



  
**Pride**<sup>™</sup>  
TORONTO

**2021**  
**ANNUAL REPORT**

# Message from the Board of Directors

This past year represented another period of ups and (many) downs, as 2SLGBTQ+ communities continued to adapt to the ever-changing circumstances brought about by the COVID-19 pandemic. Despite these challenges, 2SLGBTQ+ communities continued to be resilient and celebrate their pride in the face of adversity.

The 2021 Pride Festival marked the second consecutive virtual festival. We were awed by the amazing content shared by the many artists, educators, activists, and other participants over the full month of June. As Co-Chairs, we were thrilled to visit many of the wards across Toronto to hand out Pride bags to local communities. The Board of Directors expresses its deepest thanks and appreciation to all of the staff, volunteers, members, sponsors, and community partners who helped make this virtual festival a huge success.

Throughout the past 12 months, the Board of Directors has collaborated closely with our Executive Director, Sherwin Modeste, in building up Pride Toronto as an organization and addressing many internal issues. This includes the development of over 50 operational and governance policies, building accountability in our financial practices, restructuring the Board's committees, supporting year-round programming opportunities, undertaking advocacy on key 2SLGBTQ+ issues, exploring meaningful action to address anti-Black and anti-Indigenous racism, and so much more.

We would like to specifically acknowledge the work of our outgoing Treasurer, Ande Clumpus, together with the staff team for shoring up Pride Toronto's financial position and delivering a second consecutive surplus.

This fall, Pride Toronto launched the strategic planning process to develop a plan that will guide the organization over the next several years. While we intended to present the strategic plan at the Annual General Meeting, we decided to revisit the process given low engagement numbers. We expect to continue strategic planning over the first half of 2022, and we encourage all members and the broader 2SLGBTQ+ communities to contribute to shaping the future of Pride Toronto.

Looking ahead, our strengthened position has allowed Pride Toronto to undertake early planning of the 2022 Pride Festival, well in advance of when planning normally begins. The announcement of Spice and the Iconic House of Miyake Mugler as the 2022 Pride Festival headliners is an example of the excellent work of our staff. We are also proud of the staff team's work in promoting environmental sustainability and reducing the corporate footprint by limiting the size of flatbed trucks and requiring the use of green vehicles.

Following the 2022 Pride Festival, the first ever in-person Global Black Pride event will be held in Toronto on July 28-31, 2022. Pride Toronto is partnering with Global Black Pride, Blackness Yes!, and many community agencies and leaders to organize this global event celebrating Black culture and diversity.

It has been quite a year, with yet another exciting but unpredictable year ahead of us. We end on a note acknowledging the ongoing change at Pride Toronto. We know there is much more work to be done to address the historical issues at the organization and to better prioritize grassroots 2SLGBTQ+ communities and organizations in how we celebrate our collective pride. With new Board and staff leadership, we recommit to prioritizing this work every day. Thank you for staying with, supporting, and challenging us as we continue this journey together.



With Pride,  
Grant Gonzales (He/Him) and  
Yuri Hernandez (They/Them)  
Co-Chairs, Board of Directors



# Message from the Executive Director

This was yet another unpredictable year, and our lives continued to change in many ways as the global pandemic challenged us both professionally and personally. The uncertainty of planning a festival during this long pandemic has catapulted us into a new reality and led us to dig deep to access our inner resilience to continue planning a second festival under many restrictions.

Pride Toronto staff members remained PRIDE STRONG and stayed the course, while maintaining a laser focus on planning the 2021 Pride Festival. The skills and commitment of the staff were highlighted in both the quantity and quality of programs delivered. One of our most significant accomplishments throughout the past year was our ability to remain flexible and quickly pivot to respond to the rapidly changing external environment. We adapted our 2021 Festival and planned one of the best Phygital Festivals that the City of Toronto has ever seen. Kudos to the staff for embracing the steep learning curve to get this done and to our Board of Directors for their support and guidance!

Other major highlights from my first Festival year as Executive Director include partnering with Breakaway Addiction Services and The ArQuives, the official launch of the Artist Residency Program, a growing and engaging online presence, working with over 255 2SLGBTQ+ artists, content creators and speakers, and visiting all 25 wards in Toronto and delivering over 14,000 Pride gift bags to communities.

