



Photos: Gretjen Helene Photography and Thomas L. Collins, III



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

## 2017-2018 ANNUAL REPORT

# SUMMARY



Music Director Reuben M. Reynolds, III, oversaw a remarkable season:

- 26 public performances
- 73 members sang their first concert
- 307 active members
- \$42,000 raised for LGBTQ beneficiaries

The organization was led by President Stephen M. Conner, Vice-President John Beaudreau, Treasurer Jeffrey Fatchaline, and Clerk Ryan Miller. Also serving on the board of directors were Izzy Berdan, Michael Hilwig, Michael J. Leclerc, Theresa Murray, Eric Rezsnyck, David A. Shaffer and Frank Sutter. Membership Services co-chairs were Jim Freiman and Nicholas Everage.

In addition to Reuben, the artistic staff included Principal Accompanist and Assistant Music Director Chad Weirick, Director-Choreographer Michelle Chassé, and American Sign Language interpreter LeWana Clark.

Executive Director Craig Coogan led the administrative staff of Customer Engagement Manager Sarah Shoffner and Company Manager Alex Jay Barskey.

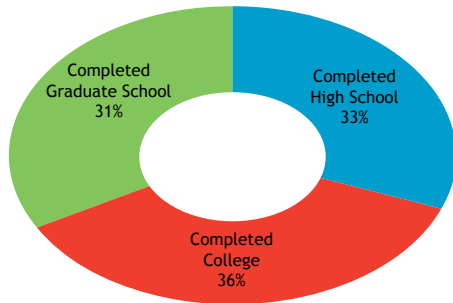
# IMPACT

- Community performances at MotherBrook Performing Arts Center and Timberlane Performing Arts Center
- Fenway Park National Anthem performance for approximately 36,000
- U.S. Conference of Mayors performance
- First LGBTQ chorus to tour South Africa, raising \$38,000 for LGBTQ beneficiaries

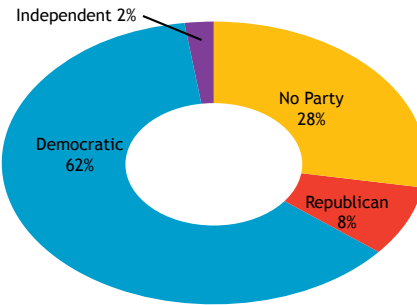
# CONSTITUENTS

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

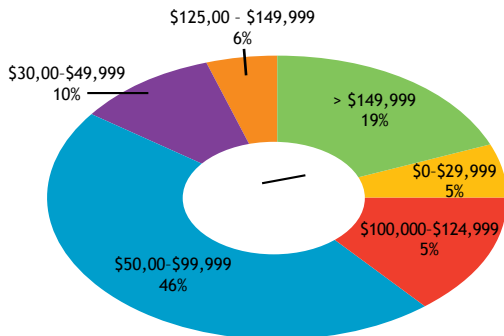
## EDUCATION



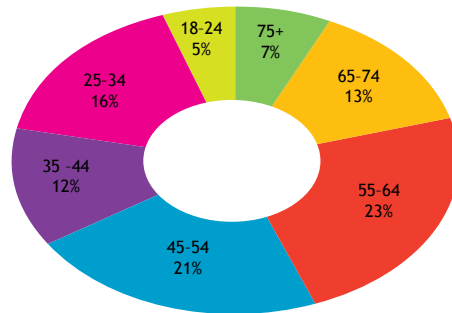
## POLITICAL AFFILIATIONS



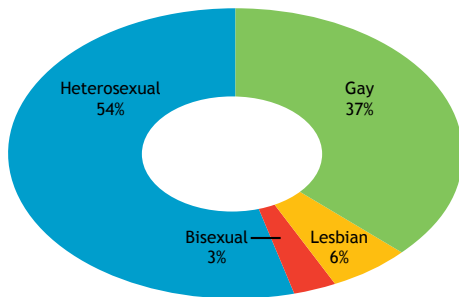
## INCOME



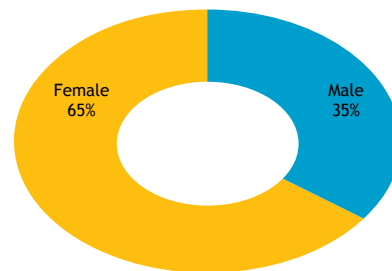
## AGE



## SEXUAL ORIENTATION



## GENDER



(Information gathered from Acxiom consumer data, based on ticket purchases 2009-2018.)

# SOCIAL MEDIA IMPACT



7,500 likes  
174,700 video views



70,000  
page views/yr



1.5 million  
views/yr



1.5K followers



3K followers



1K connections



50K downloads to date

# VISIBILITY



# FINANCIAL: BALANCE SHEET

- The organization is in a strong and stable financial condition.
- The 2013 loan has been paid in full. The organization is debt free.

