



Photo: Thomas L Collins III



*Creates musical experiences to inspire change, build community and celebrate difference*

## 2014-2015 ANNUAL REPORT



Photos: Alexis Scheer

### SUMMARY

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



Photos: Alexis Scheer

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.



Photo: Michael Leclerc

### 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.



Photos: Alexis Scheer

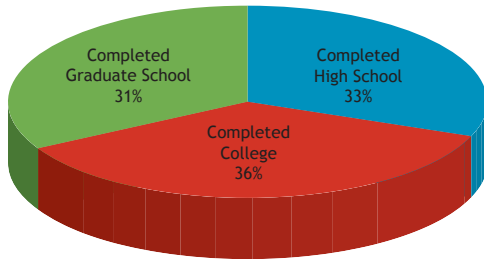


Photos: Alexis Scheer

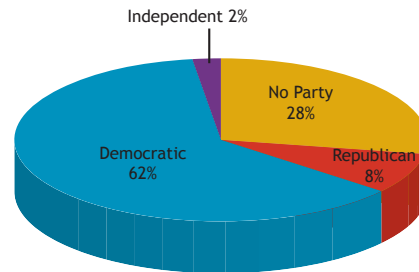
# CONSTITUENTS

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

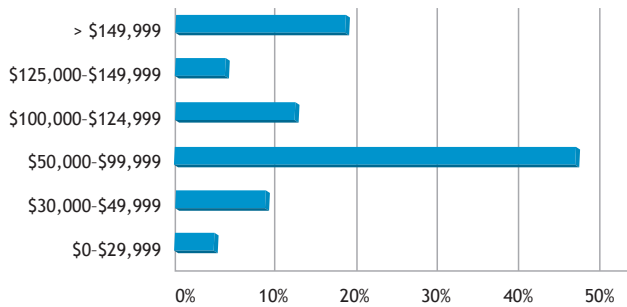
## EDUCATION



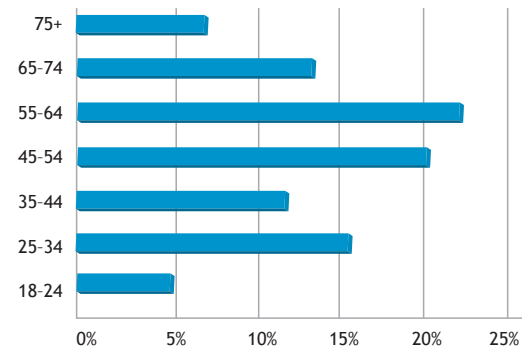
## POLITICAL AFFILIATIONS



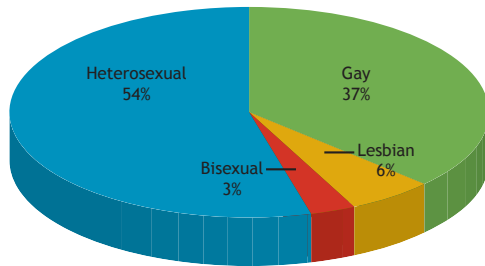
## INCOME



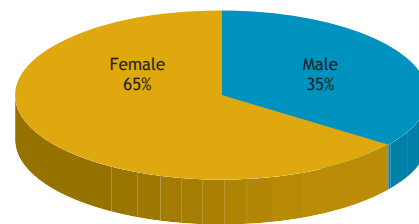
## AGE



## SEXUAL ORIENTATION



## GENDER



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

# SOCIAL MEDIA IMPACT



75% annual growth



3.1 mil hits/yr



350,000 views/yr



Instagram introduced



150% annual growth



10% annual growth



12,500 downloads/yr



# MEDIA COVERAGE

**The Rainbow Times**  
The Freshest Lesbian, Gay, Bisexual & Transgender Newspaper in New England since 2006

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**Boston Gay Men's Chorus Makes History at Governor's Inaugural Celebration**  
TRT Editor | Jan 12, 2015 | Comments 0

**BAY WINDOWS**  
Serving New England's Lesbian, Gay, Bisexual and Transgender Communities

December 12, 2014

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HOME / ARTS & ENTERTAINMENT: Merry and Gay

**J. Bodner** Keeping you covered.  
8 Cleveland Street, Boston, MA 02116 | 617-477-8900

**Merry and Gay**  
By BOSTON GAY MEN'S CHORUS | DECEMBER 10, 2014

With elves in sequins, polka dancers, and frank talks on holiday classics, Noel is sure to entertain.

