

# **BIG BRO'S BARBERSHOP:** **2015 PROGRESS REPORT**

*released December 10, 2015*

## **TABLE OF CONTENTS**

<b>I. BIG BRO'S BARBERSHOP: INITIAL PITCH AND FULFILLED PROMISES</b>	<b>2</b>
<i>The claims made during Big Bro's Barbershop's crowdfunding campaign are re-examined now that the shop is in business. Has Big Bro's Barbershop lived up to its promises?</i>	
<b>II. START-UP FUNDS: GOFUNDME CAMPAIGN AND PRE-LAUNCH PURCHASES</b>	<b>4</b>
<i>This section reviews the success of Big Bro's Barbershop's crowdfunding campaign, and illustrates how donated funds were put to use. How much does it cost to launch a small independent business in Vancouver?</i>	
<b>III. LOCATION</b>	<b>5</b>
<i>Learn more about where Big Bro's Barbershop is located, and why this location was selected. Will the current location suffice, or will a new location need to be sought out in 2016?</i>	
<b>IV. PRESS AND PUBLIC OPINION</b>	<b>8</b>
<i>Big Bro's Barbershop is a truly unique business, making positive public opinion crucial for its success. How has the response to Big Bro's Barbershop been, from the immediate queer/trans communities and beyond?</i>	
<b>V. PRODUCTS AND PRICING</b>	<b>10</b>
<i>Find out what products are available at Big Bro's Barbershop, why they were selected, and how they are being priced. How do these prices compare with other venues selling gender affirmation products?</i>	
<b>VI. SALES AND EXPENSES</b>	<b>12</b>
<i>Look through Big Bro's Barbershop's intimate financial calculations. How reliable has business been? What is being sold, and how is the shop spending its money?</i>	
<b>VII. WORKERS AND SERVICES; VOLUNTEERS</b>	<b>14</b>
<i>Find out who works at Big Bro's Barbershop, and what services are offered. What steps are being taken to avoid exploited labour?</i>	
<b>VIII. REVIEW: BIG BRO'S BARBERSHOP IN 2016</b>	<b>15</b>
<i>What changes can visitors of Big Bro's Barbershop look forward to in the new year?</i>	

## **I. BIG BRO'S BARBERSHOP: INITIAL PITCH AND FULFILLED PROMISES**

Big Bro's Barbershop has remained consistent in its vision, and has followed through on all promises since the initial pitch video was released with the GoFundMe crowdfunding campaign.

1) *Big Bro's Barbershop is a safe space for people of all genders, including/specifically those who are transgender.*

### **Fulfillment:**

- Big Bro's Barbershop is owned and operated by a transgender man.
- Priority is given to transgender and/or gender non-conforming workers when selecting businesses to rent operating space to within Big Bro's Barbershop.
- Gender affirmation products - including binders, packers, STPs, gaffs, breast enhancers, and bra extenders - have been consistently stocked.
- Haircuts, hot towel shaves, and other beauty services have been provided for clients of several genders, including (but not limited to): transgender men; transgender women; cisgender men; cisgender women; genderqueer; agender; genderfluid; demiboy; two-spirit.

### **Room for improvement:**

**Issue:** In the total roster of one barber, three rental workers, and two volunteers, all workers are AFAB (Assigned Female at Birth) - there are zero AMAB (Assigned Male at Birth) workers in the shop. This combined with the shop's declared specialty in masculine grooming is providing insufficient support for AMAB trans clients.

#### **Short-term solution(s):**

- Prioritize AMAB trans rental workers and/or volunteers.
- Promote current feminizing services (makeup application/tutorials, hot towel leg shaves).
- Rent secondary chair to part-time or full-time hairdresser specialized in "women's" styling.

#### **Long-term solution(s):**

- Consider hiring AMAB trans employees as paid Big Bro's Barbershop staff. (See pg. 13)

2) *Big Bro's Barbershop is committed to accessibility.*

### **Fulfillment:**

- Although Big Bro's Barbershop itself is on the second floor of its building, a doorbell is provided at sidewalk level for all clients who enter the space. A ramped entrance to an elevator is available as an alternative to stairs.
- A thorough accessibility audit provided by the *Radical Access Mapping Project* (RAMP) has been completed and is provided in full on **BigBrosBarbershop.com**.
- Big Bro's Barbershop has provided work space for rental workers with a variety of dis/abilities.
- Any promotional videos released by Big Bro's Barbershop have been captioned.

### **Room for improvement:**

**Issue:** Due to the variety of businesses within the building, there are several potential obstacles that can interfere with the accessible entrance: the doorbell occasionally goes unheard, the garage door is not always open, and construction equipment sometimes blocks the elevator.

