



Pride Toronto 2024

ANNUAL REPORT

Executive Director and Board of Directors

This year, yet again, the 2SLGBTQI+ community faces escalating hate as part of the worldwide tide of homophobia, biphobia, and transphobia. Reported hate crimes in Toronto are at a 10-year high, and more than double the 10-year average, with one-third being unprovoked assaults and one-third of these crimes occurring during Pride Month.

Governments and political leaders across Canada are scapegoating trans communities to cynically score political points, fostering greater harm and risk of violence against some of the most marginalized people. These dangerous policies and political rhetoric are inspiring extremism among corners of our society. The Canadian Security Intelligence Service warned that Pride events and 2SLGBTQI+ community venues and spaces could be targets of violence as part of the "anti-gender movement."

Unfortunately, we must continue reminding folks outside of the 2SLGBTQI+ community that while we deserve our right to party and celebrate our diverse identities, Pride continues to be a protest that bears witness to the reality of our ongoing persecution and fights against it.

Our Pride Festival theme this year was "Be _____." The pain, sorrow, and hate that our community faces everyday is a struggle that boils down to our collective goal – to Be our authentic selves.

In this spirit, Pride Toronto continues to enhance its impact as a platform for advocacy in the community. We are participating and playing active roles within the broader movement, including Fierté Canada Pride, InterPride, National LGBTQ Task Force's Creating Change Conference, and ILGA World.

Pride organizations around the world are turning to us for advice on improving governance, operations, and impact.

Working in partnership with other major festival and event organizations, Pride Toronto's ongoing advocacy for fair government funding is making a difference. This past year:

- The Government of Canada announced its continued commitment to keep Pride festivals safe, with the Budget 2024 announcement of \$3 million over the next two years to support community safety and security needs of Pride festivals across Canada.
- The City of Toronto launched the new Special Events Stabilization Initiative, a one-time pilot grant program providing a total of up to \$2 million in financial relief to local special event organizers affected by rising operating costs, especially those related to health, safety and security of the general public and event attendees.

Board Members

Grant Gonzales (He/Him) - Co-Chair
leZlie lee kam (gender mysterious) - Co-Chair
Osmel B. Guerra Maynes (He/Him) - Treasurer
Nirmalan Vijeyakumar (He/Him) - Secretary
Anmol Budhiraja (Any Pronouns)
Mariana Mota (She/Her)
Natasha "Courage" Bacchus (She/Her)
Troy Dunn (He/Him)
Victor Perez-Amado (He/Him)
Viviana Santibanez (She/Her)

Executive Director and Board of Directors

There were many highlights this past year as we strive to make a positive impact for the 2SLGBTQI+ community year-round. A few of them include:

- Continued partnership with the 2-Spirited People of the 1st Nations to help them secure government funding for the Two-Spirit Powwow and working with Indigiqueer to improve governance and operations practices in service to Two-Spirit and Indigenous peoples.
- Spreading joy and opportunities for visibility and representation for the 2SLGBTQI+ community outside of the downtown Toronto core, through the Community Connect Program, with events in Etobicoke, North York, and Scarborough.
- Supporting the work of Friends of Hanlan's to install the longest rainbow road in the world at Hanlan's Point.
- Participating in the Santa Claus Parade, spreading a message of love and respect to youth and their families, including many newcomers.
- Initiatives serving queer newcomers and refugees, many of whom are arriving from Africa, including assisting asylum seekers at 129 Peter Street, hosting Newcomers Pride, and ensuring strong participation and representation during the Pride Festival.
- Helping seniors access Pride events and festivities, especially as social isolation becomes a growing issue, by supporting Rainbow Seniors' Pride at the Re kai Centre's Wellesley Central Place.
- Enhancing the advocacy and community-building work of LGBTQI+ organizations and collectives around the world, particularly in countries where there are huge legal and social challenges for the LGBTQI+ communities, through Pride Toronto's International Impact Fund.

We are so blessed to be able to come together as a community both during Pride Month and throughout the year to show our resilience, determination, and fearlessness against those who would threaten our safety and treat us as less than human, and to continue the fight for the freedom and safety of our communities, on a path paved by our elders.

Our work cannot be achieved without the dedication and selflessness of our staff and volunteer team, and the strong support from our community partners, members, sponsors, and government funders. Thank you for all that each and everyone of you do for the 2SLGBTQI+ community at home and around the world.

With Pride,

 & LeZlie & Lee Kam



Co - Chair, Board of Directors

Grant Gonzales

(He / Him)



Co - Chair, Board of Directors

leZlie lee kam

(gender mysterious)

Executive Director and Board of Directors

This year has brought both challenges and triumphs for the 2SLGBTQI+ community. As we continue to face escalating hate and harmful political rhetoric, Pride Toronto remains steadfast in its mission to create spaces of safety, joy, and advocacy.

