

Gloria C Swain (She/Her) - Artist



  
**Pride**<sup>TM</sup>  
TORONTO  
**2020**  
**ANNUAL REPORT**

# Message from the Executives

In 2020, COVID-19 showed us that while anyone can be vulnerable in a pandemic, those already living in poverty are hardest hit, especially our community's homeless population. As Coronavirus spread through long-term care homes, queer seniors bore the brunt of this brutal disease. Meanwhile, with community closures and program cancellations, queer, trans and non-binary people lost access to many of the safe places they would gather together and connect for support. Queer-owned and operated businesses suffered immensely with lockdowns necessitating closures and leaving people unable to pay their bills.

The Coronavirus pandemic forced Pride Toronto to quickly find a way to produce an entirely new kind of Pride Month. Our staff and volunteers worked tirelessly to pull off the first ever Pride Toronto Virtual Pride Festival, with innovative programming (and funding allocation) showcasing diverse local queer and trans talent.

Virtual Pride was a wonderful example of people coming together in tough times to make something beautiful. Featuring over 229 local 2SLGBTQ+ artists, 82% representing BIPOC communities. Our Black, Queer & Trans Excellence Series brought the most marginalized voices to the forefront, and has been continuing year-round with our exciting new monthly podcast series hosted by Hollywood Jade.

While there were victories this year, there were also many hard truths to face. The ongoing Police brutality and murders prompted a long-overdue societal reckoning with entrenched and systemic Anti-Black racism, so too has Pride Toronto begun the long process of dealing with its own history of Anti-Black, Anti-Indigenous, and other acts or forms of racism. Pride Toronto's Board of Directors implemented mandatory training courses for all board members and staff on Anti-Black racism, and Indigenous Cultural Competency training; the first training cycles were completed in late Fall of this year, with more to follow in early 2021.

As part of our commitment to help dismantle systems of white supremacy in a lasting and meaningful way, the board also contracted work with paid community professionals to develop reusable anti-oppression training materials which will specifically address Anti-Black racism, and also become a required part of the onboarding process for board members and staff, in perpetuity. Many Black voices have spoken to us on these issues over the past year, we have listened, and we recommit to listening further in 2021 and beyond.

We also cherish the moments of celebration that punctuated an otherwise unfavourable year. We're proud to announce our organization's new, accessible home in the Junction Triangle, with office space that contains a multi-functional rental studio and skill share program, developed to address the continuously growing gap in safe and affordable queer & trans creative spaces that we discovered after speaking first hand with our communities.

We were able to accomplish all of this in thanks to the generous support of our sponsors, all of whom had to also adapt to the changing landscape that was 2020. They have all worked closely with us to ensure that the support they offer aligns with our community's needs. In a year when so many things have been up in the air, it has been humbling to have so many new and long-standing partners stand with us, and we look forward to continuing that work together moving into 2021.

Additionally, we must recognize our phenomenal volunteers, many of whom have been here since Pride Toronto first began, for the amazing hard work they have consistently given us, years of learned knowledge that they graciously share, and so much passion and energy that helps keep everything in motion. We could not do it without you and thank each and every one of you for helping create something new this past year that hadn't been done before.

We would be remiss to not mention the fantastic jobs our staff team has done in 2020, amid constant change and uncertainty, to not only produce the first ever Virtual Pride, but to do so very quickly, while moving to a new location, connecting more deeply with our communities, and delivering programming that extends well beyond our standard month-long festival. Despite the odds stacked against them, they delivered on so many things this year and we are so proud and grateful for all of their hard work and dedication.

Finally, we look forward to 2021, with new Executive Director, Sherwin Modeste. It took many months of searching to find him, but Sherwin's enthusiasm to connect with our communities, help us to heal long-term wounds, and move us forward into a new era of transparency is something we are all very excited about. The board and Sherwin both look forward to continuing important conversations.

