



PrideTM
TORONTO

2022
ANNUAL REPORT



Message from the Board of Directors

Hatred and physical violence remain an ever-present and rising threat to 2SLGBTQI+ people in Canada and around the world. We see the real-life consequences of hateful rhetoric and legislation targeting and attacking 2SLGBTQI+ people – homophobia and transphobia fuelled by far-right ideologies. In the aftermath of the Club Q attack, it's clear that even our community spaces are unsafe.

Our work to fight back against discrimination, hate, and violence against the 2SLGBTQI+ community is far from over, and that is why Pride is such an essential part of 2SLGBTQI+ communities here in Toronto and beyond.

Pride Toronto was thrilled to deliver the first in-person Pride Festival after two years of enduring the challenges brought about by the COVID-19 pandemic. While public health measures were critical in managing the spread of infections and the burden shouldered by our healthcare system and frontline workers, we also acknowledge the impacts of social isolation on our mental health. 2SLGBTQI+ communities in Toronto craved opportunities to celebrate our diverse identities together in person. The 2022 Pride Festival was extraordinary, given the hardships many have faced over the last few years.

As with any large event, there were hiccups and lessons learned. The lack of barricades along the Parade route was evident, and we will work with all of our partners to prioritize this as an essential safety feature moving forward. Pride Toronto also continues our advocacy in partnership with Caribbean Carnival, Luminato, and Salsa on St. Clair for equitable government funding for festivals, which all bring significant economic benefits to our city and region.

Earlier this year, Pride Toronto publicly released the KPMG Compliance Review report on funding. We engaged KPMG to undertake an independent, third-party review of our internal grant management processes and assess compliance with the requirements of three federal government grants. While the review did not assess individual cases of misrepresentation, the recommendations provided will ensure that such actions will never happen again.

Board Members

Grant Gonzales (he/him) Co-Chair
Yuri Hernandez (they/them) Co-Chair
Deidre “D-lishus” Walton (she/they) Treasurer
Elizabeth Bate (she/her) Secretary
David (Dave) Lewis (he/them)
D!XON (he/they)
Jab Jaber (he/him)
leZlie lee kam (Gender Mysterious)
Maher Sinno (they/he)
Moka Dawkins (she/her)
Natasha “Courage” Bacchus (she/her)
Samantha Fraser (she/her)
TiKA (she/her)

Pride Toronto apologizes for the harm caused by the organization to Indigenous artists due to false representation made by the organization to our funding partners concerning government grants and the status of our contractual relationships with these artists. Pride Toronto's actions deprived Indigenous artists of funds that would have flowed to them if not for our failure to come to an agreement and be honest with our funding partners.

We are committed to addressing these legacy issues by fixing our processes to ensure the integrity of our work is of the highest calibre. This includes implementing policies and procedures to ensure increased Board oversight and public transparency by publishing grant summaries and deliverables of all awarded government grants on Pride Toronto's website.

Reconciliation with Indigenous communities is a top priority for Pride Toronto's collective leadership. The work to rebuild broken trust and build meaningful partnerships does not happen overnight, and Pride Toronto must demonstrate our commitment to achieving reconciliation through action. Pride Toronto will always take the lead from Indigenous leaders as we continue down this path and refocus our work to serve Two-Spirit and Indigenous people better. We are grateful to them for their willingness to re-engage with us despite the harm caused by Pride Toronto against them.



As we look ahead, the Board of Directors will work closely with the Senior Leadership Team to undertake organizational strategic planning. The strategic plan will set Pride Toronto's multi-year objectives and a road map for how Pride Toronto can continue to serve 2SLGBTQI+ communities across the city and region effectively.

Thank you to our resilient, talented, and dedicated staff and volunteer teams and for the continued support from community partners, members, sponsors, and government funders. We look forward to serving the 2SLGBTQI+ communities throughout the year and celebrating another in-person Pride Festival in 2023!



Co-Chair
GRANT GONZALES
(He/Him)



Co-Chair
YURI HERNANDEZ
(They/Them)

Message from the Executive Director

2022 was a ground-breaking year for Pride Toronto, full of complex challenges and landmark wins. By listening to our community, we recognized that community mistrust of the organization persists. We worked hard to begin rebuilding that trust in an authentic, empathetic fashion. We prioritized strengthening our relationships with groups that have been previously harmed, including Black and Indigenous communities. Overall, we focused on increasing accountability, transparency, and fostering trust with our valued community members and stakeholders.

We also saw growing public safety concerns for the 2SLGBTQI+ community. The anti-trans movement across North America fuelled more violence and the passage of more anti-trans legislation in the U.S. than ever before. Violence towards drag performers also reached an all-time high, alongside increased bullying and violence towards 2SLGBTQI+ youth in schools and online.