I must also acknowledge the amazing work of all of the collectives and volunteers that made the 2021 Festival a success. Despite the restrictions, they all showed up PRIDE STRONG and delivered for all of us. Our volunteers logged over 580 hours of training to ensure they were prepared to support our communities, and they donated 1020 hours of their time to help ensure both our physical and digital events were successful.

All of this work was made possible by the amazing support of all of our sponsors and funders. Their commitment over the past two years is greatly appreciated. Now more than ever, their dedication to 2SLGBTQ+ communities has meant so much to us.

While our focus and resilient efforts on meeting the community needs during the pandemic continues, there is a ray of hope that has galvanized all of us. Our plans for an in-person festival in 2022 are in full swing. This presents the opportunity for Pride Toronto to maintain its reputation in the community, both near and far, as one of the largest and most diverse festivals in Canada.

As we look ahead, beyond the COVID-19 environment, and focus on our upcoming goals, we will carry forward the valuable lessons related to the resilience of our team; the passion and compassion that drives them to show up to work every day, and put their personal needs and concerns aside to focus on ensuring that we deliver on our mandate. It is a tremendous honour and privilege to work alongside the exceptional staff, volunteers, and board team whose selfless commitment of serving the 2SLGBTQ+ communities makes me proud every day.

On behalf of the entire Pride Toronto team, we cannot THANK our supporters, friends and champions enough for their tremendous sacrifices during these unprecedented times.



With Pride,  
Sherwin Modeste (He/Him)  
Executive Director





## 2021 Festival Highlights

Two Festival Weekends

Three Pop Up Vendor Events

Six Local 2SLGBTQ+ Merchandise Partners

Six Local 2SLGBTQ+ Illustrators Showcased

Nine Visual Art Installations throughout the city

13 Artists showcased in Installations

14 Community Curator Party Collectives

25 Not for Profit Partner Participants

37 Official Pride 2021 Sponsors

78 Parade Participants

70 Individuals Festival Events

138 Business Partner Program Participants

255 2SLGBTQ+ Artists, Content Creators, and Speakers

98% Local Canadian Line Up

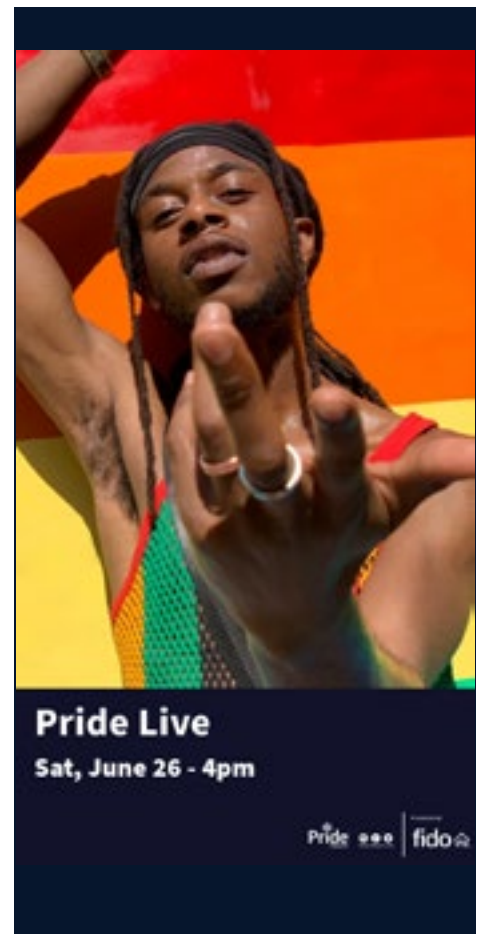
73% BIPOC Artists, Content Creators, and Speakers

86% of Events Contained a Lineup of 50% BIPOC Artists





“Pride this year was so beautiful and well organized! I really appreciated the monthly meetings and quick communication. I also felt great about how easy the deadlines were to work within. I overall had a lovely experience and felt very supported through each step.” -Marisa, STRAPPED



