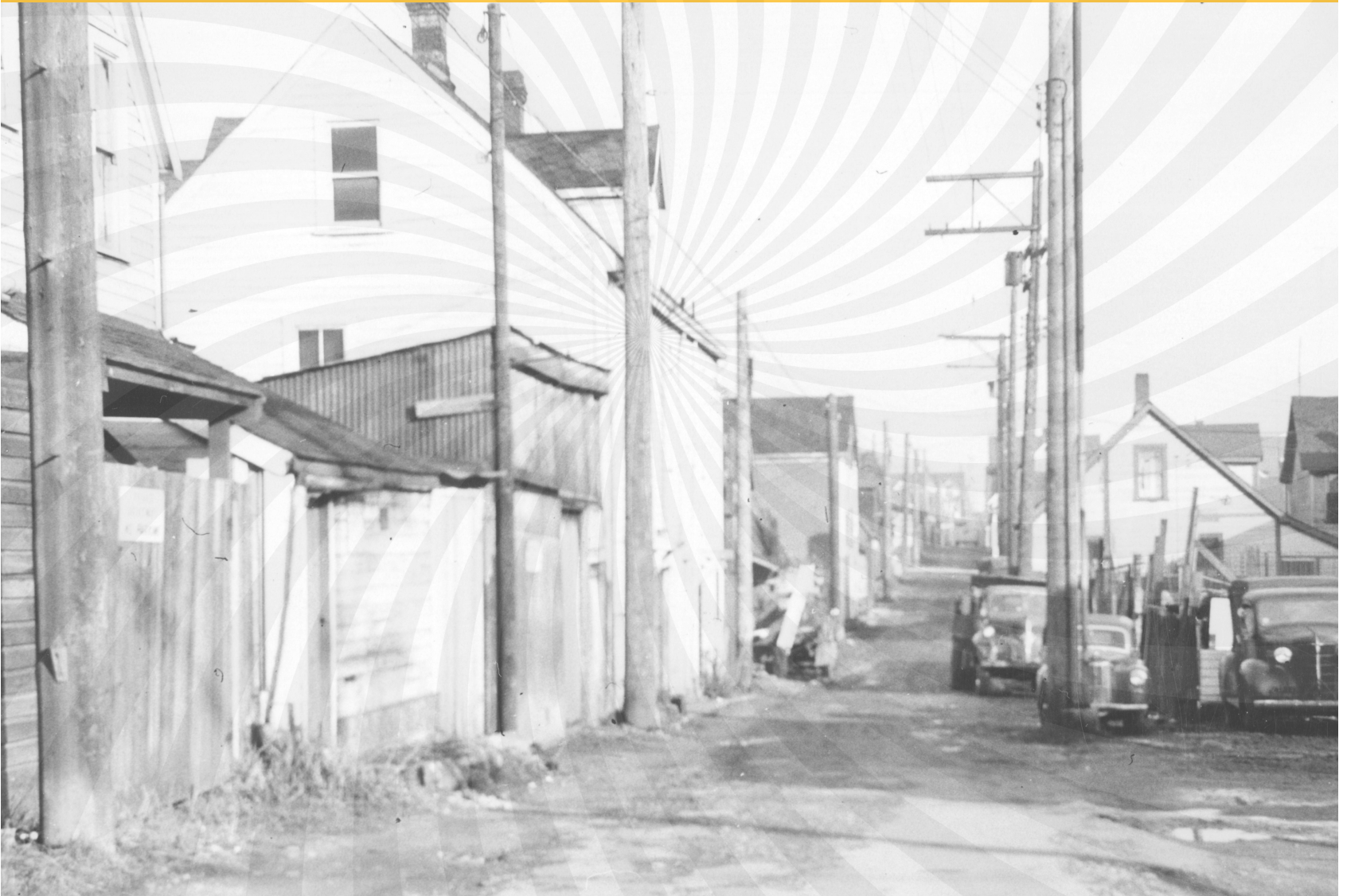




2015 - 2024  
INTERNATIONAL DECADE FOR PEOPLE OF  
**AFRICAN DESCENT**



# AFRICAN DESCENT SOCIETY BC



## 2023 ANNUAL REPORT

**“Yes we can  
“In Unity we Stand..In Unity We Rise”**

---



# WHO WE ARE

---

**The African Descent Society BC is a non-profit organization incorporated under British Columbia Society act that exists to foster, empower, and increase education, economic development and tolerance for the preservation and promotion of people of African Descent Arts and Cultural Heritage conservation, History, Arts, music and way of life in Vancouver and BC.**

