

PRIDE

vancouver
pride
society

2020 ANNUAL REPORT

Liza Navarro photo



Welcome

Pride can't be cancelled—just reimagined.

Little did we know when we started planning for our 2020 season, how this year would be both so challenging and totally different from anything we have ever done before.

On Monday, March 16, British Columbia health officials banned gatherings over 50 people to help slow the spread of Covid-19. In the following weeks and months, it was hard for us to watch the cancellation or postponement of Pride events here and across the globe.

On April 18, Doctor Henry announced that there would be no large-scale events in 2020 and specifically named the Pride Parade. We had been bracing ourselves for this type of announcement for over a month. It still hurt deeply when we heard the official announcement. Pride holds a special place in the hearts of many—we march against the continued injustices of the world, we celebrate the gains we have made, we make a statement, we make a splash, we unabashedly take up space in

a world that has tried to grind us down and exterminate us.

We switched to a predominantly virtual season and even though it wasn't the same, Pride can't be cancelled. It is a feeling, not a physical space. It is in you. We have only ever provided a space in which to celebrate and acknowledge the resilience, love and bravery which is lived out every single day of the year by you—our communities.

In May, we paused as an organization, to listen to the voices speaking out against police brutality, racism and white supremacy. The roots of Pride are in righteous anger, riot and uprising against police brutality. These riots against the violence of the police were led by Black and Brown trans women and queer people. The Stonewall Riots propelled gay movements from assimilationist tactics towards unapologetic Pride. These riots worked.

Despite continued attempts at reform, we are still watching horrific police brutality against Black folks, Indigenous folks and People of Colour, as well as

Trans folks, Disabled folks, and Deaf people, sex workers, unhoused people, drug users and others targeted by the police for violence.

We knew it was not enough to make an empty statement of solidarity. Pride has not always focused on the needs and voices of oppressed communities, and this has caused harm to members of our LGBTQAI2S+ communities. We know that confronting anti-blackness, racism and white supremacy in our organization and within society at large requires tangible, actionable long-term commitments.

We took the time to consult with community partner organizations and individuals, including BLM-Vancouver, to develop a statement with actionable items and budgets attached. During our 2020 Pride season, we prioritized booking QTBIPOC performers, provided bursaries for Black organizers to hold events or for doing anti-racism work and held a series of anti-racism workshops during Pride week. (Please find more information on page 15.) We will continue to work to uplift and centre Black, Indigenous and People of Colour in our hiring, planning, board recruitment and programming.

2020 has felt like a trial by fire, in many ways, but through it all, we have grown, stretched, learned new skills, created new events and centred folks who have been marginalized. We will call this reimagining of Pride 2020 a success.

*Michelle Fortin and Catherine Jenkins
VPS Board Co-chairs*



On the cover

Butterflies in Spirit at Lylshn, Coast Salish Territory

Art by Morgan Asoyuf

Travel into a world where butterflies surround us in beauty, where we honor the spirits of our MMIWG2S (Missing and Murdered Indigenous Womxn, Girls, and Two Spirit) and stand with them.

Liza Navarro photo

2020 Board and Staff

BOARD

Charmaine de Silva	Co-Chair
Michelle Fortin	Co-Chair
Darius Maze	Treasurer
John Whistler	Secretary
Azza Rojbi	Director
Catherine Jenkins	Director
Danny Ramadan	Director
Nicola Spurling	Director
Abdollah Fooladkhai	Director

STAFF



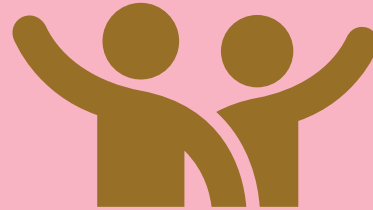
Andrea Arnot	Executive Director
Alicea Praeker	Managing Director
Madison Holding	Events Manager
Kaschelle Thiessen	Communications Manager
Serene Carter	Community & QTBIPOC Outreach Coordinator
Josephine Gray	Exhibitor Services Coordinator
Glenn Stensrud	Partnership Coordinator
Elana Mabrito	Program Assistant
Hailey Orrange	Communications Intern

A special thank you to the following contractors who assisted us with our virtual Pride season:

Eduardo Ottoni
Jess Buckoltz
Mike Keeping
Jack Fox

Volunteers

In 2020...



**45 dedicated and passionate
volunteers gave...**



**approximately 1,160 hours of their time
to make Vancouver Pride 2020 happen.**

These folks volunteered for a number of roles, including pre-planning for the Parade as the Parade Working Group, being on site at the Pride Art Walk, and as seat fillers while filming the Virtual Sunset Beach Mainstage Show. Though we could not see as many volunteers in person this year, we still worked to show our appreciation by creating a new Vancouver Pride Volunteers Facebook Group, and by offering volunteers some special perks and prizes. Thank you to everyone who stood with us and volunteered for the 2020 season, and thank you to the folks who did not but still shared their support!



*Volunteer name tags
for the 2020 season.
Tanya Taneva photo*

**Volunteers are needed for the
upcoming season**

Please contact volunteercoordinator@vancouverpride.ca

Accessibility and inclusion

Audits and Focus Groups

Over the past several years, VPS has been expanding accessibility at Vancouver Pride events through consultation with community members with lived experience. In 2019, VPS hired Citizens for Accessible Neighborhoods (C.A.N.) to conduct an accessibility audit of all major events. Thanks to funding provided by the Western Economic Development Fund, VPS was able to have an audit conducted at East Side Pride, Picnic in the Park, Pride Premiere, Davie Village Promenade, Terry Wallace Memorial Breakfast, Sunset Beach Festival and the Pride Parade.