2020 has come with many lessons, but one that stands out for us all is that the work that we do must have a positive impact 365 days a year. Thank you to everyone who has helped us this past year to get to where we are today; your support has been encouraging. We are strongly committed to continuing the work that our membership and community expects of us, including new ideas for programming, more transparent conversations, and the elevation of the most marginalized voices.



With Pride,  
Samantha Fraser, Christin Milloy,  
Board of Directors, Co-Chairs  
and Sherwin Modeste,  
Executive Director

# C:/\_VirtualPride>

PRESENTED BY TD

- 1ST EVER VIRTUAL PRIDE
- 3 DAYS OF ONLINE FESTIVAL WEEKEND PROGRAMMING
- 3 WEEKS OF STAY HOME SATURDAY PROGRAMMING
- 5 MAJOR CULTURAL PARTNERS
- 10 REPEATING WEEKLY SERIES 10 SPECIAL EVENTS
- 12 EPISODES BLACK QUEER & TRANS EXCELLENCE SERIES
- 15 COMMUNITY CONSULTATIONS
- 19 PARTY COLLECTIVES
- 21+ VISUAL ARTISTS SUPPORTED
- 40 TOTAL WEEKLY SERIES EPISODES
- 40+ VOLUNTEERS
- 46 ONLINE PARADE CONTINGENTS
- 52 OFFICIAL PRIDE TORONTO SPONSORS
- 70 ONLINE VENDOR PORTAL PARTICIPANTS
- 101+ UNIQUE CALENDAR ITEMS
- 229 LOCAL 2SLGBTQ+ ARTISTS 82% BIPOC ARTISTS
- 545 ATTENDEES FOR ANTI-OPPRESSION TRAINING
- 1200+ VOLUNTEER HOURS
- 10,639+ CHAT MESSAGES
- \$30,000 DONATED FROM PRIDE TORONTO TO BLACK QUEER & TRANS AND 2SLGBTQ+ CAUSES
- 55,000 VIRTUAL PRIDE ONLINE PARADE LIVE VIEWERS
- 553,000+ MINUTES WATCHED ON TWITCH.TV/PRIDETORONTO
- 546 MILLION POTENTIAL SOCIAL MEDIA REACH
- 2.04 BILLION POTENTIAL MEDIA REACH

Celia (She/Her) - Community Member



C-Flava (She/Her) - Dance Group



## Media Highlights

2143 News Articles 1431 Broadcast Mentions  
2.04 Billion Potential Reach

“The Pandemic’s most sought after dance event...Feeyass with Club Quarantine” - Washington Post

“Rangeela is a two-hour dance party... that’ll spin the tunes of 40 artists from 7 countries” - GQ India

“...the lineup features events focused on uplifting and amplifying black voices.” - Vogue