Our commitment to operational excellence drives our work every day. Through strategic partnerships and community engagement, we're ensuring that Pride Toronto not only celebrates our identities but also supports those who need it most. This year, we expanded our advocacy and impact in meaningful ways:

- **Strengthening Local Initiatives:** We supported the 2-Spirited People of the 1st Nations in securing funding for the Two-Spirit Powwow and collaborated with Indigiqueer to enhance governance practices.
- **Community Outreach:** Our Community Connect Program brought Pride events to Etobicoke, North York, and Scarborough, fostering representation beyond the downtown core.
- **Public Celebrations:** From participating in the Santa Claus Parade to supporting the installation of the world's longest rainbow road at Hanlan's Point, we created joyful, visible moments of Pride.
- **Supporting Newcomers and Seniors:** We prioritized accessibility for queer newcomers, refugees, and seniors, ensuring that Pride events are welcoming spaces for all.

We also played a role in securing critical funding for community safety and event sustainability, including:

- The Government of Canada's \$3 million commitment to Pride festival security.
- The City of Toronto's Special Events Stabilization Initiative, providing \$2 million in relief for rising operational costs.

These achievements mark essential progress, yet they highlight a broader and more concerning reality: the —

sustainability of festivals across Toronto remains precarious due to chronic underfunding, exacerbated by the rising costs of goods and services that affect us all. Without reliable and sustained financial support, these cultural events—which are integral to the city's social and economic vitality—are increasingly vulnerable to cancellation, scaling back or no longer remaining free to the public.

Looking ahead, we are determined to amplify our efforts in securing fair and equitable government funding. Pride Toronto is not just a cultural event; it's an undeniable economic driver that benefits the entire city and beyond. Each year the festival draws over 3 million visitors, supports thousands of jobs, and generates significant economic activity for local businesses, tourism, and hospitality sectors. By engaging with policymakers and strengthening our partnerships with government stakeholders, we aim to secure the resources necessary to ensure Pride Toronto's sustainability and growth. The safety, visibility, and celebration of our community depend on it.

Our work would not be possible without our staff, volunteers, members, partners, and sponsors. Your dedication empowers us to keep pushing forward, ensuring that Pride Toronto remains a beacon of resilience and authenticity.

Thank you for standing with us as we continue to advocate, celebrate, and support the 2SLGBTQI+ community.

Yours in Pride,



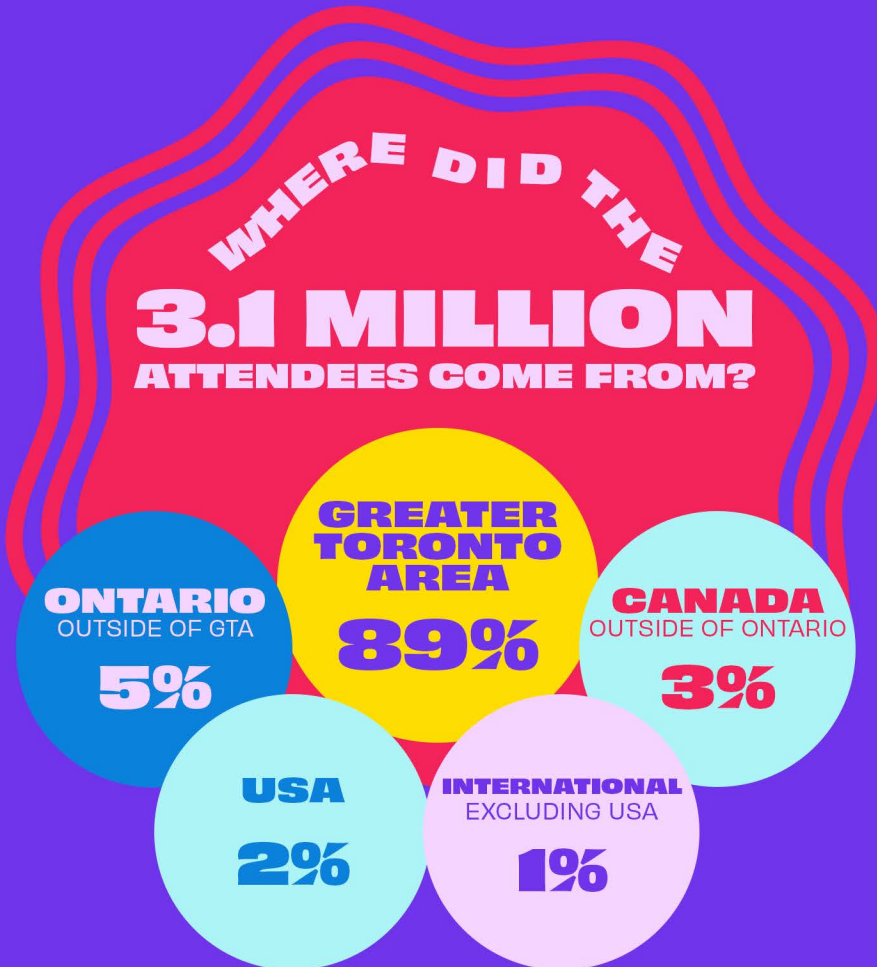
*Executive Director,
Pride Toronto*

Kojo Modeste



Festival Highlights

The Pride Toronto Festival delivered substantial social and economic benefits to the City of Toronto, including job creation and an influx of tourism from local, regional, and international visitors. Attendance at this year's festival reached new heights, with an estimated 3.1 million* people participating, making it the largest event of its kind in Canadian history.