Despite these challenges, 2022 saw one of our greatest achievements yet: presenting the first in-person Pride festival since 2019. While navigating COVID-19 restrictions, community concerns, and complex logistics, all eyes were on us to set the bar high. Pride was Toronto's first major festival since the pandemic.

I'm pleased to report that we made our community proud! In a Pride Toronto survey, 84% of attendees reported feeling 'somewhat or very satisfied' with the festival. About 2.4 million people attended the festival, spending more than they did in 2019.

During Pride weekend alone, festival goers spent over \$170 million on food and beverages, over \$38 million on recreation and entertainment, and over \$119 million on lodging, transportation, and shopping. And Toronto is not the only level of government to benefit. The festival contributed a whopping \$589 million to Ontario's GDP and generated over \$231 million in combined tax revenues. The people of Ontario also benefited, with the festival directly creating 4,806 jobs. Pride Toronto continues to be a source of economic strength for the community, and we regularly meet with all levels of government to ensure our contribution is recognized.

Amidst the glitz and glamour, four festival highlights stand out for me:

- 1. Significantly Increased Diversity.** 87% of our artists, curators, and speakers identified as BIPOC. For the first time in Pride Toronto's history, we broke barriers to bring a major dancehall artist to the stage: renowned Jamaican artist Spice.
- 2. Introduced a bold Environmental Sustainability Plan.** We banned traditional gas-powered vehicles in favour of greener electric, hybrid, and eco-diesel vehicles. We undertook significant efforts to avoid single-use plastics by collaborating with our vendors, partners, sponsors, and participants.
- 3. Supported a Two-Spirit Pow Wow.** Pride Toronto was proud to support Two-Spirited People of the 1st Nations to hold Toronto's first-ever Two-Spirit Pow Wow. Visitors from across Canada celebrated, gained vital teachings, and strengthened the Two-Spirit community.
- 4. Honoured the lives and accomplishments of 2SLGBTQI+ Rainbow Seniors** with a celebration organized in partnership with Pride Toronto, Re kai Centres, Senior Pride Network, Buddies in Bad Times Theatre, and the Pride Toronto Seniors Advisory Group. The event featured performances and celebrated the first 2SLGBTQI+ 25 bed Rainbow Wing in Long-Term Care in North America at the Re kai Centre.



5. Expanded Beyond Downtown Toronto. To support community members who could not join us in person downtown, we collaborated with our major cultural partners to hold three Community Connect events in North York, Scarborough, and Etobicoke.

But we didn't stop there. A mere month after Pride, we helped bring Global Black Pride to Toronto. This important human rights conference brought together Black and racialized members of the 2SLGBTQI+ communities from across the globe to celebrate, build community, and discuss how to respond to ongoing violence, discrimination, and exclusion.

What does 2023 hold? We will continue our efforts to be truly present in our communities 365 days a year, including leveraging our impact on social media while bringing current issues directly to our membership. We will build on our Environmental Sustainability Plan by working towards a zero-waste Pride Festival. As one of the largest Pride festivals in the world, we will continue nurturing relationships with our global partners to strengthen 2SLGBTQIA+ advocacy worldwide.

I hold immense gratitude for our dedicated network of sponsors, volunteers, members, honoured positions and groups, community partners, staff, Board, and all three levels of government. Without these valued individuals and stakeholders, Pride Toronto wouldn't be what it is: an ongoing protest and celebration for everyone in our communities. We look forward to working with you all in 2023 to strengthen our policies, advance transparency and accountability, and continue being a strong voice for those who are not always heard.



Executive Director
SHERWIN MODESTE

2022 Festival Highlights

2.4 Million Pride Toronto Attendees
3.42 Million Online Impressions

3 Major Stages
19 Headliners
34 Collectives

241 Parade Registrations
169 Streetfair Activations
4 Art Exhibits

42 2SLGBTQI+ Curators
20 2SLGBTQI+ Speakers
400+ 2SLGBTQI+ Artists
98% Canadian Artists
75% Local Artists
87% BIPOC Artists, Curators, Speakers