## OUR VISION

African Descent Society British Columbia will build a strong self-determination community to promote and facilitate positive change for people of African descent in BC and Canada through negotiation with government to recognize and honour African Descent in all Canadian Societies.

We foresee African Descent Cultural Centre for people of African Descent to be built in Vancouver, BC and Canada where all people of African descent can call home, housing the seniors. Youth, immigrants, and refugees with dignity, in safe, comfortable business and health social environment for all.

ADSBC doing all these through creating meaning constructive dialogue, multi events throughout the year and one of Canada biggest annual African Descent Festival which contains various cultural showcases and exhibitions for local, national, and international audience.

## OUR MISSION

To promote Arts and Culture for the people of African descent through General history Africa and international decade for people of African descents' call for recognise, justice and development.





# THE MANDATE

---

Through the ADSBC our mandate is continual African descent collective self determination to advocate for building for African Descent Cultural Centre with housing for Immigrants, refugees and seniors in Vancouver African Descent Community hub to create a space for people of African Descent in Vancouver BC.

We will serve as the major source for information, data, research, and advocacy on key issues affecting community-based organizations and the delivery of government assigned and assisted programs that surrounds education, economic development, financial, healthcare, careers, family, African heritage, culture, and security for the socially under served and underrepresented African Canadians.

The ADSBC will work closely in partnership and shared mission with all provinces and regional organizations to enhance and expand access to quality and community-responsive social programs for all African Canadians who are underserved and underrepresented.

In fulfilling its mission, we:

- Serve as the major source for information, data, research, and advocacy on key issues affecting community-based organizations and the delivery of government assigned and assisted programs that surrounds education, economic development, financial, healthcare, careers, family, African heritage, culture, and security for the socially under served and underrepresented African Canadians.
- Work with all community groups to provide education, training, technical assistance and leadership development to African Canadian communities, centers, boards, employees, and others to promote excellence and cost-effectiveness in the importance of preserving and learning about our differences and similarities as African Canadians.
- Build partnerships and linkages that will stimulate public and private sector investment in the delivery of quality community services to under-served communities.:



# FROM THE EXECUTIVE DIRECTOR

---



In 2023, the celebration of African Descent culture and heritage marked a significant milestone in the history of British Columbia. For over 165 years, the presence of African Descent communities has enriched the cultural fabric of BC and Metro Vancouver. The African Descent Society of British Columbia extends its sincere appreciation to all levels of government, city partners, and community supporters whose dedication contributed to the success of 2023. Looking ahead to 2024, the African Descent Society BC eagerly anticipates its 10th anniversary, planning a series of commemorative activities to reflect on the past decade of service to the arts and culture sector in British Columbia. Amidst these celebrations, the society remains steadfast in its commitment to advocating for the recognition, justice, and inclusion of people of African Descent, aligning with Canada's International Decade for People of African Descent. Throughout 2023, the society achieved numerous milestones, including the production of educational resources such as historic videos and curriculum materials for schools across Vancouver, Surrey, and Richmond. Community engagement was paramount, with over 30 events organized during Black History Month/African Descent Month, featuring heritage walking tours and collaborations with various organizations, companies, and schools.

Notably, the African Descent Festival 2023 held at English Bay Beach emerged as a highlight, attracting thousands of attendees over two days with its diverse lineup of live music bands and international artists. Additionally, the society facilitated successful community engagement events for seniors and collaborated with the Vancouver School Board to introduce groundbreaking African Descent history curriculum and board authorization courses, providing invaluable resources for educators.

As we embark on the journey of 2024, the African Descent Society BC remains dedicated to its core values of diversity, multiculturalism, and inclusion, fostering participatory community engagement and empowering people of African Descent to contribute to Canadian culture and society.