ESTIMATED
3.1 MILLION
ATTENDEES. THE 2024 PRIDE FESTIVAL
CONTRIBUTED
473.6 MILLION
TO THE GDP
GENERATED COMBINED
TAX REVENUES OF
\$194.3 MILLION
AND SUPPORTED THE
CREATION OF
4,156 JOBS
IN 2024.

*Ipsos and Prism Economics and Analysis partner to conduct the research and estimate the economic impact of the 2024 Pride Toronto Festival.

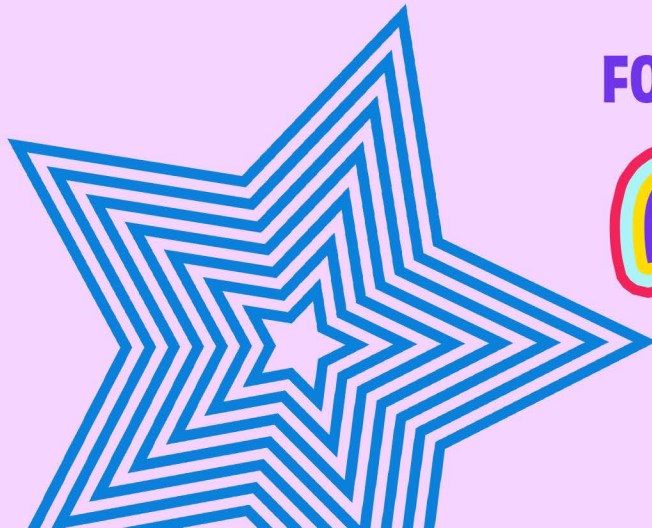
Marketing & Media

SOCIAL MEDIA GROWTH AS OF JUNE 2024 (v. 2023)

	FOLLOWERS	IMPRESSIONS	ENGAGEMENTS
INSTAGRAM	54.8k (48.9)	10.2mil (3.85)	250k (118)
FACEBOOK	77.3k (48.9)	2.57mil (1.24)	152k (107)
X	36.1k (36.1)	2.1mil (451k)	33.4 (16.3)
TOTAL	168.2k	17.44mil	435.4k

FOLLOW US ON SOCIAL CHANNELS AT

@PRIDETORONTO





Marketing & Media

2024 FESTIVAL THEME:

Be _____

Our right to Be.

United, we fight to exist without adversity.

Our place to Be.

Holding space for one another, we create safety in the communities we build.

Our time to Be.

We celebrate the triumphs of generations before us. We continue their legacy for a future that allows us to be ourselves. Be is to proclaim our existence. To say, 'we are here and always will be!'

Our call to simply Be.

Marketing & Media

Our 2024 Festival theme was "Be___". It is not just a word; it's a profound declaration echoing through the ages. It is a call to action, symbolizing our collective stand for existence without adversity, the creation of safer spaces. By holding space for one another, we create safety in the communities we build, celebrating the triumphs of generations before us and continuing their legacy for a future that allows us to be ourselves. The theme this year was brought to life through many activations such as community participation and our Be Tags, Be Wall and Be Photo Frames.