14 Major Cultural Events
26 Major Cultural Partners
112 Community Affiliated Events
103 Community Affiliated Partners

3 Community Connect Events
6,000 Pride Bags Distributed



Marketing and Media Highlights

June 2022 Website Analytics

Pageviews 1,193,233

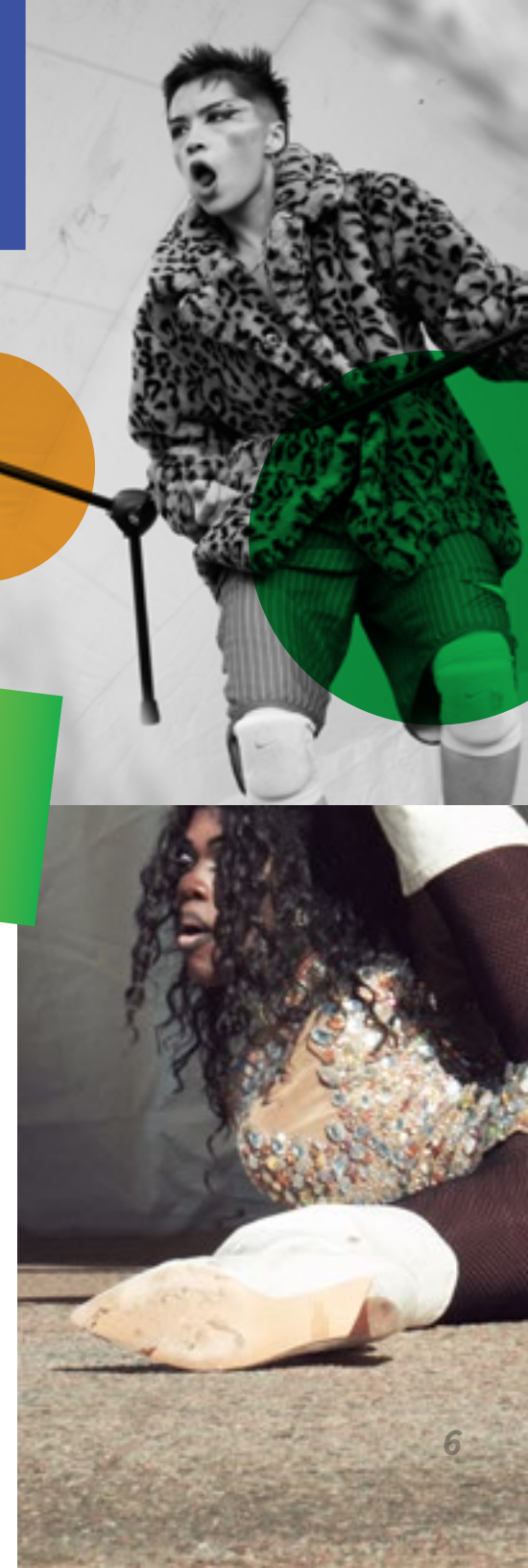
Average time on page 0:01:31

Age	Total	Percentage of Total
18-24	16,017	21.73%
25-34	24,036	32.61%
35-44	15,190	20.61%
45-54	10,056	13.64%
55-64	5,235	7.10%
65+	3,166	4.30%

June 2022 Social Media Footprint

Estimated social media audience: 25-30 Million

	Facebook	Twitter	Instagram
Followers	76,300	36,600	42,100
New Followers	411	585	4,800
Reach	4.9 Million	240 Million	71,200
Impressions	997,000	184,000	2,060,000
Engagements	95,400	8,230	31,800



Economic Impact

In 2022, the Pride Toronto Festival was one of the largest contributors to our economy - you could say we're a big deal. Contributing over \$590 million to Ontario's GDP is not a drop in the bucket.

OUR 2022 ECONOMIC IMPACT

4,806 Direct Jobs Created

Contribution to Ontario's GDP:
\$590 Million

Combined Tax Revenue Generated:
\$231 Million

Despite travel restrictions, people travelled far and wide to attend this year's Pride Toronto Festival. It was our most attended festival in history - solidifying our spot as the second-largest Pride Festival in North America!

Pride Toronto - as a protest and a celebration of the 2SLGBTQI+ community - has 90% of attendees attending more than three Pride Toronto Festivals.

WHERE DID OUR 2.4 MILLION ATTENDEES COME FROM?

79% GTA 1.9 Million

12% Ontario (outside of GTA) 288,000

4% Canada (outside of Ontario) 96,000

5% International 120,000

HAVE THEY BEEN HERE BEFORE?

1% "Nope! My first time!"

9% "Yes, This is my 2nd time!"

90% "Of course! I've come to at least three Pride Toronto Festivals!"