Yasin Kiraga Misago,  
Executive Director

# FROM THE HEAD OF OPERATIONS

---

Dear Community Members and Funders,

We are pleased to present our Annual Report for the year 2023. As the Head of Operations/Administrator, it is both an honor and a privilege to share with you the highlights of our organization's achievements and extend our sincere gratitude for your unwavering support. The past year has been a testament to the resilience and dedication of our team as we persevered through challenging circumstances and adapted to new realities. Despite the hurdles we encountered, our commitment to our mission remained steadfast, resulting in significant progress towards our goals.

Within this Annual Report, you will find a comprehensive overview of our programs, initiatives, and their impact on the community. From promoting art and culture in BC, addressing anti-racism in our community and schools, facilitating youth engagement and development programs, nurturing seniors' engagement, supporting newcomer integration, to providing essential services to those in need and spearheading innovative projects tackling pressing social issues, each section of this report reflects our unwavering dedication to effecting positive change in the lives of others.

As we reflect on the past year and envision the future, I am filled with optimism and enthusiasm for the opportunities that lie ahead. With your continued support, we remain committed to expanding our reach, amplifying our impact, and striving towards a brighter, more inclusive future for all.

Operationally, our focus has been on streamlining processes and enhancing efficiency across all departments to ensure the highest level of productivity while maintaining quality standards. Additionally, we have implemented new protocols and systems on the administrative front to better support our team and facilitate seamless communication.

None of our achievements would have been possible without the generous support of our funders, donors, volunteers, and community partners. Your contributions have been instrumental in fueling our efforts and driving positive change in our community. We are deeply grateful for your continued belief in our mission and your steadfast commitment to our cause.

Thank you for your ongoing partnership and support. Together, we are making a tangible difference.



**Adewale Alao**  
Administrator / Head of Operations

# FROM THE PRESIDENT

---

In 2024, we commemorate the remarkable 10-year journey of the African Descent Society BC, a momentous occasion to reflect on the profound impact and enduring legacy of our organization. This milestone also provides an opportunity to express our heartfelt gratitude to all individuals who have generously supported ADSBC through their contributions, donations, and funding, enabling us to achieve our many accomplishments.

Over the past year, the board of directors and management team of African Descent Society BC have been actively engaged in strategic planning sessions, focusing on priority programs leading up to the 10th African Descent Festival anniversary in 2024. These discussions have charted the course for the future of ADSBC, ensuring our continued role as a dynamic, community-focused organization that remains adaptable, accessible, and resilient in serving the diverse African Descent communities across BC and Canada. We are committed to being a national voice for equity, diversity, inclusion, and multiculturalism.

Our recent Annual General Meeting (AGM) witnessed the recruitment of a dedicated operational team and new leadership members, whose unwavering commitment to ADSBC is commendable. As we welcome these new members, each bringing unique skills and perspectives, we eagerly anticipate the growth and evolution of our organization.

Ending the year 2023 on a positive financial note, ADSBC reflects strong fiscal management, promising fundraising initiatives, and effective stewardship of resources. Under the adept

leadership of Yasin Kiraga Misago, we have enhanced our administrative and operational infrastructure, including the establishment of a music production studio, to bolster the professional development of African Descent artists and meet the diverse needs of our multicultural community.

ADSBC continues to be a vital source of information, support, and programming for people of African Descent, offering a wide range of services including research, immigrant and refugee





support, heritage programs, youth and seniors' initiatives, and mental health resources. I extend heartfelt appreciation to all individuals, organizations, and businesses that have contributed to the success of the African Descent Festival and ADSBC. Together, we have ushered in years of positive change and growth, fueled by the dedication of our esteemed board members, volunteers, staff, and community partners. As we embark on this new chapter, infused with the energy and enthusiasm of youth from diverse communities across Canada, we look forward to continued collaboration and impact.