Programming + Artist Highlights

10 STAGES • **224** HOURS OF FESTIVAL WEEKEND STAGE PROGRAMMING

526 ACTS • **824** PERFORMERS • **56** HEADLINERS

42 2SLGBTQI+ SPEAKERS • **29** CURATORS/COLLECTIVE PROGRAMMES

55 CURATORS/COLLECTIVES • **11** COMMUNITY PRIDES

Pride Month

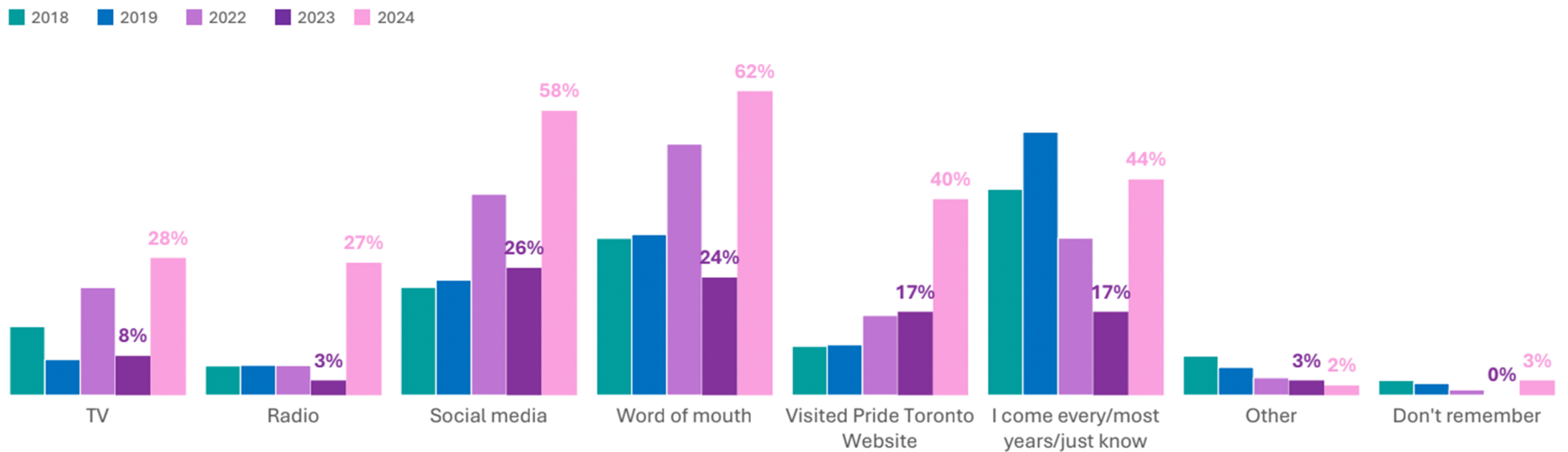
12 SIGNATURE EVENTS • **22** MAJOR CULTURAL EVENTS

30 MAJOR CULTURAL PARTNERS • **83** AFFILIATE EVENTS

64 AFFILIATE EVENT PARTNERS • **12** ART INSTALLATIONS

35 AFFILIATE ART EXHIBITS

HOW DID ATTENDEES HEAR ABOUT US?



WHERE DO THE ARTISTS COME FROM?

83.78% LOCAL ARTISTS (GTA)
10.31% CANADIAN ARTISTS (EXCLUDING GTA)
5.92% INTERNATIONAL ARTISTS



WHO ARE THEY?



77.27% BIPOC ARTISTS

97.08% 2SLGBTQI+ ARTISTS

32.92% FEMALE - IDENTIFIED ARTISTS

46.32% GENDER-DIVERSE* IDENTIFIED ARTISTS

31.30% DRAG KINGS + THINGS

*ENCAPSULATES TRANS, NON-BINARY, GENDERFLUID, GENDERQUEER & MULTIPLE MORE IDENTITIES

Signature Events

In 2024 we hosted an incredible slate of Signature Events throughout Pride Month, highlighting the diversity of our artists and attendees, while creating safe spaces for the whole community, especially those that are sometimes left out of traditional Pride celebrations. We expanded 'Til Sunset into two beautiful days on the beach, expanded our Human Rights Conference, and added the first ever Newcomers Pride Celebration.

This years line up included:

- 'Til Sunset: Out in the Woods
- Pride Pool Party with Raja
- Youth Conference
- Human Rights Conference
- Community Connect (Scarborough, North York & Etobicoke)
- Rainbow Senior Pride
- Newcomers Pride
- Roller Drag Ball



Volunteer Highlights

Pride Toronto had one of our best years yet in terms of our Volunteer Program! With Volunteers from all walks of life coming together to support our festival and our Pride 365 Events. Our volunteers worked so hard and we are so incredibly grateful for their passion, participation and enthusiasm.

650 ACTIVE VOLUNTEERS
OVER **4000** HOURS



It was one of the best volunteering days I've ever done! I enjoyed each moment of the Pride Parade; I loved seeing the fabulous smiles on the beautiful faces; I got considerable life energy from how freely and proudly people walked in the pride parade and the people around them! That valuable human gathering made me feel the real power and beauty of humanity's freedom!



Volunteering with Pride Toronto is an amazing way for people to actively participate in making Pride a successful and fun celebration for the community. I absolutely would recommend and plan on continuing doing so for the years to come!



I enjoyed the vibrant energy and sense of community at Pride Toronto. Volunteering allowed me to witness and contribute to an inclusive and joyful celebration. A memorable moment was seeing the parade with people from diverse backgrounds coming together in solidarity and celebration. The colorful floats, music, and sheer happiness of everyone present made it an unforgettable experience.

TESTIMONIALS

Education + Training Highlights

This year Pride Toronto was able to offer training and education sessions 14 different times, in many different places, including online, Toronto, Mississauga, and San Diego! This education program spreads information and debunks misinformation in order to ensure that the organizations and people who are already invested in Pride Toronto have the information they need to be active allies.

