



Second Annual Report of the Directors

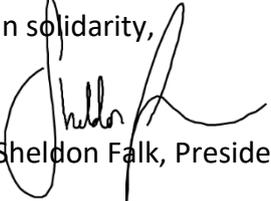
For the year ended June 30, 2019

Message from the President

This year our society grew and expanded in all sorts of new ways, from a growing membership and festival, to new relationships with sponsors and local media outlets. As always, our efforts were 100% powered by passion and people. We have a great board, and we have amazing volunteers.

It's also been a year of transition for the board and myself personally. I moved to Vancouver at the end of April to study law at UBC. Having played a central role in planning the festival for the past several years and founding the society in 2017, it was challenging to let go of so much of the work I'd come to love. This year was a continual affirmation of the value of inter-dependance, and I was often reminded that we are stronger and can achieve so much more when we work together.

It is bitter-sweet to say goodbye, but I am confident in the talents of our directors and volunteers, and I am so excited to see where we are taken next.

In solidarity,

Sheldon Falk, President

Society Status

The organisation was incorporated in British Columbia as a non-profit society on August 3, 2017 and remains in compliance with the BC Societies Act.

Membership Update

As of this report, the society has 50 active members, 29 of which were new this year, indicating strong membership growth. The society has fair membership retention as well, with 21 renewals and 5 memberships expiring without renewal. The directors thank all new and returning members for their support of the society.

Financial Update

The financial position of the society continues to improve, thanks to the careful management of the directors.

Due to growing membership and a growing festival, membership fee revenue and vendor fees are up compared to last year. With a growing festival comes growing festival expenses; however, since

several expenses last year were one-time expenses, total expenses decreased from the previous year. The net income was \$2,969.09 which is an increase of over \$1,000 from last year.

Importantly, the society continues to progress toward a net-positive *operating income*, an important measure of financial self-sufficiency that excludes sponsorship and donation revenue. With careful control of expenses and moderate increases in revenues, the society is projected to make its first operating profit next year.

Year over year, the society has more than doubled its equity. Last year, the society held assets worth \$1,850.71. At the end of this year, the society held assets worth \$4,809.80.

For a full and complete picture of the society's financial position, see the attached financial statements.

Standing By Our Colours / Affichons Nos Couleurs

In March, the society was invited to participate in a 50-city initiative across Canada entitled, *Standing By Our Colours / Affichons Nos Couleurs*, facilitated by Vancouver Pride Society with funding from Heritage Canada. The project's goal was to commemorate the 50th anniversary of the partial decriminalization of homosexuality in Canada. The society was given a grant of \$750 for its participation, which included a flag raising and speeches at Carihi Secondary School. The project was spearheaded by director Sandra Weames, who enlisted the support of the Carihi administration, GSA, and social justice class.

6th Annual Campbell River Pride Festival

The festival is getting bigger every year, and this year was certainly no exception! The directors thank the many community members and organizations for their continued support of the festival, and in particular the unwavering support of Heidi Cuff and the Tidemark Theatre. The seamless coordination of the festival and the Tidemark's Pride Party are a legacy we hope continues for many years.

The Pride Festival Planning Committee met regularly to organize the 2019 festival. The committee consisted of all 6 directors and 3 - 4 committed volunteers. In addition, several additional volunteers assisted with set-up and tear-down on the day of the festival. As a completely volunteer-run organization, volunteers are vital to the success of the festival, and the directors are very grateful for their support.

As with previous years, the festival featured an assortment of arts activities and workshops for all ages. The society also partnered with the Campbell River Art Gallery to produce a large community weaving project. For the very first time, we were honored to have an Indigenous welcome to start the festival in a good way by acknowledging the traditional and unceded territory upon which the festival was held. We hope to continue with this tradition and to build a stronger relationship with the Indigenous and Two Spirit people in the community.

We had a packed lineup of live entertainment from Vancouver to Port Hardy, and it was wonderful to see all the families having fun at the main stage. Other Special guests included Acting Mayor Michelle Babchuk and Member of Parliament Rachel Blaney. We were also fortunate and excited to have a guest speaker from Vancouver, activist, advocate, and politician Morgane Oger.

We had 20 vendors, including non-profit groups, service providers, queer and queer-friendly vendors. In response to previous feedback, corporate vendors were limited to official sponsors of the festival. We are reaching our maximum capacity for vendors in Spirit Square and may need to consider a different layout or a larger space for future festivals.

We had much more interest in sponsorship this year and were able to fill each of the three sponsor levels we solicited. We also had a surprise donation from Coastal Community Credit Union just before the rainbow toonie toss, and festival participants were challenged to match the donation in the toonie toss. This year we were able to develop a new media sponsor relationship with The Campbell River Mirror which enabled us to have coverage of our history and events. 2day FM was also a media sponsor and reported on-site during the festivities.

