



creating a more tolerant society through the power of music

2012-2013 Annual Report

The 2012-13 Season/Fiscal Year was one of transition with many successes along the way. Music Director Reuben M. Reynolds III oversaw a remarkable season:

- 18 public performances for over 14,000 people
- 2 world-premieres
- 67 high school students joined BGMC on stage
- 225 singers participated throughout the season
- 4 outreach events that raised more than \$7,000 for its beneficiaries



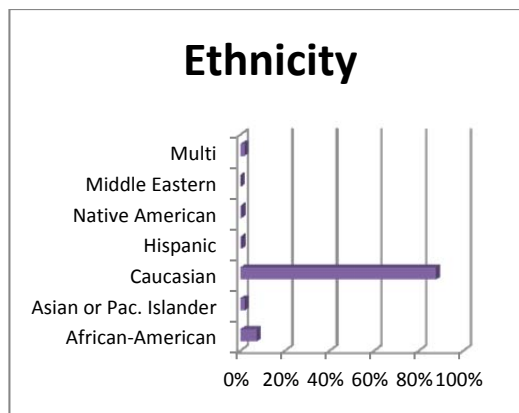
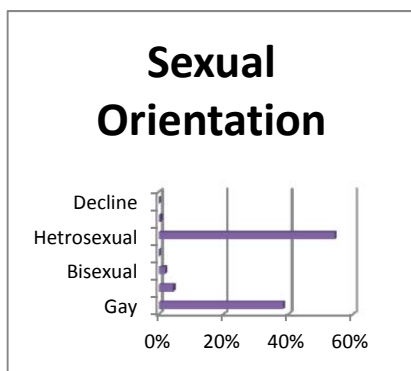
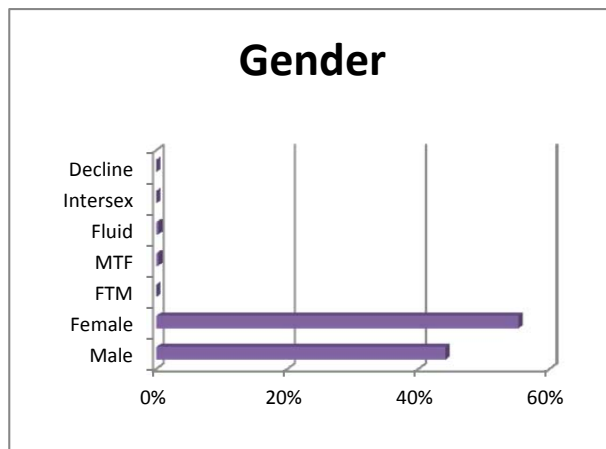
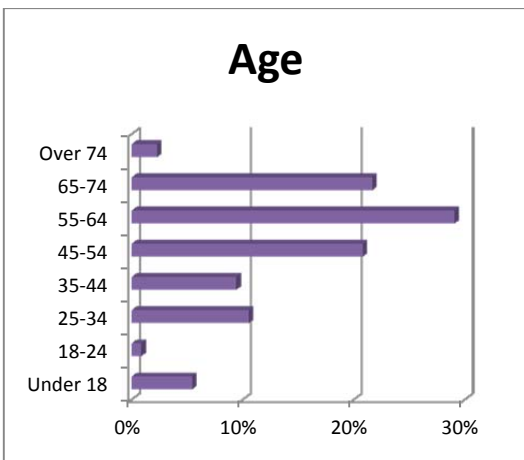
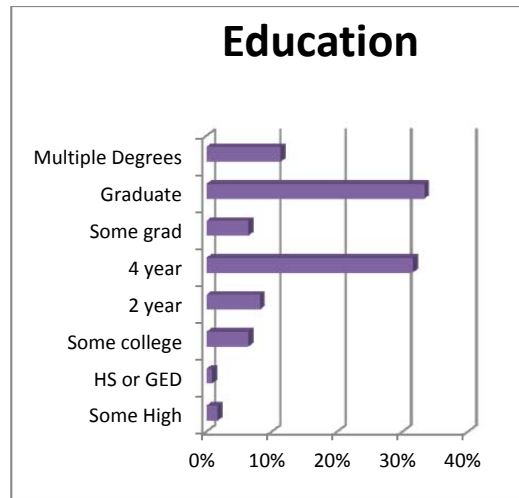
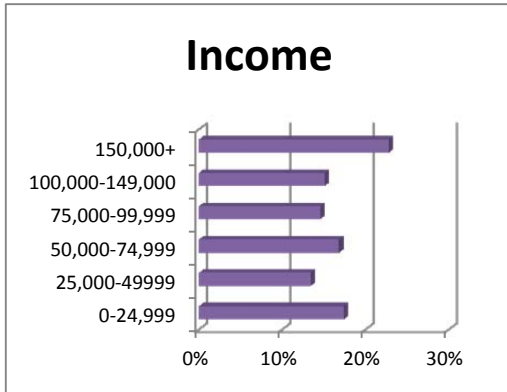
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The organization was led by Laura DeVeau – the first woman to serve as Board President. Her leadership brought refreshed energy to the Chorus. After a national search, Craig Coogan was named Executive Director and began October 1st. John Strumwasser (a founding member who has served in every governance position and as Interim Executive Director) was unanimously named President Emeritus by the Board.

