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.
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.
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

WWW.GOLDENCROWN.ORG
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
- Maiorisi, 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.

WWW.GOLDCROWN.ORG
2018 EXPENSES OVERVIEW

- Professional Fees/Payment to Contractors: 2%
- Awards: 7%
- Conference Expense: 63%
- GCLS Events: 2%
- Software – Annual Subscription: 4%
- Software – New Purchases: 4%
- Writing Academy, Operations: 5%
- Organizational Expenses: 10%
- Administration Expense: 3%

Total Expenses: $188,866.00

2018 REVENUE OVERVIEW

Total Revenue: $188,866.00
## 2017-2018 Financial Comparison

### Income Statement

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Carry over from previous year</strong></td>
<td>$7,580.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Revenue - Current Year</strong></td>
<td>$181,286.00</td>
<td>$168,167.00</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td>$188,866.00</td>
<td>$168,167.00</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Fees/Payment to Contractors</td>
<td>4,800.00</td>
<td>6,107.00</td>
</tr>
<tr>
<td>Awards</td>
<td>14,081.00</td>
<td>2,692.00</td>
</tr>
<tr>
<td>Conference Expense</td>
<td>124,315.00</td>
<td>98,782.00</td>
</tr>
<tr>
<td>Software – New Purchases</td>
<td>7,500.00</td>
<td>0</td>
</tr>
<tr>
<td>Software – Annual Subscription</td>
<td>8,079.00</td>
<td>8,020.00</td>
</tr>
<tr>
<td>GCLS Events</td>
<td>4,188.00</td>
<td>3,803.00</td>
</tr>
<tr>
<td>Writing Academy, Operations</td>
<td>10,682.00</td>
<td>6,785.00</td>
</tr>
<tr>
<td>Organizational Expenses</td>
<td>19,556.00</td>
<td>22,170.00</td>
</tr>
<tr>
<td>Administration Expense</td>
<td>5,759.00</td>
<td>12,228.00</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$198,960.00</td>
<td>$160,587.00</td>
</tr>
<tr>
<td><strong>NET</strong></td>
<td>($10,094.00)</td>
<td>$7,580.00</td>
</tr>
</tbody>
</table>
Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership totals</th>
<th>New Members</th>
<th>Renewals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>561</td>
<td>214</td>
<td>347</td>
</tr>
<tr>
<td>2017</td>
<td>606</td>
<td>250</td>
<td>356</td>
</tr>
<tr>
<td>2018</td>
<td>642</td>
<td>290</td>
<td>352</td>
</tr>
</tbody>
</table>

WWWW.GOLDENCROWN.ORG
Increasing the Visibility and Integrity of Lesbian-themed Literature

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

WWW.GOLDENCROWN.ORG