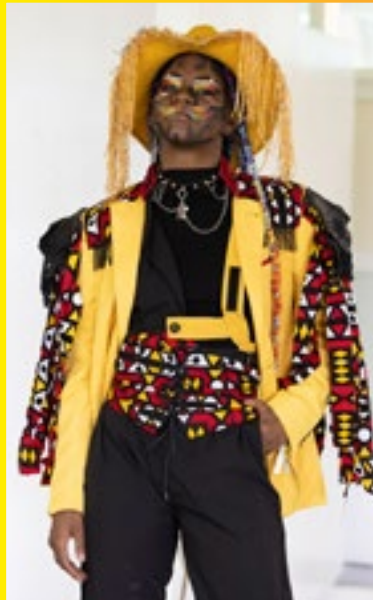
Artists 2022:

Programming Highlights

- 6 Stages
 - 400+ 2SLGBTQI+ artists
 - 19 Headliners
 - 34 Collectives
 - 20+ 2SLGBTQI+ Speakers
 - 42 2SLGBTQI+ Curators
 - 12 Community Prides
-
- 98% Canadian Artists
 - 75% Local (GTA) artists
 - 87% BIPOC artists

Visual Art Highlights

- 10 Art Installations displayed throughout Toronto during Pride Month
- 18 2SLGBTQI+ Visual Artists
- 4 Affiliated Art Exhibitions
- Instituted the brand new Art Zone on the StreetFair for Festival Weekend



Artist Testimonial: **Manny Dingo** (he/him) **[Drag Artist]**

“Pride Toronto gave me many ways to take up space. Which was an incredible opportunity for me as a Drag King. Being able to showcase my talents to many different crowds was not only important for me as an artist, but for the audience as well. After I performed for the Trans and Non-Binary stage, I had a group of younger queer folks approach me and tell me how inspiring it was to see me on stage, and I was just as inspired to hear that. Being able to be the artist my younger self would have loved to see is important to me.”



Artist Testimonial: **Jim Nason** (he/him) **[Artist for this Tree is a Rabbit]**

“I am grateful to have realized a sustainably sourced design (made mostly of cardboard and found materials) and to have interacted with members of various 2SLGBTQI+ communities. I was able to engage with them about art, poetry, racism, homophobia, and other current issues in a safe and positive space. Much gratitude and respect for Pride Toronto for backing me in the summer of 2022—it was one of the best experiences of my artistic career.”

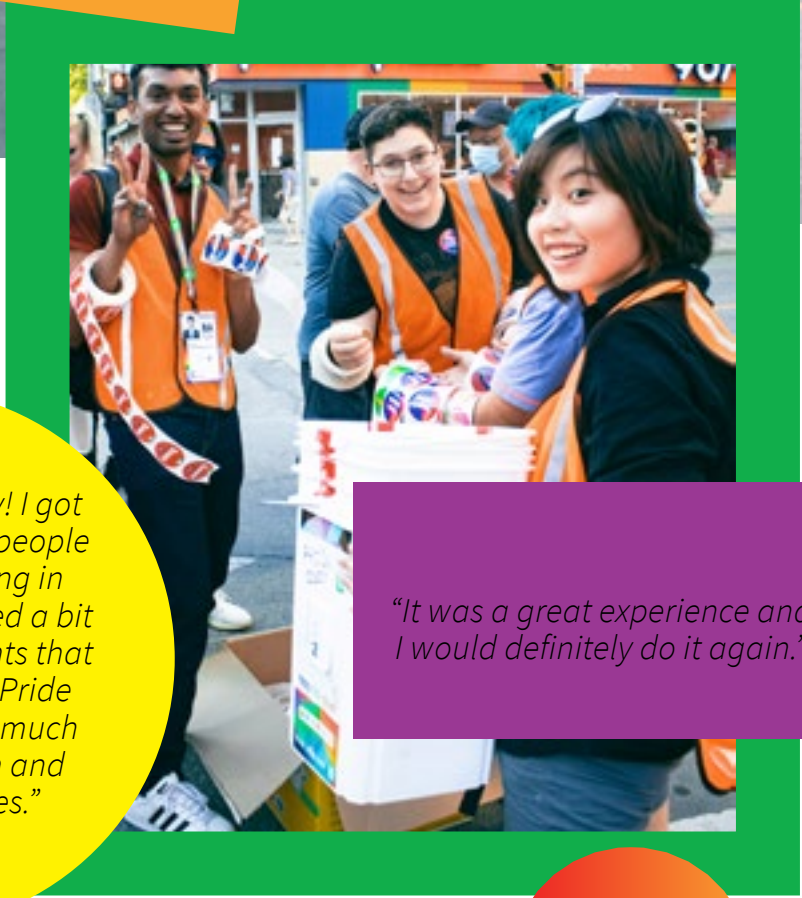


Volunteer Highlights

Pride Toronto was again so lucky to work with a team of incredible and outstanding volunteers. Our Volunteer Team was a fantastic blend of new volunteers, interested in expanding their horizons, and returning volunteers, who were able to step into more leadership roles. Throughout the month of June, we had over 300 volunteers, most of whom volunteered for three or more shifts. Pride Toronto Volunteers hit the ground running for our first in-person Festival after the COVID-19 pandemic, volunteering for over 4,300 hours in June.