In addition to auditing seven events, C.A.N. provided consulting services on accessible event planning and disability justice and accessible event planning training to VPS staff and board members.

In 2020, VPS ran a series of focus groups with disabled community members. These focus groups were facilitated by Heather McCain, executive director of C.A.N., and supported by active listeners. Two additional focus groups were planned but have been delayed due to the impacts of Covid-19.

Information gathered from the audits and focus groups is being used to not only inform VPS operations, but to advocate to the City of Vancouver for changes to built environments including parks and plazas which are not currently accessible.

Changes in 2020

Due to Covid-19 and the cancellation of live events, in 2020 all VPS events pivoted to digital platforms, the majority of which were live streamed video. All streams were free and available to watch on Facebook Live, Twitch, YouTube and on the Vancouver Pride website. A multi-platform approach was selected to allow the end user to select the platform they felt most comfortable with. All videos were made available on Facebook and YouTube for community members to access after they premiered.



Screenshot from the 2020 Vancouver Queer History Panel.

To ensure captioning was available on all video VPS invested in VEED, a video editing software that enables captioning. In addition to captioning, ASL-English interpreters were hired for 21 of our virtual events with over 20 hours of interpreted content during Pride week.

For the past several years, VocalEye has provided live description of the Vancouver Pride Parade for folks who are blind or have vision loss. In 2020, VocalEye presented Almost Live: Vancouver Pride 2020. During this online event, audience members were taken on a virtual tour of the Vancouver Pride Art Walk. This was followed by a discussion with Morgan Asoyuf, one of the Pride Art Walk's featured artists, and readings by spoken-word artist Tawahum and author Chris Gatchalian. Finally, describer Eileen Barrett described the virtual Pride Parade.

Several weeks into the pandemic, screen fatigue became a common experience and there became an increasing need for engagement activities that went beyond passive online viewing of events. Throughout the year, VPS ran a scavenger hunt activity that was free to enter and challenged participants to complete cre-

ative tasks at low cost that didn't require them to leave home.

The challenges presented by Covid-19 meant that it was difficult to reach members of our communities who do not have digital access. In 2020, we re-created the Vancouver Pride Guide into a full-length magazine full of poetry and editorial. To reach folks who do not use or have access to devices, we shipped the magazine free of charge to approximately 1,000 individuals Canada-wide and distributed it in 6 physical locations including Little Sisters Bookstore. This helped extend our reach beyond digital spaces to bring a little Pride into the homes of our communities.

Due to the impact on the tourism and travel industry, our long standing funder for this program had to withdraw. Fortunately, our sponsorship from TD was able to fund core accessibility initiatives including ASL and captioning.

Funded by:



**TD READY
COMMITMENT**

Season Highlights



This year, our Pride season was totally reimagined, different from anything our staff team had ever worked on before. The Executive Director would like to express her gratitude to our staff for cheerfully pivoting to become digital content producers and learning how to use streaming platforms, green screens, audio equipment, video recording equipment, captioning software and much more.

VPS is proud to have streamed over 30 events during Pride week and hosted Queer Micro Weddings at City Hall and the Pride Art Walk, both in-person.

Virtual Parade

The 42nd annual Vancouver Pride Parade had to look a little different this year... and was presented virtually! VPS collected photo and video submissions from over 80 different community groups, businesses and non-profit organizations, then teamed up with DailyHive whose team edited them into a 45 minute online event. The event had over 600 viewers while it was live, and has since had over 2,500 views on Youtube.

"Incredible work!!! This was such an amazing event! Thank you VPS and all the sponsors who made this possible."

—YouTube comment

"Thank YOU from the south Okanagan of BC! Rocking & listening here! Happy Pride everyone!"

—YouTube Comment



A screenshot of Musqueam Indian Band's Virtual Parade Entry

Produced by:

DailyHive

Season Highlights

Virtual Sunset Beach Mainstage



Behind the scenes filming for Virtual Sunset Beach, featuring DJ Abasi. Jo Gray photo

A long held tradition of post-parade celebration is typically held at Sunset Beach Park. Like with our virtual parade, our “Sunset Beach” main stage and headliner performances were also broadcast virtually.

Vancouver Pride worked with Showmax Events to arrange a physically distant filming opportunity for our local performers to have their mainstage show professionally filmed in a large studio space. Pre-recording in this way not only allowed for a more polished performance, but also gave our artists more time to interact with staff, volunteers and the ASL interpretation team, a luxury typically less available during live festival schedules.

23 performers (14 different acts) were showcased as part of the Virtual Sunset Beach Mainstage show which was broadcast with live host Softieshan directly from the VPS office studio. A prerequisite of performing this signature event in 2020 was that all artists identified as BIPOC (Black and/or Indigenous Persons of Colour), as promised by the VPS in our commitment to QTIBIPOC communities earlier this year. A welcome message from Squamish elder Jennifer Johnston kicked off the event, with headliners Amythyst Kiah and Jamila Woods pre-recording their performances from home and dignitary speeches woven into the afternoon of programming.

Event Partners:



40+ Years of Vancouver Pride History

“The documentary was amazingly well done, learned so much”
—Community Feedback Survey



Behind the scenes interviewing Shawn Ewing. Michael Keeping photo

Virtual attendees travelled back in time when they tuned in to 40+ Years of Vancouver Pride History. Viewers learned about the first documented lesbian march, which happened before the first official Pride Parade, and heard stories from various community members about their experiences with Pride in Vancouver. The event was very well received and was a perfect opener for the Virtual Parade and Sunset Beach Mainstage Show.