**Brian Baroda,  
President**

## BOARD MEMBERS & CREATIVE TEAMS

---

**Yasin Kiraga Misago** ..... Executive Director

**Brian Baroda** ..... President

**Al Cobbs** ..... Vice-Chair

**Eunice Akoth Ohanya** ..... Secretary

**Fatima Diriya** ..... Treasurer

**Irene Mulambo Mazwita** ..... Board Member

**Adewale Alao** ..... Administrator / Head of Operations

**Alex Treness** ..... Youth Support Worker

**Hadijah Ndagire** ..... Community Outreach

**Shatra Naddamba** ..... Youth Community Outreach

**Erin Obi** ..... Volunteer Program Coordinator



## 2023 AFRICAN DESCENT FESTIVAL

---

In 2023, the African Descent Society BC marked the 9th anniversary of the African Descent Festival, a significant event that left a lasting impact on the city of Vancouver, BC, and Canada as a whole. Renowned for its success in promoting live music, arts, and culture, the festival has become a cornerstone in Canadian communities, fostering an appreciation for the arts and heritage nationwide.

Recognized as one of Western Canada's most successful live music festivals, the African Descent Festival stands out as a highlight among Vancouver's cultural events. Drawing diverse communities from across the city, province, and country, the festival served as a vibrant celebration of African Descent culture, showcasing music, history, heritage, and culinary delights. In 2023, the festival attracted an impressive crowd of over eighteen thousand attendees, with the invaluable

support of sixty community volunteers who dedicated countless hours to the event's success.

A standout feature of the festival was the African Descent Fashion Show held at English Bay, captivating audiences and drawing tourists from various backgrounds over the course of two memorable days. This event exemplified the festival's ability to unite people from all walks of life in a celebration of diversity and creativity.



# 2023 HIGHLIGHTS

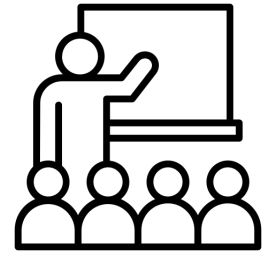
---



**\$800K+ in Grants Awarded**



**5000 Black History Walking Tour Participants**



**3500 Black History Presentation Attendees**



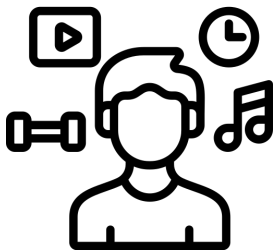
**2500 Workshop Participants**



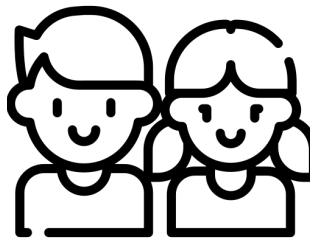
**1000 Community Volunteers**



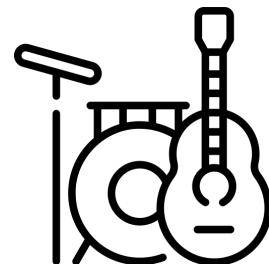
**18K African Descent Festival Attendees**



**200 Seniors Active in our Community Outreach**



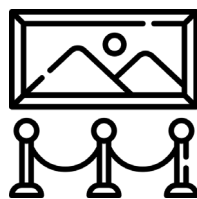
**2500 Youth Participants  
140 Youth Micro Grants Awarded**



**1500 Indoor Live Music Attendees**



**1500 Drum Circle Workshop Attendees**



**1000 Black History Exhibitions in over 100 Venues**



**150 African Immigrants, Asylum and Refugees Supported**



**600+ Artists Supported by Our Music Programs**

# AFRICAN DESCENT HISTORY EDUCATION & CURRICULUM

---

Last year, the African Descent Society BC took a significant step in addressing anti-Black institutionalized racism in schools by producing educational videos to supplement the teaching of African Descent History courses in BC schools, in collaboration with the Vancouver School Board. This initiative aimed to fill a longstanding gap in the curriculum and provide students with essential knowledge about the history of African Descent pioneers in BC.

Through interviews with key pioneer descendants, historians, and the expertise of professional videographer Daniel Akinshola and editing teams, the society created engaging history videos. These materials serve as valuable visual aids for current and future students, offering insights into the legacy and contributions of Black pioneers in our province. The videos highlight the vital role of heritage in fostering community rejuvenation and ensuring the continuity of our history.