	August 31, 2017	August 31, 2018 Actual (as of 09/10/2018)	Variance	Notes
<b>ASSETS</b>				
Checking/Savings	83,094.56	31,771.67	(51,322.89)	Tour Deposits
Accounts Receivable	0.00	0.00	0.00	
Current Assets	1,100.00	1,333.00	233.00	
Tour – Prepaid Costs	3,571.18	0.00	(3,571.18)	South Africa
Prepaid Expenses	12,963.04	14,934.52	1,971.48	Peacock + other next fy costs
Endowment (restricted)	50,000.00	60,000.00	10,000.00	
Reserve	25,000.00	28,000.00	3,000.00	
LPL – Other cash holdings	9,999.35	10,630.76	631.41	
<b>TOTAL ASSETS</b>	<b>185,728.13</b>	<b>146,669.95</b>	<b>(39,058.18)</b>	
<b>LIABILITIES &amp; EQUITY</b>				
Accounts Payable	3,556.13	1,062.47	(2,493.66)	Bills current
Deferred Revenue	21,000.00	10,000.00	(11,000.00)	Peacock grant
Tour – Deferred Revenue	10,150.00	0.00	(10,150.00)	Restricted gifts for tour
Tour – Deferred Participant pymts	52,520.44	0.00	(52,620.44)	Deposits for S. Africa
Other Current Liabilities	1,785.55	2,060.45	274.90	Vacation accrual
Long Term Liabilities	9,000.00	0.00	(9,000.00)	Internal financed debt paid
<b>TOTAL LIABILITIES</b>	<b>98,012.12</b>	<b>13,122.92</b>	<b>(84,889.20)</b>	
<b>EQUITY</b>				
Retained Earnings	38,190.16	87,716.01	49,525.85	FY16 surplus
Net Income	49,525.85	45,831.02	(3,694.83)	See P&Ldetail
<b>TOTAL EQUITY</b>	<b>87,716.01</b>	<b>133,547.03</b>	<b>45,831.02</b>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>185,728.13</b>	<b>146,669.95</b>	<b>(39,058.18)</b>	

NOTE: Figures are final 2017-18 internal numbers submitted to the auditors. The audit is expected to be completed by November 30, 2018, with the tax return filed on time without an extension in December.

# FINANCIAL: OPERATIONS

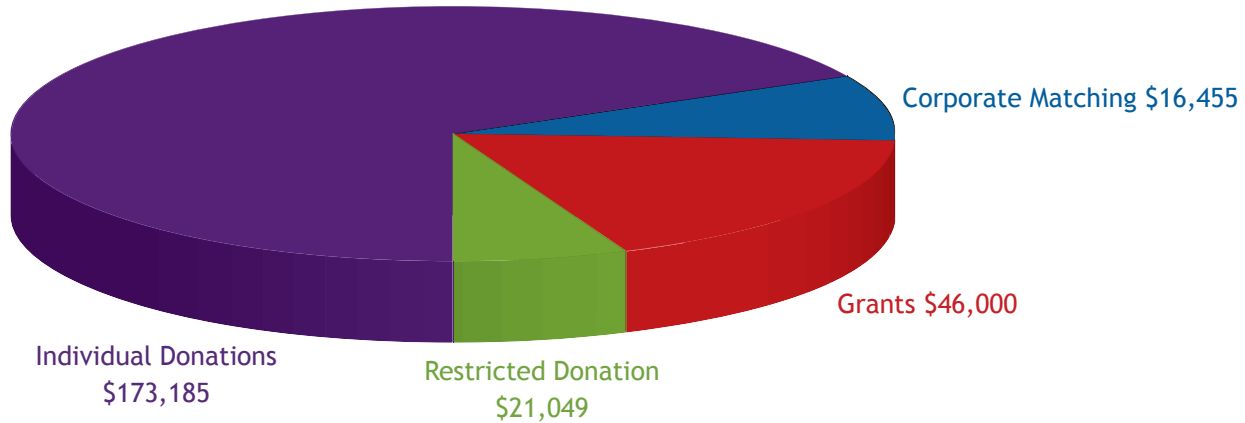
- The Chorus ended the fiscal year with a surplus (“in the black”) for the sixth consecutive year.