# Community Focused Highlights

Seven Community Committee Programs

12 Staff Lead Trainings Completed

13 Community Committees

39 Virtual Monitor Volunteers

40+ Community Connect Volunteers

53 Affiliate Event Partners

60+ Free Meals Given to Black 2SLGBTQ+ Individuals

78 Community Events

59 Volunteers AODA Trained

62 Volunteers Naloxone Trained

580+ Volunteer Training Hours Completed

1020 Volunteer Hours Donated

Launch of the Black Queer and Trans Excellence Podcast

Launch of Black History Month Programming

Launch of Asian Heritage Month Programming

44 Artists Participating in the Residency Program

Three Workshops facilitated to Residency Program

14,300 gift bags delivered across the City of Toronto

All 25 wards in Toronto visited

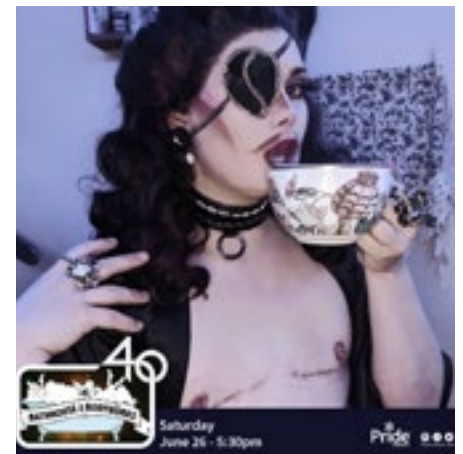
28 politicians attended pop-ups including:

8 Councilors from the City of Toronto

7 Members of provincial Parliament (MPPs)

12 Members of Parliament (MPs)

1 Federal Party Leader



“I also saw how much work, organization and dedication it takes just to get the bags out into the community. Overall it was an amazing experience and I’m looking forward to next year where I hope to learn and experience even more great stuff.” - Volunteer





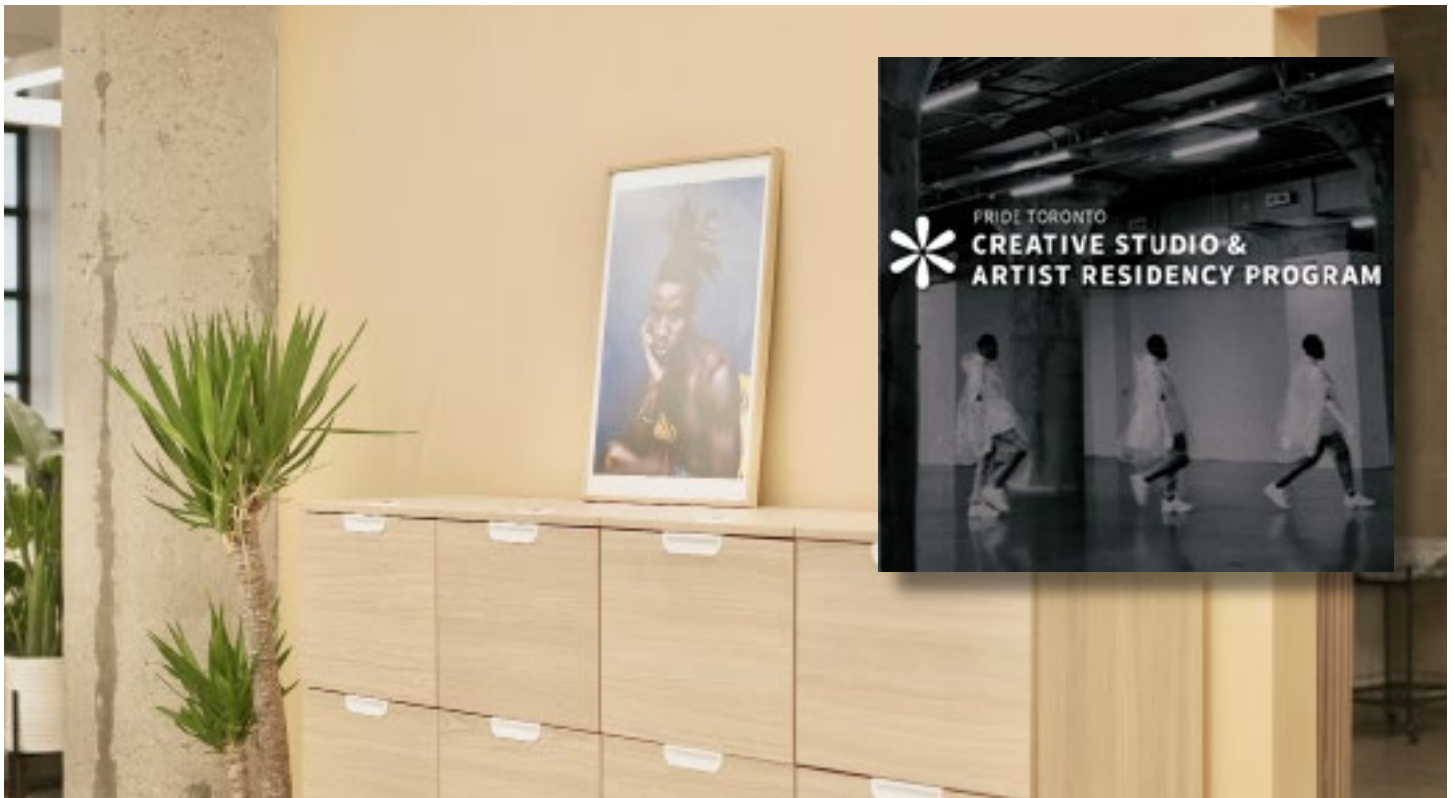
## **Creative Studio & Artist Residency Program**