#### **Short-term solution(s):**

- Test the doorbell each day before hanging the welcome sign.
- Invite clients with mobility concerns to phone ahead and ensure that the accessible entrance path is clear.

#### **Long-term solution(s):**

- When relocating, select a storefront space where there are no unreliable barriers between the sidewalk and Big Bro's Barbershop's entrance.

**Issue:** Promotional images are frequently used, but are rarely captioned or provided with text-based image descriptions, limiting the experience for followers using speech-to-text software.

**Short-term/long-term solution(s):**

- Begin writing image descriptions for promotional images used on Facebook and Tumblr.

**Issue:** Current staff is not trained in ASL, limiting the customer service available to deaf/HOH clients.

**Short-term solution(s):**

- Staff can ensure that lips are visible when communicating.
- Pens and paper are easily available in the shop.

**Long-term solution(s):** Big Bro's Barbershop should cover the costs of ASL training for staff.

*3) Services and products at Big Bro's Barbershop are appropriately priced for a systematically low-income demographic.*

**Fulfillment:**

- A Community Credit Fund has been put into place to balance shop costs between clients of various incomes - financially-secure clients can make donations into the CCF; low-income clients may use the CCF to cover part of their bill (currently suggested to be up to 30%). The CCF currently contains over \$4,000 in shop credit.
- The structure of Big Bro's Barbershop's cheap-to-provide services versus expensive-to-import products results in the more universally-applicable hair services supporting the costs of providing retail space for niche gender affirmation products.
- Product markup is closely examined on a regular basis to ensure that prices are as low as possible without jeopardizing the existence of Big Bro's Barbershop.
- Haircuts are marked down to \$5 monthly the day after government cheques are issued to those receiving income assistance. These days operate on a strict first-come-first-served basis to prevent the prioritization of clients with internet access.
- Many free services are available, including: donated clothing; safer sex supplies; hormone injection supplies; menstrual pads; community knowledge and connections; and more.

**Room for improvement:**

**Issue:** Very few clients ask to use the Community Credit Fund, indicating that clients are either unaware of the CCF or consider it to be there for those less fortunate than themselves.

**Short-term/long-term solution(s):**

- Continue promoting the CCF to anyone struggling financially, not only the absolute least fortunate.

**Issue:** Cisgender clients are still unsure of whether or not they are allowed into the space.

**Short-term/long-term solution(s):**

- Continue promoting to cisgender clients, and ensure they understand that their support - financial or otherwise - will keep Big Bro's Barbershop flourishing as a safe brick-and-mortar space for everyone, including transgender clients.

**Issue:** The clothing donations have been extremely popular, resulting in gratuitous clothing donations that the shop cannot store.

**Short-term solution(s):**

- Immediately after clothing swaps, invite WISH Drop-In Centre Society and PACE Society to pick up remaining donations.
- Encourage donors to drop off up to a single garbage bag of clothing.

**Long-term solution(s):**

- If relocation allows, build more storage space for donated clothing.

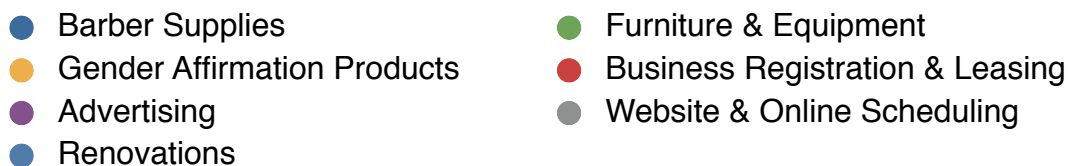
## **II. START-UP FUNDS: GOFUNDME CAMPAIGN AND PRE-LAUNCH PURCHASES**

To cover start-up costs, Big Bro's Barbershop launched a crowdfunding campaign on GoFundMe.com on May 9, 2015. The original campaign targeted \$30,000 to be raised by July 31, 2015; however, after re-assessing the campaign's progress throughout the summer, the goal was lowered to \$15,000, and extended to August 31, 2015. By Big Bro's Barbershop's September 1st launch date, the campaign had accumulated \$9,900. Despite the official fundraising campaign having ended, ongoing donations have since brought the GoFundMe campaign to \$10,410.

Additional start-up funds have been provided by Big Bro's Barbershop owner Jessie Anderson, who covered any remaining costs with his credit card. Because fundraising had been done in advance, the total debt remaining from the launch of Big Bro's Barbershop is under \$1,000 to be paid back onto Jessie Anderson's VISA.