“Oh! My! God! This history show is glorious! The PFLAG clip has me bawling...”

—Viewer comment

Staff behind the scenes on livestream day with our hosts Joan-E and Kendall Gender. Jo Gray photo

Produced by:



Event Partners:



Pride Art Walk

One of the only in-person experiences that VPS was able to provide to the public was the Pride Art Walk featuring five large scale art pieces located Downtown and in the West End, as well as three murals in Davie Village created in partnership with Vancouver Mural Festival. Participants were encouraged to gather their social isolation bubble buddies and “Travel Through Imagination.”

1. Mural by Pearl Low.
2. Mural by Mandy Tsung.
3. Mural by Margaret August.
4. Here There Where by Ben Z. Cooper.
5. Butterflies in Spirit at Lyelshn, Coast Salish Territory by Morgan Asoyuf.
6. North Shore Mountains Look from the South by Edward Fu-Chen Juan.
7. Spectrum Wolf by Paige Bowman.
8. Among the Peaks by Kari Kristensen

Event Partners:



Season Highlights



Our first in-office DJ performance, Denise has fun with the new greenscreen.

Virtual East Side Pride

East Side Pride was our first opportunity to run a completely virtual event in lieu of a live festival, and provided valuable learning for us as we geared up for a summer season of predominantly virtual programming. Virtual East Side Pride showcased five BIPOC performers including a standout performance by local artist Romeo Reyes. We asked our performers to self-record their work with the exception of our live host, DJ Denise, who was our first performer to ever broadcast live from the VPS office studio. During the event, we ran a contest promoting the support of Hogan's Alley Society in Vancouver. VPS is very grateful to all of our 2020 artists, particularly those who worked with us early in the year to navigate the transition to virtual programming.

Pride Comedy Hour



New in 2020, Shirley Gnome performs VPS' first Pride Comedy Hour.

A silver lining to moving our season virtual was that, comparably, stage time was abundant. Not only could we broadcast every day and evening of Pride week, we also had multiple platforms to do it and the ability to share a wider variety of content. One genre we branched into was comedy, in the form of a late-night Pride Comedy Hour which featured a pre-recorded standup show with the musical talents of local comedian Shirley Gnome. Across the platforms of YouTube, Facebook Live and Twitch, this show has tallied over 1,800 views which is a significantly larger audience than we could have reached had the event been held in a theatre, in person. Pride Comedy Hour is an event we hope to expand in 2021.

“Honestly I wish I could like this more than once. It got funnier with every song”

—Viewer comment from YouTube



Panelists and Moderator of the Queer History Panel.

Queer History Panel

This year VPS teamed up with Traxstars Entertainment Inc. to bring the Queer History Panel to our events line up. The event brought five members of the community together to have a dialogue about how Pride and being queer in Vancouver has changed over the past few decades. We heard everything from the panelists' emotional coming out stories to their passion about the current events that are happening in our communities. This was a unique opportunity to capture LGBTQAI2S+ stories from the past that aren't written in history books anywhere. This event received a lot of praise from many viewers and was a resounding success. **Panelists:** Shawn Ewing, Yogi Omar, Angus Praught, Jen Sunshine and !Kona. **Moderated by:** Charmaine de Silva

Produced by: **TraxStars**
ENTERTAINMENT INC.

Event Partner: **lyft**



Behind the scenes shot during the filming of Kaleidoscope featuring Continental Breakfast. Reylinn McGrath photo

Kaleidoscope

Produced by Public Disco, Kaleidoscope is a 150 minute audio-visual presentation portraying the exploration of identity through art and imagination. An array of queer and BIPOC artists contributed to the production through mediums such as dance, live music performance, digital art and visual storytelling. The film now has 500 views on Facebook, and 600 on YouTube and attracts an audience who are looking for an artistic escape from the real world.

Produced by:



Event Partner:



Drag Up!!

Every year, we send out a survey to ask the community how they felt about our events, and every year they ask for more drag... so this year we delivered with Drag Up!! This event featured a Q&A session with two Drag Race mega-stars, Peppermint and Ilona Verley, who dove deep into a discussion about being trans in the world of drag. Following this were performances from 15 local drag performers, and a special appearance from the top 3 contestants from Drag Race Thailand.



Q&A Session with Ilona Verley, Peppermint and Jaylene Tyme. Madison Holding photo

Produced by:



Event Partners:



Behind the scenes shot of Andrea Arnot and Jaylene Tyme getting ready for the first live stream of What's in my Box? Madison Holding photo

What's In My Box?

Admit it... At some point or another everyone has found themselves two hours deep into a YouTube wormhole watching an unboxing video of some description. What's In My Box is our creative version of this, only the VIEWERS were the ones who got to receive the contents of the box!

During Pride week, we invited three courageous drag performers to go through the contents of our mystery box LIVE, with no indication of what they might find inside. We had three separate themes - Fun in the Sun, Self care, and "Sex toy or Household Object?" Viewers were able to call in 1-3 times live during the episode to win the fun prizes coming out of the box. Some prizes included: Winners gift cards, Durex toys, LYFT minutes, Bud Light sunglasses and more. We had a ton of fun giving away some FABulous swag!