14 SESSIONS

1500 LEARNERS

TESTIMONIALS

"The session with Freya was great. I learned a lot and will reflect on those learnings. Thank you so much!"

"It was a great way to connect and bring together community partners and for program managers like myself to expand our network and find new pathways to collaborate with community organizations. I loved every single aspect of the session. Thanks for having me!"

"Great job addressing provocative topics delicately without backing down. "Conditional allyship is not allyship". Love that!"

Community Connect

Be COMMUNITY

This year Community Connect took us to the regions of Scarborough, North York and Etobicoke. With both new and continued partnerships such as Toronto Community Housing Corporation and the Yonge North York BIA, we graced the areas of Gordonridge Place, Mel Lastman Square and Lakeshore West. Community members joined us in song, dance, food, ice-cream and numerous activities. A time was had, a time to just Be. 6,000 swag bags were distributed.

Artists included:

DJ FRESHKIDD

HOUSE OF IMPERIUM

TIFA WINE

THE RICE QUEENS

RUDY TOMLINSON

DITTO DARK

ANGËLL MORANA

SUCKA QUEEN

HOUSE OF PINK LADY

TOMMI BOY

DEEJAY KATHY

LADY NOVA

SYDANIE

NATHAN NICOLAS

HOUSE OF MULAN

AWNVA BANKS



2024 Honoured Positions

The 2024 Honoured Positions are selected in recognition of their leadership and achievements in human rights issues and advocacy. These positions are selected based on their contribution to fighting for equality and against discrimination, violence, torture and abuse; and criminalization of 2SLGBTQI+ people, identities, and activities both locally and globally. Here are the 2024 Honoured Positions:

INTERNATIONAL GRAND MARSHAL

LOUISA WALL FROM NEW ZEALAND



CHARITIES OF CHOICE

LetsStopAids AND **The African Centre for Refugees**



TWO-SPIRIT AMBASSADOR
BEBE LALA



BI+ AMBASSADOR
GORDON NORE



DYKE AMBASSADOR
JOIE LAMAR



FRANCOPHONE AMBASSADOR
GEORGELIE BERRY



RAINBOW SENIOR AMBASSADOR
PINK ANGEL GONSALVES



SOBER AMBASSADOR
BEARDRA BIDNESS



TRANS AMBASSADOR
JANNAT ALI



YOUTH AMBASSADOR
MILES NICOLAS



Charities of Choice

LetsStopAIDS

LetsStopAIDS is Canada's Youth-HIV charity dedicated to fostering youth leadership and enhancing awareness on HIV and sexual health. Targeting young people between 15-29 years old, LetsStopAIDS engages in research, educational initiatives, and community engagement across Canada and internationally. Having impacted more than 200,000 youth globally, LetsStopAIDS plays a key role in promoting prevention, treatment and care, and in reducing HIV-related stigma.

The African Centre for Refugees

The African Centre for Refugees in Ontario-Canada is a registered not for profit charity organization that was established in 2019 to support vulnerable African Lesbians, Gay, Bisexual, Transgenders, Intersex and Queer (LGBTIQ) refugees and other persons with humanitarian assistance to unite as a community to create a friendly and supportive environment.

Youth Conference

Pride Toronto in collaboration with MLSE hosted the second annual Youth Conference that took place on Friday May 17th, 2024 (International Day Against Homophobia, Biphobia and Transphobia) at 259 Jarvis Street. Under the theme "Be_____",

Youth were encouraged to embrace their authentic selves especially in the face of anti-trans behaviours that are prevalent in today's society. At the annual Youth Conference, we celebrated diversity, promoted empowerment and advocated for a world where every individual can boldly and unapologetically "Be themselves in shaping a brighter future for all!"

Human Rights Conference

On Saturday June 22nd Pride Toronto in collaborative efforts with the Ontario Federation of Labour, Dignity Network, Rainbow Railroad, CUPE National and ECADE hosted the 2nd annual Human Rights Conference. Under the guiding theme of "Be_____", the conference addressed the challenges while celebrating the progress and charting the course for a more equitable and inclusive society. We continue to affirm our commitment to "Be advocates for change, champions of equality, and allies in the struggle for human rights. Join us as we stand together, united in our diversity, and resolute in our pursuit of a better tomorrow!"

Guest speakers included:

- Keynote by Louisa Wall (2024 International Grand Marshal)
- OPSEU President JP Hornick
- Non-binary Muslim Activist and researcher, Mariam Mannai
- MPP Kristyn Wong-Tam
- Reverend Brent Hawkes



International Impact Fund

In many countries homosexuality is still illegal and punishable by fines, imprisonment, life imprisonment and even the death penalty. Pride Toronto would like to help support the advocacy and community building work that organizations and collectives are doing around the world, particularly in countries where there are huge legal and social challenges for our communities. Pride Toronto awarded 14 organizations \$1500 CAD to be put towards an LGBTQIA+ initiative. These initiatives included; LGBTQIA+ related training, capacity building, social events, panel discussions and community engagement.