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.

In 2021 we were able to officially open our doors to over 40 artists, for space sharing bookings, held three workshops around acquiring grants, starting a podcast, and drafting a sponsor proposal, and included our featured “Artist in Residence” in the monthly newsletter.

With 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. 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.

2022 will have additional free monthly workshops, an annual networking event for program participants, partner collaborations, and additional space share bookings.



“The creative studio is an incredible opportunity for freelance creators like myself. Often with only a small desk to call our office, we can grow tired of the monotony of home. The residency program offers a much needed alternative. It is beautifully airy and offers many of the amenities a freelancer might need (fast internet, a stocked kitchenette, cubby space, all-gender washrooms, etc.). Most noteworthy is maybe the studio’s CDJs, a rare commodity as any DJ knows. I look forward to using the space more in the future and watching the program evolve.”

-Residency Program Member.



## Honoured Groups

The Honoured Positions and Charity of Choice are selected in recognition of their leadership and achievements in human rights issues. These positions are selected based on their contribution to fighting discrimination and equality; violence, torture and abuse; and criminalization of 2SLGBTQ+ people, identities, and activities on a national and/or international level. They will lead the Pride Parade and act as an ambassador to represent their communities throughout the Pride festival.

**In 2021, Pride Toronto's Honoured Groups and Charities of Choice were Breakaway Addiction Services and the ArQuives.**

For 2022, in recognition of Pride Toronto's ongoing efforts to support Anti-racism Initiatives and Environmental Sustainability, Pride Toronto has decided to focus the Honoured Positions and Charity of Choice nominees that align with these initiatives. The selection committee is comprised of three (3) Community Members, two (2) Board Members and two (2) Staff who are proud to announce the following successful candidates: Charity of Choice, Grand Marshal, Honoured Group, Trans Ambassador, Youth Ambassador, Senior Ambassador, 2Spirit Ambassador, BIPOC Ambassador.

## **Breakaway Addiction Services**

Since April 1, 2020, there have been an estimated 132 reported opioid overdose deaths in Toronto. That is more than double the number reported for the same period in 2019. At a time where Canadians are living crises within crises, the need for helping hands is now. With the harsh realities of isolation, Breakaway wants to remain a valuable ally amidst growing uncertainty. Doing this means giving our clients all the support they deserve; securing housing amidst disadvantage, providing safer use equipment, making sure our space stays standing, and enabling our clients to make healthier choices, all at no cost to them.