At a time when Canada is grappling with issues of anti-racism and institutionalized racism, these videos play a crucial role in promoting inclusive education, multiculturalism, and diversity. They celebrate the profound impact of the African Descent community on Canadian society in BC and inspire reflection on the future of both the African Descent Society BC and the broader African Descent community.

In addition to this local effort, ADSBC is also engaged in broader initiatives such as the UNESCO General History of Africa and the International Coalition of Artists for the General History of Africa, collaborating with esteemed historians like Prof. David Eltis and Dr. Larry Davis. These endeavors aim to raise awareness of African history and its diaspora, furthering the society's commitment to preserving both tangible and intangible heritage for future generations.



*Boxer Jack Johnson and his white wife. Johnson was denied accommodation in Vancouver Hotels when he came to fight.*

# BLACK HISTORY MONTH CELEBRATION

---



The African Descent Society BC organized an extensive Black History Month series in 2023, encompassing both in-person and virtual programming, to commemorate the resilience and contributions of Black and People of African Descent families in Vancouver, British Columbia, and Canada. Addressing pertinent needs, this initiative illuminated the historical, social, economic, and cultural aspects of their journey.

The diverse program included educational activities such as presentations on African Descent History, anti-racism education, literary recognition, poetry, storytelling, historical walking tours, and discussions with scholars and activists. These activities included the significant Black History Month History Exhibition at the City of Surrey Archive, which shed light on the heritage of Black families.

The BHM 2023 successfully achieved our goal of increased awareness and understanding of the history of African Descent Migration, the enduring impact of slavery, and the underground railroad network. The initiative promoted multiculturalism, anti-racism, and a deeper appreciation of Canada's growing diversity. Through various activities, it addressed culturally related barriers to full societal participation and enhanced knowledge of democratic institutions, legal frameworks, and anti-racism strategies.



# AFRICAN DESCENT HISTORY AWARENESS IN BC SCHOOLS

In collaboration with the Vancouver School Board and Dr. Larry Davis, the ADSBC has developed a pioneering African Descent History Curriculum tailored for grades 10-12. This groundbreaking initiative represents the first of its kind in BC schools, fostering a deeper understanding of African Descent history.

The ADSBC has been instrumental in hosting a multitude of educational events, including conferences, seminars, workshops, and history walking tours, aimed at illuminating the rich heritage of African Descent pioneers in BC since 1858 and throughout Canada's history spanning five centuries.

The curriculum delves into the origins of Vancouver's earliest pioneers, such as Josephine and Philip Sullivan, as well as other notable figures, tracing their profound impact on the development of Canadian, American, British, and African historic relations. Highlighted within the program is the tragic narrative of the trans-Atlantic slave trade and its lasting repercussions, culminating in the complete destruction of historic African Descent neighborhoods in Vancouver's Downtown East Side with the construction of the Dunsmuir and Georgia Viaducts in 1972. This pivotal moment marked the end of an era for Vancouver's African Descent community, a history meticulously explored and preserved by the ADSBC.



# HERITAGE AWARENESS & LEARN

The African Descent Society BC proudly presents HERITAGE AWARENESS & LEARN, a dynamic series of events designed to celebrate and preserve both tangible and intangible heritage. This annual program represents a significant achievement for ADSBC, reflecting our unwavering commitment to heritage preservation and education.

The HERITAGE AWARENESS & LEARN initiative encompasses a range of activities aimed at advocating for the protection of our collective heritage. Through extensive research efforts, ADSBC has identified and highlighted numerous historic buildings, including iconic landmarks such as the African Fountain Chapel in Vancouver; the African Methodist Church associated with the Josephine Sullivan Family; Sullivan African Hall; entertainment venues; parks like Henry Houston Scott Park in Surrey; as well as significant sites like Hogan's Alley and the Strathcona Historic Site. Additionally, historical residences such as Beatty Lane 534 Cambie, the Martha Scurry and Hiram Scurry House, and Vie's Chicken and Steak House are recognized for their vital role in preserving tangible heritage.