There were many areas of improvement and engagement:

- Ticket sales were up 12% (after a 9% decline in the prior year)
- 384 unique donors
- Increased grant funding:
 - \$10,000 Endowment gift from Paul & Edith Babson Foundation
 - \$2,500 from the Vision Fund, part of the Boston Foundation
- Audience members came from 484 different zip codes
- 32% increase in Facebook “likes” – vaulting BGMC from #12 to #6 of GALA Choruses in 10 months
- 25,000+ viewed a BGMC YouTube video, including the “Birthday Surprise” for Jesse Tyler Ferguson that went “viral,” providing international press coverage for the Chorus
- Performed at the inaugural Boston Arts Festival: Outside the Box, receiving significant press coverage and introducing the Chorus to new and different audiences.

The Boston Gay Men’s Chorus serves a well-educated, gender balanced and economically diverse population.



(Information gathered from voluntary electronic submissions after each of the 2012-13 shows.)

Testimonials:



*I used to subscribe to support the LGBT communities.
Now I come for the music as well, but this was really one of the best that you have done.*

*Congratulations! I don't know how you guys manage to ratchet
everything up a notch each year but you've done it again!*

I loved it all - it put a smile on my face and on my heart.

It looked like the chorus was having as much fun as the audience.

Enjoyed it so much we wanted more!!



*I loved seeing my son on stage, the inspiring strong messages related in song, the next generation of children being
a part in the production.*

*The interplay of the dancers, the musicians, and the chorus was complex and fascinating.
'Testimony' was uplifting.*

Wonderful, brought me to tears



*I have gone to many BGMC shows, and have enjoyed them all. This, however, was the best!
The talent was absolutely amazing. The song choice was great. Everything was wonderful... Great job!*

*I always enjoy when the chorus sings. The Whitney Houston song was magnificent. The piano player is
unbelievable. The variety and selection of songs was nice. The funny pieces were good as always.*

Loved the marimba!

Chad was amazing...his arrangements and the Liberace set was brilliant!

*It was a wonderful performance. The music is always well done, but the best part of the show was the overall
atmosphere and enthusiasm coming from the chorus. It was clear that everyone on stage was having fun and that
made it fun for the audience too.*

The Chorus' financial condition has changed significantly in the past year, notably on the Balance Sheet. While the Chorus still has negative equity, it was halved in the 12-13 fiscal year:

	Aug 31, 2012	Aug 31, 2013	Variance	Notes
ASSETS				
Checking/Savings	12,963.29	44,183.82	31,220.53	More cash after match campaign
Accounts Receivable	480.00	700.00	220.00	Advertising bills outstanding
Current Assets	2,323.15	1,100.00	(1,223.15)	Security Deposit
Fixed Assets	3,408.52	3,408.52	0.00	No change
Endowment / LPL	35.93	10,030.26	9,994.33	Endowment funds donated
Prepaid expenses	0.00	3,392.49	3,392.49	FY14 Costs incurred
TOTAL ASSETS	19,210.89	62,815.09	43,604.20	
LIABILITIES & EQUITY				
Accounts Payable	37,633.70	21,650.38	(15,983.32)	Certain June bills pd over time; negotiated
Other Current Liabilities	23,924.06	8,723.28	(15,200.78)	Accrued Payroll Costs lower after reorg
Deferred Revenue - Future Yr	0.00	6,500.00	6,500.00	Funds rec'd for FY14
Long Term Liabilities	25,956.00	57,000.00	31,044.00	Sole lender on 5 year payment plan
TOTAL LIABILITIES	87,513.76	93,873.66	(140.10)	
EQUITY				
Retained Earnings	(26,194.03)	(68,302.87)	(42,108.84)	FY12 Loss
Net Income	(42,108.84)	36,544.30	78,653.14	See P&Ldetail
TOTAL EQUITY	(68,302.87)	(31,758.57)	36,544.30	
TOTAL LIABILITIES & EQUITY	19,210.89	62,115.09	(42,904.20)	