Produced by:



Season Highlights

Symphonic Pride



Andrea Arnot photos



Vancouver Pride Society and the Vancouver Symphony Orchestra partnered together to produce the visually and acoustically stunning Symphonic Pride. Associate Conductor, Andrew Crust curated the event and provided the orchestral arrangements for eight members of the VSO to accompany local LGBTQAI2S+ performers and take the audience on a musical journey of queer composers through the ages.

Event Partners:



Drag Deliveries

Every day during Pride week we took to the streets to deliver swag and products from our sponsors. The event was live streamed via Facebook Monday to Saturday from 1-2pm. Our production team displayed questions from online viewers plus info about where to find the Drag host and which partner prizes were up for grabs! This was a fun and upbeat way to engage with people in the downtown & west end. Everyone adored our drag hosts while sharing their favorite memory of Pride in Vancouver. Thank you to our partner Evo who supplied us with a shiny clean car for the entire week.

Event Partners



Visiting Jim Deva Plaza. Alicea Praeker photo

Pride Proclamation and Queer Micro Weddings at City Hall

On Monday, July 27, all socially distanced, of course, representatives from the Host Nations gave welcomes and the mayor read the Pride Week Proclamation to a handful of councillors, city staff and VPS representatives to mark the start of Vancouver Pride's 2020 season. This event was live streamed.



The City of Vancouver experimented with hosting micro-weddings at City Hall throughout the summer. July 27 was Queer Weddings Day! VPS and City of Vancouver staff hosted 7 LGBTQAI2S+ couples plus 8 of their guests in short wedding ceremonies. Vancouver Pride provided decor, the opportunity for the wedding parties to have a SocialLite toast, an officiant and a wedding photographer. Ceremonies were officiated by Reverend Jennifer Starr. Photography by Lung Liu.

Event Partner: 

Home Improvement Kiki Ball

In 2020, VPS built a partnership with Van Vogue Jam to create our first ever partnered Kiki Ball during Pride Week. The pandemic inspired theme, Home Improvement, brought over 100 international competitors walking with their fiercest hardhats and glamorous work gloves. Judges included Slim Xtravaganza (NYC), Isla Ebony (LA), Kevin Fraser (Vancouver), Snoopy Lanvin (Toronto) and Xyza Mizrahi (Philippines). In the weeks leading up to the event, VVJ and VPS hosted weekly introductory voguing lessons designed for people with a range of abilities. We would like to thank the team at Van Vogue Jam for being creative and resourceful during the switch from in-person to online programming.



Event Partner: 

Season Highlights



FlyThems pose for the camera during a shooting break. K Ho photo

Hot Fruit

HotFruit:5G was back with a spin this year. While the event went virtual, we were able to still pay over forty QTBIPOC visual artists, musicians, and talent over \$17,000. Attendees expressed a sense of community joy and excitement even though not being able to share physical space together. The online show that featured meditation, comedy and dancing FlyThems brought an enthusiastic audience together to revel in local QTBIPOC talent. Thank you to Judah and Mohamed of MangoSweet for your thoughtfulness and diligence while organizing Hot Fruit for the second year.

Writers Showcase

Our virtual season lent itself to experimenting with new opportunities to highlight members of our LGBTQAI2S+ community who might not normally have an opportunity at our in-person celebratory events. The Vancouver Writers Festival curated a panel of local queer and trans writers who discussed their works and writing process. This event was hosted by Rabbit Richards.



Clockwise from top left: Hazel Jane Plante, Betsy Warland, Eddy Boudel Tan, Rabbit Richards, Aaron Chan, David Ly.

Global Queer and Trans Rights in a Covid-19 World

Global Queer and Trans Rights in a COVID 19 World

Thursday, July 30 6:30-7:30pm

PRIDE

Co-presented by
Dignity Network,
Fierte Canada Pride

Sponsored by
CUPE

The Dignity Coalition and Fierte Canada Pride partnered with several Pride organizations across the country to host multiple global human rights dialogues. This event was hosted by Sharalyn Jordan, Rainbow Refugee board chair.

Panelists:

Ying Xin, from the Beijing LGBT Centre in China
Danilo Manzano, of Dialogo Diverso, in Ecuador
Rosanna Flamer-Caldera, from Equal Ground in Sri Lanka
Raven Gill from Butterfly Barbados in Barbados



Pride Fam Pyjama Jam

VPS Executive Director Andrea Arnot hosted the first ever Pride Fam Pyjama Jam all ages zoom dance party. DJ Krista played favorite pride dance tunes and participants were able to call in to win prizes generously donated by JQ Clothing.

Event Partner:



Drag Story Time with Mina Mercury

The fabulous Mina Mercury graced participants with a special story time three times during Pride week. She chose stories and songs that were about queer families or being the authentic YOU.



Event Partners:

WINNERS

HOMESENSE

Marshalls

Partnered Events



Throughout Pride Season we partnered with a few community members and organizations to support some smaller partnered events. These included:

- Weekly Vogue Lessons with Van Vogue Jam
- The O-Show with Orene Askew
- Paris is Burning Film Night with CATA
- Commercial Drag Show

DJ KOOKUM holds up the prize line sign for O-Show viewers. Serene Carter photo

Extra initiatives

Vancouver Pride Scavenger Hunt



227 people in 59 teams signed up over a total of 4 separate games.



Aldesta Resorts sponsored a grand prize for one lucky player in Game 3.

The VPS team brought something new to people's homes this season with the Vancouver Pride Scavenger Hunt. 227 people participated in 59 teams across 4 games. Victorious groups received Pride swag bags containing different sponsor merchandise and donations from local businesses. Participants had to complete wild challenges, including making up songs, wearing costumes in public, and reaching out to local celebrities.