Working in collaboration with various stakeholders and municipalities, ADSBC has successfully advocated for the recovery and protection of several historic sites, including the restoration of the African Fountain Chapel located at 823 Jackson Street in the Downtown Eastside of Vancouver. These efforts are crucial in safeguarding the rich history and cultural legacy of African Descent communities in BC, also known as Black Canadian Historic sites, scattered across different parts of Metro Vancouver.

Through HERITAGE AWARENESS & LEARN, ADSBC continues to play a leading role in promoting awareness and appreciation of our heritage, ensuring that these invaluable assets are preserved for future generations to cherish and learn from.



Scott Park in Surrey



Where Martha Scurry once lived.

# HERITAGE WALKING TOURS - EDUCATION & AWARENESS

The African Descent Society's Black Strathcona Heritage Walking Tour stands as a premiere offering in Vancouver's heritage and tourism scene, drawing both local residents and international visitors alike. This tour is renowned for its exploration of former historic sites significant to the African Descent community in Strathcona, including Hogan's Alley (also known as Park Lane) in Vancouver's Downtown Eastside, as well as Beatty Lane - 534 Cambie and Beatty Street - pivotal locations for some of the earliest African Descent pioneers in Vancouver.

To kick off the year, ADSBC launched another series of our popular and innovative African Descent Heritage Walking Tours for 2023. These tours catered to private groups, as well as large gatherings across Metro Vancouver, British Columbia, and various historic sites throughout Canada, providing participants with enriching experiences and a deeper understanding of African Descent heritage and history.

ADSBC's BLACK STRATHCONA WALKING TOURS stand out as one of Vancouver's premiere heritage walking experiences, beloved by countless local, national, and international tourists eager to delve into Black Canadian history. The tours have garnered widespread acclaim for their commitment to knowledge-sharing and have become a favorite among schools within the Vancouver School Board, local community organizations, and universities.

The resumption of our heritage walking tours has been met with excitement and enthusiasm from all quarters. Hundreds of tourists have

eagerly booked these tours, drawn by the opportunity to deepen their understanding of African Descent heritage and history. This accomplishment is a testament to our commitment to preserving and promoting community history, with Yasin Kiraga Misago leading the way, supported by initiatives such as the History Videos project sponsored by the Vancouver School Board.



Yasin Kiraga Misago leading an RCMP Anti-Black Racism Tour



**In addition to the invaluable guidance of long-time tour guide John Atkin, we have expanded our offerings to include tours led by writer Rob Howatson and historical researcher Christine Hagemoen. The 2023 walking tours explored a range of locations and topics, providing participants with a comprehensive and enriching experience, such as:**

- Remembering Joe Fortes, and the Scurry Family at Mountain View Cemetery
- African Descent Pioneers in Vancouver & Surrey - Scott Family
- Where did the Black Women-led business in Vancouver Exist?
- Bringing Back African Descent Community Heritage
- Where is Black Strathcona?
- Early Black Pioneers in Victoria, BC
- Walking Hogan's Alley's Nightlife since 1900
- Blacks in Vancouver since 1859: Earliest Black Pioneers
- Touring Saanich & Victoria's Black Pioneers 1858
- Where have I been Walking - The Black Strathcona
- Visiting Vie's Chicken & Steak House: A Late Night Restaurant
- RCMP Anti-Black Racism Historic Tour
- Building a Community we Call Home: African Fountain Chapel

ADSBC remains steadfast in its commitment to heritage awareness through the continuation of AFRICAN DESCENT CULTURAL WALKING TOURS throughout the year. These immersive experiences offer participants the opportunity to explore the rich history and contributions of Black Canadians, particularly early immigrant communities, across various neighborhoods in Vancouver and throughout British Columbia.

In addition to the walking tours, ADSBC will also continue to deliver African Descent History presentations in communities and schools. These presentations serve as invaluable educational tools, shedding light on the significant contributions of Black Canadians to the cultural tapestry of Vancouver's downtown Central, East Side, and beyond. By highlighting the rich history of these communities, ADSBC aims to raise awareness and foster appreciation for the diverse heritage that enriches our society.