Keeping our programs running within a community free of stigma and judgment, breaking barriers, and restructuring narratives around substance use and community starts with positioning support and care as paramount. We need your help to continue doing this. Please consider supporting our work as we continue to support our community.

To make a donation, please visit: [breakawaycs.ca/donate](https://breakawaycs.ca/donate)

## **The ArQuives**

The ArQuives is the world's largest independent LGBTQ2+ archive. Our mission is to keep LGBTQ2+ stories alive and share them with our communities and the world. The ArQuives was founded in 1973 by members of the Toronto-based gay liberation periodical *The Body Politic*. It began as a project in a *Body Politic* office filing cabinet, as activists began to document their own histories and collect gay liberation periodicals, photographs, and various documents from Canada and around the world. In the decades since those early days, The ArQuives has grown to become a world-renowned 2SLGBTQ+ collection.

The ArQuives has committed to collecting material that better encapsulates our communities' collective histories, and centering those whose stories have been marginalized or omitted in the past. We acknowledge that the white, cis-male experience is overrepresented in the collection and you can find our Historical Inequities Statement and our Anti-Racism, Diversity, and Inclusion Plan on our website.

To make a donation, please visit: [arquives.ca](https://arquives.ca)

# Marketing & Media Highlights

## Social Media Analytics

January - August 2021

### Twitter

35.9K Total Followers  
37.2K Total Engagements  
1.58M Total Impressions  
14.1K Total Video Views

### Instagram

35.2K Total Followers  
65.9K Total Engagements  
1.82M Total Impressions  
76.5K Reel Views  
53.2K Profile Views  
3.35K Website Clicks  
4.32M Total Impressions

### Facebook

76.3K Total Followers  
35.7K Total Engagements  
1.13M Total Impressions  
8.05K Total Video Views

## Website Analytics

June 2021

### PrideToronto.com

160,000 Page Views  
56,000 Unique Visitors

### PrideToronto.com/PrideGuide

41,200 Page Views  
14,300 Unique Visitors

Google Search  
1.875M Impressions  
57.8K Clicks from Canada

62.8K Clicks  
2,011 Pages with First Impressions  
1.03M Impressions from Canada

## Media Highlights

January - August 2021

**2000+ News Articles   3 Billion Potential Reach**  
**\$36.5 Million Advertisement Value Estimate**

“The 40th edition of Toronto Pride is going virtual with a 70 events spread over a month, including two festival weekends” - Now Magazine

“The most anticipated entertainers slated to perform at this years festival include Canada’s Drag Race’s Tynomi Banks, Juno-nominated vocalist STORRY, Toronto-based R&B duo TRP.P and musician and multidisciplinary musician Shi Wisdom” - BizBash

# Strategic Pillars

Pride Toronto has identified five key strategic pillars as priority areas of development from 2020-2025 that will be incorporated into our strategic plan. Goals and KPI have been created for each pillar and will be updated on progress annually. The results are available publicly in a continued effort to provide organizational transparency. View our more detailed target goals online.

**[pridetoronto.com/mission](https://pridetoronto.com/mission)**

## **Environmental Sustainability**

A commitment to undergo a thorough environmental sustainability assessment and implement short and long term goals for the organization to undertake. All of our environmentally sustainable initiatives will be posted publicly to ensure transparency, accountability and commitment of Pride Toronto.

## **Anti-Racism**

Actively identifying and eliminating racism by changing systems, organizational structures, policies and practices so that power is redistributed and shared equitably.

## **Representation in Arts & Culture**

We aim to develop events that reflect our diverse community, amplify marginalized artists, and give greater visibility to diverse forms of 2SLGBTQ+ creativity.

## **Harm Reduction & Public Safety**

We aim to create safe spaces that promote wellbeing for everyone at all our events, throughout the festival, and beyond.

## **Indigenous Solidarity**

We aim to work better with the Indigenous and two-spirit community to deepen our relationships and reflect their creativity and advocacy throughout the entire festival more authentically.

# 2021 Special Projects



## Community Connects

Directed by Pride Toronto's community consultation committees, Pride Toronto launched a series of surprise and delight community based programming throughout the 2021 Festival. This initiative was developed in an effort to bridge access to Pride Toronto Festival programming for specific audiences who may otherwise not be able to participate due to a variety of challenges with only virtual based programming. Staff and volunteers handed out official Pride Toronto swag bags filled with celebratory items throughout June.

