOND BURLESQUE: a provocative and alluring Night Circus affair like no other, featuring some of Alberta's finest queer artists. Following the evening's main stage attractions, DJ Molly Fi took the stage alongside LED flow artists to inspire folks' groove.

Sunday, September 5 (Parade Day!): Though we couldn't march through the streets together this year, the spirit of Calgary Pride's classic Pride in the Park celebration was bottled into B!G PRIDE, a drive-in extravaganza featuring all of your favourite local performers AND a virtual Parade!











FINANCIALS

Calgary Pride engaged Geoff Heal, CPA, to complete an audit and file taxes for 2021. Calgary Pride will continue to work with a bookkeeper in daily financial management and will continue to have the annual audit & tax filing completed by an independent Chartered Professional Accountant to provide an independent opinion on the state of our finances.

The financial health of the organizations remains robust over the last few years, in spite of the far-reaching impact COVID-19 has had on all non-profit organizations, but particularly for those that are events based. 2021 built on the successes and lessons learned from 2020. Creativity and ingenuity resulted In Calgary Pride executing a blended Festival with both accessible online elements for folks to engage with and 5 days of in-person, COVID-aware entertainment programming at an outdoor drive-in theatre. With the physical distancing restrictions of the COVID-19 restrictions in its second year, the Calgary Pride team worked to adapt the festival's new online programming streams, and to create safe outdoor celebrations while accessing funding from grants to support the new and adapted programming, and realigned sponsorship assets accordingly.

The 2021 financial audit shows an operating revenue of \$851,250, with most of the annual revenue being driven by contributions from the Municipal, Provincial, and Federal

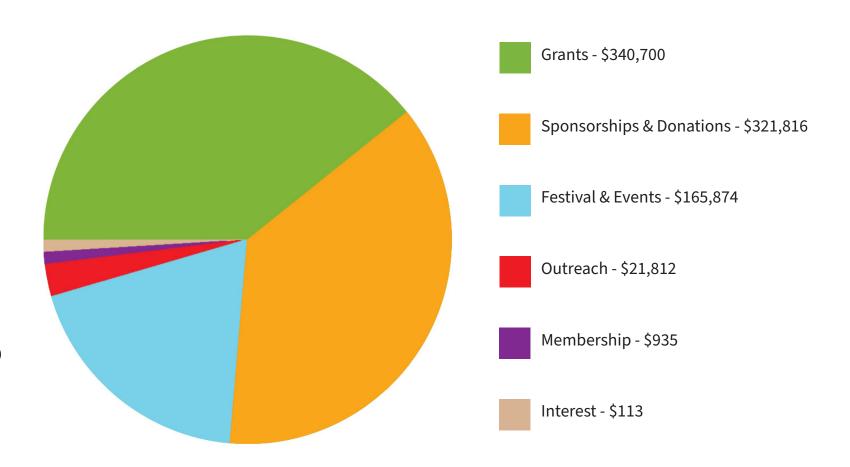
governments (40%) and sponsorships and donations (38%) Our liquidity position continues to improve year over year, with cash on hand of \$343,444 compared to \$307,809 in 2020. Accounts receivable collection is a nominal amount totaling \$12,806 and is a decrease from the previous year's amount of \$25,585.45.

The financial audit of 2021 shows a slight decrease in operating revenue of \$12,395 (-1.4%), with the majority of annual revenue being driven from grants (40%), sponsorship & donations (38%), and festival and event (20%).

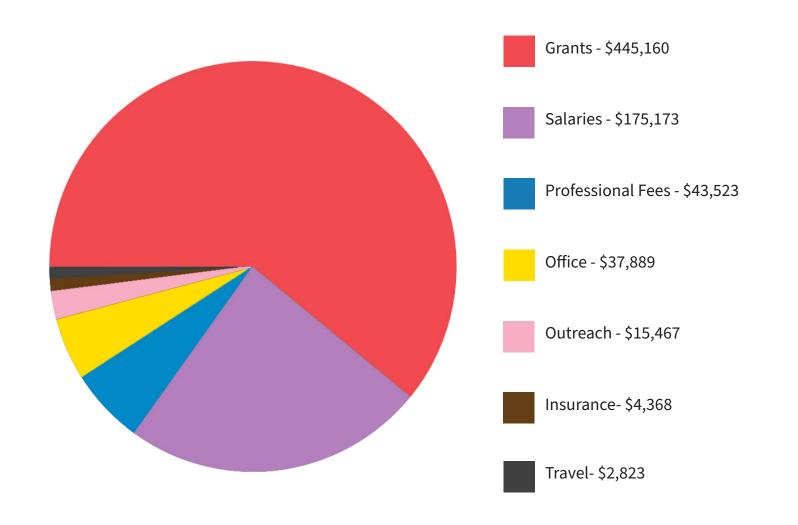
The 2021 financial audit reports that Calgary Pride showed a decrease of grants by 52% due to the completion of the Canadian Red Cross capacity grant back in 2020. Sponsorship and donations increased by 23%, and festival & event revenue increased by 158% due to the ability of the organization to host socially distanced celebrations.

Expenses saw a decrease of \$96,747 (-12%), due to a decrease in festival and event costs (-15%), reduced rent and office costs (-70%), and a decrease in travel expenses (-124%). Calgary Pride also took advantage of the Canada Emergency Wage Subsidy which helped to pay wages of employees.