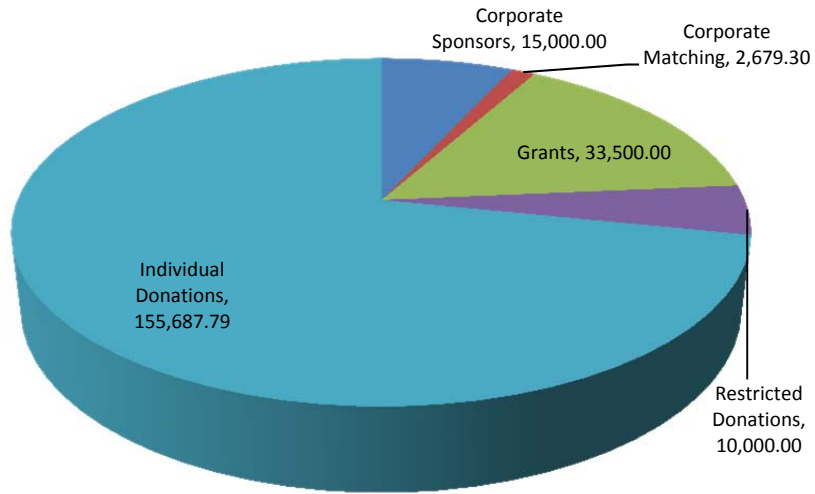
NOTE: These figures are final 2012-13 internal numbers that have been submitted to the auditors, but have not yet been finalized. The audit is expected to be completed by November 30, 2013 with the tax return filed on time without an extension in December.

The Chorus' ended the fiscal year in the black for only the second time in eight years. Much of this surplus comes from short-term loans that were generously converted to contributions. On a purely operational basis (factoring out the loan conversions) the organization ended in the black by \$6,318.49:

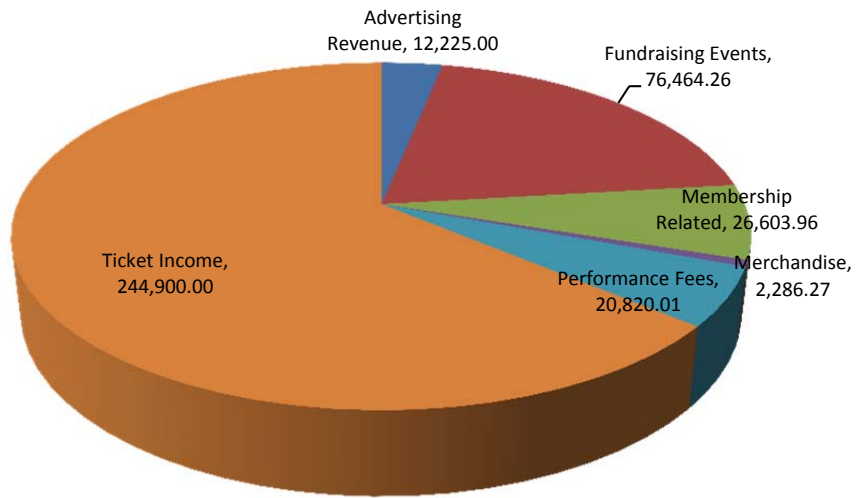
	Sep - Aug 13 Actual	YTD Budget	Variance	Sep - Aug 12 Actual	Variance year to year	Notes
Ordinary Income/Expense						
Income						
CONTRIBUTED INCOME	216,867.09	230,280.00	(13,412.91)	225,680.01	(8,812.92)	Indiv. & Corp under budget
EARNED INCOME	383,299.50	379,720.00	3,579.50	376,229.81	7,069.69	+ Perf fees & tix; - events
Total Income	600,166.59	610,000.00	(9,833.41)	601,909.82	(1,743.23)	
Cost of Goods Sold						
Cost of Goods Sold	161.38	3,738.00	(3,576.62)	25,267.14	(25,105.76)	Inventory written off FYE '12
Total COGS	161.38	3,738.00	(3,576.62)	25,267.14	(25,105.76)	
Gross Profit	600,005.21	606,262.00	(6,256.79)	576,642.68	23,362.53	
Expense						
ADMINISTRATIVE	146,341.91	154,475.00	(8,133.09)	166,056.41	(20,742.91)	Lower event costs
ARTISTIC	95,266.49	93,707.00	1,559.49	90,929.65	4,336.84	On budget / non-GALA yr
MARKETING	59,898.69	71,798.00	(10,649.31)	70,808.58	(10,909.89)	Cost savings
WAGES	261,953.82	287,705.00	(25,751.18)	289,983.02	(28,029.20)	Reorganization
Reserve	0.00	2,315.00			0.00	
Total Expense	563,460.91	610,000.00	(42,974.09)	617,777.66	(55,345.16)	
Net Ordinary Income	36,544.30	(3,738.00)	36,717.30	(41,134.98)	78,707.69	Loan conversions and lower costs yield surplus
DEPRECIATION - non cash				973.86		Not yet booked FY13
IN-KIND INCOME						
Non-Services	4,004.88		4,004.88	5,273.40	(1,268.52)	In-kind donations
Total IN-KIND INCOME	4,004.88		4,004.88	5,273.40	(1,268.52)	
IN-KIND EXPENSES						
Non-Services	4,004.88		4,004.88	5,273.40	(1,268.52)	In-kind donations
Total IN-KIND EXPENSES	4,004.88		4,004.88	5,273.40	(1,268.52)	
Total Other Expense	4,004.88		4,004.88	5,273.40	(1,268.52)	
Net Income	36,544.30	(3,738.00)	36,717.30	(42,108.84)	78,707.69	

