The 2014-15 Season/Fiscal Year was particularly successful. Music Director Reuben M. Reynolds III oversaw a remarkable season:

- 23 public performances
- 2 world premieres
- 74 members sang their first concert
- Outreach events in MA raised $57,000 for beneficiaries

The organization was led by Peter Crosby in his second year as President. John Moran served as Vice President, Jeffrey P. Fatchaline as Treasurer and Michael Nuss as Clerk. Other board members included Izzy Berdan, Stephen M. Conner, Stephen Earheart, Michael Gillespie, Jeremy P. Hayes, Andrew Martinez, Theresa Murray, Theresa Smith and Michelle Wu.

**IMPACT**

- First LGBT Chorus to tour the Middle East.
- Our performance at the Inaugural Gala of Governor Charlie Baker was the first for a New England Governor and a first nationally for a Republican.
- First performance group to sing at the Edward M. Kennedy Institute.
- Returned to Boston Common and performed for thousands at Outside the Box.
- Record-breaking ticket sales for 2 of the 3 concerts (6% increase).
- 372 unique donors (8% increase).
- Leadership role in Create the Vote and #ArtsMatter campaigns.
- Sponsored the division-winning BGMC BassRunners softball team.
The Boston Gay Men’s Chorus serves a well-educated, gender-balanced and economically diverse population.

**CONSTITUENTS**

*Education*

- Completed Graduate School: 31%
- Completed High School: 33%
- Completed College: 36%

*Income*

- > $149,999: 0%
- $125,000-$149,999: 10%
- $100,000-$124,999: 15%
- $50,000-$99,999: 20%
- $30,000-$49,999: 25%
- $0-$29,999: 30%

*Age*

- 75+: 0%
- 65-74: 5%
- 65-74: 10%
- 55-64: 15%
- 45-54: 20%
- 35-44: 25%
- 25-34: 30%
- 18-24: 35%

*Sexual Orientation*

- Heterosexual: 54%
- Gay: 37%
- Lesbian: 6%
- Bisexual: 3%

*Political Affiliations*

- Democratic: 62%
- No Party: 28%
- Republican: 8%

*Gender*

- Female: 65%
- Male: 35%

(Information gathered from Acxiom consumer data, based on ticket purchases 2009-2015.)

**SOCIAL MEDIA IMPACT**

- Facebook: 75% annual growth
- Boston Gay Men’s Chorus: 3.1 mil hits/yr
- YouTube: 350,000 views/yr
- Instagram: introduced
- Twitter: 150% annual growth
- LinkedIn: 10% annual growth
- iTunes: 12,500 downloads/yr
MEDIA COVERAGE

The Boston Globe

Composer Joshua Shank polled chorus to create new ‘Peace’

The Boston Gay Men’s Chorus (BGMC) locally presents “Smile,” a performance that will introduce a wide ranging collection of Broadway favorites and the world premiere of “Sunrise,” a new piece written by local composer David Del Tredici and inspired by the short story by O. Henry. The BGMC shares the stage with PAPARAZZY, a 2008 Tony Award-winning show in London, starring in the West End, and the European premiere of which will take place on Sunday, June 11 at Symphony Hall. Flyer style show and ticket service. Tickets are available at www.bgmc.org or the KSM Box Office.

SA’ID DURMAZ

July 1, 2015

PAPARAZZY
LIFE
KEYS
TRAVEL
GOURMET
Style
HEALTH

The Boston Gay Men’s Chorus of 5 thousand people watched

Boston Gay Men’s Chorus gave its first concert in Turkey before my evening. Bogazici University, on stage, and the audience’s 5 thousand people watched the transcendent performance.

By James Reed

The Boston Globe

A voice to be heard in the Mideast

Boston Gay Men’s Chorus braces for a hostile reception

The Boston group will make history as the first gay chorus to tour the Middle East, with stops in Israel and Turkey.

For Schwartz, a chance to sing his own songs

The big moment for singer Michael Schwartz was the moment when he was asked to sing his own songs at the 10th annual Festival of Voices, a major choral event in Israel.

Sponsors:
Bank of America
jetBlue
IVF New England
Rainbow Times
Rainbow Times
Rainbow Times
Rainbow Times
Rainbow Times
Rainbow Times
Rainbow Times
The organization is in a strong and stable financial condition.
The 2013 loan continues to be paid down per its agreement.