14 I am thrilled that you are looking for ways to engage the community during this weird time. Thanks for all you do ♥ *—VPSH participant*



The winning team from game 3 of Vancouver Pride Scavenger Hunt. Smells Like Team Spirit photo

Extra initiatives



Gunjan and Chiara demonstrating how to make the “Love Conquers All” Stoli cocktail.

TimeOUT

Everyone needs a break sometimes, and this can look a variety of different ways. We wanted to create a mini-series sharing different self-care techniques that the VPS staff enjoys, and thus TimeOUT was born!

The series follows our staff members and a number of special guests while they visit locations in Vancouver including Stanley Park Brewpub and the Fountainhead pub to talk about what they do for self care while indulging in some Stoli cocktails.

For some “at home” self care, our staff tried a variety of recipes including Stanley Park Brewing Beer Bread, Social Lite Cherry Pie, and Stoli pasta sauce...YUM YUM!! We even took it one step further and created an instructional video on how Stoli Vodka can be used in other ways around the house.

Presented by:



Anti-Racism Education

Within the context of Black Lives Matter protests and society wide desire for anti-oppression and anti-racism knowledge, VPS wanted to conduct workshops on specific content for LGBT2SQA+ communities and saw this as an opportunity to uplift the knowledge from queer and two spirit facilitators. We consulted six QTBIPOC facilitators to create anti-racism workshops that were hosted during pride week. Workshop themes covered decolonization, desire, Black history in Pride movements, white accomplices, and anti-oppression 101.

We are happy to share that all five free workshops had a great turn out and many attendees requested to see similar events in 2021.

Supported by:



Madison Holding photo

VPS also hired Karmella Barr to create a series of short and snappy clips about how to be an ally or to combat racism in every day life that were played throughout our Pride week.

Extra initiatives

2020 Official Pride Events and Pride Partnered Events

PRIDE Vancouver pride society

2020 EVENTS SCHEDULE

MONDAY JULY 27 PRIDE PROCESSION 12:00pm - 5:00pm DRAG STORY TIME WITH MISS MERCURY 7:00pm - 8:00pm ANTI-RACISM WORKSHOP 7:00pm - 8:00pm	TUESDAY JULY 28 WHAT'S IN MY SOX? Drag performance inspired by the list of drag entertainers who have performed at Pride. ANTI-RACISM WORKSHOP 7:00pm - 8:00pm WRITERS SHOWCASE in partnership with Vancouver Writers Festival 7:00pm - 8:00pm PRIDE 5AM PALOMA JAM 5:00am - 8:00am	WEDNESDAY JULY 29 ANTI-RACISM WORKSHOP 7:00pm - 8:00pm DRAG STORY TIME WITH MISS MERCURY 7:00pm - 8:00pm VOLUNTEER LESSON WITH SELM 7:00pm - 8:00pm VANCOUVER GLEES HISTORY PANEL 7:00pm - 8:00pm THE HOUR IMPROVEMENT KID BELL 7:00pm - 8:00pm	THURSDAY JULY 30 WHAT'S IN MY SOX? Drag performance inspired by the list of drag entertainers who have performed at Pride. ANTI-RACISM WORKSHOP 7:00pm - 8:00pm THE O SHOW 7:00pm - 8:00pm GLOBAL GLEES AND STANIS ROWTS in a COVIDIE WORLD 7:00pm - 8:00pm HOT FRUIT: SO REAGULATED BY SHANA SHAN 7:00pm - 8:00pm
FRIDAY JULY 31 FRONTRUNNERS LIVE STREAM 12:00pm - 5:00pm DRAG STORY TIME WITH MISS MERCURY 7:00pm - 8:00pm CELEBRATING PRIDE WITH THE 450 7:00pm - 8:00pm	SATURDAY AUGUST 1 WHAT'S IN MY SOX'S Drag performance inspired by the list of drag entertainers who have performed at Pride. ANTI-RACISM WORKSHOP 7:00pm - 8:00pm DEAR LIPS 7:00pm - 8:00pm HAIRS IS BURNING 7:00pm - 8:00pm PUBLIC BIRDS 7:00pm - 8:00pm	SUNDAY AUGUST 2 45+ YEARS OF VANCOUVER PRIDE HISTORY 12:00pm - 5:00pm VIRTUAL PRIDE PARADE 12:00pm - 5:00pm SUNSET BEACH MASH STAGE 7:00pm - 8:00pm 5th ANNUAL COMMERCIAL ORA #1 PRIDE 7:00pm - 8:00pm	JULY 20 - AUGUST 3 PRIDE ART WALK 12:00pm - 5:00pm JULY 27 - AUGUST 1 DRAG DELIVERIES 7:00pm - 8:00pm #VanVirtualPride Please visit www.vancouverpride.com for more details on how you can participate in these events.

Pride Youth Scholarships

The Pride Youth Scholarships reward individuals for their contributions and leadership in LGBTQAI2S+ communities. The LOUD Business Association brings together community partners to recognize youth for their work in creating safe spaces and promoting queer inclusion and rights.

In May of this year, three outstanding individuals each received a \$2,500 grant funded by the Vancouver Pride. VPS is incredibly proud of this year's recipients and wants to thank the LOUD Foundation Selection Committee. Congratulations to Matteo Scurci, Milan Halikowski, and Anton King-Rose.