“a robust schedule... and stand out event The Link Up” - New York Times





## Honoured Groups

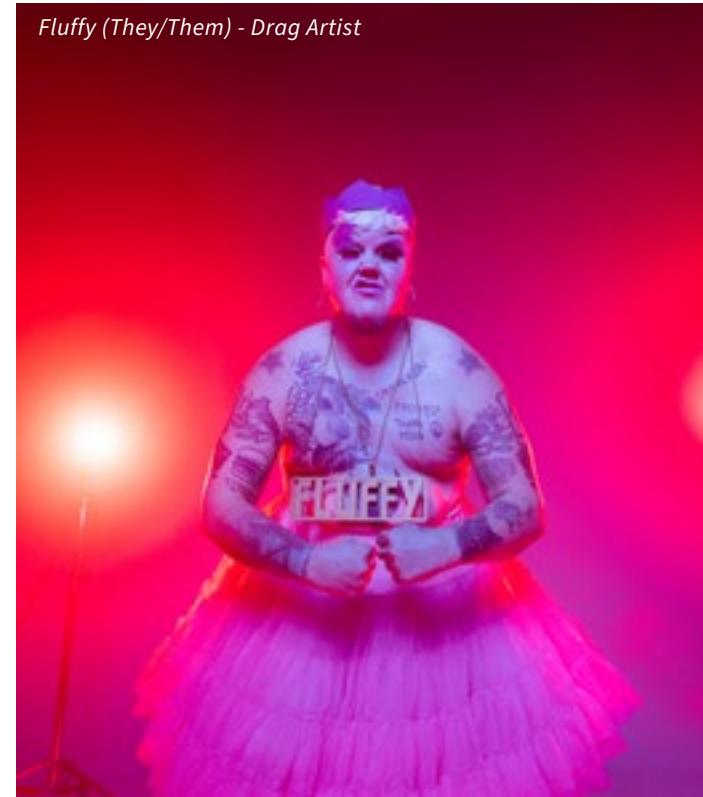
Pride Toronto selected The 519 and Maggie's as our prestigious Honoured Group and Charity of Choice for the 2020 Virtual Pride Festival. The honourees were selected in recognition of their leadership and achievements in the 2SLGBTQ+ community. They were chosen based on their incredible contribution in 2020 for supporting the communities they serve during this extremely difficult time. The honourees were prominently featured in the online Virtual Pride Parade on June 28, 2020.

### The 519

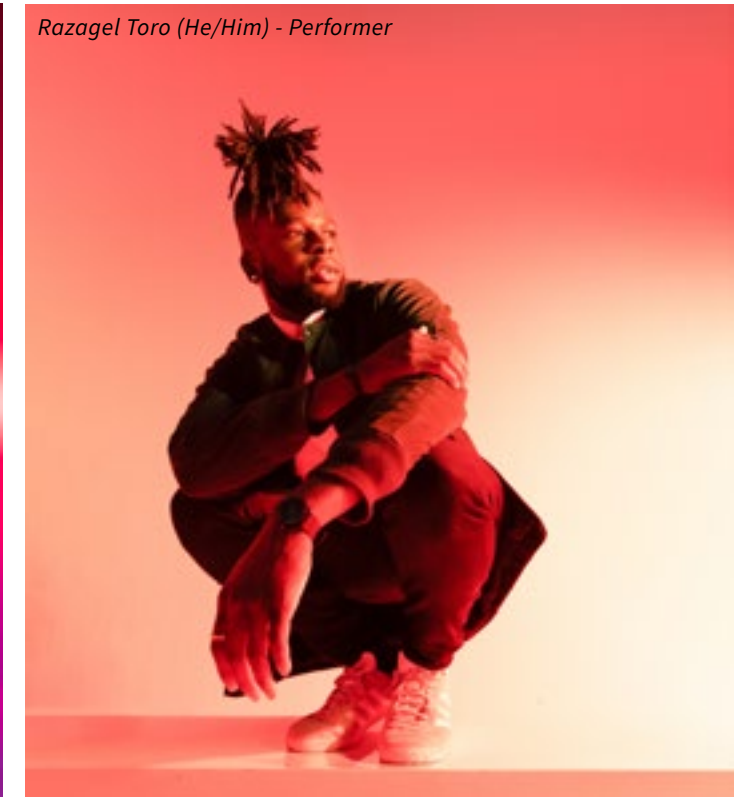
The 519 is committed to the health, happiness and full participation of the 2SLGBTQ+ communities. A City of Toronto agency with an innovative model of Service, Space and Leadership, they strive to make a real difference in people's lives, while working to promote inclusion, understanding and respect.

### Maggie's Toronto

Maggie's Toronto Sex Worker's Action Project is one of Canada's oldest by and for sex worker support organizations and one of the first sex worker organizations globally to receive government funding. Founded in 1986, Maggie's was established on the belief that sex work is real, legitimate and valuable work. They are not an exit organization and we believe that whether sex workers choose to stay or leave their industries, we all deserve to live with safety, dignity and respect. Many of their programs and services have evolved over time to meet the changing needs of sex workers in our communities, they continue to provide space for sex workers to connect, access harm reduction materials, street outreach and education for community organizations, political leaders and allies.