# Financial: Balance Sheet

**August 31, 2015** | **August 31, 2015 Act** (as of 09/25/2014) | **Variance** | **Notes**
--- | --- | --- | ---
**Assets**
Checking/Savings | 30,748.14 | 16,017.21 | (14,730.93) | Less cash due to ppd & tour
Accounts Receivable | 4,195.00 | 10,485.19 | 6,290.19 | Deposits in transit
Current Assets | 1,100.00 | 1,100.00 | 0.00 | 
Tour - 2015 Prepaid Costs | 10,000.00 | 0.00 | (10,000.00) | Tour is complete
Fixed Assets | 2,434.66 | 486.94 | (1,947.72) | FY 14 & 15 depreciation
Endowment / LPL | 30,403.74 | 30,000.76 | (402.98) | Endowment (all)
Prepaid expenses | 9,018.42 | 22,892.31 | 13,873.89 | Event costs prepaid
**Total Assets** | 87,899.96 | 80,982.41 | (6,917.55) |  
**Liabilities & Equity**
Accounts Payable | 16,729.43 | 9,199.46 | (7,529.97) | All but 1 bill current
Deferred Revenue | 0.00 | 0.00 | 0.00 | No deferred revenue FY15
Tour - 2015 Deferred Revenue | 5,483.60 | 0.00 | 0.00 | Tour is complete
Other Current Liabilities | 6,721.20 | 7,237.31 | 516.11 | Accrued payroll/vacation FY15
Long Term Liabilities | 45,000.00 | 33,000.00 | (12,000.00) | Internal financed debt
**Total Liabilities** | 73,934.23 | 49,436.77 | (19,013.86) | 
**Equity**
Retained Earnings | (32,949.07) | 10,903.21 | 43,852.28 | 
Net Income | 46,914.80 | 20,642.43 | (26,272.37) | See P&L detail
**Total Equity** | 13,965.73 | 31,545.64 | 17,579.91 |  
**Total Liabilities & Equity** | 87,899.96 | 80,982.41 | 6,917.55 |  

**Note:** Figures are final 2014-15 internal numbers submitted to the auditors. The audit is expected to be completed by November 30, 2015, with the tax return filed on time without an extension in December.
The Chorus ended the fiscal year in the black for the third year in a row.
This is the first time in the 34-year history of the Chorus that there have been 3 sequential years in the black.
Including the revenue and costs of the tour the BGMC in FY15 was a $1.2 million organization.
The net impact of the tour was a cost of $12,525.88 after dedicated funds raised.

### FINANCIAL: OPERATIONS

<table>
<thead>
<tr>
<th>August 15 Actual (as of 09/25/2015)</th>
<th>YTD Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ordinary Income/Expense</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONTRIBUTED INCOME</td>
<td>220,733.10</td>
<td>211,667.00</td>
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<tr>
<td>EARNED INCOME</td>
<td>497,263.85</td>
<td>513,333.00</td>
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<tr>
<td>TOUR INCOME</td>
<td>502,729.56</td>
<td>0.00</td>
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<tr>
<td><strong>Total Income</strong></td>
<td>1,220,726.51</td>
<td>725,000.00</td>
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<tr>
<td><strong>Expense</strong></td>
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<tr>
<td>ADMINISTRATIVE</td>
<td>173,279.68</td>
<td>188,608.00</td>
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<tr>
<td>ARTISTIC</td>
<td>135,390.01</td>
<td>140,810.00</td>
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<tr>
<td>TOUR COSTS</td>
<td>515,255.44</td>
<td>515,255.44</td>
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<tr>
<td>MARKETING</td>
<td>112,635.59</td>
<td>94,145.00</td>
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<tr>
<td>WAGES</td>
<td>262,549.50</td>
<td>301,437.00</td>
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<tr>
<td><strong>Total Expense</strong></td>
<td>1,199,110.22</td>
<td>725,000.00</td>
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<tr>
<td><strong>Net Ordinary Income</strong></td>
<td>21,616.29</td>
<td>0.00</td>
</tr>
<tr>
<td>DEPRECIATION - Non Cash</td>
<td>973.86</td>
<td>0.00</td>
</tr>
<tr>
<td><strong>IN-KIND INCOME</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Services</td>
<td>1,627.66</td>
<td>1,627.66</td>
</tr>
<tr>
<td><strong>Total IN-KIND INCOME</strong></td>
<td>1,627.66</td>
<td>1,627.66</td>
</tr>
<tr>
<td><strong>IN-KIND EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Services</td>
<td>1,627.66</td>
<td>1,627.66</td>
</tr>
<tr>
<td><strong>Total IN-KIND EXPENSES</strong></td>
<td>1,627.66</td>
<td>1,627.66</td>
</tr>
<tr>
<td><strong>Total Other Expense</strong></td>
<td>1,627.66</td>
<td>1,627.66</td>
</tr>
<tr>
<td><strong>Net Other Income</strong></td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>20,642.43</td>
<td>0.00</td>
</tr>
</tbody>
</table>