Since 2014, the VPS has partnered with Vancouver Frontrunners to host the annual Pride Run Walk along with Picnic in the Park. The 16th Annual Pride Run & Walk had to be held virtually over the month of July this year. Participants were encouraged to run or walk 5k-10k in their neighbourhoods and to collect donations along the way. There were many opportunities for participants to win prizes during various photo contests and a final draw on July 31st. The month-long event attracted 140 registrants (21 from outside of BC), who all received a \$15 Subway gift card. This socially distanced event provided a welcome opportunity to get outdoors and raised over \$16,000 with funds benefiting Out in Schools and Pride Youth Scholarship fund.



Vancouver Frontrunners social channels

Community Partners:

Thanks to:



Growing Audiences

This past year it has been more important than ever to be able to connect with our audiences digitally as socializing, meetings, schooling and events have been moved to online spaces. In 2020, in addition to growing our audiences on our pre-existing social media platforms we began developing our YouTube channel and added a TwitchTV account for online video streaming.

In 2020...



Social Media Growth: **7,520**



Facebook Followers: **14,201**



Twitter Followers: **10,654**



Instagram Followers: **8,072**



Added a Twitch TV account



Developed a YouTube channel

Total Event Views

Pride Proclamation: **1,494**

O Show (5 separate days): **4,332**

Vogue Lessons (7 separate days): **2,362**

Drag Deliveries (7 separate days): **7,241**

What's In My Box? (3 separate days): **1,466**

Drag Story Time (3 separate days): **1,184**

Anti-Racism Workshops (5 separate days): **500**

Writers Showcase: **672**

Pride Fam Pajama Jam: **494**

Queer History Panel: **1,471**

Home Improvement Kiki Ball: **1,679**

HOT FRUIT: 5G: **1,464**

Symphonic Pride: **3,872**

Comedy Hour: **5,420**

Drag UP!/: **3,033**

Kaleidoscope: **7,915**

Commercial Drag \$5 Pride: **325**

Global Queer and Trans Rights: **1,500**

Total Event Views per Platform

Facebook: **36,517**

YouTube: **7,671**

Twitch: **4,435**

Other (Zoom, etc.): **500**

Top Places YouTube Channel Was Viewed From

Canada
United States
Philippines
Brazil
United Kingdom
Argentina
Italy
Japan
Netherlands
Ukraine

Total Website Views

July 1-July 31: **39,000**

August 1-August 31: **16,000**

Total: **55,000**

Top Places Website Was Viewed From

Canada
United States
Japan
Germany
Australia
United Kingdom
China

Van Virtual Pride

Van Virtual Pride consisted of the 40+ Years of Pride Documentary, Virtual Pride Parade, and the Sunset Beach Main Stage Show. All three events were streamed together to create one long Van Virtual Pride livestream.

Total Views: 11,701

Peak Viewer Count For Van Virtual Pride Events (Including Post-Pride Views)

40+ Years of Pride: **392**

Virtual Pride Parade: **409**

Sunset Beach: **247**

Follow us online to get notifications about new videos and learn about upcoming events, VPS news, opportunities to get involved, local issues impacting LGBTQAI2S+ communities and more.

Facebook @VancouverPrideSociety

Instagram @VancouverPride

Twitter @VancouverPride

Twitch @VancouverPride

Youtube Vancouver Pride Society

Community Partners

While the community partner program may have not looked the same this year, we would like to thank our community partners for advocating and bringing together LGBTQIA2S+ people throughout the year, especially in 2020 when our communities are experiencing the impacts of Covid-19 at a heightened level.

Asexual Outreach
BC Center For Disease Control
The Vancouver Dyke March and Festival
FlyGirl
Forbidden Vancouver
Greater Vancouver Native Cultural Society
Health Initiative for Men
JQT
Last Door Recovery Centre For Men
MangoSweet
Musqueam Indian Band
Out On Screen
Out On The Shelves

PFLAG
Qmunity
Queer Arts Festival
Rainbow Refugee
Raincity Ultimate Club
Saige Community Food Bank
Sisters of Perpetual Indulgence
Squamish Nation Pride Council*
Start Proud
Tsleil-Waututh Nation
Vancouver Communities in Solidarity with Cuba
Velveteen Vintage

“We always feel so supported and included, we can’t thank you enough for that connection and sense of belonging.”

—from the VPS community partner satisfaction survey

QTBIPOC Outreach and events

In the Fall of 2019, we hosted a QTBIPOC talent night and we began to work on a QTBIPOC Pool Party, as well as a Parade Viewing Zone. Due to Covid-19, we have had to pause our plans for these exciting, in-person initiatives but we did have a fantastic lineup of QTBIPOC organized events in 2020 including Hot Fruit:5G and The Home Improvement Ball. Along with the majority of the 2020 talent representing QTBIPOC community, we also were able to support some other Black-led queer events which included Level Up and AfroQueer.



Joanne Tsung makes the crowd holler during her comedy set. Stevie Nguyen photo

Corporate Partnerships

During the off season (October 2019 to February 2020) VPS was working on expanding its event schedule through joint ventures with Fly Girl Productions, Van Vogue Jam, Vancouver Symphony Orchestra and an expansion of the weekend long Davie Village Promenade. Based on these new opportunities for partners, a goal of \$900,000 from corporate investors seemed achievable.

For the past eight seasons, the Partnership Coordinator has focused on curating custom experiences for our corporate partners. This process can often take a few months while awaiting partners to finalize plans with their ad agencies & brand activation teams. By mid-March, Covid-19 put all these plans on hold because they were based on in-person engagement. Furthermore, many ad agencies were undergoing severe changes with some key contacts either unavailable or laid off.