It's the most wonderful time of the year—Noel. But it's, for the Boston Gay Men's Chorus (BGMC), an annual holiday extravaganza. With Noel BGMC continues its tradition of celebrating the holidays with "Noel" and "The First Noel" with fun new classics like "Gay marriage spotlight" (in).

**POPULAR**

1. GLAD welcomes new board members
2. Governor Patrick celebrates administration's commitment to LGBT youth
3. Federal Court hears petition for equal pay
4. My very gay straight story
5. Wedding announcement: Benjamin Duxson and David Breen
6. Gay marriage spotlight (in)

**Silky smooth lubricants**  
Just Make

FRIDAY, MARCH 20, 2015

THE BOSTON GLOBE

Art + Performance

## For Schwartz, a chance to sing his own songs

By Jeremy D. Goodwin  
COURTESY: STEPHEN SCHWARTZ

The popular success of composer/lyricist Stephen Schwartz is staggering. His Broadway megahits "Pippin," "Wicked," and "The Magic Show" are in or out of theaters, and he's been chosen by two people to write a trio of shows that each run for more than 1,000 performances on Broadway. Jerry Herman is the other's kind "Goodwin" is on his resume, too. But, unfortunately, he's never won a Tony award. He's also written for hit films including Disney's "Pocahontas" and "The Prince and the Pauper." Schwartz is currently working on a German language musical comedy about the libretto writer of Mozart's "The Magic Flute," which is scheduled to premiere in Vienna in 2016 under the direction of Terry New. On Saturday and Sunday, he'll take a rare moment and join the Boston Gay Men's Chorus for "Wicked Jewwelez" a selection of songs from throughout his career. He speaks to the Globe from his home in Connecticut.

Q: You'll be singing your work along with the chorus. Is that something you do often?  
A: I get a chance to do it like once a year. This is a great big chorus, and the bigger the better, as it's really fun to sing with them. There is a program with a bunch of my songs that I've never done. It includes "Jewwelez," a piece I wrote for the San Francisco Gay Men's Chorus. The by-

Composer/lyricist Stephen Schwartz will be performing songs from his Broadway hits in two shows with the Boston Gay Men's Chorus.

## The Boston Globe



## A voice to be heard in the Mideast

Boston Gay Men's Chorus braces for a hostile reception

By James Reed  
GLOBE STAFF

Protesters hissing antigay slurs and death threats through bullhorns. Armed police officers as escorts to the performance hall. Headlines in publications around the world.

The Boston Gay Men's Chorus was stunned when that was the reception it received in

Wroclaw, Poland, in 2005 as part of its maiden European tour. And it could very well face a similarly hostile situation later this month when it makes history as the first gay chorus to tour the Middle East.

More than 100 members of the Boston Gay Men's Chorus will perform five concerts in four cities from June 18-29,

with stops in Israel (Tel Aviv, Ein Gedi, and Jerusalem) and Turkey (Istanbul). The group is already causing a stir in Istanbul, where the original venue canceled its concert amid a public outcry particularly upset that an openly gay ensemble would be performing during the Muslim holy month of

**CHORUS, Page A7**

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

22 Mart 2015 Pazar

**ÜNLÜ GAY KOROSU TÜRKİYE'YE GELİYOR**

Grup, İstanbul'da ilk konserini verecek ve ardından İstanbul'da 'Gay Pride' ve 'Gay Türkiye' etkinliklerine katılacak.