Here is a list of of the organizations and countries who received the funding:

1. BELIZE

- a. Belize Trans Colors
- b. Empower Yourself Belize Movement

2. COLOMBIA

- a. Corporación Stonewall

3. GHANA

- a. Women of Dignity
- b. James Town Community Theatre Centre-Act for Change
- b. Centre for Popular Education and Human Rights Ghana

4. GUYANA

- a. Proud To Be Trans

5. NIGERIA

- a. Global Alliance for Public Health Intervention

6. PAKISTAN

- a. Global Q

7. SAINT KITTS AND NEVIS

- a. Saint Kitts and Nevis Alliance for Equality (SKNAE)

8. SAINT LUCIA

- a. 758 Pride

9. SAINT VINCENT AND THE GRENADINES

- a. Equal Rights, Access and Opportunities SVG INC (ERAO SVG)

10. UGANDA

- a. West Niles Rainbow INitiative (WERAIN)
- b. Royal Rays Initiative Uganda

Pride Festival + Street Fair

We proudly hosted Canada's largest 2SLGBTQI+ festival—and one of the biggest in the world—making Pride Toronto 2024 a weekend to remember! The festival was a stunning display of diversity, inclusion, and love, as the city transformed into a vibrant space of celebration. It was a monumental feat, with countless moving parts coming together seamlessly: bustling 210 vendors, over 650 dedicated volunteers, informative booths, four free water stations across the sprawling StreetFair, accessibility risers, harm reduction stations, street dancing, and irresistible street treats at our Food Zone. Pride Toronto's 2024 festival was nothing short of a smashing success!

Our festival footprint expanded more than ever before, welcoming a record-breaking number of attendees and drawing crowds to four unique stages that offered a wide range of performances to suit every taste. From high-energy sets to intimate performances, artists lit up the stages, creating unforgettable moments. Our sponsors went all out, ensuring the festival grounds were a dazzling spectacle, adding to the sense of unity and celebration.

The city streets were alive with performers and partygoers, as the community gathered in style to celebrate how far we've come. Blessed with perfect weather and packed streets, this year's Pride brought incredible energy, joy, and a lineup of events and programming that offered something for everyone. It was a weekend filled with love, and we hope you had an amazing time celebrating with us!"





Parade

"Pride Toronto 2024 once again made history, with an unprecedented 249 vibrant and diverse groups marching in celebration of equality, inclusion, and love. This year's parade wasn't just a local event—it was a global celebration that drew over 3 million visitors from around the world, each eager to be part of this electrifying festival. The streets of Toronto came alive with colourful, larger-than-life floats, pulsating live music, and the unstoppable energy of dancers who brought the spirit of Pride to life—rain or shine!

Every corner of the parade was filled with joy, from the bright-eyed newcomers attending their first Pride to the long-time 2SLGBTQI+ community members who continue to lead the charge for a more inclusive future. The excitement reached its peak as the parade wound its way to a brand new final destination at Nathan Phillips Square, where the expanded Main Stage and Beer Garden hosted show-stopping performances that kept the celebration going late into the night. This year's Pride Toronto was more than a parade—it was a statement to the world that our community is stronger, prouder, and more united than ever before."



MY FIRST PRIDE

For the past three years, Pride Toronto has been proudly hosting the 'My First Pride' Parade contingent. This contingent was established to create an inclusive and safer space for anyone celebrating Pride for their first time. Whether they are a newcomer to Canada or a new member of the 2SLGBTQI+ community, individuals can find fun, excitement, and friends within this welcoming group. The idea of creating this space was brought to us by Pride Toronto's former Board Member, Dave Lewis. Since the creation of My First Pride, we have also launched the My First Pride scholarship, supporting post-secondary students.

This year, Pride Toronto had over 100 people register for the My First Pride contingent, wanting to join us to celebrate pride for their first time.

Pride Toronto is thrilled to keep the My First Pride contingent a part of the Pride Parade to continue to welcome and foster community to individuals beginning their Pride journey.

We asked participants to share how they feel about celebrating Pride for the first time.

Here is what a few of them had to say:

I'm super excited to celebrate pride for the first time! I'm so eager to be surrounded by fellow members of the LGBTQIA+ community. It's like finding a place where I truly belong, where I can be myself without any fear or judgment. I can't wait to see so many people proudly expressing their identities and stories. It will be a powerful reminder that I'm not alone and that our community is vibrant, diverse, and resilient. I want to meet new friends, learn from their experiences, and share my own journey. Participating in this celebration is not just about the fun and festivities for me; it's about recognizing our strength, our beauty, and our right to love and live authentically. I'm so grateful to be part of this amazing community and can't wait to join in the parades, the music, and the celebrations of our collective pride and identity.

