

PRIDE!

ACT 20
UP 23
WE 20
24



#LoveWhoYouWantToLove
#BeWhoYouWantToBe
#AHateFreeCornwall



2023 / 24 SUPPORT | AWARENESS | CELEBRATION



Registered Charity N^o: 1191003

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Our vision

Guided by our values 'Love Who You Want to Love' and 'Be Who You Want to Be', we inspire communities to champion a Hate Free Cornwall.

Our purpose.

Our purpose is to empower and unite communities, advancing our aim of 'A Hate Free Cornwall', a place where everyone can love and be their authentic selves.

ABOUT



Cornwall Pride's Impact Report: A Journey of Resilience and Inclusivity

In these times of profound change and challenge, it's vital for us at Cornwall Pride to pause and reflect on the real impact we've made. This impact report goes beyond a mere recounting of our activities; it's a meaningful exploration into how our efforts have genuinely transformed lives within the LGBTQ+ community and beyond. It's not just what we do, but the outcomes and changes that result from our actions that truly define us.

Why An Impact Report

1. **Reflecting on Our Mission:** It allows us to assess our projects and initiatives in light of our goals, particularly our commitment to building a Hate Free Cornwall.
2. **Continuous Improvement:** The insights gained from this report guide us in refining our approaches and implementing necessary changes for greater effectiveness.
3. **Building Trust and Transparency:** By sharing our journey, we foster trust with our supporters, funders, and the wider community, showing them the real difference their support makes.
4. **Learning and Growing Together:** This report is a testament to the learning culture we cultivate, not just within Cornwall Pride but across similar organisations committed to LGBTQ+ advocacy and rights.
5. **Celebrating Our Community:** It's a celebration of the tireless efforts of our volunteers, team members, and the community that stands with us.

Within the report we consider several critical questions:

- **Addressing Key Issues:** What problems are we tackling as an advocate for LGBTQ+ rights and inclusion?
- **Our Actions and Projects:** How have we addressed these issues? What steps and projects have we initiated?
- **Measuring Our Impact:** What results have we seen from our efforts? How do we gauge our success and the difference we make?
- **Overcoming Challenges:** What obstacles have we encountered, and how have they reshaped our future strategies?
- **Future Direction:** Based on our experiences and learnings, what are our next steps to further our mission?

our story SO FAR

Our Mission

Our Mission: Building Community, Celebrating Diversity, and Embracing Resilience

2023 has been a pivotal year for Cornwall Pride, marked by a dedicated effort to build and celebrate a diverse and inclusive community. The year's highlight was the 'Moonbow Gala', a fundraising event that exemplified unity and strength within the LGBTQ+ community. This event was not just about raising funds; it was a vibrant display of the cultural richness and solidarity of our community.

'Pride 15', our collaborative venture with Queer Kernow and the Royal Cornwall Museum, delved deep into the history of the LGBTQ+ movement in Cornwall. This initiative served as a powerful tool for education and reflection, emphasizing the continuous journey towards equality.

In an effort to expand our reach, the Cornwall Pride Bus Tour brought the spirit and message of Pride to communities beyond our community prides. This initiative played a crucial role in breaking barriers and promoting inclusivity in remote areas of Cornwall, ensuring that our message of love and inclusion reached every corner.

2023 was also a year of resilience and unity for Cornwall Pride. Amidst the challenges of a post-pandemic world, social inequality, and political unrest, we stood firm in our mission of fostering a 'Hate Free Cornwall'. Our 'Penguin Soup' program, focusing on peer-to-peer support, expanded to provide comfort and companionship, ensuring that no one in our community felt isolated.

Our community Pride events across Cornwall were a true testament to our mission. These inclusive and accessible events saw extraordinary turnout, with each event becoming a celebration of diversity and unity. We took special care to ensure these events were enjoyable and safe for everyone, including those with anxiety or neurodiversity, reflecting our commitment to inclusivity.

Our purpose

Our Purpose: Empowering, Educating, and Uniting for a Hate Free Cornwall.

In alignment with our purpose, Cornwall Pride introduced the Intersectional Inclusion Training in 2023. This program went beyond traditional diversity training, exploring the complexities of intersectionality within the LGBTQ+ community. Our goal was to educate and empower, fostering a deeper understanding and respect for the diverse experiences within our community.