Fluffy (They/Them) - Drag Artist



Razagel Toro (He/Him) - Performer

## Twitch.tv/pridetoronto

June 1-June 30; These figures represent the majority of our Virtual Pride Events. Select events were hosted exclusively in Zoom, select events were exclusively or additionally streamed to Facebook and Instagram.

**106+ Hours Streamed**

**10,639 Chat Messages**

**553,000+ Minutes Watched**

**1,188 Page Follows**

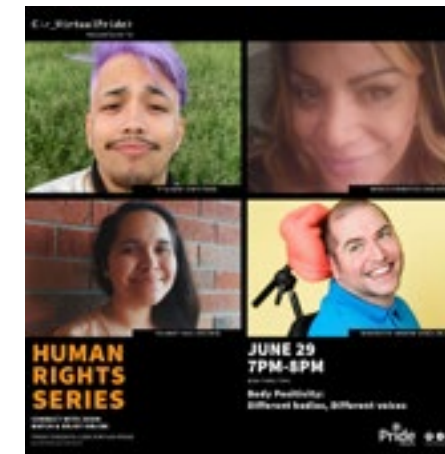
**52,000+ Live Viewers**

**1591 Max Viewers\***

**24,000+ Unique Viewers**

**87 Average Viewers\***

*\*Not including Virtual Pride Parade Viewers.*



## Programming Highlights

**229+** LOCAL 2SLGBTQ+ ARTISTS

**82%** OF THE PROGRAMMING CONTAINED BIPOC ARTISTS

**LOCAL TALENT** PRIORITIZED OVER INTERNATIONAL HEADLINERS

**100+** VIRTUAL PROGRAMS TOOK PLACE

**\$40,000** IN ADDITIONAL FUNDS WAS RELEASED TO ARTISTS

**STRONG FOCUS** ON COMMUNITY BUILDING AND FAMILY PRIDE EVENTS

**20 CANADIAN** CELEBRITIES HELPED COUNTDOWN THE VIRTUAL PARADE

**ALANIS MORISSETTE** AND **HALSEY** HEADLINED THE VIRTUAL PARADE

**TRAVELLING TECH POD** OF PRODUCTION EQUIPMENT WAS DELIVERED TO

2SLGBTQ+ ARTISTS TO PARTICIPATE IN VIRTUAL PROGRAMMING



## Creative Studio & Artist Residency Program

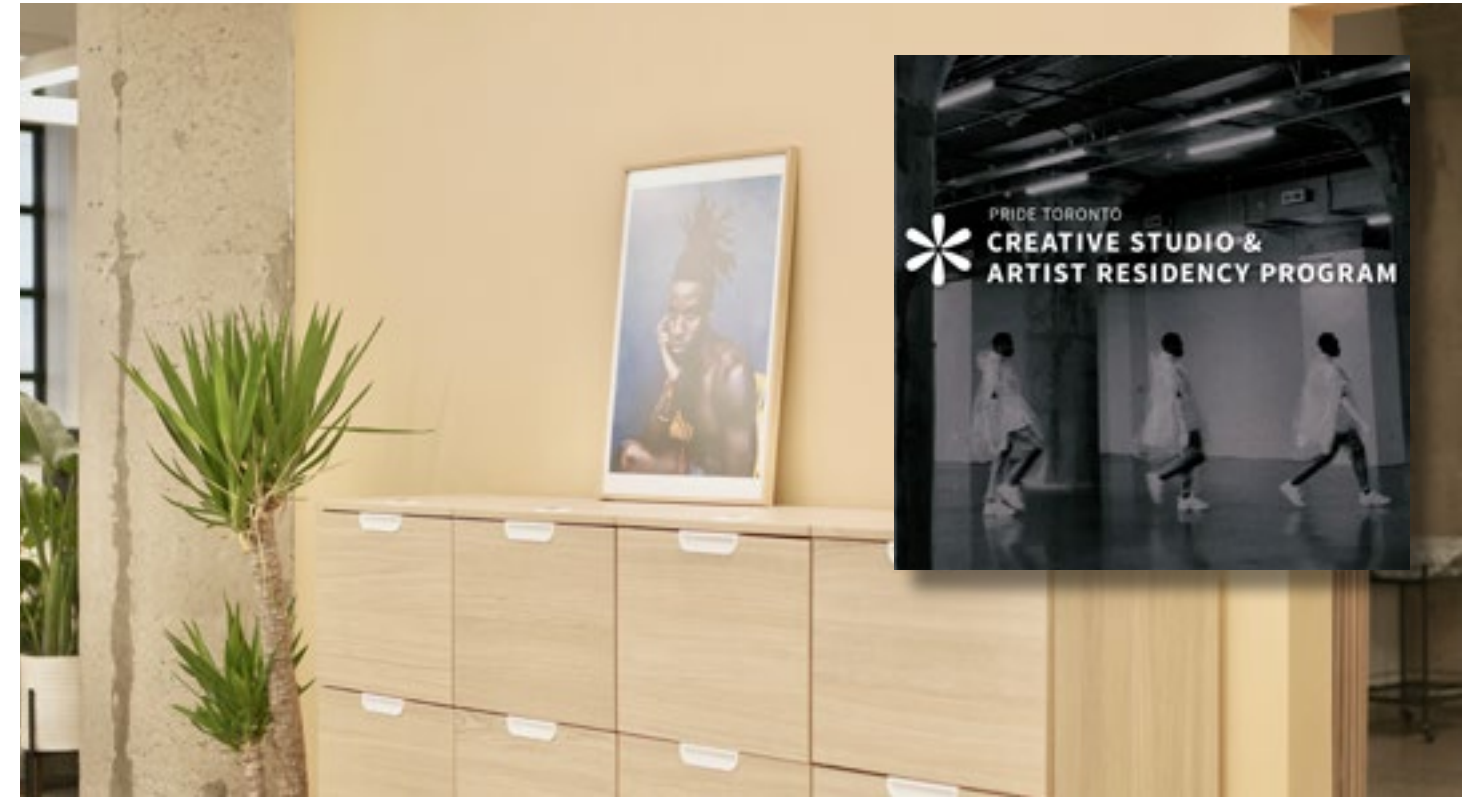
The Pride Toronto Creative Studio & Artist Residency Program was developed to address the continuously growing gap in safe and affordable Queer & Trans creative spaces after speaking first hand with 2SLGBTQ+ communities.

Including bookable desks, meeting rooms, board rooms, training facilities, and access to a multi-functional production studio complete with cameras, video equipment, green screens, turntables, and mixers, projectors, and speakers. In addition to the bookable space, a skill-sharing Artist Residency Program has been developed and made available to the Creative Studio participants.

The space is an accessible venue, located near an accessible transit stop, and includes accessible gender-neutral washrooms. Access will be made available to registered 2SLGBTQ+ community artists and community organizations at no charge.

Pride Toronto's Creative Studio & Artist Residency Program was made possible thanks to our sponsors. A special thank you to IKEA, The Home Depot Canada, Cityline Design, Studio Markanda, and the LCBO who assisted in outfitting the office and studio.

“We want to thank all of the artists and community organizations that assisted in helping us re imagine the Creative Studio and have already offered to donate their talents to the Artist Residency Program.” says Amber Moyle, Director of Sponsorship and Strategy “None of this would have been possible without the generosity of our sponsors who stood behind us during one of the most challenging years yet.”