Overall, the festival was well-attended and saw between 400-500 attendees throughout the course of the day. Unfortunately, some of our vendors and participants were harassed by some uninvited guests who claimed to belong to a local church. While it was uncomfortable for those involved, we were able to have downtown security safely remove the individuals. The directors have begun exploring options for next year to ensure the comfort and safety of all participants. As the festival grows and gains popularity, we continue to strive to meet the needs of the community. As a society, we endeavor to be mindful, respectful, and inclusive to everyone in our community.

Canada Day Parade Float

Thanks to the incredible help and coordination of society member Teresa Grigg, the society built a float and participated in the Campbell River Canada Day Parade. The theme of the parade was “the 60s,” so remix 60s music was played, and several youth in drag danced on the float. Float participants gave away candy and beach balls left over from Standing by our Colours. The float was well-received by the community, and several parade observers shouted their approval and encouragement. The society’s float won third place in judging and was awarded prize money.

Sandra Weames LGBTQ2+ Advocacy Support Scholarship

The *Sandra Weames LGBTQ2+ Advocacy Support Scholarship* is sponsored by director Sandra Weames and was created to support a graduating youth who identifies as an LGBTQ2 person or Ally and has advocated for gender or sexual minority rights and acceptance in their school and community.

New this year, the scholarship was extended to applicants outside of Campbell River to include Port Hardy, Port McNeil, and Gold River. This year the scholarship was awarded to another deserving Carihi graduate at the Carihi awards ceremony on June 28.

Governance Review

After just over a year of operating under the bylaws adopted by the members at the 1st Annual General Meeting, the board undertook a review of the bylaws, led by President Sheldon Falk, to determine what was working and what wasn't. Based on the results of the review, the directors have recommended several motions to the general meeting, which were included in the notice package.

North Island Pride Society

Income Statement

Year Ended June 30, 2019

	2017/18	2018/19	
Revenues			
Membership Fees			
Individual Memberships	\$ 100.00	\$ 160.00	
Family Memberships	\$ 40.00	\$ 90.00	
Corporate Memberships	\$ -	\$ -	
Membership Fees Total	\$ 140.00	\$ 250.00	
Vendor Fees	\$ 195.00	\$ 290.00	
Merchandise Revenue	\$ 355.00	\$ 160.00	
Revenues Total	<u>\$ 690.00</u>	<u>\$ 700.00</u>	
Expenses			
Events	-\$ 568.48	-\$ 647.45	
Merchandise	-\$ 340.00	-\$ 330.00	
Bank Charges and Fees	-\$ 3.00	-\$ 6.00	
BC Societies Online Fees	-\$ 40.00	\$ -	
Advertising	-\$ 80.00	\$ -	
Marketing	-\$ 100.78	\$ -	
Office Expenses	-\$ 30.03	\$ -	
Expenses Total	<u>-\$ 1,162.29</u>	<u>-\$ 983.45</u>	
Operating Income	<u>-\$ 472.29</u>	<u>-\$ 283.45</u>	
Other Revenue			
Donations	\$ 1,323.90	\$ 802.45	**Note 1
Sponsorships	\$ 999.00	\$ 1,500.00	
Scholarship Contributions (restricted)	\$ -	\$ 200.00	**Note 2
Grants	\$ -	\$ 750.00	**Note 3
Interest Income	\$ 0.10	\$ 0.09	
Other Revenue Total	<u>\$ 2,323.00</u>	<u>\$ 3,252.54</u>	
Other Expenses	\$ -	\$ -	
Net Income	<u><u>\$ 1,850.71</u></u>	<u><u>\$ 2,969.09</u></u>	

Notes to Financial Statements

Note 1: Donations are lower this year as we recorded the initial deposit of funds from the informal pride group as a donation

Note 2: This account is usually at \$0, but the financial year-end happened after the funds were deposited, but before the cheque had been cashed.

Note 3: Standing by Our Colours project

North Island Pride Society

Balance Sheet

As at June 30, 2019

	2018	2019
Assets		
Current Assets		
Cash	\$ 200.00	\$ 965.80
Chequing Account	\$ 1,650.71	\$ 3,814.00
Accounts Receivable	\$ -	\$ 30.00
Fixed Assets	\$ -	\$ -
Assets Total	<u>\$ 1,850.71</u>	<u>\$ 4,809.80</u>
Liabilities		
Current Liabilities		
Accounts Payable	\$ -	\$ -
Current Liabilities Total	<u>\$ -</u>	<u>\$ -</u>
Total Liabilities	\$ -	\$ -
Equity		
Retained Earnings	\$ 1,850.71	\$ 4,809.80
Total Equity	<u>\$ 1,850.71</u>	<u>\$ 4,809.80</u>
Total Liabilities and Equity	<u><u>\$ 1,850.71</u></u>	<u><u>\$ 4,809.80</u></u>