Since taking over the partnership portfolio in 2013, the Partnership Coordinator has generated a total of \$3,327,411 in revenue for VPS. While partnership revenue was on an upward trend, the global pandemic obviously affected some of our partners' abilities to participate either at all or as robustly as originally planned. VPS is extremely grateful that most of our sponsors wanted to participate in our first ever virtual season and are deeply appreciative of the many long-term, committed relationships that we have with our partners.

2016 Partnership revenue	\$377,500
2017 Partnership revenue	\$445,300
2018 Partnership revenue	\$502,190
2019 Partnership revenue	\$676,200
2020 Partnership revenue	\$481,500

Working with our internal team usually provides multiple opportunities to convert parade & exhibitor applications into partners. The number of inquiries significantly dropped in April and while there was some interest, many came in too late to be included on our program mediums.

VPS received approximately \$29,500 of in-kind product and services from corporate sponsors. Cancellation of in-person events significantly affected these donations, however Subway was the single largest donation of \$7,000 in gift cards. Many were given away as an incentive for people to register early for the virtual Pride Run and Walk.

Multi Year Partners

Several multi-year partner contracts come up for renewal at the end of the 2021 season. VPS presenting partner TD has indicated their commitment for on-going support. The level of investment from liquor partners will depend on whether VPS can include 19+ zones. VPS is grateful for the long-term support from these partners which allows the staff to more accurately budget and plan for events.



Alicea Praeker photo

Fundraising

GET INTO THE PRIDE SPIRIT AT HOME.

Use code **VANPRIDE** all month long and we'll donate \$3 to Pride every time.

Code has no discount. \$5,000 cap. Expires June 30, 11:59pm CT.

ORDER NOW

Skip the Dishes

Skip the Dishes was thrilled to be a part of the 2020 virtual season. They are committed to celebrating with the LGBTQAI2S+ community while cultivating partnerships with groups across the country that take action to enact social change.

As Vancouver Pride pivoted to virtual Pride in response to Covid-19, we worked closely with the Skip team to develop programming that would continue to amplify and empower LGBTQAI2S+ voices within the virtual space.

Shifting away from in-person experiences, Skip the Dishes altered its support to focus on a donation-based voucher code campaign: for every use of the voucher #VANPRIDE on the Skip network, \$3 was donated to Vancouver Pride.

The voucher campaign proved to be more popular than ever, with nearly a 350% redemption rate increase compared to 2019. We were thrilled to see so many people order home delivery from Skip which generated a significant increase in donations.

Out at the Fair 2020

For the third year, VPS and the PNE partnered for Out at the Fair day. Due to Covid-19 restrictions, the PNE could not run at full capacity, and had to be imaginative. They developed "A Taste of the Fair" drive-thru experience. Participants drove in a "reverse parade" through the PNE grounds to take in some of the crowd favorite activities. This included seeing the superdogs, farm animals, dinosaurs, dancers and of course a stop for mini donuts! VPS and some superstars from Tuck Entertainment entertained folks who were waiting to enter the site by playing some Pride trivia. Folks were able to win Pride water bottles, totes, pens and more!



VPS staff outside the PNE with Gloria Hole and Jaylene Tyme!

Vancouver Pride Community Support Bursaries

In spite of the challenges of a global pandemic reducing its budget, VPS was determined to continue and even increase its level of community support. VPS is very proud that we were able to offer over **\$30,000** in community support.

Every year, VPS makes community contributions through our Unicorn Ball bursary funds. The following organizations received community contributions:

Qmunity
Vancouver Dyke March
Aging With Pride
Coalition Against Trans Antagonism
SHER Vancouver

In support of the Black Lives Matter movement and anti-racism uprising, VPS offered \$2,500 bursaries to the following black organizers in Vancouver:

Level Up
Afroqueer

In response to the anti-racism uprising and work being done in our community, VPS offered bursaries of up to \$500 to the following organizations or individuals who were doing this work in Vancouver:

JQT Vancouver
HealingAmp
Queer Black And Indigenous Network
Minnie Ng
Gender Creative Kids Vancouver
Jocelyn Gyamfi
Love Intersections Society
Electric Theater Company - Queer Black People gathering
Working Towards Allyship
Queer Wong Siblings
Fraser Valley Youth Society
Stategem Conference

In response to many small or medium sized Pride organizations in BC losing funds or the ability to switch to a digital program, VPS purchased a subscription to digital streaming software for any Pride organization in BC to use, as well as offered staff technical support.

VPS also offered the following Pride organizations a \$500 bursary:

Langley Pride Fest
Fraser Valley Pride Celebration
Pender Island Pride Society
Nanaimo Pride Society
North Shore Pride Alliance
Fernie Pride Society
Surrey Pride Society
2sqtibpoc Alliance
New West Pride
Burnaby Pride

Earlier in the year, in cooperation with Fierté Canada Pride, VPS offered \$10,000 in bursaries to BC Pride organizations to boost or support queer serving initiatives in their communities:

Surrey Pride Engagement
Alberni Trans Proud – Peer Support Group
Alberni Valley Pride Youth Nights
South Okanagan Similkameen Pride presents Pride Talk
South Okanagan Similkameen Pride Strategic Planning
South Okanagan Similkameen Pride supporting Out in Schools
North Peace Pride Society Community Awareness Project
Kelowna – Trans/NB Community Platform

Pride Publications



As part of our re-brand, VPS made updates to the official pride guide. Switching to a magazine format allowed us to provide bigger ad inserts for partners while maintaining editorial content. With exclusive content including features about Vancouver's queer history, Pride Magazine was a hit! We provided a voice to local LGBTQ2+ writers by showcasing their poetry and short stories.