The 'Books for Schools' project, led by Bude Pride, marked a significant step in our mission to educate and spread inclusivity. By providing LGBTQ+ themed books to schools, we aimed to instill an understanding and acceptance of diversity in young minds, shaping a future generation that values and embraces diversity.

Digital engagement and inclusivity continued to be a major focus. Our social media platforms, particularly following the Truro Pride event, became dynamic spaces for discussion, support, and engagement. This ensured that our message of inclusivity and connection reached even those unable to attend our events in person.

As Cornwall Pride continues its journey in 2023, our focus remains on deepening our impact and expanding our reach. Our leadership team, infused with fresh ideas and perspectives, is committed to driving forward our vision and mission.

**+45,000
PEOPLE ATTEND
COMMUNITY
PRIDES
IN CORNWALL**

our 2024 GOALS

1

Widespread Recognition of "Hate Free Cornwall"

By 2024, Cornwall Pride envisions a broader acceptance and celebration of the "Hate Free Cornwall" initiative. Building on the momentum of the past years, we aim to make this hope a universally acknowledged standard across the region, synonymous with inclusivity and respect. Our goal is to see this philosophy embraced not just within the LGBTQ+ community but by all sectors in Cornwall, fostering an environment where diversity is celebrated, and hate has no place.

3

Enhanced Community Empowerment and LGBTQ+ Awareness

The focus on community empowerment and raising LGBTQ+ awareness remains a cornerstone of our mission. By 2024, Cornwall Pride aims to expand its resources and initiatives, reaching deeper into the community to uplift and celebrate diverse identities. This includes more educational programs like the Intersectional Inclusion Training, and community-focused projects like the 'Books for Schools' initiative, which have shown significant impact in promoting understanding and acceptance.

Cornwall Pride moves towards 2024, our goals are set to build upon the successes and learnings of the past years. We are committed to broadening the impact of our initiatives, ensuring our leadership reflects the diversity of the community we serve, and continuing to foster an environment where everyone can be their authentic selves. Through these efforts, we strive to make Cornwall a beacon of inclusivity, respect, and unity. 🏳️🌈❤️

2

Inclusive Leadership and Decision-Making

Leadership at Cornwall Pride will continue to embody and advocate our core values of 'Love Who You Want To Love' and 'Be Who You Want To Be'. By 2024, we strive for our leadership and board to be even more representative of the diverse community we serve. This includes ensuring a wide range of voices and experiences are involved in decision-making processes, further cementing our commitment to inclusivity at every organizational level.

4

Alignment of Initiatives with Community Unity

All initiatives and events in 2024 will continue to be aligned with our purpose of bringing communities together and celebrating the authenticity of each individual. Cornwall Pride is committed to organising events and programs that not only highlight LGBTQ+ issues but also bind the community in a shared experience of solidarity and celebration. This includes the continuation and expansion of successful initiatives like the community Pride events and the Cornwall Pride Bus Tour, which have proven effective in connecting people and spreading our message of love and acceptance.

OUR 2023 STRATEGY

Strategy for 2023 is a roadmap to not only achieve our goals but to surpass them, fostering a community where love, acceptance, and diversity are celebrated. Through this strategic approach, we aim to make a lasting impact in the lives of the LGBTQ+ community and our allies, building a future where everyone can truly be themselves. 🏳️💖

1. Community Engagement and Inclusivity

- Strengthen community connections through events like the Cornwall Pride Bus Tour and community Prides.
- Enhance digital inclusivity with engaging social media content and online support platforms like the 'Penguin Soup' program.

2. Educational Initiatives and Awareness

- Expand the 'Books for Schools' project, integrating more educational materials that promote LGBTQ+ inclusivity.
- Launch new modules in our Intersectional Inclusion Training to address emerging social issues.

3. Partnership and Collaboration

- Develop strategic partnerships with local businesses, educational institutions, and other NGOs to broaden our reach and impact.
- Collaborate with initiatives like #AHateFreeCornwall to promote diversity and inclusion across the region.

