



*Increasing the Visibility and Integrity
of Lesbian-themed Literature*

Annual Report 2018

Mission & Vision Statement

Mission: To increase the visibility and quality of lesbian-themed literature.

Our goals:

- Recognize and reward quality literary works about women who love women;
- Provide learning opportunities, encouragement and assistance to new and established writers in developing their craft;
- Provide opportunities to promote lesbian-themed literature including events that bring readers and writers together;
- Be inclusive of friends/supporters of literature that celebrates women who love women.

Vision:

The GCLS is the leading lesbian-themed literary organization for editors, publishers, readers, writers, and friends/supporters. The GCLS is inclusive, welcoming, professional, and financially viable. As a versatile organization, we strive to recognize changes in our community, our literary industry, our membership needs, and social trends. We align our initiatives to these changes when and as appropriate.

A Message From The Executive Director



Mary Phillips
Executive Director

Greetings!

2018 was another banner year. We accomplished over 50% of our 2018-2020 strategic plan initiatives. We have been and are focused on bringing value to our membership through the execution of our mission and strategy.

Marketing strategies and efforts were our primary focus including initiating a rebrand of the GCLS and increasing our social media presence. A new logo was created and a new website will be ready for launch in the first quarter of 2019.

The Writing Academy continues to be self sustaining and growing. New courses are being developed and new faculty are signing on. Going forward into 2019, we plan to create more classes in the craft of writing, reach a more diverse student and instructor population, and develop and expand our social media outreach with the help of a newly established GCLS marketing team.

The GCLS continues to be financially stable. The 2018 fundraising campaign – One Voice – achieved a record number of donations which will allow us to continue our mission to educate, promote and recognize the best in women-loving-women literature.

It is my honor and pleasure to serve the GCLS community and work with an outstanding board of directors.

Respectfully submitted,
Mary Phillips, Executive Director

Accomplishments

- Added a Director of Marketing and Marketing team.
- Kicked off the rebranding campaign with the unveiling of our new logo at 2018 Conference
- New website development began and the launch is planned for the first quarter of 2019
- Expanded utilization of social media platforms
- Held first regional group literary fair in Dallas, TX
- Developed a comprehensive Policies & Procedures manual
- Added 2 new categories to the Awards – New Adult & Humor
- Purchased a comprehensive event app for use with the 2019



Education Highlights



- The Writing Academy welcomed award-winning author and teacher, Penny Mickelbury to the faculty and the return of Karelia Stetz-Waters.
- New classes were added to the curriculum—the Truth About Conflict, the Ladder of Inference, and Writing Flash Fiction.
- Several 2018 students secured publishing contracts, and two have released novels.
- The Writing Academy expanded diversity inclusion this year, reaching out to authors of color, promoting the Bridge Builder Scholarship, and changing our messaging to ensure an inclusive and welcoming environment.
- An anthology of short stories, *Written Dreams*, written by students of the Writing Academy was published by Brisk Press in 2018.

Events

Gulfport READOUT – Gulfport, FL –

- Introduced the public to the organization and our mission, and adding new members.
- Sponsored the keynote speaker, Leslea Newman.

Women’s FEST, Rehoboth Beach, DE –

- Our member authors showcased their talents by reading, selling books, and signing autographs.
- They were also afforded further opportunity for exposure by participating in a business expo.

Left Coast Lesbian Conference (LCLC), Palm Springs, CA

- Introduced the public to the organization and our mission, and provided opportunity to become a member.

Books & Boots, Dallas, TX -

- First GCLS co-hosted regional literary event
- Member authors participated in panel discussions and readings
- They were also afforded further opportunity for exposure by participating in a business expo

Annual Conference Highlights

The annual conference in Las Vegas had over 380 registrations – the highest total we have ever had. The program was rich with new topics, new speakers and panelists and new authors reading from their books.

The 2019 Conference will be in Pittsburgh and Albuquerque for 2020.

- **Lucy Jane Bledsoe**– Keynote Speaker
- **Rachel Gold**– Special Speaker
- “Riverfinger Woman” by **Elana Dykewomon**–
2018 Lee Lynch Classic Award Winner
- **Dorothy Allison**– 2018 Recipient of the Trailblazer Award
- Over 360 registered attendees
- Golden Crown Literary Awards in 18+ categories



Dorothy Allison



Lucy Jane Bledsoe

2018 Donors

Bronze

Anderson, Elizabeth
Ashburne, Mary
Barrowcliff, Joni
Blackmore, Heather
Buckmeyer, Pam
Campbell, Sheri
Cassavant, Mary Rose
Chance, Katherine
Charles, Kristin
Chavez, Josephine
Clanton, Barbara
Coit, Elizabeth
Crabb, Joi
DeMooij, Anne
Dillard, Claudette
Figeruroa, Jennifer
Frett, Mary Ann
Gibson, Liz
Goldsmith, Julia
Gutierrez, Veronica
Haist, Silke
Head, Cheryl
Hettel, Mary
Ireland, Nelda
Jenkins, Janelle

Bronze

Lindeberg, Christine
Lone Star Literary Society
Maiorisl, Catherine
Miller, Martha
Monti, Sallyanne
Moran, Rosa
Nastro, Laura
Offutt, Paula
Owens, Sharon
Phillips, Betty
Popovich, Carol
Poynor, Carol
Roberts, Ann
Shimer, Sue
Stewart, Natalie
Suding, Astrid
Theimer, Laura
Tighe, Paula
Vendegna, Dar
Wallen, Jennifer
West, Pam
Zaid, Hilary
Zion- Danielle

