



Annual Report 2005

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Stanislaus PRIDE

is

People Respecting Individuality, Diversity and
Equality

Our Mission

To provide informational, educational and cultural resources in a safe and positive environment to support, strengthen and celebrate the lives of GLBT persons in the greater Modesto area.

CONTENTS

President's Comment	4
Development, Growth and Future	5
Members of the Board	7
Financial statement	9
Budget for 2005	II

PRESIDENT'S COMMENT

Growing up in the San Joaquin Valley, I constantly dreamed of leaving it. I had dozens of very good reasons, beginning with the fact that I identified as lesbian. I couldn't envision making any kind of life for myself here. There were few GLBT resources and much outright hostility. Leaving the Valley seemed the best decision a girl like me could make.

When I returned to the Modesto area more than a decade after that flight, for what I believed was a temporary stay, I learned about plans to create a community center to serve the needs of our region's GLBTs. And the more I heard about what was to become the Stanislaus PRIDE Center, the more I wanted to help make this dream a reality. Together, we could make the Valley a safer, more welcoming and livable place for all. Then perhaps future GLBTs wouldn't feel forced to leave in order to create and sustain lives they could be proud of.

So I stayed.

And now the Stanislaus PRIDE Center is approaching its first anniversary—the first of what I hope and plan will be many, many more.

Reflecting on the challenges we have faced and what we have accomplished so far, I am simultaneously awed and humbled. Driven by the desire to ensure long term viability and sustainability, we have put a solid corporate infrastructure into place. We have garnered positive press and buzz both within and beyond the greater Modesto area. We have made progress with our first services and have a strong slate of new programs to be created and implemented through 2006. We have gained financial support from across a broad spectrum of institutions and individuals, which will allow us to extend our outreach.

One large challenge awaits us in 2006: securing a physical facility for the Center. Our goal is to establish this safe and positive environment by the end of the year. We look forward to providing meeting space and support for existing and emerging GLBT groups. By centralizing current resources and facilitating new ones, we hope to unify and strengthen a community that is now diffuse and largely invisible.

If you have already contributed to the Stanislaus PRIDE Center—be it financially or through the gifts of your time and talent—I thank you from the bottom of my heart. Each of us at the SPC are committed to putting your contributions to good use and making good on our promise to be a *community* center in the truest sense. The Stanislaus PRIDE Center simply will not—and cannot—exist without your interest and participation.

Here's to more growth and achievement through 2006—to making the Valley an even better place for GLBTs.

Lisa M. Verigin, Ph.D.
President-Stanislaus PRIDE Center

DEVELOPMENT, GROWTH AND FUTURE

The Stanislaus PRIDE Center, Inc. (SPC) was formed in March 2005. By May, our corporate status had been confirmed by the Secretary of State, and our first official meeting of the Board of Directors was called. The Board immediately set out to create a solid organizational infrastructure to ensure long-term sustainability. The Directors dedicated themselves to putting basic services in place while simultaneously developing a strategic plan for securing the Center's physical facility. Through this community hub, we will provide meeting space and support for current and new GLBT groups, as well as offer unique programs and services to fill the gaps in existing resources. Our goal is to have a site established by the end of 2006.

The Stanislaus PRIDE Center was first publicly introduced in Summer 2005. With the Unitarian Church and local chapters of PFLAG and Equality California, we sponsored a float for Modesto's Fourth of July parade. Making our debut at such a large public event helped us promote a positive GLBT presence. The SPC's debut was soon followed by an article about the organization in one of our region's main newspapers, the *Modesto Bee*.

Since then, it has been full-speed ahead. Among the SPC's first year achievements:

- We conducted a Survey of Needs among the region's GLBTs to help us prioritize the programs and services that the Center can offer. As of this writing, the data is still being collected and analyzed.
- We produced the first edition of the SPC *Equality Pages*, a directory of GLBT-friendly

businesses and organizations in and around Modesto. Soliciting advertisers via direct mail only, we had a positive response rate of 8%—more than double the standard for direct mail. Currently available in PDF form on our website, we are working to transform it into a searchable online database. More mailings, both to Modesto businesses and beyond, are slated through the first months of 2006. A print version is also being planned.

