

Financial Report and Analysis

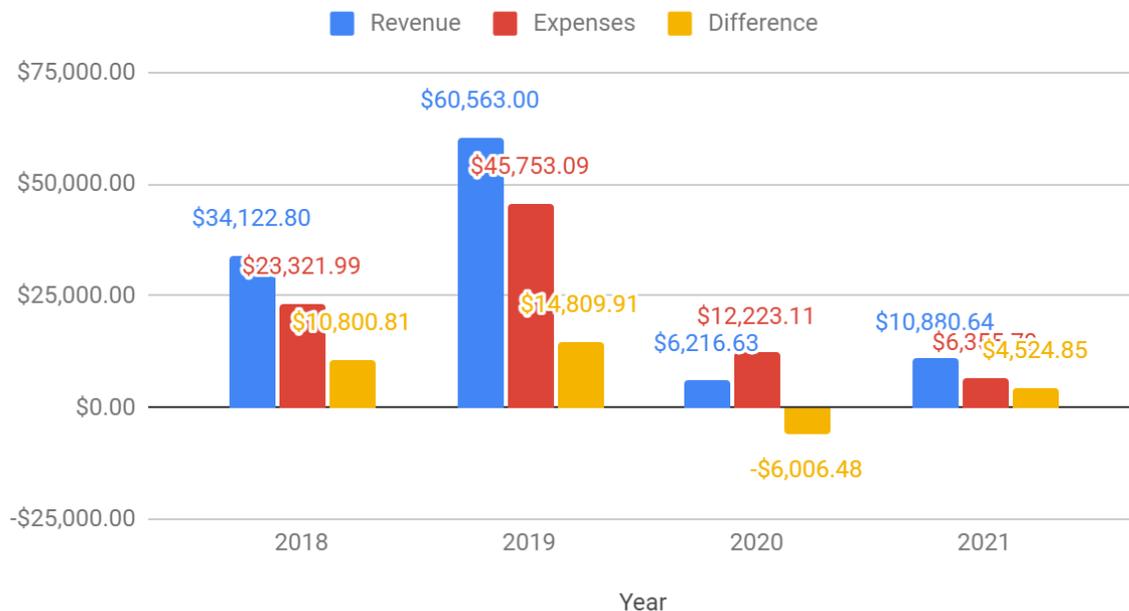
Account Balance

November 2020 Year Start:	\$29,139.14*
October 2021 Year End:	\$34,833.99*
Net change in value	\$5,694.85*

Total Income:	\$10,880.64
Total Expenses:	(\$6355.79)
Net income/loss:	\$4524.85

*Note - this does not include ~\$1600 in outstanding cheques

Revenue, Expenses and Difference



Notes and Analysis

Due to the continuing global pandemic, income sources from events, sponsorship and donations remained low this year, although sponsorships were up over last year. Revenue for 2021 saw an increase of about 75% in comparison to 2020. This is due to an increase in sponsorship as it accounts for almost the entirety of the revenue for 2020-2021 board year. As the entire board year was restricted to online events, only a minute amount of revenue was brought in through events.

The expenses for this year were down approximately 52% from last year. This was due mainly to there being no in-person events throughout the year (Pride Choir, dance, etc) as well as for Pride Week (venues, performer travel and accommodation, etc), but also in part to the board being cognisant of leaving next year's board in a flexible position as this trend may continue into the unforeseeable future.

With both an increase in revenue and a decrease in expenses over last year, our net income was up 205.82%. This comes again from last year's board being caught in the middle of the year, where this board was able to use experience from last year to plan more appropriately (eg. not relying on sponsorship from Pride Week, etc.)