4. Volunteer and Staff Development

- Implement regular training and workshops for volunteers and staff to enhance their skills and understanding of LGBTQ+ issues.
- Establish a recognition program to celebrate the contributions of volunteers and staff.

5. Fundraising and Financial Sustainability

- Diversify funding streams through events like the 'Moonbow Gala' and grant applications.
- Develop a transparent financial reporting system to demonstrate efficient use of resources to donors and stakeholders.

6. Measurement and Evaluation

- Utilise surveys and feedback mechanisms post-events to gauge community impact and satisfaction.
- Regularly review social media analytics and engagement rates to assess digital outreach effectiveness.

7. Implementation and Review

- Quarterly reviews of strategy implementation to evaluate progress and make necessary adjustments.
- Annual impact report publication to communicate achievements, challenges, and future plans to stakeholders.

PROJECTS	DETAILS	OUTCOME
Community Prides	Delivery of 11 Community Prides across Cornwall	<ul style="list-style-type: none"> • +45,000 people attended • +170 organisations partnered • +160 volunteers connected with
Penguin Soup	Peer to Peer support & event safe space	<ul style="list-style-type: none"> • +37 individuals supported within the peer to peer • +2000 people engaged with • +151 people engaged with regularly within social groups
Books For Schools (BUDE PRIDE)	Supply of LGBTQ+ themed books for primary schools local to the Bude area	<ul style="list-style-type: none"> • Now in its second year 558 books have been donated over the two year project so far.
Conference / Inclusion Training	Delivery of Inclusion Training and ensuring our community are the decision makers of Pride	<ul style="list-style-type: none"> • +80 delegates in the inclusion training trials • + 70 delegates attending conference, creating the basis of decisions on what, how & the why of Pride..

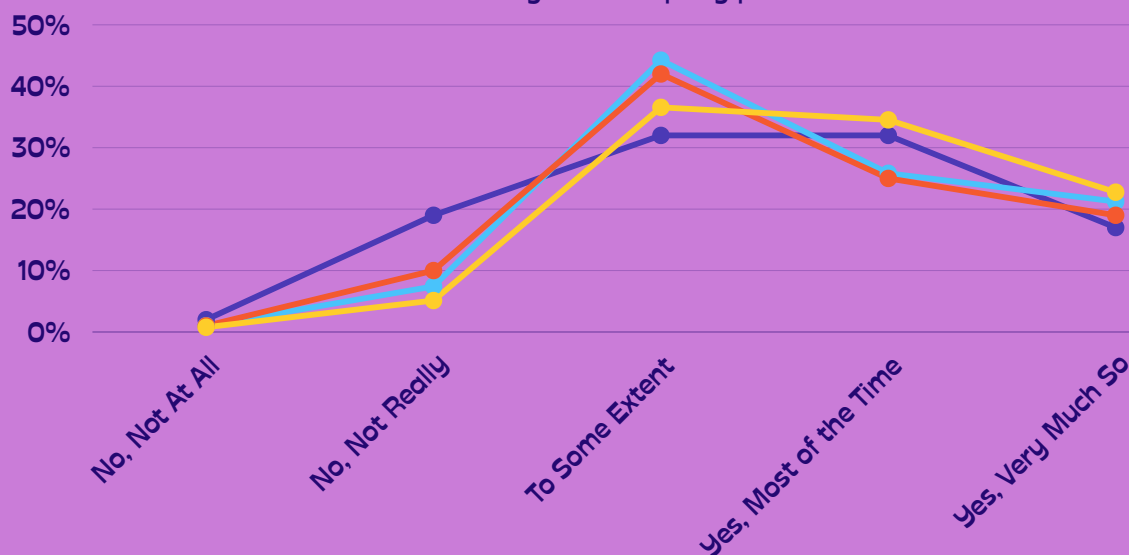
People: Impact

Nurturing and Supporting Cornwall's Communities

Cornwall Pride's impact on the people and communities of Cornwall is profound and multifaceted. At its core, Cornwall Pride is dedicated to creating a supportive, inclusive, and vibrant environment for everyone, particularly focusing on the LGBTQ+ community.

Fostering Inclusivity and Understanding: Through events like community Prides and the Cornwall Pride Bus Tour, we bring the spirit of Pride and awareness directly to various communities, fostering inclusivity and understanding across Cornwall.