	August 31, 2018 (as of 09/10/2017)	Budget	Variance	Aug 31, 2017 Actual	Variance year to year
Ordinary Income/Expense					
Income					
CONTRIBUTED INCOME	256,688.36	196,945.00	59,743.36	237,818.32	18,870.04
EARNED INCOME	598,621.99	588,055.00	10,566.99	552,981.23	45,640.76
<b>Total Income</b>	<b>855,310.35</b>	<b>785,000.00</b>	<b>70,310.35</b>	<b>790,799.55</b>	<b>64,510.80</b>
Expense					
ADMINISTRATIVE	215,397.13	203,224.00	12,173.13	196,786.45	18,610.68
ARTISTIC	139,490.95	136,506.00	2,984.95	144,779.55	(5,288.60)
MARKETING	104,826.17	106,961.00	(2,134.83)	127,939.23	(23,113.06)
WAGES	310,759.10	338,309.00	(27,549.90)	271,768.47	38,990.63
<b>Total Expense</b>	<b>770,473.35</b>	<b>785,000.00</b>	<b>(14,526.65)</b>	<b>741,273.70</b>	<b>29,199.65</b>
<b>Net Ordinary Income</b>	<b>84,837.00</b>	<b>0.00</b>	<b>84,837.00</b>	<b>49,525.85</b>	<b>35,311.15</b>
Relocation related costs	35,793.91		35,793.91	0.00	35,793.91
TOUR INCOME	533,320.96			486.94	
TOUR Expense	536,533.03				
IN-KIND INCOME					
Non-Services & Services	4,219.54		4,219.54	20,064.46	(15,844.92)
IN-KIND EXPENSES					
Non-Services & Services	4,219.54		4,219.54	20,064.46	(15,844.92)
<b>Net Other Income / Other Expense</b>	<b>(39,005.98)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>45,831.02</b>	<b>0.00</b>	<b>49,043.09</b>	<b>49,525.85</b>	<b>(482.76)</b>

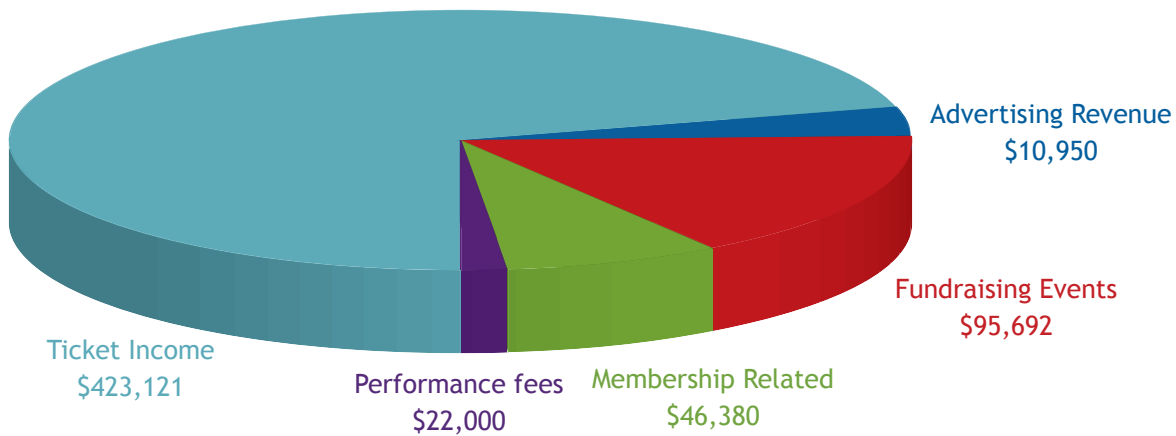
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# FINANCIAL: CHARTS

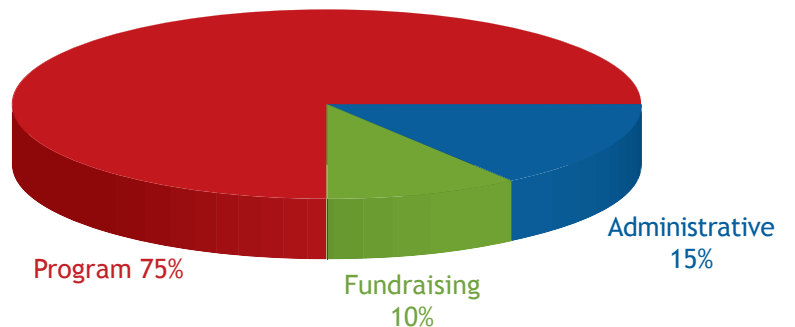
A more detailed analysis shows that Individual Contributions make up the majority of contributed income:



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!



Gretjen Helene Photography

# Brass & Bows & Boys



Sunday December 9, 2018 at 3pm  
 Sunday December 9, 2018 at 7pm  
 Friday December 14, 2018 at 8pm  
 Saturday December 15, 2018 at 8pm  
 Sunday December 16, 2018 at 8pm

New England Conservatory's  
 Jordan Hall

# CABARET

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

Friday February 22, 2019 at 8pm  
 Saturday February 23, 2019 at 5pm  
 Saturday February 23, 2019 at 8pm  
 Sunday February 24, 2019 at 3pm (VIP)

Club Café



Special Guest Todrick Hall

# Raise You Up

Saturday March 16, 2019 at 8pm  
 Sunday March 17, 2019 at 3pm

New England Conservatory's  
 Jordan Hall



# GOD SAVE THE QUEENS

Friday, May 31, 2019 at 8pm  
 Saturday June 1, 2019 at 8pm  
 Sunday, June 2, 2019 at 3pm

New England Conservatory's  
 Jordan Hall