### FAST FACTS

The studio will be free for 2SLGBTQ+ community members and community partners working on a project that employs or serves the 2SLGBTQ+ community

1 bookable board room, 1 bookable breakout room, 6 short or long term desk rentals available, 1 bookable training/presenting space with 40+ chairs and projector

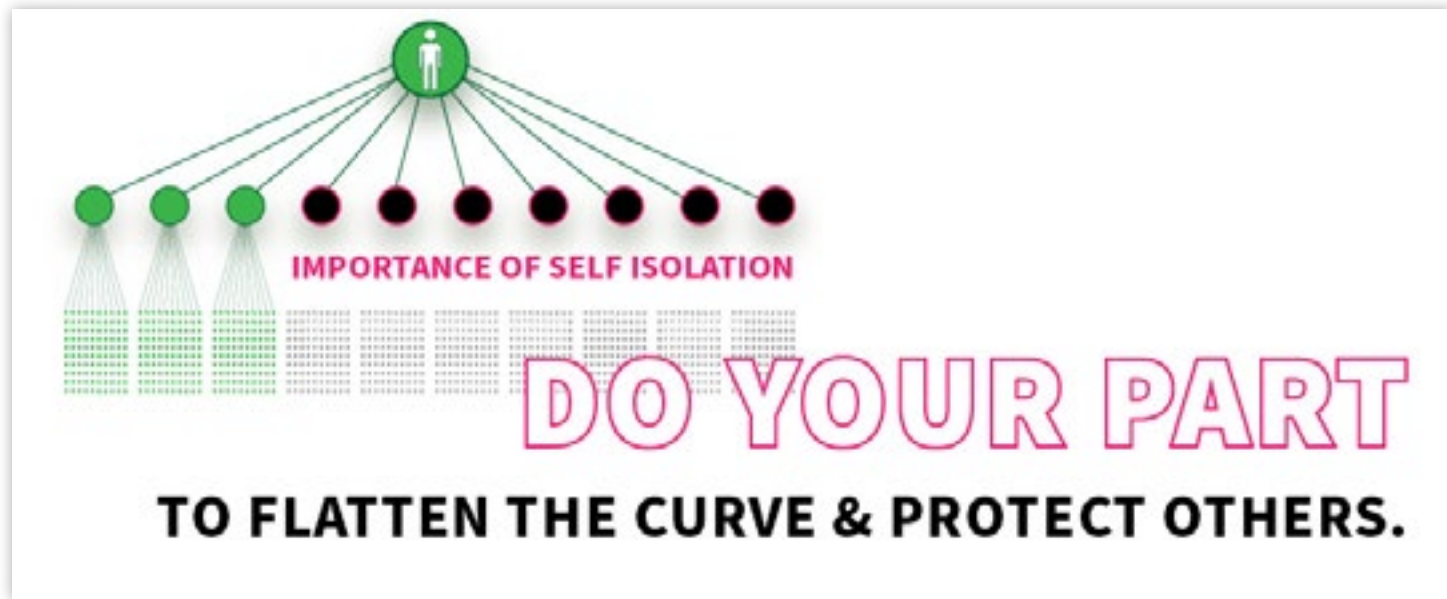
50-100 artist residency applicants will be accepted in the programs first year

1 kitchenette, with a full-size fridge, sink, and dishwasher

Alcohol is permitted in the venue. Accepted bookings will be responsible for retrieving your own SOP (Special Occasion Permit)

Members of the Artist Residency Program will have exclusive and free access to an incredible list of workshops including DJing 101, Authentic Marketing and Branding, Grant Writing 101, and various Wellness Programming.

Members of the Artist Residency Program will receive exclusive discounts on Pride Toronto and affiliate events and will be invited to attend in-house networking socials.



## Covid-19 Resources

Our communities face unique challenges in this difficult time, particularly our most marginalized. But we also have a long history of overcoming together. Pride Toronto looked at ways we could continue to try and respond to the immediate and urgent needs of our communities. We keep updating [pridetoronto.com/covid19resources](https://pridetoronto.com/covid19resources) page with community resources and COVID-19 information as they change.