2021 REVENUES: \$851,250



2021 EXPENSES: \$730,345



MEDIA REACH

SOCIAL MEDIA ANALYTICS



2M IMPRESSIONS 17K
ENGAGEMENTS

13K FOLLOWERS



343K
IMPRESSIONS

27K
ENGAGEMENTS

FOLLOWERS



586K
IMPRESSIONS

3.8K

ENGAGEMENTS

8.6K FOLLOWERS



40K
IMPRESSIONS

1.4K
ENGAGEMENTS

586
FOLLOWERS

WEBSITE STATS

97K

IMPRESSIONS

152K

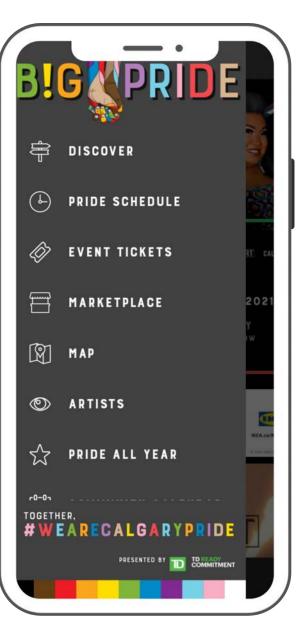
PAGEVIEWS

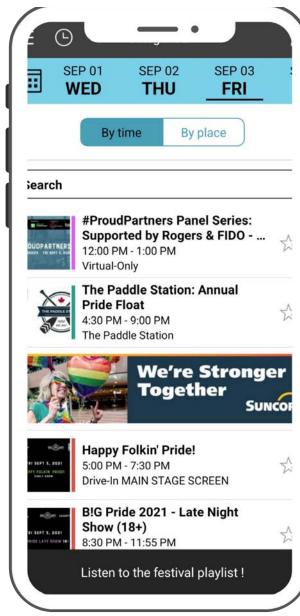
31.7K

56.7K

CLICKS

USERS





TOP POST



APP STATS

136K

1.9K

SCREEN VIEWS

SESSIONS

2.5K

542

DOWNLOADS

AD CLICKS

400

16.9K

TRACKS PLAYED

AD VIEWS

62%

ANDROID

38%

APPLE



OUR 2021 FESTIVAL PARTNERS

PRESENTING



DIAMOND









PLATINUM



OFFICIAL MEDIA PARTNER













PUBLIC SUPPORT











VENUE SUPPORT









MEDIA PARTNERS













TRAVEL PARTNERS











OUR 2021 FESTIVAL PARTNERS

GOLD















SILVER



















BRONZE























COMMUNITY
ORGANIZATIONS
& BUSINESSES
SUPPORTING #OURPRIDE

6Colour\$

Beam Suntory

Bridgette Bar

Campfire Kinship

ConnectFirst

Dogma Training

Eat For Life by Marsha

Esker Foundation

Fairmont Palliser

Fjällräven

FOUR20 Premium Market

HIGH Fitness + Jason Krell

Communications

Get in the Loop

Hyatt Regency

IKEA

Kalon Aesthetics

Lowen's Skincare

MC College

McLennan Ross LLP

Ollia Macarons & Tea

Otafest

Pie Cloud

Pony Friday

Poor David's Inglewood

Rainbow Connect

River Cafe

Rosso

Run Calgary

Sacred Warrior Consulting

Saraphy Bath & Spa

Sphere Optometry

Sunnyside Natural Market

Sundial Cannabis

SUP&FLOW

Sweet Relief Pastries

SweetSmith Candy Co

The Allium

The Beltliner/Starbelly

Group

The Naked Leaf

The Paddle Station

Thirsty Kitten Threads

Tiga Design

TJX

Vada Beauty

VegFest

West Rose Media

Wild Tea Kombucha

YYC Growers

Village Brewery

COMMUNITY
ORGANIZATIONS &
FRIENDS OF PRIDE

Aboriginal Friendship Centre

of Calgary

Affirming Connections

Alberta LGBTQ+

Chamber of Commerce

artsvest

B!G ART

Calgary Arts Development

Calgary Folk Music Festival

Calgary Outlink

Calgary Underground

Film Festival

Calgary Public Library

Calgary Queer Arts Society

Centre for Newcomers

Centre for Sexuality

City of Calgary

cSPACE King Edward

Desjardins

East Village

Fake Mustache Drag

Government of Canada

HIV Community Link

InterPride

Homefront Society

Le Cirque de la Nuit

Momentum

One Voice Chorus

Pregnancy & Infant Loss

Support Centre

RISE UP Calgary

Sagesse

Skipping Stone Foundation

St Stephen's Anglican Church

TELUS Spark

The Alex

The Dogfather (Scott Mansfield)

Theatre Calgary

Tourism Calgary

United States Consulate

in Calgary



THE TEAM!

This year was like no other, and it would not have been possible without the remarkable contributions of our employees and volunteers. Pride 2021 programming was made possible with the addition of a Director of Organizational Change, Director of Business Development, Manager of Production & Programming, Manager of Development and Membership, Fund Development and Marketing Coordinator, Volunteer Coordinator, Special Events & Marketing Coordinator, and **1140 hours** generously provided by **125 volunteers**.

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

THANK YOU!

We truly appreciate our community, from the bottom of our hearts! **#WeAreCalgaryPride!**