- We established the Stanislaus PRIDE Center website (stanislauspridecenter.com) to provide comprehensive resources for regional GLBTs. In addition to the *Equality Pages*, these include a consistently updated Community Calendar, local news of GLBT interest, and links to regional and national resources. The number of visitors to the site has increased steadily since our official launch in early Fall, and we expect continued growth as we add features to the site.

- We developed the first comprehensive referral list for those looking for local resources, including GLBT-friendly hangouts, support groups and political groups. Over time, this list will be elaborated to include physicians, lawyers, financial planners and other professionals who welcome the opportunity to meet the unique and specific needs of GLBTs.

- We established the region's first transgender support group. Meeting twice monthly, the group is led by transgender people for transgender people. The group coordinators continue to develop a comprehensive resource list for transgender and gender-questioning individuals.

Additional plans through 2006 include hosting a program of monthly social gatherings, creating a healthcare referral system, facilitating low-cost/free counseling for GLBTs in need and promoting an educational outreach program to area businesses, organizations, professionals and educators to help them understand how they can better serve their GLBT customers, members, clients and students.

The SPC has also worked diligently to get the word out about our mission and vision. Representatives of the PRIDE Center have and will continue to network with many key GLBT and allied groups in the region, including:

- Stanislaus Community Assistance Project (SCAP)
- Stanislaus, Merced and Mother Lode chapters of PFLAG
- Modesto Junior College PRISM
- CSU Stanislaus CAUSE
- Equality California – Stanislaus
- Stonewall Democrats – San Joaquin
- Owl Empire of Stanislaus County, Inc.

We have also had representatives present at numerous GLBT-oriented functions, including the Coming Out Day observance at MJC, the Birds of a Feather November gathering, the OESCI Coronation and Investitures and the World AIDS Day observance at College Avenue Congregational Church. We will continue to nurture our relationships with the above and similar groups, as well as pursue relationships with public agencies to help improve the number and kind of resources available to the GLBT community.

In October, the SPC held its first event to directly inform the public about our mission and vision. Gathering at the Riverbank home of Linda and Mike Gianelli, more than 130 members of the community were formally introduced to the organization. Many signed

up to get involved, and though donations were not solicited at this time, a good number made generous financial contributions to the SPC.

We also continued to pursue media coverage for the Center, to further expand on recent media attention and develop new exposures about our mission. To this end, we provided monthly articles to *Stanislaus Connections* to update the public on our progress and accomplishments. We also garnered a two-part feature article in San Francisco's *Bay Area Reporter*, which resulted in an increase of traffic to our website and numerous contacts from people offering their support.

In April 2006, we will publish our first issue of *PRIDE in Print*. This quarterly newsletter will keep donors and supporters up-to-date about SPC progress and development. We will also be distributing the newsletter through regional GLBT-friendly businesses as a means of further expressing the SPC mission, vision and programs to the wider public.

The Stanislaus PRIDE Center has now joined the National Association of LGBT Community Centers. We are also currently working on building a regional coalition with four other proximate GLBT community centers (Chico, Redding, Sacramento, Solano). Through this coalition, we hope to strengthen all our organizations and increase opportunities for grants to help us all enhance our current programs, develop new ones and allow each center to better fulfill its unique mission.

MEMBERS OF THE BOARD

Dr. Lisa Verigin – President

Dr. Verigin is a former university instructor of creative writing and literature, holding an MFA in Creative Writing from Georgia State University and a Ph.D. in English from the University of Nebraska. She has published work in *The Gay & Lesbian Review*, *Bloom*, *Court Green*, *Prairie Schooner* and elsewhere. She has served as a volunteer for the Brownville Concert Series in Nebraska and the Stanislaus chapter of Equality California. A native of Escalon, CA, Dr. Verigin chose to resume full-time residence in the Central Valley solely to help establish and run the Stanislaus PRIDE Center.

Jeffrey Gianelli –Vice President

Jeffrey attended Modesto Junior College before moving on to San Francisco State and earned his BA in English from Stanislaus State University. His knowledge of finance and corporate development stems from his Paralegal work at the law firm of Gianelli & Fores. As chair of the local Equality California Chapter, he has been instrumental in expanding the group's membership and recognition.

Keith Highiet – CFO

A swimming scholarship took Keith to University California Irvine, where his involvement with the LGBT Resource Center at UCI developed a tailored match of skills and experience for his current work with SPC. After four years, he returned to the Central Valley to help expand his family's 86-year-old recycling business the Modesto Junk Company, a business started by his great-grandfather who fled Russian persecution of Jews.

Leslie Highiet – Secretary

Born and raised in Sonora, Leslie is a successful homemaker who has lived in Modesto for 40 years and currently works at the law firm of Gianelli & Fores. She is a former member of the Bravo! Repertory Theatre Guild and former Executive Director and Treasurer at Congregation Beth Shalom in Modesto. Leslie joined SPC to continue her rewarding experiences serving the growing diverse community in the Central Valley.

Bobbie Felser – Board Member

Born in Turlock and a Modesto resident for two decades, Bobbie has served as events coordinator with Bay Area Community of Women (BACW) and an Organizer with the Human Rights Campaign Meetups. She has also served as a volunteer for the Central Valley Democratic Club and Equality California.

Linda Gianelli – Board Member

A lifetime Modesto resident, Linda is a legal assistant at the law firm of Gianelli & Fores and works in the Probate Department. She is a former Director of Operations for Family Connections Adoptions and board member with Kids Works. An involved member of the Riverbank Rotary, she has served as Chair of Sober Grad Night at Beyer High School and has worked on fundraising for such groups as Omega Nu, Great Valley Museum, Rotary Foundation and the Cancer Society.

Marilyn Mettler –Board Member

A Modesto native and former PFLAG co-chair who has facilitated events and support groups, Marilyn has a Bachelor of Science degree in Genetics from the University of California at Davis. She worked as a Research Laboratory Technician at the UCLA Medical Center Brain Research Institute and The Cardiovascular Research Institute at the University of California at San Francisco and helped establish the Physical Anthropology Laboratory at Modesto Junior College.

Dr. Lewis Woodward – Board Member

Dr. Woodward is Professor Emeritus at Modesto Junior College, having received the Doctor of Musical Arts from the University of Texas at Austin. He founded the Opera Program while teaching at MJC, where the Lewis Woodward Vocal Scholarship program was established in 1997. Dr. Woodward served as board president for the National Association of Teachers of Singing, Valley Region; the Modesto Performing Arts Association and co-chair of PFLAG Modesto, and was honored with the “Caring People” Award by Project Via.

Shirley Woodward – Board Member

A Professor Emeritus at Modesto Junior College, Shirley received the Master of Music degree from the University of Texas at Austin and was awarded a Fulbright scholarship to Vienna, Austria, where she studied music. A former co-chair of PFLAG Modesto, she and husband Lewis established the MJC Friends of Music program. In 1992, she was named “Woman of Distinction” at MJC, which six years later established the Shirley Woodward Piano Scholarship. In 1999, she and Lewis were selected Arts Educators of the Year by the Stanislaus Arts Council.

Dr. R.J. Moriconi – Advisor to the Board

Dr. Moriconi is currently assistant to the president of the telemarketing firm DirectLine Technologies, Inc. and Professor Emeritus, College of Education, California State University Stanislaus. A longtime member of PFLAG Modesto, he is founder of the fundraising social group Birds of a Feather. Dr. Moriconi is a board member of the Prospect Theater and works on press and publications for the McHenry Museum and Historical Society. He is also a member of Friends of the Library and the civic enhancement organization the Greater Modesto Tree Foundation.

FINANCIAL STATEMENT

To realize the goal of establishing a community center to serve its clients, the Stanislaus PRIDE Center, Inc. (SPC), in 2005 created a structure from which it can operate on an ongoing basis. The SPC has since been recognized by the IRS as a 501(c)3 nonprofit corporation and by the state of California as an educational, charitable 23701d nonprofit California public benefit corporation.

The SPC's first year was marked by pleasant surprises and great progress on a steep learning curve for the financial concerns of the organization. The biggest surprises came in the way of much larger than expected income and greater than expected expenses on Resources that the SPC offers. Progress in creating a comprehensive and sound financial structure for the SPC was also thematic.

With an approval vote from the SPC Board of Directors, the Chief Financial Officer and Financial Development Committee initially projected a modest operating budget for 2005: \$6,000 in income and \$4,600 in expenses for a net gain of \$1,400. The SPC began the year in an organizing phase and quickly grew into a functioning start-up by year's end. It was this rapid growth that caused income to increase so dramatically. Expenses were also up but, proportionally, not as much as income.

The leading income factor for the SPC in 2005 was direct donations. These amounted to \$14,003, or 72% of the SPC's total income.

The SPC's fundraising activities included a direct mail campaign, *Jump Start 2006*, and volunteer gift wrapping at the Modesto Barnes & Noble. *Jump Start 2006* brought in \$6,435 during the month of December, with a 10% response rate from the mailing. This

campaign continues during 2006 toward a total income goal of \$15,000 to \$25,000. The Barnes & Noble activities brought in an additional \$538 and provided the SPC with valuable exposure to the community at-large.

In December, the Owl Empire of Stanislaus County, Inc. (OESCI) made a welcome contribution to the SPC of \$939 (5% of total income), which seeded the organization's capital campaign fund. The official launch of the capital campaign will occur at a later time.

In-kind donations accounted for \$4,450, or 23%, of all 2005 income. Most in-kind donations were associated with one-time start-up costs, a great deal of which came in the way of donated legal work provided by Gianelli & Fores. A large number of in-kind donations also allowed the SPC to host a reception in October, where we introduced members of the community to the SPC's mission and vision.

The SPC's 2005 income totaled \$19,491.

The SPC's expenses in 2005 came in two forms: cash expenditures and non-cash expenditures, or expenses paid for by in-kind donations. Cash expenditures totaled \$2,510 (36%) and non-cash/in-kind donations totaled \$4,449 (64%) of all expenses.

Of most concern to the SPC and its funders is how cash was spent during the year. After accounting for \$550 in Start-Up Costs— one-time extraordinary items associated with the creation of SPC, Inc.—the three areas of cash expenses were:

- Fundraising: \$561; 29% of expenses
- Operations: \$899; 46% of expenses

- Resources: \$500; 26% of expenses

Because 2005 was an organizing year, the SPC had to focus its efforts on creating a platform from which the organization could operate. The successful achievement of this relied on a much higher than normal percentage of money going toward Fundraising and Operations, and a much lower than normal percentage of money going toward Resources. The structure that is now in place allows the SPC to allocate a greater percentage of its expenses on providing Resources (programs and services) in the coming years to serve its client base, the GLBT community of the greater Modesto area.

Resources accounted for 26% of cash expenditures in 2005, more than eight times higher than the 3% that was initially estimated. These expenditures went into creating the SPC's web site, which provides Resources for its users, including a community calendar, GLBT news, links to local and national resources, and the SPC *Equality Pages*, a local directory of local GLBT-friendly businesses and organizations.

Of note, for every one dollar (\$1) that the SPC spent on fundraising and promotion, more than twenty-six dollars (\$26) came into the organization: a high return on investment.

No accounting, banking or legal fees were paid out-of-pocket by the SPC in 2005. Donated accounting guidance was provided by Mark Dunker, CPA, of Dunker & Aced. Favorable and fee-free banking arrangements

were obtained from Bryan Manley of Citibank. In-kind legal work associated with the SPC's start-up costs was done by David Gianelli and staff of Gianelli & Fores.

The SPC's 2005 expenses totaled \$6,959.

Money in the SPC's general fund at the end of 2005 was \$11,593.

Money in the SPC's capital fund at the end of 2005 was \$939.

Total cash on hand was \$12,532 at year's end.

The SPC's accounting period runs from January 1 to December 31. The 2005 year was a partial year, with property (assets) first received on April 29, 2005.

A copy of the 2005 budget for the SPC follows this written report. Further details are available on request from Keith Highiet by calling (209)567-3121 or e-mailing k.highiet@stanislauspridecenter.com. The SPC Board of Directors will consider requests for more details about the SPC's 2005 financial activity. Copies of the final 2005 budget and projections for 2006 are available as printable downloadable files (PDFs) on the SPC website, stanislauspridecenter.com.

Financial activities were reviewed internally by Chuck Silva. Federal and state tax forms were prepared by Mark Dunker, CPA, of Dunker & Aced.

Submitted by Keith Highiet, Chief Financial Officer, Stanislaus PRIDE Center, Inc.

2005 Final Budget

Through December 31, 2005

<i>(C) CASH INCOME</i>	<i>Proposed</i>	<i>% of Total Income**</i>	<i>Current</i>	<i>% of Total Income**</i>
(C) Advertising	0	0	0	0
(C) Capital Campaign	n/a	n/a	939	5
(C) Donations	2500	42	14003	72
(C) Grants	0	0	0	0
(C) Investments	n/a	n/a	0	0
(C) Membership	0	0	0	0
(C) Other***	500	8	99	0
(C) Sponsorship	0	0	0	0
(C) Trust Fund	n/a	n/a	0	0
(C) SUBTOTAL	3000	50	15041	77
<i>(NC) NON-CASH INCOME</i>	<i>Proposed</i>	<i>% of Total Income**</i>	<i>Current</i>	<i>% of Total Income**</i>
(NC) Gifts	2000	33	4450	23
(NC) SUBTOTAL	2000	33	4450	23
TOTAL INCOME	5000	83	19491	100

<i>(C) CASH EXPENSES</i>	<i>Proposed</i>	<i>% of Total Expense**</i>	<i>Current</i>	<i>% of Total Expense**</i>
(C) Accounting	(300)	5	0	0
(C) Advertising	(100)	2	(220)	3
(C) Contingency*	n/a	n/a	0	0
(C) Fundraising	(500)	8	(561)	8
(C) Legal	(500)	8	0	0
(C) Mailing/Postage	(500)	8	(60)	1
(C) Miscellaneous	(600)	10	(424)	6
(C) Printing	(500)	8	(54)	1
(C) Resources, Cultural****	n/a	n/a	0	0
(C) Resources, Educational****	n/a	n/a	0	0
(C) Resources, Informational****	(200)	3	(500)	7
(C) Start-Up Costs	n/a	n/a	(550)	8
(C) Supplies	(100)	2	(21)	0
(C) Taxes	(500)	8	0	0
(C) Telephone	(200)	3	(120)	2
(C) Website	(600)	10	(See Resources, Inf.)	
(C) SUBTOTAL	(4600)	77	(2510)	36

<i>(NC) NON-CASH EXPENSES (gifted)</i>	<i>Proposed</i>	<i>% of Total Expense**</i>	<i>Current</i>	<i>% of Total Expense**</i>
(NC) Accounting	n/a	n/a	0	0
(NC) Advertising	n/a	n/a	0	0
(NC) Contingency*	n/a	n/a	0	0
(NC) Fundraising	n/a	n/a	(1595)	23
(NC) Legal	n/a	n/a	0	0
(NC) Mailing/Postage	n/a	n/a	(128)	2
(NC) Miscellaneous	n/a	n/a	0	0
(NC) Printing	n/a	n/a	(50)	1
(NC) Resources, Cultural****		n/a	0	0
(NC) Resources, Educational****		n/a	20	0
(NC) Resources, Informational****		n/a	(586)	8
(NC) Supplies	n/a	n/a	(563)	8
(NC) Start-Up Costs	n/a	n/a	(1466)	21
(NC) Taxes	n/a	n/a	0	0
(NC) Telephone	n/a	n/a	(41)	0
(NC) Website	n/a	n/a	(see Resources, Inf.)	
(NC) SUBTOTAL	n/a	n/a	(4449)	64
TOTAL EXPENSES	(4600)	77	(6959)	100
NET INCOME/(LOSS)	1400	23	12532	N/A

*At the end of each year, any money left over from Contingency will be used to build Trust Fund.

**Income percentages are based on Total Income Figure (Total Income = 100%). Expense percentages are based on Total Expense Figure (Total Expense = 100%).

Note: In proposed budget, all figures were based on Total Income Figure=100%

***Previously called "Miscellaneous"

****Previously called "Services" and not sub-categorized.

Additional budget analysis of cash expenses

The consolidated budget is used to provide a different kind of analysis of how money was spent by the SPC in 2005. There are four categories in the consolidated budget: Fundraising, Operations, Resources, and Start-Up Costs. Start-Up Costs include one-time extraordinary expenses incurred by SPC in the following sub-categories: Legal Fees, Mailing/Postage, Taxes, and Miscellaneous. Start-Up costs are excluded from categorical expenditure percentages.

	<i>Total Sum</i>	<i>Total %</i>
Fundraising	(561)	29
Operations	(899)	46
Resources	(500)	26
SUBTOTAL	(1960)	100
Start-Up Costs	(550)	n/a
SUBTOTAL	(550)	n/a
TOTAL CONS. CASH EXP.	2510	n/a