After spending so much of my life unsure where I fit in, or even who I was, this will be the first year that I can say I have lived fully as myself, and celebrating Pride in Toronto for the first time feels like the perfect way to not only acknowledge how far I've come and the community that I am now a part of, but also to celebrate me and all of the other newcomers like me who are finally finding their true place in the world.

It's been a challenging year, to say the least. Since I started openly sharing my sexuality and seeking connections within the community, I've felt something profound: valid, seen/heard, and a sense of security. This is a new and powerful experience for me. I don't just feel secure in expressing my queerness, but there's also a deep mutual understanding and kindness within our community. For the first time, I've received neutral or positive reactions to different aspects of my identity that I had hidden in shame for so long. Celebrating pride for the first time, I feel I am finally getting what I needed for the majority of my life.



Major Cultural Events

The Major Cultural Partner Program is an exclusive, invite-only initiative that fosters collaboration between Pride Toronto and prominent cultural institutions, representing the diverse and rich heritage of Toronto. This program celebrates cultural diversity and inclusivity by featuring events produced by these esteemed partners, all of which align with Pride Toronto's mission and values.

In 2024, Pride Toronto successfully engaged 30 Major Cultural Partners, resulting in 22 Major Cultural Events and an additional Signature Event Partner, contributing to one more Signature Event. These partners include significant institutions such as the 2-Spirited People of the 1st Nations, City of Toronto, ROM, Luminato Festival, CN Tower, Ripley's Aquarium, St. Lawrence Market. Additional information is available at <https://www.pridetoronto.com/cultural-partners/>.





Affiliate Events

The Affiliate Event Program forms strategic partnerships with event organizers across Toronto, providing cross-promotional support for both external events and Pride Toronto's Festival programming. This initiative aims to enhance diversity and inclusivity throughout the Pride celebrations, placing a strong emphasis on safety, community representation, and accessibility. It focuses on creating a comprehensive directory of Pride-related events while extending support to local venues and not-for-profit organizations. In 2024, Pride Toronto expanded its reach by launching the Affiliate 365 Program, supporting the 2SLGBTQI+ community year-round, beyond Pride Month. We proudly collaborated with 64 Affiliate Event Partners, presenting 83 Affiliate events that showcased a diverse array of cultural, age, and industry representations, including art, sports, music, theatre, dance, nature, and more. Additional information is available at <https://www.pridetoronto.com/affiliate-event/>.





Visual Arts

Pride Toronto's Visual Arts program plays a vital role in supporting local 2SLGBTQI+ artists through a variety of initiatives, including the Installation Art Program, Affiliate Programs, and Art Zone. In the 2024 edition, we showcased 42 talented artists and presented 48 remarkable artworks.

Our rigorous selection process led to collaborations with ten exceptional installation artists, including June, Frostillio, Earth to Elize, Tyler Burrey, Monica Wickeler, Kayla Whitney, Adam Zivo, Tim Singleton, and Bruno Duarte. Notably, Tim Singleton's artwork will feature on Pride Toronto's sustainable reusable cups from 2023 to 2026.

In 2024, Pride Toronto successfully partnered with Art Battle and StreetARToronto to bring the ART ZONE activation to life at the Pride Toronto Festival Street Fair. Additionally, we were proud to collaborate with 35 Affiliate Art Exhibitions, fostering dynamic new partnerships and enriching our artistic offerings. Additional information is available at <https://www.pridetoronto.com/festival-2024/art-zone/>.



Audited Financial Statement

PRIDE TORONTO
STATEMENT OF OPERATIONS
Year ended July 31

	2024	2023
Revenue		
Sponsorships <i>(Note 7)</i>	\$ 5,134,924	\$ 4,744,358
Permits and fees	1,248,790	1,253,579
Government and non-government funding <i>(Note 8)</i>	1,035,203	1,041,440
Donations and fundraising 🌸	513,722	519,099
Other	61,813	41,563
	7,994,452	7,600,039
Expenses		
Wages and benefits	1,527,723	1,358,841
Festival infrastructure <i>(Note 7)</i>	1,404,231	1,135,449
Special projects <i>(Note 7)</i>	1,326,010	576,505
Artists and associated fees <i>(Note 7)</i>	1,142,635	937,900
Advertising and promotion <i>(Note 7)</i>	1,026,617	1,386,296
Staff advocacy and community outreach <i>(Note 7)</i>	583,279	589,957
Event staffing and safety	458,199	304,525
Occupancy	348,367	136,045
Insurance	268,729	228,094
Event food and beverage <i>(Note 7)</i>	255,924	364,383
Office and administration <i>(Note 5)</i>	252,525	206,401
Subcontractors	137,278	93,029
Professional fees <i>(Note 7)</i>	134,982	228,465
Volunteer refreshments <i>(Note 7)</i>	47,223	42,056
Accessibility	37,049	59,375
Governance	17,188	38,381
Amortization of capital assets	11,182	10,082
	8,979,141	7,695,784
Deficiency of revenue over expenses	\$ (984,689)	\$ (95,745)

The accompanying notes are an integral part of the financial statements

*The independent auditors' report dated December 16, 2024 on the audited financial statements of the Organization for the year ended July 31, 2024 included a qualified opinion as a result of a limitation in scope. The completeness of donations and fundraising revenues was not susceptible to satisfactory audit verification and procedures performed by the independent auditors of the Organization were limited to the amounts recorded in the records of the Organization.