Pride Toronto Volunteers are involved in many aspects of the festival, from helping organize parade floats to working with children and parents at Family Pride. Always hard working and ever inspiring, Pride Toronto extends the deepest gratitude to the spectacular volunteers who help to make the festival a success, year after year.

“Overall it was an amazing experience and I’m looking forward to next year!”



“A great opportunity! I got to meet some great people that I will be keeping in contact with. I learned a bit about some the events that takes place during Pride and I also saw how much work, organization and dedication it takes.”

“It was a great experience and I would definitely do it again.”





"This session was so engaging and inspiring. Congrats on a job very well done!"

"It's always informative and helpful hearing real life experience - great job and thank you for sharing your experiences."

Education and Training Highlights

This year, Pride Toronto continued to offer Education sessions for our sponsors, stakeholders, and volunteers. In total, we offered 14 sessions to over 1,500 learners, covering such topics as Pronouns, 2SLGBTQI+ Identities, Allyship, The History of Pride Toronto, and Accessible Customer Service.


These Training Sessions encourage Pride Toronto stakeholders to interact with the Queer and Trans Communities from a place of knowledge and respect, and inspire learners to 'do the work' to be better allies.



"Wonderful presentation and incredibly insightful."



What is Community Connect?



In 2021, Pride Toronto began the Community Connect program to bring Pride to communities across Toronto.

Historically, Pride Toronto celebrations had been centred around the downtown core. We wanted to change that by bringing a bit of Pride directly to neighbourhoods to wish them a “Happy Pride”!



Things We've Achieved

In early June 2022, we visited Albert Campbell Square in Scarborough, Downsview Park in North York and Mimico Square in Etobicoke to bring a bit of Pride closer to home to Torontonians outside of downtown and to get them excited about our first Festival Weekend celebrations since the pandemic.

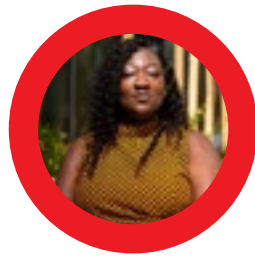
At each location, we gave Pride Community Connect swag bags - filled with goodies from sponsors - to individuals and Pride-themed t-shirts to youth. We handed out a total of 6,000 bags this year. To entertain the crowds, we curated a three-hour lineup to highlight local 2SLGBTQI+ vocalists, drag artists, spoken word artists, rappers and DJs. We invited local vendors to showcase their programs, services and products to event attendees. Numerous City Councillors, Members of the Provincial Parliament, and Members of Parliament were also in attendance to show their support at these events. Most importantly, these events brought people of all diverse backgrounds together to connect during Pride month.

Our Community Connect weekend was a huge success, and a reminder of the importance of meeting people where they are at. We look forward to continuing this new tradition at Pride Toronto in the years ahead.



2022 Honoured Positions

We are pleased to introduce the Honoured Positions for the 2022 Pride Festival. Chosen by a community advisory panel, individuals, organizations and groups are recognized for contributing to anti-racism initiatives and Environmental Sustainability.



International Grand Marshal
LADY PHYLL
(She/Her)



Trans Ambassador
MOKA DAWKINS
(She/Her)



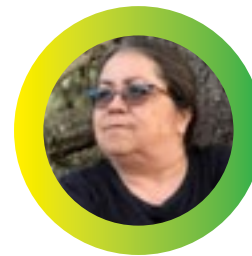
BIPOC Pride Ambassador
MARISA ROSA GRANT
(They/Them/Theirs)



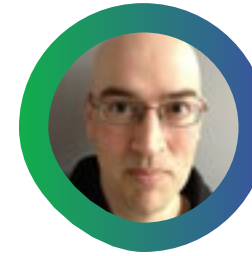
Senior Dyke Ambassador
LEZLIE LEE KAM
(Gender Mysterious)



Senior Ambassador
GLORIA SWAIN
(She/Her)



Two-Spirit Pride Ambassador
ELDER BLU WATERS
(They/Them)



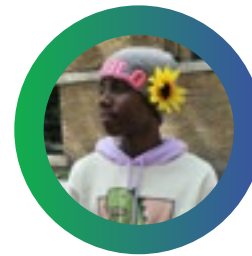
BI+ Pride Ambassador
RICK INNIS
(He/Him/They/Them)



Sober Ambassador
AERYN PFAFF
(He/Him)



Francophone Pride Ambassador
ARNAUD BAUDRY
(He/Il)



Youth Ambassador
TARIQ RICHARDSON
(He/Him)



