

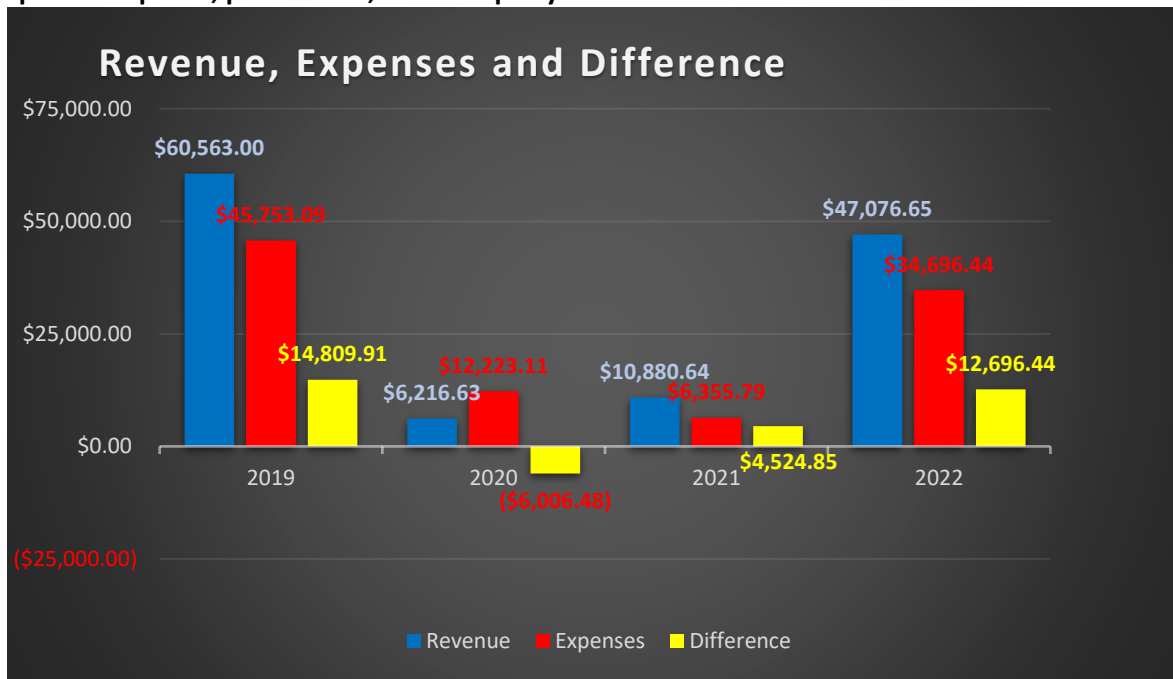
Financial Report and Analysis

Account Balance

November 2021 Year Start:	\$34,833.99
<u>November 21, 2022 Year End:</u>	<u>\$48,374.52</u>
Net change in value	\$13,540.53
Total Income:	\$47,076.65
<u>Total Expenses:</u>	<u>(\$34,696.44)</u>
Net income/loss:	\$12,380.21

*Note – this does not include ~\$1160.32 in outstanding cheques

**Note – These values do not include the \$2,640.00 owed to Kamloops Pride from pride week sponsorship fees, parade fees, and afterparty fees.



Notes and Analysis

Due to the global pandemic still affecting our lives, the beginning of the pride year was a bit of a slow start as we were unable to do many in person events. The graph above does not include the pride week fees/sponsorships that we have not been paid yet, however with that amount added our total revenue would be \$49,716.65 with a difference of \$15,336.44. Comparing to the previous years wouldn't make much sense as we were working with the heavy burden of home isolation. Using the graph above, in **2019** although Kamloops Pride's revenue was 25% more, this year we spent almost 29% less, and still turned a really high profit.

This year we decided to invest in KP Merch. The board agreed on a budget of: \$6000.00. Our VP spent a total of \$5,828.05 on flags, stickers, tattoos, buttons, sunglasses, hats, and t shirts. Some of the small

flags, buttons and tattoos have been given away however we have sold over \$500 in merch just during pride week. Not only is it making a profit but our swag is also good advertising.

Another revenue stream we added this year is the year-round supporter option for sponsorship. So far, we have received \$1200 in year-round sponsorship pledging with \$1100 already paid.