Silver

Beers, Georgia
Brayden, Melissa
Brown, Valerie
Cavin Enterprises
Go Federal Credit Union
Langston, Sally
McMan, Ann
N.TX GLBT Chamber
Percy, Kay
Piper, Lucy
Taite, Carsen
Vogt, Linda
Ward, Connie
Webb, Jessica

Gold

Ames, Lynn
Bella Books
Berger, Amelia
Bold Strokes Books
Fielder, Virginia
Geary, Anne
MacGregor, KG
Perez-Soria, Diana
Perez-Soria, Cris
Pletcher, Cheryl
Rizzo, Cindy
Stewart, Pam
Tello Films
Thornton, Sandy

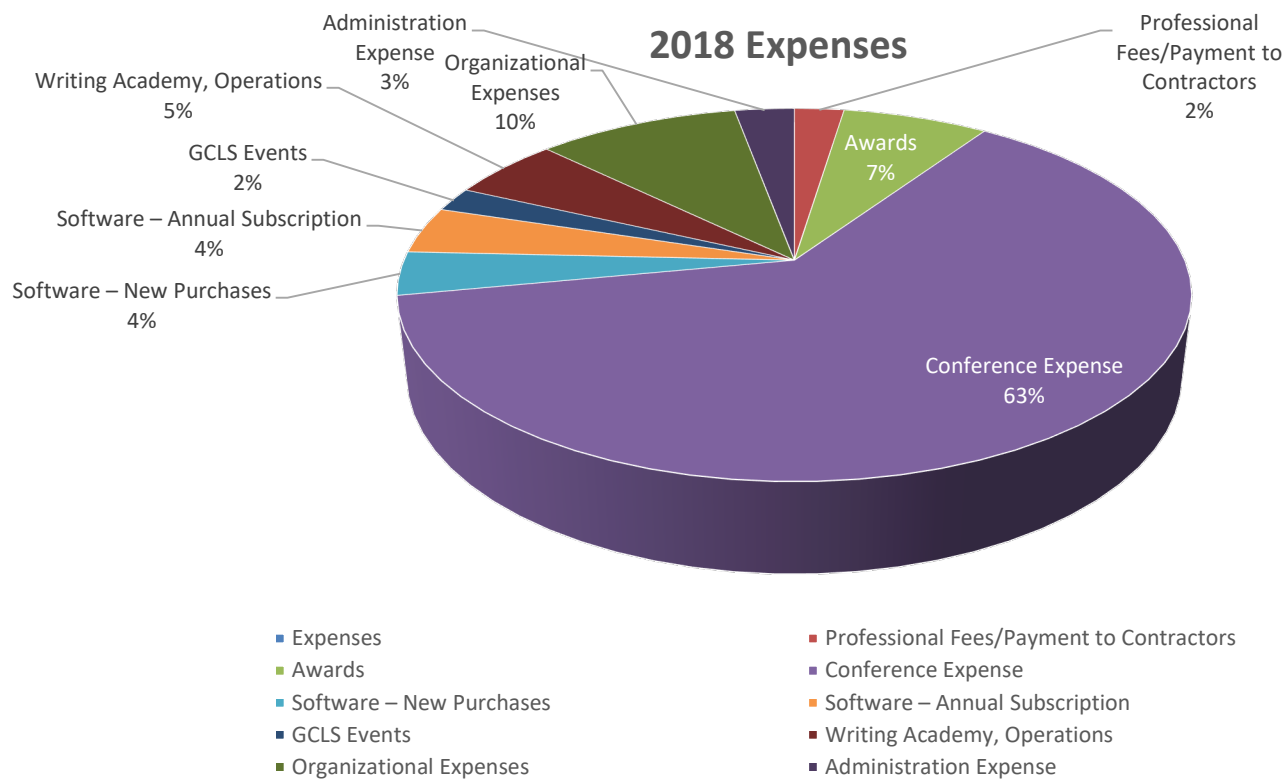
Platinum

Arcus Foundation
Cuthbertson, Jane
Lesfic UnBound
Pierce, Lynne



Over \$40,000 in donations were received in 2018.

2018 EXPENSES OVERVIEW



2018 REVENUE OVERVIEW

Total Revenue \$188,866.00

2017-2018 Financial Comparison

Income Statement

	2018	2017
Carry over from previous year	\$7,580.00	\$0.00
Revenue - Current Year	181,286.00	168,167.00
TOTAL REVENUE	188,866.00	168,167.00

Expenses

Professional Fees/Payment to Contractors	4,800.00	6,107.00
Awards	14,081.00	2,692.00
Conference Expense	124,315.00	98,782.00
Software – New Purchases	7,500.00	0
Software – Annual Subscription	8,079.00	8,020.00
GCLS Events	4,188.00	3,803.00
Writing Academy, Operations	10,682.00	6,785.00
Organizational Expenses	19,556.00	22,170.00
Administration Expense	5,759.00	12,228.00
Total Expenses	\$198,960.00	\$160,587.00
NET	(\$10,094.00)	\$7,580.00

Membership



Board of Directors

President, Executive Director

Mary Phillips

Chair, Director of Organization

Ann Roberts

Treasurer, Director of Finance

Sandy Thornton

Vice-President, Director of Education

Beth Burnett

Secretary, Director of Inclusion

Cheryl Head

Director of Business Development

Anne Geary

Director of Membership

Maria Rahming

Director of Membership

Suzie Carr

Director of Membership

Cris Perez-Soria

Director of Marketing

Sallyanne Monti