Sponsorships:

2021 Sponsorship Target:	\$5,000
2021 Total Sponsorship Income:	\$10,379.86
<u>2020 Total Sponsorship Income:</u>	<u>\$3,500</u>
Total change from 2020 to 2021	\$6879.86

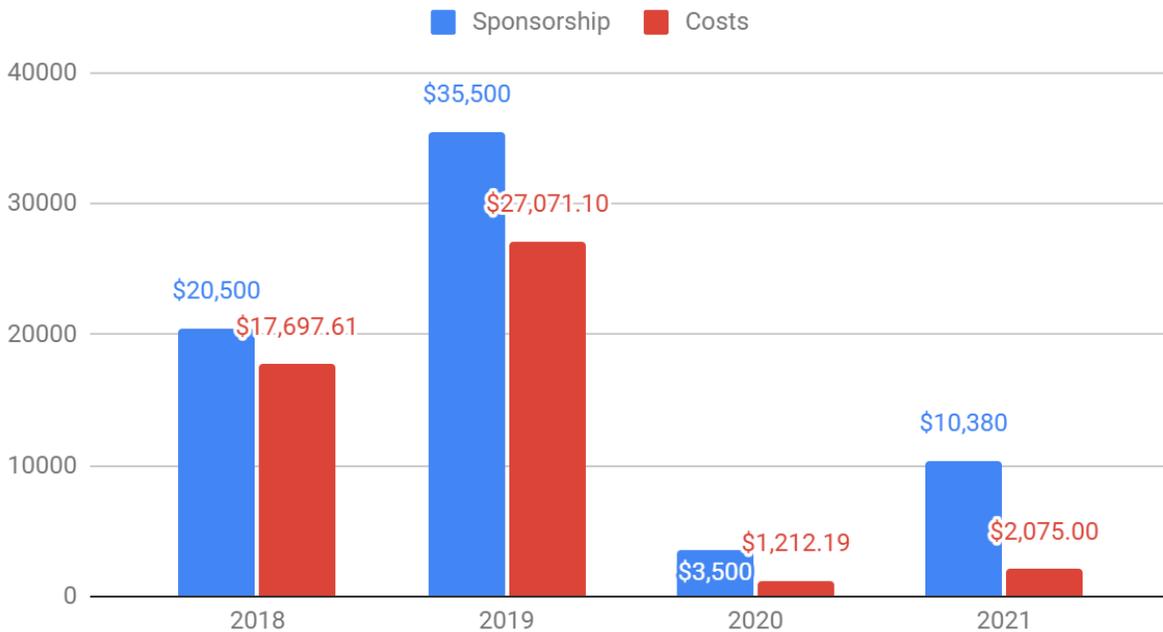
Pride Week Expenses

Budget:	\$5000.00
<u>Actual:</u>	<u>\$2075.00</u>
Variance:	(\$2925.00)

Pride Week Expense Break down

Venue:	\$0.00
Performers:	\$2075.00
<u>Miscellaneous:</u>	<u>\$0.00</u>
Total Expenses:	\$2075.00

Pride Week Sponsorship and Costs



Sponsorship Type Breakdown

- 2021 Sponsors:
 - o 5 Rainbow with Sprinkles Sponsors (1000+)
 - o 0 Rainbow Sponsors (750+)
 - o 4 Gold Sponsors (500+)
 - o 2 Silver Sponsors (250+)
 - o 2 Bronze Sponsors (200+)
 - o 2 Supporter Sponsors (100+)
- 2020 Sponsors:
 - o 0 Rainbow Sponsors (5000+)
 - o 0 Gold Sponsors (3000+)
 - o 2 Silver Sponsors (1500+)
 - o 1 Bronze Sponsors (500+)
- 2019 Sponsors:
 - o 5 Rainbow Sponsors
 - o 5 Gold Sponsors
 - o 7 Silver Sponsors
 - o 16 Bronze Sponsors
- 2018 Sponsors: 30
 - o 5 Rainbow Sponsors
 - o 4 Gold Sponsors
 - o 6 Silver Sponsors
 - o 17 Bronze Sponsors

Notes and Analysis

Sponsorship

Sponsorship did increase this year over last as some businesses started feeling a little more comfortable with donating more than the year before, but there was still quite a bit of hesitancy around sponsoring all online events. The levels of sponsorship were also adjusted this year to lower amounts in hopes to make it easier to sponsor.

Pride week

Pride week, by necessity, was again done as an online event this year. This dropped many of the expenses as we no longer required venues for many of the events which were approx \$5,800 the last time we were able to do it in-person. Also as there was no physical parade no expenses were incurred for security or traffic costs which were about \$3,900 last year. We did, however, pay a little more for performers this year due to that fact, as well as higher sponsorships.