Please use Toronto Public Health for official COVID-19 Health Information and City of Toronto COVID-19 related updates.

### COMMUNITY SUPPORT

**Through our partnerships we were able give back in many meaningful ways.**

Maple Leaf Foods donated 4896 units of snack kits to The 519.

Pepsi donated 750 cases of water and juices to The 519.

Loblaws donated 200+; \$250 gift cards to Virtual Pride artists.

Trojan donated 70,000 condoms, 10,00 face masks and 384 bottles of lubricant to The 519, Maggies, Fred Victor Consumption Site, Streets to Homes, HomesFirst Strachan, and ACT Toronto.

\$30,000 donated from Pride Toronto to local black queer & trans and 2SLGBTQ+ causes.

### ONLINE VENDOR MARKET

A curated list of almost 100 local 2SLGBTQ+ makers, creators, and vendors that you have come to expect and are excited to see throughout our annual StreetFair. Scroll through to support and shop local. **Visit [pridetoronto.com/shop](https://pridetoronto.com/shop)**



## Anti-Racism Work

### ANTI-BLACK RACISM COMMITTEE

Within the first week of Pride Month, four Pride Toronto Black and Bi-racial staff members (two full time, two contract) formed an Ad-Hoc Committee to address anti-Black racism within the organization. Our anti-Black Racism Committee created the list of action items in Pride Toronto's statement released earlier this month ([pridetoronto.com/anti-racism\\_statement](https://pridetoronto.com/anti-racism_statement)), and these internal discussions were meant to serve as a starting point for on-going work.

In the month of June, we created a four-week twelve-part series titled "Black Queer & Trans Excellence" where we highlighted voices within our community. We implemented and created a policy that ensures every member of the Board, Staff and Volunteers receive deep level anti-Black racism training and complete a workbook as part of the onboarding process to join the Pride Toronto team.

### OTHER ACHIEVEMENTS

Shifted the Online Pride Parade schedule to stand in solidarity with Black communities. A full audit of programming was done by our team to assess the amount of BIPOC artists. 200+ People were hired through Virtual Programming. 82% of programming had BIPOC artists. 545 Community members attended our free anti-oppression training workshops. \$10,000 is being donated to Black serving community organizations.

Ongoing Anti-Oppression Training sessions have been included in our community programming, sponsor seminars, and staff trainings. This fall all Staff & Board of Directors also took part in an Indigenous Cultural Training.

## Special Projects

In 2020 we pursued a series of initiatives under the umbrella of “Special Projects”. While our work was largely behind-the-scenes during the year – in part due to delays caused by COVID-19 and the need for the organization to pivot to Virtual Pride – many of our activities will roll out to engage with Pride Toronto’s communities in 2021.

At February’s Fierté Canada Pride conference, we presented to folks from Prides across Canada on two topics connected to the Special Projects work: Fighting back against the disappearance of queer & trans spaces and Taking queer & trans control of our data.

We released a research note (visit [www.pridetoronto.com/note1](http://www.pridetoronto.com/note1) for the full document). on the critical role played by informal 2SLGBTQ+ spaces for creating, organizing and celebrating in the life of the community, and how community members frequently feel most safe and open in spaces that they themselves control. We also made a public statement on the topic at the City of Toronto’s Music Advisory Committee.

Pride Toronto is developing a compendium of community-developed safe(r) spaces practices from around the world. At its core is a series of case studies of safety practices emerging from innovative 2SLGBTQ+ nightlife around the world, including Berlin, London, Mexico City, Montréal, Vancouver & Toronto. The interviews and other research are being carried out by researcher and long-time underground nightlife advocate Patti Schmidt (Mutek, CBC Brave New Waves, McGill University).