**Gay olun demiyoruz**

## EDGEMEDIANETWORK

Print This Page  
Back to article

### Entertainment » Music

#### BGMC Celebrates Boston Pride with 'Smile'

Thursday Apr 16, 2015

The Boston Gay Men's Chorus (BGMC) proudly presents "Smile," a performance that will showcase a wide-ranging collection of Broadway favorites and the latest pop hits from Madonna. "Smile" features special guest Laura Benanti, a 2008 Tony Award winner who is currently starring in the ABC musical drama "Nashville." The performance takes place on Sunday, June 14 at Symphony Hall with Pops-style seating and table service. Tickets are available at [www.bgmc.org](http://www.bgmc.org) or the BSO Box Office.

## The Boston Globe

### Composer Joshua Shank polled chorus to create new 'Peace'



Music director Reuben Reynolds leads the Boston Gay Men's Chorus in rehearsal.  
By James Reed | GLOBE STAFF | JUNE 13, 2015

**Vermont**

SECTIONS SHOWS CHAT BOARDS JOBS STUDENTS TRAVEL

### Boston Gay Men's Chorus Hosts 'Live at Latches' Fundraiser Tonight

November 1 12:30 AM 2014

by BWW News Desk

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anasayfa Radikal.com.tr aile big

PAPARAZZY İLE KELEBEK TRAVEL GOURMET Style HEALTH

### 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 choir on stage exit in South Kampüs' 5 thousand watched the transcendent person.

Sa'ad DURMAZ July 1, 2015



7/1/2015 9:42 AM

Wicked Serious | BU Today | Boston University

ARTS & ENTERTAINMENT SCIENCE & TECH IN THE WORLD CAMPUS LIFE HEALTH & WELLNESS

Arts & Entertainment

### Wicked Serious

Broadway composer Stephen Schwartz offers master class at CFA

03/25/2015 By Jill Brown

Composer Stephen Schwartz shares his stage advice and backstage anecdotes with College of Fine Arts students. The Broadway veteran has worked with a variety of artists, from the late Bob Fosse on the original Pippin in Copley Plaza to the recent revival that debuted at the American Repertory Theater in Cambridge. Photos by Colby Scott

# FINANCIAL: BALANCE SHEET

- The organization is in a strong and stable financial condition.
- The 2013 loan continues to be paid down per its agreement.

	August 31, 2015	August 31, 2015 Act (as of 09/25/2014)	Variance	Notes
<b>ASSETS</b>				
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
<b>TOTAL ASSETS</b>	<b>87,899.96</b>	<b>80,982.41</b>	<b>(6,917.55)</b>	
<b>LIABILITIES &amp; EQUITY</b>				
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
<b>TOTAL LIABILITIES</b>	<b>73,934.23</b>	<b>49,436.77</b>	<b>(19,013.86)</b>	
<b>EQUITY</b>				
Retained Earnings	(32,949.07)	10,903.21	43,852.28	
Net Income	46,914.80	20,642.43	(26,272.37)	See P&Ldetail
<b>TOTAL EQUITY</b>	<b>13,965.73</b>	<b>31,545.64</b>	<b>17,579.91</b>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>87,899.96</b>	<b>80,982.41</b>	<b>6,917.55</b>	

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.