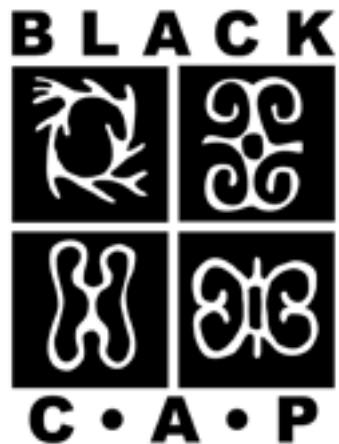
Honoured Group
**THE AFRICAN CENTRE
FOR REFUGEES**

"I was honoured to be the International Grand Marshall for this year's Toronto Pride. Having been to over 30 prides, across the world, it was amazing to be a part of a celebration that did not shy away from loud and proud support of the transgender and non-binary community. Having the community at the heart of the event made the inclusion on transgender, two-spirit, indigenous, Black and POC people feel completely included rather than an after-thought. It was truly an empowering and liberating experience. I enjoyed meeting so many wonderful people, and taking part in the Dyke March. I cannot wait to see how Toronto Pride continues to elevate and celebrate the entire queer community."

-Lady Phyll



Charity of Choice



Black CAP

Since its founding in 1989, Black CAP has provided culturally relevant outreach, prevention, and support services to reduce the spread of HIV/AIDS among Toronto's Black population and enhance the quality of life for those already living with or affected by HIV/AIDS. As Black people continue to be disproportionately impacted by HIV/AIDS—making up 20% of Ontario cases despite being merely 5% of the province's population—their experiences are made worse by the stigma, racism, homophobia, and poverty that create inequitable access to essential support and services. Black CAP works specifically to confront these barriers.

With an approach rooted in anti-oppression and equity, and under the motto “All Black People’s Lives are Important,” Black CAP offers a range of services and programs catered to the identities, experiences and needs of Toronto’s richly diverse Black population. From awareness campaigns and harm reduction programs to newcomer settlement services and peer support groups, Black CAP’s programming is a holistic and expansive response to the Black community’s needs.

Over the past 33 years, Black CAP has been able to extend the reach of its mission and mandate thanks to local, provincial, national, and international campaigns and initiatives; purposeful partnerships and collaborations with like-minded organizations; the meaningful involvement of people living with HIV/AIDS; and the tireless commitment of their staff and volunteers who recognize the urgent need for this work. The progress Black CAP has made is remarkable, but the work is far from done.

If you would like to support Black CAP click the link below to donate:
www.blackcap.ca/donate/

Signature Events

This year, Pride Toronto hosted over 3,200 attendees at our five Signature Events:

- Cabana Pool Party
- ‘Til Sunset: The Jam Down
- “The Fierce & The Reckless” Kick Off Party
- “Back At It - Bigger & Better!” Programming Launch
- Youth Conference



Major Cultural Events

In 2022, Pride Toronto worked with 26 of Toronto’s Major Cultural Institutions to collaborate on 14 individual events throughout Pride Month. Events produced for this program showcased a diverse array of events by Pride Toronto while working with each partner organization to strengthen their support of the 2SLGBTQI+ community.

- “Flag Raising” City of Toronto
- “AIDS Candlelight Vigil” The 519, ACT, ACAS, Action Positive, Casey House, Black Cap, Fife House, ETFO, Toronto PWA Foundation
- “2-Spirit Powwow” 2-Spirited people of the 1st Nations
- “Queer Songbook Orchestra” Luminato
- “The Queen in Me” Canadian Opera Company, Amplified Opera, Nightwood Theatre and Theatre Gargantua
- “The Red Dress Ball”
- “Pride Showcase” NXNE
- “Night at the Aqueerium” Ripley’s Aquarium of Canada
- “Pride BACKYARD Festival” stackt
- “Pride-Stravaganza!” Gay AF Comedy & Campbell House
- “The Music of ABBA” Toronto Symphony Orchestra
- “Showcase Next Door” The TD Toronto Jazz Festival

“Working with Pride Toronto for our annual Night at the Aqueerium event as a Major Cultural Partner was incredible. The support from the Pride Toronto team was outstanding and allowed our event to become one of our most successful of the year. From the entertainment, to marketing support, the team made the process seamless and we can’t wait to continue the partnership for many years to come!”

**– Lizzie Sibbald,
Marketing and Communications Manager,
Ripley’s Aquarium of Canada**

Two-Spirit Pow Wow

Pride Toronto is proud to have partnered with 2-Spirited People of the 1st Nations to host Toronto's first-ever Two-Spirit Pow Wow. This event took place on June 3, 2022, at Downsview Park and provided an inclusive space for the diverse First Nations, Inuit and Métis peoples to celebrate their traditions and histories, as well as allow non-Indigenous peoples to immerse themselves in the warmth, richness and diversity of Two-Spirit and Indigenous cultures and histories. Attended by over 2,800 people, attendees could listen to legends and songs passed down through countless generations, tap their feet to the beat of the drums at cultural performances, taste mouthwatering traditional foods, purchase unique artisan pieces from the vendor market and participate in sacred ceremonies.