## Photography & Videography LED Exhibits

Working with partners like Metrolinx and Outfront Media, Pride Toronto was able to present an innovative public art series featuring work by local photographers and videographers on LED screens positioned in public locations across the city. Six local 2SLGBTQ+ graphic design artists were selected to exhibit work.

“As a queer senior, I see an opportunity through community advisory committees to influence the future path Pride Toronto. I see a chance to be the change I want.” - Brian Cope

# 2021 Special Projects

## City-Wide Art Installations

Pride Toronto also commissioned local artist Ness Lee to create a 6-part mural that was delivered to identified community stakeholders, selected based on their contribution and dedication to supporting Toronto's 2SLGBTQ+ communities throughout the pandemic. The mural is now displayed by partnered organizations for the public to visit, reflect, and enjoy. Participating organizations include Women's College Hospital, The 519, Breakaway, Native Women's Resource Centre, Maggie's TO, and Pride Toronto.



In June, 14 local 2SLGBTQ+ visual artists were commissioned to produce physical art installations in accessible public venue, some with unique interactive components. Locations included Stackt Market, Harbourfront Centre, MOCA, The ArQuives, Cry Baby Gallery, and Buddies in Bad Times.





## 2021 Special Projects

### Hanlan's Visit - Safety Training

On June 5th, 2021, there was another vicious attack on a member of the 2SLGBTQ+ community. These kinds of attacks highlight why it is important that Pride Toronto brings awareness of homophobia, transphobia, biphobia, in our community. In response to this attack, Pride Toronto hosted free self defense training at Hanlan's Point for all who wished to participate.



**Pride Toronto**  
**Partner Symposium**  
September 27th - October 1st, 2021

REGISTER TODAY

Mon27th	Tue28th	Wed29th	Friday1st
<b>Pride Toronto</b> Yesterday, Today, and Tomorrow 9:00 AM - 10:00 AM	<b>Pride 2022 Marketing and Creative Direction</b> 9:00 AM - 10:00 AM	<b>HR Policies</b> 9:00 AM - 10:00 AM	<b>Diversity in Programming and Inclusive Events</b> 9:00 AM - 10:00 AM
<b>Allyship 101</b> 12:00 PM - 1:00 PM	<b>Anti-Black Racism and Allyship</b> 10:00 AM - 11:00 PM	<b>Active 365 Success of ERGs</b> 12:00 PM - 1:00 PM	<b>History of 2SLGBTQ+ Communities</b> 12:00 PM - 1:00 PM
	<b>Successful Pride Campaigns</b> 12:00 PM - 1:00 PM		

Pride Toronto

### Partner Symposium

Each year, Pride Toronto hosts training for all secured and prospective partners to help provide the necessary tools and best practices to create authentic partnerships with the 2SLGBTQ+ community. In 2021, the training sessions were reinvisioned to a week-long Partner Symposium. With over 250 in attendance, the launch was a huge success. The Partner Symposium was developed in a continued effort by Pride Toronto to create better and more authentic partnerships with our sponsors.

## **Sponsor Policy**

In 2021, Pride Toronto implemented a Sponsor Policy approved by the board of Directors. As the policy outlines, all sponsors outlined below have completed the Authentic Sponsorship Audit to ensure all listed partners have met the standards determined by Pride Toronto's Sponsorship Committee. Pride Toronto will continue to work with all partners through providing access to trainings, policy guidance, and best practices to build comprehensive partnerships that truly benefit Toronto's 2SLGBTQ communities. The Sponsorship Application Form is an opportunity for Pride Toronto to learn more about prospective partners and their efforts to support the 2SLGBTQ+ communities.