### August 14 Actual  Variance year to year  Notes

| August 14 Actual  Variance year to year  Notes |
|-----------------------------------------------|-----------------------------------------------|
| 200,760.59  19,972.51 1 event not produced    |
| 436,036.10  61,227.75  Premium pricing/inc.    |
| 502,729.56  502,729.56  Direct & indirect     |

**Variance Notes**

- **200,760.59** 1 event not produced
- **436,036.10**  Premium pricing/inc.
- **502,729.56**  Direct & indirect

**Notes**

- **200,760.59**: 1 event not produced
- **436,036.10**: Premium pricing/inc.
- **502,729.56**: Direct & indirect

**August 15 Actual**

**Variance**

- **21,616.29**: 973.86
- **973.86**: (0.00)
- **318.27**: 1,309.39
- **318.27**: 1,309.39
- **318.27**: 1,309.39
- **318.27**: 1,309.39
- **318.27**: 1,309.39
- **318.27**: 1,309.39
- **318.27**: 1,309.39
- **318.27**: 1,309.39
- **0.00**: 0.00
- **43,852.28**: (23,209.85)

**Net Income**

**Note:** Figures are final 2014-15 internal numbers submitted to the auditors. The audit is expected to be completed by November 30, 2015, with the tax return filed on time without an extension in December.
A more detailed analysis shows that Individual Contributions make up the majority of contributed income:

- Individual Donations: $155,899.07
- Corporate Matching: $6,234.03
- Grants: $48,600
- Restricted Donation: $10,000

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

- Ticket Income: $335,066.72
- Advertising Revenue: $16,880
- Fundraising Events: $81,945
- Membership Related: $40,895
- Merchandise: $227.13
- Performance fees: $22,250

Program, Administrative and Fundraising expenses are allocated on a percentage basis.
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!

Photo: Natasha Moutache
BGMC fills Jordan Hall with the merriment of the season. We’ll premiere *Forbidden Holiday* from the writers of the off-Broadway hit *Forbidden Broadway*. Traditional favorites, a dancing troupe of Santas, our version of the can-can ... just part of what we’re unwrapping this Christmas!

- **Sunday** December 13, 2015 at 3pm
- **Saturday** December 19, 2015 at 8pm
- **Sunday** December 20, 2015 at 8pm
- **Monday** December 21, 2015 at 8pm

**CABARET**

Some of BGMC’s finest in a casual, unique and fun-filled Cabaret.

- **Friday** February 19, 2016 at 8pm
- **Saturday** February 20, 2016 at 5pm and 8pm
- **Sunday** February 21, 2016 at 3pm (VIP)

at Club Café

Join BGMC for an amazing concert of inspiring and entertaining music, including Elton John’s *Circle of Life* from *The Lion King*.

Audiences last June gave Joshua Shank’s *Peace* a standing ovation at Symphony Hall. Be the first to experience his newest commission based on BGMC’s historic Middle East Tour.

- **Saturday** March 19, 2016 at 8pm
- **Sunday** March 20, 2016 at 3pm

Kickoff Pride with pop songs you know and love. You vote for songs you want to hear! Join us for an interactive show with 175 singers and our favorite dancing boys.

- **Friday** June 3, 2016 at 8pm
- **Sunday** June 5, 2016 at 3pm AND 7pm