Planned and curated by 2-Spirited People of the 1st Nations and primarily funded by a generous grant from Canadian Heritage, Pride Toronto provided additional financial and administrative support as needed. Together, we increased the capacity of the Two-Spirit Pow Wow to break down racism and discrimination by elevating Two-Spirit and Indigenous arts, traditions, histories and communities.




"This [Two-Spirit Pow Wow] has been a long time coming. The Two-Spirit community is among us, and often, people have to hide their identity, but this is a space to celebrate who you are. We want to show our presence, start a tradition, and reclaim our place in our circle."


**- Keith McCrady,
Executive Director of 2-Spirited
People of the 1st Nations**





Affiliate Events

The Affiliate Event Program was developed to create meaningful partnerships with Toronto's vibrant event programmers. Pride Toronto provides cross-promotional support to direct the community to aligned local venues, not-for-profit organizations, or small businesses throughout June. Affiliate Events are intended to diversify Pride programming to ensure opportunities for all community members are represented and provide increased accessibility across the GTA. 

In 2022, we had 112 Affiliate events produced by 103 unique partners, and had at least one event on every single day of Pride Month. 



Global Black Pride

From July 27-31, 2022, Global Black Pride, in collaboration with Pride Toronto and Blackness Yes!, hosted Toronto's first-ever in-person Global Black Pride Festival! Global Black Pride brought activists, independent experts and community members together to lobby for change and human rights for our Black and Queer community. Over the program's five days, speakers, panellists and artists presented their work and research, and discussed priorities and best practices when dealing with issues faced by the Black 2SLGBTQI+ folx worldwide.

The committee thoughtfully curated a program that reflected the challenges and opportunities that are faced by the Black and Queer communities. This five-day festival thematically aligned with strategies focused on educating and uplifting our community.

The program outline was:

1. The Opening Ceremony
2. Human Rights Conference
3. Global Village and Health Fair
4. The Black Pride Kiki Ball
5. Posh
6. Taste of the Islands
7. Blockobana by Blackness Yes!

The duration of the program brought together 28 speakers presenting on 16 topics relevant to fighting for equality for 2SLGBTQI+ rights and highlighting Black health.

The speakers included 21 political activists from around the globe who advocate for the human rights of the 2SLGBTQI+ Black folx, facilitating change at the government level in their respective communities. The speakers included one independent expert on sexual orientation and gender identity.

The program also invited 14 performers and nine DJs to showcase their talents and created opportunities for networking and exposure.





Partner Symposium



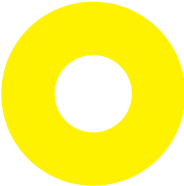


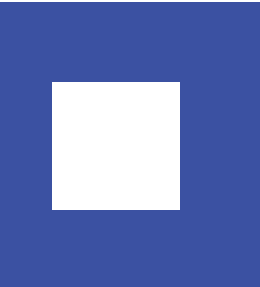
On November 17, 2022, Pride Toronto invited all 2022 sponsors and partners to the Gladstone House for our Partner Symposium. This full-day event allowed our sponsors and partners to meet and mingle over breakfast, listen to engaging discussions, presentations and workshops by 2SLGBTQI+ community leaders and members rooted in their lived experiences, and watch two phenomenal drag performers over a delicious hot lunch. We are truly grateful to have such a supportive community helping us continue to grow and enhance our Pride Toronto Festival - and we cannot wait to see what is in store for 2023!





Audited Financial Statements

STATEMENT OF OPERATIONS (Year ended July 31 2022)



	2022	2021
Revenues		
Sponsorships	\$ 4,113,785	\$ 1,656,835
Government and non-government funding	1,872,909	971,930
Permits and fees	938,405	191,667
Donations and fundraising	548,696	24,402
Other revenue	15,799	-
	\$ 7,489,594	\$ 2,844,834
Expenses		
Advertising and promotion	\$ 1,325,519	\$ 311,829
Wages and benefits	1,167,615	773,696
Festival infrastructure	1,146,640	48,441
Artists and associated costs	622,373	183,321
Special projects	624,851	108,644
Event food and beverage costs	323,524	-
Office and administration	211,343	185,075
Event staffing and safety	209,936	14,172
Sub-contractors	175,702	249,664
Occupancy costs	175,189	158,923
Professional fees	165,041	83,424
Staff advocacy and community outreach	126,495	-
Governance	78,008	10,810
Insurance	67,255	58,241
Volunteer costs	56,903	11,360
Accessibility	45,925	11,999
Amortization of capital assets	7,317	6,132
	\$ 6,529,636	\$ 2,215,731
Excess of revenue over expenses	\$ 959,958	\$ 629,103