Donations

Pride Toronto continues to provide free programming, not only on festival weekend, but all year round. We are committed to the celebration and protest that is our Pride festival weekend, while continuing to support 2SLGBTQI+ communities, domestically and abroad, with Pride 365 and our International Programs. We rely on contributions from sponsorships, grants, and donations to make this happen.

With the help of our exceptional volunteers (2,000+) and donations team, we raised over \$10,000 during our three-day festival weekend with support from Tip Tap and TD Bank. We also implemented a raffle program thanks to contributions from sponsors like Deciem/The Ordinary, Skipperi, Umbra, and Trio Fertility. We'd also like to thank our corporate donors (in no particular order), Tricon, KLM, Gallagher, Procter & Gamble, Flourish, and TD Synnex, for their kind contributions.

A portion of our funds raised went to our two Charities of Choice for 2024: LetsStopAids and The African Centre for Refugees.

Overall, we raised over \$100,000 in donations, but we need your help to keep the festival free while continuing to support community programming.

Donate today:

<https://www.pridetoronto.com/donate/>



OVER **\$10,000**
RAISED DURING FESTIVAL WEEKEND

\$100,000
RAISED OVERALL IN DONATIONS

A PORTION OF FUNDS RAISED WENT TO
LETSSTOPAIDS
AND **THE AFRICAN**
CENTRE FOR
REFUGEES

DONATE TODAY
[WWW.PRIDETORONTO.COM/DONATE/](https://www.pridetoronto.com/donate/)



Sponsorships

In 2024, we saw sponsors across the board step up to support Pride Toronto's festival weekend, which we especially appreciate given these tough economic and sociopolitical times with rising inflation and attacks to the rights of the 2SLGBTQI+ community. We are proud to report that, in total, we had 58 official sponsors, of which an overwhelming majority returning from 2023.

Collectively, our official sponsors contributed over \$2.4M in helping make 2024's festival a resounding success. Let's be clear, Pride Toronto cannot deliver the breadth of programming, nor support the dozens of community programs we facilitate, year-after-year, without the generous support of our corporate sponsors.

First and foremost, we would like to thank TD Bank as our Presenting Sponsor for their ongoing support of both Pride Toronto and the 2SLGBTQI+ community. We are grateful for their authentic and thoughtful partnership and overall contribution to the festival. Secondly, we would like to shout out our other major stage sponsors, Labatt, OLG, and Rogers for their support of the Wellesley, Central, and South stages, respectively. Thirdly, we would like to highlight the sponsors of our major zones: Adidas for the Adidas Sports Zone and Kenvue for the Wellness Retreat presented by Aveeno-Neutrogena-Nicorette. We would like to especially thank Kenvue for the over \$900K in samples and other in-kind donations to festival goers and the 2SLGBTQI+ communities over Pride month, our largest in-kind contributor overall in 2024!

This year, we had some new sponsors step up as Gold sponsors: Deciem/The Ordinary and Nissan. They both joined with a bang and we are excited to expand on our partnerships moving forward. Welcome to the Pride Toronto family!

Finally, as always, thank you to the Courtyard Marriott - Downtown Toronto for your ongoing support as Pride Toronto's headquarters during festival weekend. And special thanks to CP24 as the Official Broadcasting Partner of Pride Toronto's 2024 festival.

Please take a moment to review and recognize all of our 58 official sponsors. They all played a major role in our success this year and boldly supported the 2SLGBTQI+ community.

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Pride Toronto Team

Permanent Staff

Kojo Modeste

(no pronouns)
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(they/them)
Senior Director of
Operations

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Director of Marketing
and Communications

Nick Ramdass (he/him)

Director of Development

Abood A. (he/him)

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Amit Kumar (he/him)

Finance Manager

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(she/her) Community
Engagement Manager

Derek Kang (he/him)

Visual Arts and Events
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Freya Selander (they/them)

Education and Volunteer
Manager

Jaden Slawter (he/him)

Marketing and
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Jamie Nicholson (any/no

pronouns) Programming
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Kais Padamshi (he/him)

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Marvin Maverick P

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Operations and Logistics
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Administration Manager

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Sarah Ruest (she/they)

Programming and Events
Curator

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(she/her)
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Victor Hua (they/them)

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Project Manager

Mykel Hall (he/him)

Programming
Curator Consultant

Tao-Ming Lau (she/her)

Programming Consultant

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