# YOUTH ENGAGEMENT & EMPOWERMENT PROGRAM

---

ADSBC has played a pivotal role in the restoration and reopening of Vancouver's Fountain Chapel, a historic African Descent Church established in 1918. This significant location now serves as the focal point for our Youth Engagement programs and the Africana School of Performing Arts, uniting young immigrants and refugees in public and cultural involvement through poetry, storytelling, and dance presentations.

Over the years, ADSBC has initiated several youth engagement programs, including a current youth-led project supported by ESDC. This initiative aims to empower young individuals by providing them with training, technical skills, and micro-grants for their projects, fostering a strong connection between youth and the community. To date, this project has enabled more than 140 youth to undertake various projects, making a positive impact on the community. Moreover, the project serves as a training ground for leadership, project management, financial management, community engagement, and career development workshops, equipping young individuals with valuable skills for their future endeavors.

While the current program funding is modest, we are actively seeking additional essential funding to expand our reach and engage more youths in multi-year projects for sustained impact.



# HERITAGE CONSERVATION & HISTORY EDUCATION PROGRAM

---

In 2023, African Descent Society BC continued its partnership with the Vancouver School Board for the Board Authority.

Yasin Kiraga Misago, leading where I came from Black Strathcona tour Downtown East side. This program provided walking tour workshops. ADSBC has trained and facilitated community members on history and heritage conservation for tourism and heritage conservation capacity building to teachers and many members of the community, including volunteers and seniors which includes:



*The Sullivan Family home*

- Heritage building for Black Canadian pioneers in Vancouver and BC.
- Research and archiving the History of Black Canadian pioneers in Vancouver and BC.
- Researching intangible history and heritage for Black pioneers in Vancouver and BC.
- Researching the history of buildings and businesses and religious institutions belonging to Black pioneers.
- Researching and compiling historic photograph for archive and mobile history exhibitions.
- Researching online city, provincial and federal archives, museums, and libraries for Blacks.
- History of Black pioneers in Canada and history presentation tours across multiple platforms, cities and venues.



*Cooking at Vie's Chicken & Steak*

# AFRICAN DESCENT SENIORS ENGAGEMENT PROGRAM

---

ADSBC has seen significant growth in its African Descent Seniors' Engagement Program in Vancouver, thanks to the steadfast support of our program partners. Over the past year, we have witnessed a steady increase in the number of seniors and community partners participating in our program, with seniors joining us from all corners of Metro Vancouver. We are particularly grateful for the ongoing partnership with Service Canada and the New Horizon Seniors Engagement federal government program, whose generous support has been instrumental in the success of our program in Vancouver. Their continued commitment enables us to offer valuable services and activities that enrich the lives of African Descent seniors in our community.

In 2023, the African Descent Society BC embarked on an ambitious expansion of its seniors' engagement initiative, employing three distinct models to foster community involvement and address the evolving needs of African Descent seniors. Firstly, through an extensive information sharing campaign, we collaborated with numerous communities to disseminate vital insights into the major experiences affecting African Descent seniors. This initiative aimed to raise awareness and facilitate dialogue around key issues impacting our senior population.

Additionally, our seniors' community consultation projects played a pivotal role in identifying the critical challenges faced by African Descent seniors, particularly in the wake of the COVID-19 pandemic. Through

various activities and forums, we engaged seniors in meaningful discussions to understand their needs and concerns, laying the groundwork for targeted interventions and support.

Furthermore, ADSBC forged partnerships with various organizations to organize a myriad of activities aimed at encouraging senior participation. From engaging walking tours to invigorating music and dance classes held at the West End Community Centre and in collaboration with the West End Seniors Network, these initiatives were designed to empower seniors to actively participate in their communities.

As a result of these efforts, we witnessed a significant outreach and participation from African Descent seniors, underscoring the importance of fostering inclusive and vibrant communities for all ages.