Thank You

Pride Toronto is incredibly grateful for our sponsors and supporters' financial and in-kind contributions. With your support, we can continue our vital work for the 2SLGBTQI+ communities year after year. This past year, we saw the largest turnout in festival history, with over 2.4 million people coming together to celebrate their love in a safe space that allows them to be their beautiful selves. Through this attendance, we're proud that our festival was able to positively impact the local, provincial and national economy, especially supporting Toronto's small businesses recovering from COVID-19.

We look forward to our continued partnership with you in the years to come. Thank you again for being a great partner - you make the Pride Toronto Festival possible!

Sponsors

Presenting:

TD Ready Commitment

Gold:

Budlight OLG Rogers Communications
Rogers Sports & Media Smirnoff

Silver:

ADIDAS Bubby CPA Ontario
Deloitte Google Maple Leaf Foods
Trojan

Bronze:

Crest Fasken Manulife
MLSE TipTap

Custom:

Access Storage Brickworks Ciderhouse Budlight Seltzer
Captain Morgan Flow Water Gilead Sciences Ltd.
Give & Go Home Depot IKEA
Intuit Johnson & Johnson LCBO
MAC Meta Pizza Pizza
Skip The Dishes TD Synnex Tempo Gin Smash

Media Partners:

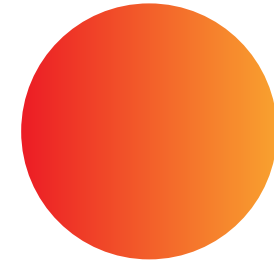
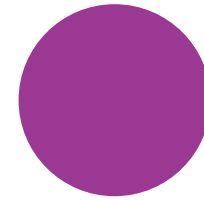
CHFI 98.1 CityNews Citytv
KISS 92.5 Outfront OutTv
Proud FM 103.9 Sportsnet TSC (Today's Shopping Choice)

Tourism partner:

Air Canada Annex Hotel Bisha Hotel
Courtyard by Marriott Toronto Downtown Fairmont Royal York
Hotel X Metrolinx Sheraton Centre Toronto Hotel
The Drake Hotel TTC Via Rail
W Hotel

Public Funders:

Government of Canada Government of Ontario
City of Toronto



Pride Toronto Team 2022

Year Long Staff

Sherwin Modeste, Executive Director
Bobby MacPherson (they/them), Director of Operations
Lee Hamilton (she/her), Programming & Events Manager
Amit Kumar (he/him), Finance Manager
Nicoy Davis (he/they), Community Engagement & Office Manager
Nipuni Dhanawardana (she/her), Executive Assistant
Freya Selander (they/them/it/its), Volunteer and Training Coordinator
Katherina Symes (she/her), Grant & Fund Development Manager

Seasonal and Contracted Support

Laura Colonna (she/her), Project and Production Manager
Farida Macauley (she/her), Programming & Events Coordinator
David Gomez (he/him), Operations Coordinator
Gianmarco Marro (he/him), Operations Assistant
Sarah Advani (she/her), Marketing Assistant
Victoria Zhang (she/her), Office Administrative Assistant
Walter Noseworthy (he/him), Entertainment Agent
Killian Duivenvoorden (he/they), Major Community Program Coordinator
Sharaya McCollum-Brown (she/her), Business Coordinator
Finn Stuart-Seabrook (they/faer), Accessibility Coordinator
Tara Sachs (she/her), Sponsorship Coordinator
Shayana Gayle (she/her), Sponsorship Assistant
Benson Chan (he/him), Marketing Assistant
Jamie Nicholson (they/them), Arts and Culture Coordinator

Michelle Simeon (she/her), Community Connects Assistant
Ajay Patel (he/they), Social Media and Graphics Coordinator
David Cameron Donnachie (he/him), Marketing Consultant
Isabelle Clewley (she/her), Finance Assistant
Mykel Hall (he/him), Programming Curator
Yasmine Achig-perez - YDS Stage Manager
Bethel Seyoum - Wellelsey Stage Manager
Kaho Hamada - Central Stage Manager
Inaki Sanchez - South Stage Manager
Yoan Holder - Signage Liaison
Paulette Barrish - Signage Liaison
Jason Amell - Dispatch Liaison
Sanje Edwards - Dispatch Liaison
Nadine Wiltshire - Security Liaison
Emmanuel Excellent - Security Liaison



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