## **Education and Training Program**

This year Pride Toronto soft launched an Education and Training Program, with a full launch coming in January 2022. This training program provided education for organizations. Everything from 2SLGBTQ+ 101 to Trans Allyship and Inclusion was shared in over two dozen sessions. These education sessions were provided to organizations as big as Google and the Toronto Blue Jays. So far the program has been an incredible success, meeting both of its large scale targets - to educate organizations and to provide revenue for Pride Toronto. Look for the full launch of this program in mid-January 2022

“For an organisation to maintain relevance with its constituencies it is imperative that they remain connected to the communities they claim to serve. Pride Toronto attempts to accomplish this by inviting communities into their Advisory Committees to respond to the implementation gap between board policy, management decisions, and constituency wants and needs. I am pleased to remain engaged with Pride Toronto via their Advisory Committees and to continue to remain engaged on some of the critical issues of today impacting our communities both negative and positive.” - Susan Gapka

# Audited Financial Statements

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

Year Ended 31 July 2021

	2021	2020
<b>Revenues</b>		
Sponsorships	\$ 1,656,835	\$ 1,268,460
Grants	590,897	1,070,148
Government assistance	376,370	131,763
Permits and Fees	188,693	285,916
Donations and Fundraising	27,375	83,209
	<b>\$ 2,840,170</b>	<b>\$ 2,839,496</b>
<b>Expenses</b>		
Salaries and Benefits	\$ 773,696	\$ 718,291
Media and Promotion	311,829	140,293
Office and Administration	252,606	260,354
Contractors	249,664	394,344
Entertainment and Events	183,321	210,778
Occupancy	160,443	123,696
Special Projects	108,644	32,982
Professional Fees	83,424	112,218
Festival Infrastructure	62,613	53,467
Accessibility	11,999	21,365
Volunteer Costs	11,360	16,399
Amortization of Capital Assets	6,132	4,792
Community Outreach and Fundraising	-	15,300
	<b>\$ 2,215,731</b>	<b>\$ 2,104,279</b>
<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>\$ 624,439</b>	<b>\$ 735,217</b>
<b>NET ASSETS (DEFICIT) - BEGINNING OF YEAR</b>	<b>\$ 711,460</b>	<b>\$ (23,757)</b>
<b>NET ASSETS (DEFICIT) - END OF YEAR</b>	<b>\$ 1,335,899</b>	<b>\$ 711,460</b>

# Pride Toronto Team

## 2021 Board of Directors

Grant Gonzales (He/Him)	Co Chair
Yuri Hernandez (They/Them)	Co Chair
Ande Clumpus (He/Him)	Treasurer
Brian De Matos (He/Him)	Secretary
Christin Scarlett Milloy (She/Her)	
David Lewis (He/Him)	
D!XON (He/They)	
Jab Jaber (He/Him)	
leZlie lee kam (She/Her)	
Maher Sinno (They/He)	
Samantha Fraser (She/Her)	
TiKA (She/Her)	

## 2021 Pride Toronto Staff

Sherwin Modeste (He/Him)	Executive Director
Nipuni Dhanawardana (She/Her)	Executive Assistant
Amber Moyle (They/Them)	Director of Sponsorship & Strategy
Katherina Symes (She/Her)	Fund Development & Grant Manager
Tara Sachs (She/Her)	Partnership Coordinator
Jamie Nicholson (They/Him)	Arts & Culture Coordinator
Lillian Onyido (She/Her)	Sponsorship Coordinator
Primeau Alan (They/Him)	Branding & Marketing Manager
John Wamsley (He/Him)	Social Media & Graphic Design Coordinator
Ajay Patel (They/Him)	Social Media & Graphic Design Coordinator
Benson Chan (He/Him)	Website Assistant
Leanna Da Cunha (She/Her)	Programming Manager
Mykel Hall (He/Him)	Programming Curator
Madison Charteris (She/Her)	Programming Assistant
Bobby MacPherson (They/Them)	Director of Operations
Laura Colonna (She/Her)	Project Manager - Festival Production
Lee Hamilton (She/Her)	Operations Coordinator
Basil K. Lowe (He/Him)	Operations Assistant
Isabelle Clewley (She/Her)	Finance Clerk
Nicoy Davis (He/Him)	Office & Community Engagement Manager
Reeba Hypolite (She/Her)	Community Service Officer
Michelle Simeon (She/Her)	Community Service Officer
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.**