- 2022 The LGBTQ+ community is visible in Cornwall
- 2023 The LGBTQ+ community is visible in Cornwall
- 2022 Cornwall is a welcoming and accepting place for the LGBTQ+ community?
- 2023 Cornwall is a welcoming and accepting place for the LGBTQ+ community?



Graph: Showing a significant positive change from no visibility to some visibility & somewhat welcoming to most of the time welcoming.

Support and Wellbeing: The 'Penguin Soup' program exemplifies our commitment to mental health and peer support, offering a safe space for individuals to connect, share experiences, and support one another, especially crucial in remote or underserved areas.

Educational Outreach: Initiatives like the 'Books for Schools' project spearheaded by Bude Pride and our Intersectional Inclusion Training contribute significantly to educating the wider community, shaping a culture that values diversity and inclusivity from a young age.

Community Engagement: By engaging communities in collaborative events and initiatives, we empower local voices, foster a sense of belonging, and celebrate the unique identities and stories within Cornwall.

Digital Connection: Recognizing the power of digital platforms, we maintain an active and engaging social media presence, ensuring that those who cannot attend in-person events still feel connected and represented.

In essence, Cornwall Pride's people impact is about building a cohesive community where respect, love, and inclusion are the norms, and where every individual feels valued and empowered. 🏳️🌈❤️

71.5%

Net Promoter Score Up 2.5%
from 69% in 2022

63.6%

Non Heterosexual attendees

17.4%

Non Cis Gender attendees

7.7%

Different Ethnic Heritage than
Cornish / White or British

24.3%

Cornish Identities

31.1%

Disability or long term health
condition attendees

6

Projects Delivered

£217,911.96

Total Income in 2023

£91,854.92 Balance as of Nov 23rd 2023

Graph
showing
expected
Cashflow
over Feb
2023 to
Jan 2024

£100,000
£80,000
£60,000
£40,000
£20,000
£0

Expected Cashflow 23/24

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan

PROJECTS

INCOME

EXPENDITURE

BALANCE

Total 2023

£217,911.96

-£162,445.40

£55,466.56

CIO

£60,197.02

-£21,670.81

£46,917.43

Community
Prides

£142,142.00

-£131,581.17

£10,560.83

Penguin Soup

£11,225.00

-£13,236.70

-£2,011.70

DONATIONS /
GRANT TOTALS
EXCLUDING
NATIONAL
LOTTERY:

£37,297.63

£1,737.90

£2,258.42

£11,601.31

£11,800

£9,900

CASH DONATIONS

PAYPAL DONATIONS

DONATIONS

PARTNER DONATIONS

ADDITIONAL GRANTS

THANK YOU S !

Our heartfelt gratitude goes out to our vibrant community in Cornwall and beyond, champions of inclusion and defenders of LGBTQ+ rights. The dedication displayed by our trustees, steeped in commitment and driving positive change even during challenges, is genuinely commendable. A special nod to our Cornwall Pride team, who tirelessly work behind the scenes, ensuring our members feel seen, heard, and empowered in their endeavours. Together, we amplify voices, advance understanding, and march towards a brighter, more inclusive future.

Our Leadership Team:

Matthew Kenworthy Gomes

Elliot Kenton

Lisa Telford Brunton

Aaron Monk

Our Trustees:

Sophie Meyer

Eilish Calnan

Richard Shepherd

Michael Honey

Kathleen Jones

Parminder Dosanjh Phillip

Alexander Gibbon

Perrin Hooper

Laura Outten

Marcus Alleyne

Cornwall Pride

Hall For Cornwall

Back Quay

Truro

TR1 2LL

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**WE THANK
YOU
FOR YOUR CONTINUED
SUPPORT IN
ALL THAT
WE DO**

Our Main Funders:

The National Lottery Community Fund

Cornwall Council

NHS Boards of Cornwall

Cornwall Community Foundation

Rebecca Pearce (Bude Projects)

Watson Marlow

First Kernow

St Austell Berewry

Our +160 Volunteers

Our +170 Partner Organisations

**and of course the +45,000 people who attended
community Prides in 2023**