# FINANCIAL: OPERATIONS

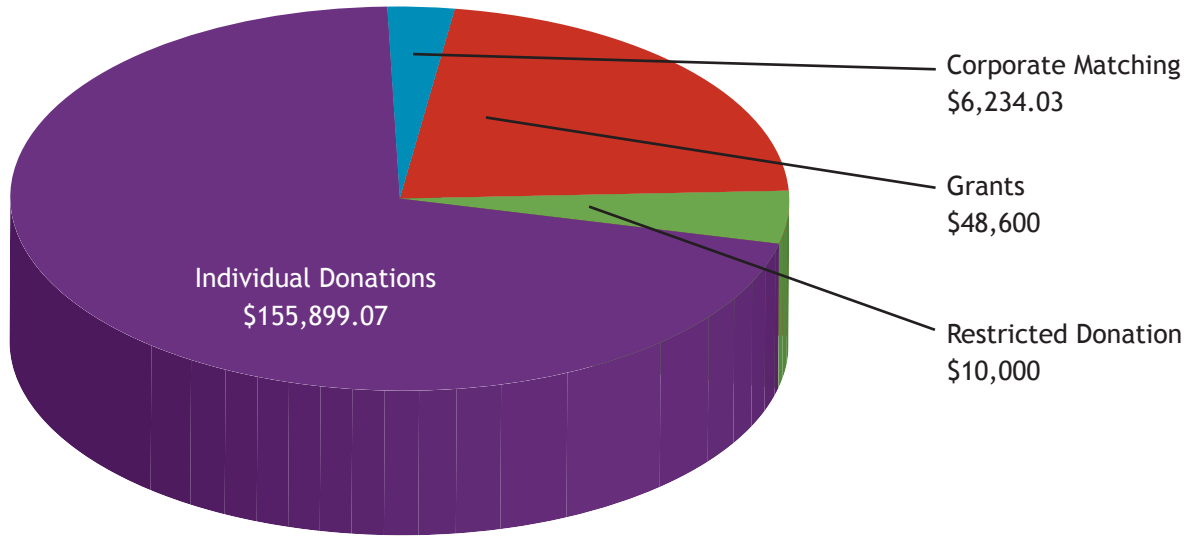
- The Chorus ended the fiscal year in the black for the third year in a row.
- This is the first time in the 34-year history of the Chorus that there have been 3 sequential years in the black.
- Including the revenue and costs of the tour the BGMC in FY15 was a \$1.2 million organization.
- The net impact of the tour was a cost of \$12,525.88 after dedicated funds raised.

	August 15 Actual (as of 09/25/2015)	YTD Budget	Variance	August 14 Actual	Variance year to year	Notes
Ordinary Income/Expense						
Income						
CONTRIBUTED INCOME	220,733.10	211,667.00	9,066.10	200,760.59	19,972.51	1 event not produced
EARNED INCOME	497,263.85	513,333.00	(16,069.15)	436,036.10	61,227.75	Premium pricing/inc.
TOUR INCOME	502,729.56	0.00	502,729.56		502,729.56	Direct & indirect
<b>Total Income</b>	<b>1,220,726.51</b>	<b>725,000.00</b>	<b>495,726.51</b>	<b>636,796.69</b>	<b>583,929.82</b>	
Expense						
ADMINISTRATIVE	173,279.68	188,608.00	(15,328.32)	174,228.93	(949.25)	
ARTISTIC	135,390.01	140,810.00	(5,419.99)	102,922.14	32,467.87	Investment
TOUR COSTS	515,255.44		515,255.44	12,389.74	502,865.70	One time costs
MARKETING	112,635.59	94,145.00	18,490.59	83,361.10	29,274.49	Labor included
WAGES	262,549.50	301,437.00	(38,887.50)	219,068.64	43,480.86	Labor reallocated
<b>Total Expense</b>	<b>1,199,110.22</b>	<b>725,000.00</b>	<b>474,110.22</b>	<b>591,970.55</b>	<b>607,139.67</b>	
<b>Net Ordinary Income</b>	<b>21,616.29</b>	<b>0.00</b>	<b>973.86</b>	<b>44,826.14</b>	<b>(23,209.85)</b>	
DEPRECIATION - Non Cash	973.86			973.86	(0.00)	
IN-KIND INCOME						
Non-Services	1,627.66		1,627.66	318.27	1,309.39	
<b>Total IN-KIND INCOME</b>	<b>1,627.66</b>		<b>1,627.66</b>	<b>318.27</b>	<b>1,309.39</b>	
IN-KIND EXPENSES						
Non-Services	1,627.66		1,627.66	318.27	1,309.39	
<b>Total IN-KIND EXPENSES</b>	<b>1,627.66</b>		<b>1,627.66</b>	<b>318.27</b>	<b>1,309.39</b>	
<b>Total Other Expense</b>	<b>1,627.66</b>		<b>1,627.66</b>	<b>318.27</b>	<b>1,309.39</b>	
<b>Net Other Income</b>	<b>0.00</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	
<b>Net Income</b>	<b>20,642.43</b>	<b>0.00</b>	<b>20,642.43</b>	<b>43,852.28</b>	<b>(23,209.85)</b>	