# INTERNATIONAL DECADE FOR PEOPLE OF AFRICAN DESCENT

---

Since its inception in 2015, the African Descent Society BC has been at the forefront of advocating for the UN International Decade for People of African Descent, aligning with the collective call for recognition, justice, and development for African Descent communities in Canada and the Americas. Collaborating closely with organizations such as the National Federation of Black Canadians and the Foundation for Black Communities, ADSBC has played a pioneering role in addressing anti-Black racism through comprehensive community engagement campaigns.

Over the years, ADSBC has spearheaded various initiatives, including community consultations, participation in government forums, and representation at all levels of government, to address systemic issues and

promote equity and justice for African Descent communities. Central to these efforts has been the establishment of the African Descent Festival and other community dialogues, serving as platforms for local, regional, and national mobilization campaigns aimed at raising awareness about the International Decade for People of African Descent. These campaigns have successfully attracted hundreds of African Descent Canadians, fostering dialogue and action around the core themes of recognition, justice, and development.

Through their unwavering commitment and advocacy, ADSBC continues to be a driving force in advancing the rights and well-being of African Descent communities in Vancouver, British Columbia, and beyond.



# BLACK HISTORY MONTH 2023

---

The African Descent Society BC annually organizes a series of events to commemorate Black History Month/African Descent Heritage Month, which begins in February. Established in 1995 by Hon. Jean Augustine and supported by the Canadian government, Black History Month serves as a significant celebration of the achievements, resilience, contributions, and challenges faced by Black Canadians and people of African Descent in Canada.

other locations throughout the region. These events were made possible through the longstanding support of Canadian Heritage, City of Vancouver, TD Bank, and others, which has played a vital role in ensuring the success of our initiatives. As a result of this support, our Black History Month events have become some of the largest and most impactful gatherings in British Columbia.

The 2023 Black History Month festivities were held at multiple venues across Metro Vancouver, including Coquitlam, Surrey, and





# AFRICAN DESCENT FESTIVAL 2023

---

Despite the challenges faced in 2023, the African Descent Festival at English Bay Beach was a resounding success. This marked the festival's debut at English Bay Beach, having relocated from Thornton Park, its longstanding venue for the past eight years in Vancouver. The decision to move the festival to English Bay was made in tribute to Joe Fortes and the rich heritage of people of African Descent in Vancouver, dating back to 1859.

The festival attracted nearly twenty thousand attendees over a span of two days, comprising of over four hundred artists and offering more than forty-eight event activities, including live music, culinary delights, and the celebration of African Descent arts, culture, and history. In 2024, the African Descent Festival will emerge as a premiere destination for tourists, drawing participants from local, regional, and international locales.

The festival's impact extended beyond cultural celebration, with over a hundred food vendors and community booths contributing to the local economy and the entertainment industry in Vancouver. Regarded as one of the city's greatest live music, food, and cultural festivals, the African Descent Festival attracted the attention of numerous local, regional, and international business investors and brands, seeking to align themselves with the festival's values and promote their initiatives.

However, to ensure the festival's sustainability and growth, continued financial support is imperative. ADSBC remains committed to seeking new partnerships to support its strategic objectives. Gratitude is extended to the City of Vancouver, the government of British Columbia, the Federal Government, and other community partners whose ongoing support has been instrumental in fostering the growth of the African Descent Society BC and the African Descent Festival.





## TOURISM & PUBLIC OUTREACH

---

The African Descent Festival attracted hundreds of local, national and international tourists to English Bay beach in downtown Vancouver who contributed to the local tourism economy making the festival a valuable asset for the city of Vancouver and Destination BC.



**The festival outlined clients' and community satisfaction with the event, with the goal of increasing the number of attendees for future sustainability as well as attracting local, regional, national, and international artists with a role in sharing art and culture with local festival visitors.**



## WHY SPONSOR

---

Target your brand and products toward several large demographic markets that are rarely gathered at one time anywhere in the Pacific Northwest! This is a great opportunity to create brand awareness and show that your organization supports community building and culture. This platform highlights a wide range of African Descent cultures including those of North, South, East, West & Central Africa, African-Caribbean regions, Latin American and Brazilian heritage.





**INTERNATIONAL  
DECADE FOR PEOPLE OF  
AFRICAN  
DESCENT**

**2015 - 2024**



**ADSBC.ORG**