The final deliverables of this work will communicate a pool of ideas & practices that Pride Toronto can implement at its own events, share with those involved in 2SLGBTQ+ nightlife in Toronto & beyond, and communicate to policymakers about how community-developed practices can make us safer.

Finally, we’re developing a program called the Tools for Safer Spaces Fellowship. It’s designed to bring together community mobilizers, creative technologists, and scholars to co-design tools & practices that advance the safety of 2SLGBTQ+ people.

In a nutshell, it’s an incubator to develop & amplify community-driven safety initiatives. An opportunity to bring people together to begin working toward an expert institution centered on improving 2SLGBTQ+ data-gathering practices, privacy & safety.

## Audited Financial Statements

### Statement of Revenues and expenses and Changes in Net Assets

Year Ended 31 July 2020

	2020	2019
<b>REVENUES</b>		
Sponsorships	\$ 1,268,460	\$ 3,581,865
Grants	1,070,148	2,036,723
Permits and Fees	285,916	362,069
Government assistance	131,763	-
Donations and Fundraising	82,209	83,209
Beverage Sales	-	237,640
	<b>\$ 2,839,494</b>	<b>\$ 6,318,480</b>
<b>EXPENSES</b>		
Salaries and Benefits	\$ 718,291	\$ 492,401
Contractors	394,334	288,931
Office and Administration	260,354	460,385
Entertainment and Events	210,778	818,441
Media and Promotion	140,293	1,661,045
Occupancy	123,696	108,684
Professional Fees	112,218	121,943
Festival Infrastructure	53,467	1,111,607
Volunteer Costs	37,764	116,411
Special Projects	32,982	6,000
Community Outreach and Fundraising	15,300	61,922
Amortization of Capital Assets	4,792	6,544
Beverage Cost of Sales	-	141,766
	<b>\$ 2,104,279</b>	<b>\$ 5,396,080</b>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	<b>\$ 735,217</b>	<b>\$ 922,400</b>
<b>DEFICIT - BEGINNING OF YEAR</b>	<b>\$ (23,757)</b>	<b>\$ (946,157)</b>
<b>NET ASSETS (DEFICIT) - END OF YEAR</b>	<b>\$ 711,460</b>	<b>\$ (23,757)</b>



# Pride Toronto Team

## BOARD OF DIRECTORS

Christin Scarlett Milloy (She/Her)	Co Chair
Samantha Fraser (She/Her)	Co Chair
Ande Clumpus (He/Him)	Treasurer
Brian De Matos (He/Him)	Secretary
Sheldon Dixon (He/Him)	
Grant Gonzales (He/Him)	
Yuri Hernandez (They/Them)	
Jab Jaber (He/Him)	
David Lewis (He/Him)	
Maher Sinno (They/He)	

## 2020 VIRTUAL PRIDE STAFF

Amber Moyle (They/Them)	Director of Sponsorship & Strategy
Brandon Gowe (He/Him)	Partnership Manager
Tara Sachs (She/Her)	Partnership Coordinator
Primeau Alan (They/Him)	Branding & Marketing Manager
Benson Chan (He/Him)	Website Assistant
Leanna Da Cunha (She/Her)	Programming Manager
Mykel Hall (He/Him)	Programming Director
Phil Villeneuve (He/Him)	Programming Director
Dani De Angelis (She/Her)	Programming Intern
Bobby MacPherson (They/Them)	Director of Operations
Laura Colonna (She/Her)	Project Manager - Festival Production
Ashley Gheerao (She/Her)	Operations Coordinator
Ian McIntosh (He/Him)	Operations Assistant
Nicoy Davis (He/Him)	Office Manager
Freya Selander (They/Them)	Volunteer Program Coordinator
Ian Swain (He/Him)	Special Projects - Space Advocacy

**Thank you to our incredible volunteer team  
your hard work makes Pride Toronto possible.**



PRIDETORONTO.COM