We printed a reduced run of 5,000 copies distributed by mail to anyone who registered via webform. Due to Covid-19, only six locations were chosen for pick up. The digital version received almost 24,000 impressions. This was the fifth year of our joint venture with Glacier Media who managed all advertising sales, layout and design of the annual publication.

Media Partners

The Society negotiated \$530,640 in media (radio, cable TV and internet) campaigns. That is a reduction of over \$100,000 from 2019. While media partners were enthusiastic supporters of our virtual season, clearly there is more value in staging in-person events. Pre Covid-19 proposals were valued at \$721,587. This season, more than ever, promotional coverage was vital to drive viewers to our virtual events. We are thankful for the generous campaigns provided by our Media Partners.

RISK MITIGATION

In 2019 the VPS Board of Directors adopted a Risk Management Plan which is updated and reviewed on an annual basis. There was improved training on incident reporting by staff and volunteers for the 2020 season. The 2020 season saw a shift in Risk Management priorities, due to the global pandemic, as we continued to take into consideration the health and safety of our community and staff. Provincial Health orders were monitored closely, Covid-19 safety training was implemented amongst staff and volunteers and communication plans were adjusted.

2020 Financial statement

See the VPS website for the full Financial Statements and Audit Report. Below is the Income and Expense Statement.

REVENUE	For the year ended August 31	2020	2019
Grants (Note 9)		\$698,508	\$622,288
Contributed materials and services (Note 8)		\$650,725	\$845,779
Partnerships (Note 6)		\$497,270	\$689,925
Event revenues		\$61,005	\$388,276
Canada Emergency Wage Subsidy		\$57,401	–
Donations		\$24,103	\$38,232
Amortization of deferred capital contributions		\$5,833	–
Membership dues		\$5,846	\$4,520
Interest and other		\$397	\$286
		\$2,001,088	\$2,589,306
DIRECT EXPENSES			
Contributed services (Note 8)		\$642,090	\$825,734
Contributed materials (Note 8)		\$8,635	\$20,045
Events		\$294,909	\$763,885
Payment processing fees		\$96	\$2,465
Permit costs		\$446	\$13,600
Volunteers		\$1,577	\$8,893
		\$947,753	\$1,634,622
OPERATING SURPLUS		\$1,053,335	\$954,684
GENERAL AND ADMINISTRATIVE EXPENSES			
Advertising		\$72,418	\$64,951
Amortization		\$16,449	\$3,712
Community contributions		\$37,862	\$6,092
Legal, accounting and other professional		\$42,237	\$22,610
Office and miscellaneous		\$40,143	\$53,920
Outreach		\$15,302	\$20,943
Rent		\$76,625	\$39,516
Staff and contractors, wages and benefits		\$519,151	\$622,076
		\$820,187	\$833,820
EXCESS OF REVENUE OVER EXPENSES		\$233,148	\$120,864

A special thank you to our 2020 virtual Pride Season sponsors

PRESENTING PARTNER:



SUPPORTED BY:



OFFICIAL SUPPLIERS

ASL Interpreting Inc.
BDO Canada LLP
Daily Hive
Carter Hales Design Lab
Cascade Tents and Event Rentals
Citizens for Accessible
Neighbourhoods
Glacier Media

HFour Design Studio
Impact Display
J.T. Insurance Services
Lung Liu Photography – Official
Photographer
Made In Print
Minuteman Press Burrard
Nadine Hajjaj – Graphic Designer

Portable Electric
Showmax Events
Super Save Group
Tara Rafiq – Graphic Designer
Traxstars Entertainment Inc.
Tuck Entertainment Inc.
Vocal Eye

PRIDE PATRONS

When the decision to go virtual and cancel our in-person markets was made, we were overwhelmed with support from these organizations who chose to donate all or part of their registration fees back to VPS.

Amazon Vancouver
Bank of Montreal
BC Housing
BC Humanist Association
BC Hydro Pride Network
BC NDP
BC Nurses Union
BC SPCA
Burnaby School District
Canadian Bar Association of BC
Candee Jones Lemonade
CBC Vancouver
Chickpea Food Truck
Christ Alive Community Church
Christ Church Cathedral
Consular Corps of BC
Dim Sum Express
Douglas College
English Bay Whiskey Jacks
Family Services of the North Shore

Give Your Dog A Bone
Half Assiduity Arts
Japanese Teriyaki Express
Langara College
Latinos y Amigos LGBTQ2+ Association in
BC
Lawson Lundell LLP
Little Sisters' Bookstore
Mr. Tube Steak
Museum of Vancouver
Musqueam Indian Band
NEON LOVE by ZULA
Nordstrom
Pride Flags & Costumes
Qmunity
Rainbow City Performing Arts Seattle
Real Canadian Superstore
Roasted Revolution
Stantec Pride Resource Group
Surrey Schools

Technical Safety BC
Telus
TIEN NEO EAMAS WIZARD
Transit Museum Society
Tseil-Waututh Nation
Vancity Original® Brand
Vancouver Aces and Aros
Vancouver Communities in Solidarity with
Cuba
Vancouver Junior Roller Derby
Vancouver School Board
Vancouver Sisters of Perpetual Indulgence
VAN-PAH
VCA Canada
Visier Solutions
Warnett Hallen LP
Whatever Floats Your Boat