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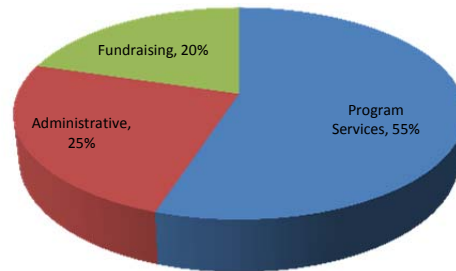
A more detailed analysis shows that Individual Contributions make up the majority of contributed income:



A more detailed analysis shows Ticket Income and Fundraising Events constitute nearly all earned income:



On the expense side, from the 2011-12 Financial Audit and tax return, this chart shows the allocation of Program, Administrative and Fundraising rates. The FY 13-14 budget has further investment in Program services, and less in fundraising and administration.



During the year, the Board of Directors conducted a 360° strategic review and planning sessions. Over the course of several months participation came from stakeholders in the community, the Chorus, audience members, donors and arts leaders. In January 2013 the board and executive team generated a refreshed purpose, mission statement and core value statement for the Chorus and set out a three-year plan largely focusing on stabilizing the organization financially and preparing for future growth.

PURPOSE

To inspire

MISSION

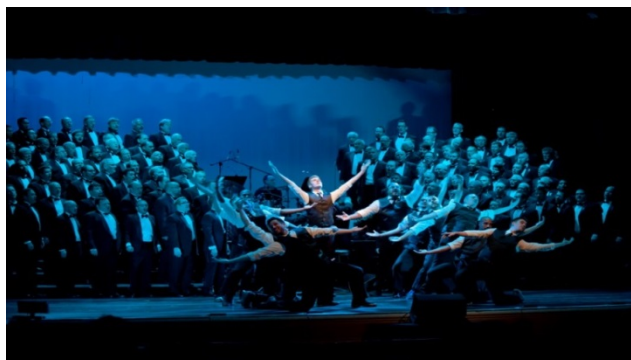
The Boston Gay Men’s Chorus creates musical experiences to inspire change, build community and celebrate difference.

CORE VALUES

We’re a family with a tradition of excellence

- **We provide a safe and welcoming community to be ourselves**
- **We make music that makes us and our audiences proud**
- **We operate with integrity**
- **We genuinely care for each other; bringing out the best of each other – we are at our best as a group**
- **We change hearts and minds through our presence and our music**
- **We are from diverse backgrounds but have a shared passion for music**
- **We choose to give our time and talents – getting back more than we give**
- **We have fun!**

Photos from www.scarpettaphotography.com



As the fiscal year ended, a new brand identity was launched that reflects the updated purpose and mission statement:

