

Folsom Street East

Report of Revenue, Expenses and Donations for Fiscal Year 2014

24 March 2015

About Folsom Street East

[Folsom Street East](#) celebrates and inspires participation and pride in fetish, kink, and LGBTQ communities through the creation of safe spaces for public expression of our sexual identities. Folsom Street East promotes and provides grants to other nonprofit organizations serving these communities.

With your support, Folsom Street East has granted more than \$250,000 since our first street festival in 1997 to local community organizations, including our 2014 beneficiaries:

[Cycle for the Cause](#)

[Housing Works](#)

[National Coalition for Sexual Freedom](#)

[The New York City Anti-Violence Project](#)

Folsom Street East is a 501(c)(3) nonprofit organization registered in the State of New York.

2015 Board Members

Matt Johnson, *chair*

Dave Hughes, *president*

Gary Martin, *secretary*

Dick DeWilde, *treasurer*

Doc Hoskins, *at-large*

Marie Gagnon, *at-large*

Paul Phillips, *at-large*

Robert Lopez, *at-large*

Rudy Flesher, *at-large*

2014 Board Members

Matt Johnson, *chair*

Gary Martin, *president*

Ray Poulin, *secretary*

Dick DeWilde, *treasurer*

Dave Hughes, *at-large*

Doc Hoskins, *at-large*

Luis Velazquez, *at-large*

Letter from the Chair

Without a doubt, 2014 was an amazing journey for Folsom Street East. The board began the year with a daunting goal ahead of us: reinstating our signature event, the Folsom Street East Street Festival, and with that reestablishing nearly two decades of tradition and hard-won credibility with our community. Our attendance and revenue exceeded all expectations, allowing us to make grants to our beneficiaries totaling \$13,500. Our hard work this year past has bolstered our ability to negotiate permitting with the community board and the city to continue to grow our attendance, revenue and grants in 2015. Beyond that, though, we did what some folks had insisted was impossible: we brought kink back to the streets of New York where it belongs, and where it will stay.

In parallel with bringing back the Street Festival, we started the process of leading Folsom Street East into organizational maturity as a nonprofit. That meant a lot of firsts for us, not least among them our first board retreat. The level of engagement and conversation among the board members was nothing short of thrilling. On some level, I always knew why we do what we do; the retreat allowed us to put that into words and tie those words to actions in a way more powerful than I thought possible. Perhaps the best evidence of that is our new mission statement, drafted at the retreat, formalized at the start of 2015, and now headlining this annual report.

Based on your feedback, we made a major effort to better inform you about us and about our beneficiaries. We enabled this through the completion of some behind-the-scenes projects: the overhaul of our website and the migration to our new web domain and email marketing platform. Together, these have ensured that we will be able to easily deliver timely, secure communications in the years to come.

It is with regret that we accepted the resignation of long-time board member Ray late last year due to his growing professional commitments. On a very bright note, four new board members have joined us in 2015, effectively doubling the board's size. Marie, Paul, Robert and Rudy have already made inestimable contributions to thought leadership and our ability to execute. We are excited to continue to work with them in the coming year.

The goals we realized this past year we couldn't have done without our thousands of supporters in New York's fetish/kink community and beyond. After months spent planning for every contingency, our plans came through because you did. Nearly a year later, I still stand in awe of all that we were able to achieve together in those few hours on a summer Sunday — and I don't just mean pushing porta-potties around. I mean playing a part in something bigger than any one of us — creating a public space where our culture can flourish which also allows us to give to organizations to sustain that culture. For all of that (and for moving porta-potties, too): thank you, thank you, thank you!

Finally, mark your calendars — the next street festival is slated for 21 June 2015. We're looking forward to seeing you all there and are we ever excited to share some surprises with you!

Stay naughty,

Matt Johnson, Board Chair, Folsom Street East

Folsom Street East, Inc.
Event Year Revenue, Expenses & Donations

As of October 31, 2014

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | Total |
|------------------------------|------------|---------|--------|--------|------------|------------|---------|
| Revenue | 46,910 | 67,438 | 74,110 | 84,167 | 2,237 | 58,882 | 333,745 |
| Expenses | 171 | 45,530 | 47,641 | 49,092 | 8,732 | 43,790 | 194,957 |
| Donations | | 24,540 | 24,520 | 26,900 | 2,900 | 14,550 | 93,410 |
| Net | 46,739 | (2,632) | 24,000 | 1,124 | (22,145) | (1,708) | 45,378 |
| Expenses as % of Revenue | See Note 1 | 68% | 64% | 58% | See Note 2 | See Note 3 | |
| Donations | | 24,540 | 24,520 | 26,900 | 2,900 | 14,550 | 93,410 |
| Donations as % of Revenue | | 36% | 33% | 32% | N/A | 25% | 28% |

Note 1: Funds received from GMSMA.

Note 2: 2013 event canceled due to construction on street. Expenses include continued community donations, pre-cancellation marketing and event costs, and overhead, e.g., tax preparation and storage.

Note 3: Event hours shortened by NYC.