Sponsorships:

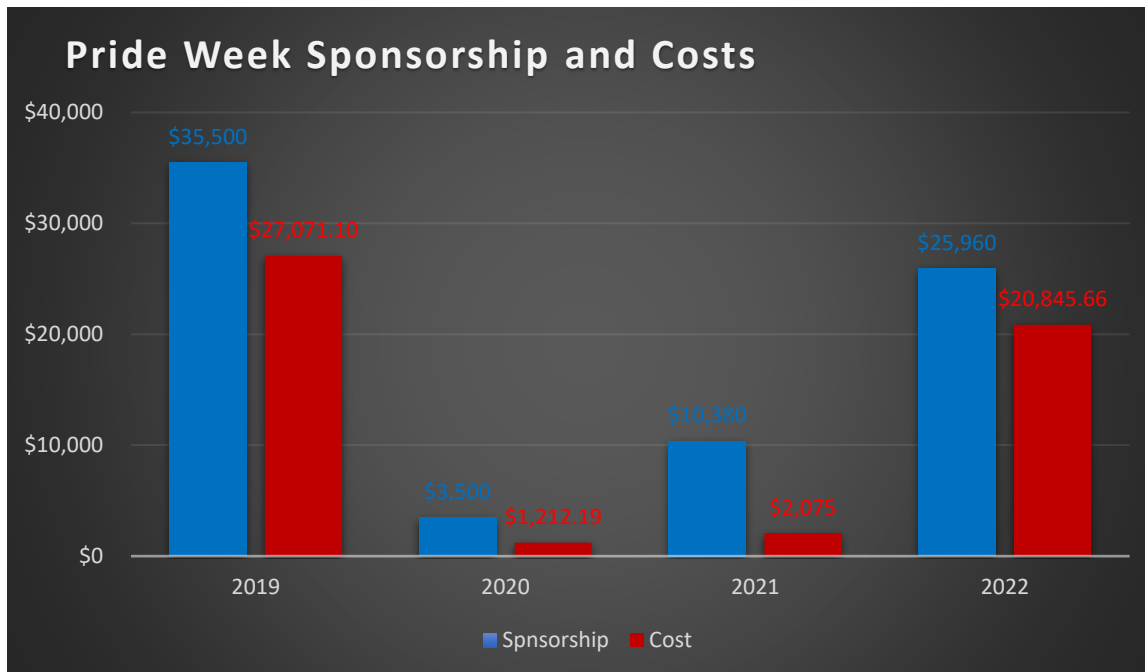
2022 Total sponsorship income:	\$26,760.00
<u>2021 Total sponsorship income:</u>	<u>\$10,379.86</u>
Total change from 2021 to 2022	\$16,380.14

Pride Week Expenses

Budget:	\$25,000.00
<u>Actual:</u>	<u>\$20,845.66</u>
Variance:	(\$4,154.34)

Pride Week Expense Break down

Insurance and Licenses:	\$2,212.00
Parade:	\$3,601.50
Afterparty in the Park:	\$4,763.34
Comedy Show:	\$2,099.75
Headphone Disco:	\$3,411.12
Drag Shows and Dance:	\$1,154.96
Youth Dance:	\$1,875.88
Pride Resource Carnival:	\$438.12
Family Art Night:	\$154.09
Window Decorating Contest:	\$200.00
Sexual Health Panel:	\$361.24
Scavenger Hunt:	\$10.17
Drag Story Time:	\$538.85
<u>Kickoff:</u>	<u>\$24.64</u>
Total Expenses	\$20,845.66



Sponsorship Type Breakdown

- 2022 Sponsors:
 - 0 Double Rainbow (\$10,000)
 - 3 Rainbow (\$5000+)
 - 3 Gold (\$3000+)
 - 3 Silver (\$1500+)
 - 15 Bronze (\$500+)
 - 11 Year-round supporter (100+)
- 2021 Sponsors:
 - 5 Rainbow with Sprinkles (\$1000+)
 - 0 Rainbow (\$750+)
 - 4 Gold (\$500+)
 - 2 Silver (\$250+)
 - 2 Bronze (\$200+)
 - 2 Supporter (\$100+)
- 2020 Sponsors:
 - 0 Rainbow (\$5000+)
 - 0 Gold Sponsors (\$3000+)
 - 2 Silver (\$1500+)
 - 1 Bronze (500+)