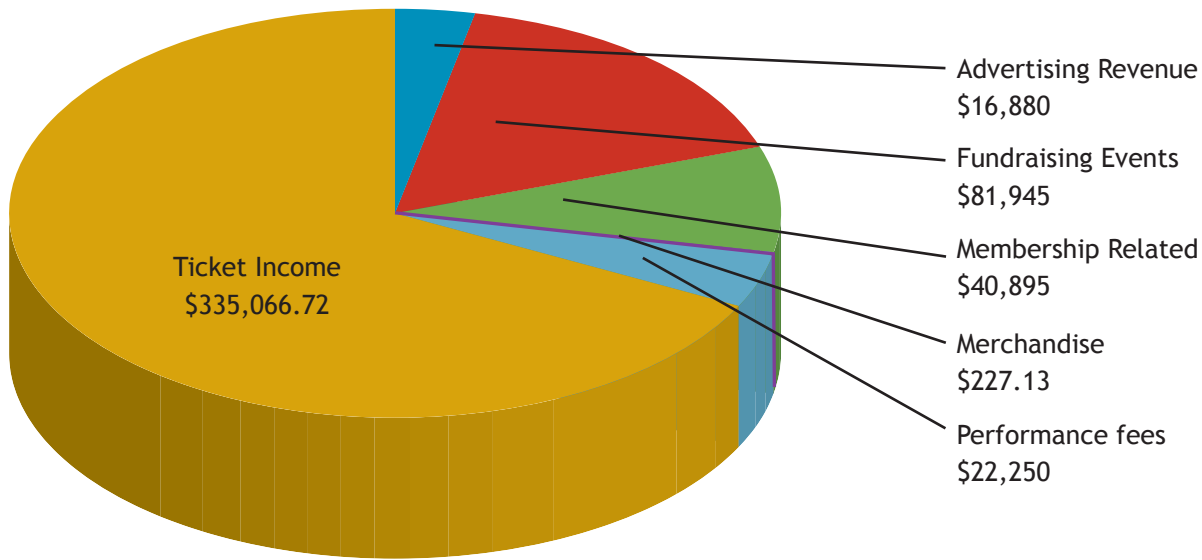
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# FINANCIAL: CHARTS

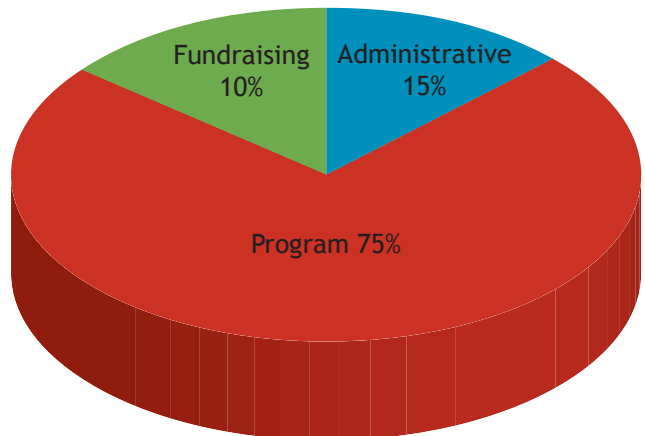
A more detailed analysis shows that Individual Contributions make up the majority of contributed income:



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



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



# Ho Ho Ho

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



Photo: Alexis Scheer

# 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



Photo: Alexis Scheer



# CIRCLE OF LIFE



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