The breakdown of start-up costs is as follows:

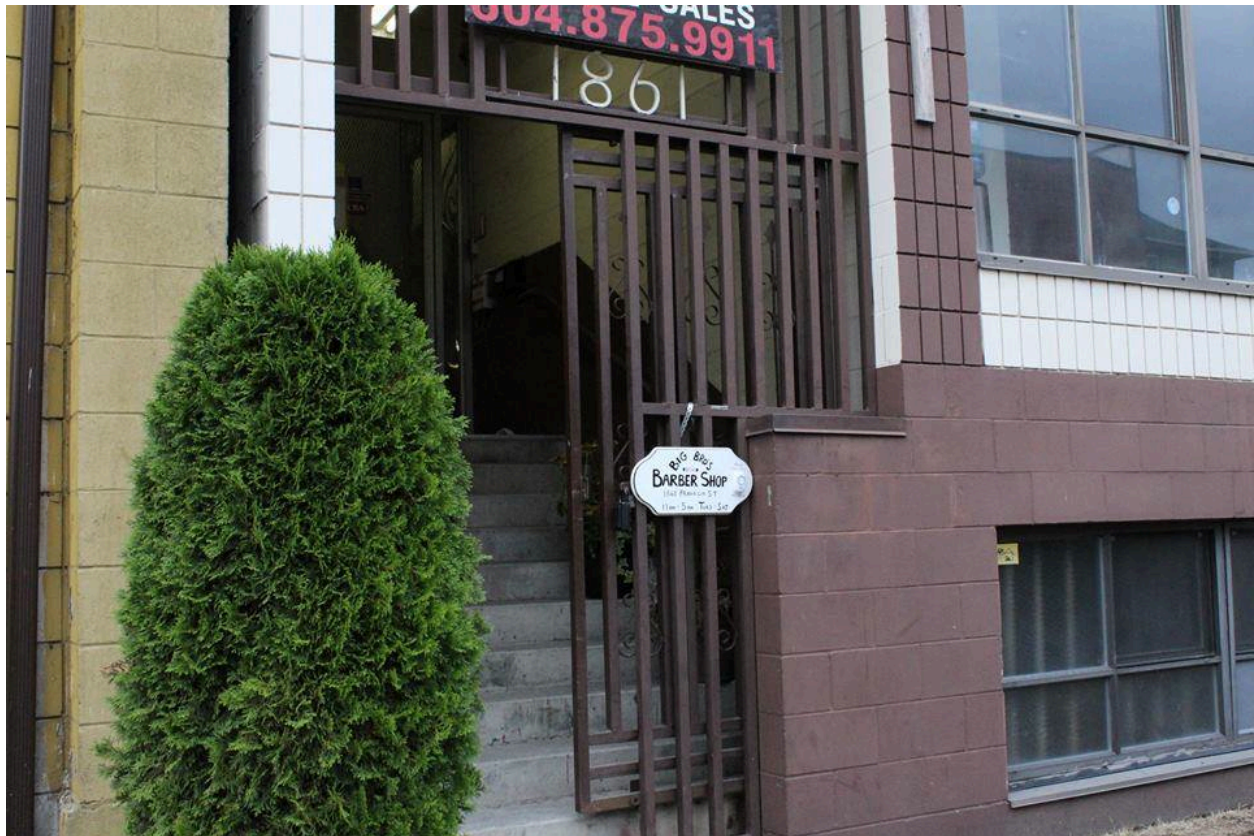
Barber Supplies: **\$4,670.13**  
Furniture and Equipment: **\$3,265.82**  
Gender Affirmation Products: **\$2,404.43**  
Business Registration and Leasing: **\$742.00**  
Advertising: **\$566.43**  
Website and Online Scheduling: **\$377.80**  
Renovations: **\$333.86**  
**TOTAL START-UP COSTS: \$12,360.47**





### III. LOCATION

The current location of Big Bro's Barbershop is at 1861 Franklin Street. It is 1.5 blocks from the intersection of East Hastings Street and Victoria Drive, where there are Eastbound and Westbound stops for the #14 and #16 buses. Big Bro's Barbershop is 2.5 blocks from the intersection of East Hastings Street and Commercial Drive, where there are Westbound and Southbound stops for the #20 bus and Eastbound and Westbound stops for the #135 Express bus to/from SFU. This area is deep in industrial territory, and a small sign attached to the front gate is the only indicator that this is where Big Bro's Barbershop is located.



*(Left: Big Bro's Barbershop, Aug 15th 2015)*

Big Bro's Barbershop currently occupies a windowless 336-square-foot room with two hairstyling chairs, one couch, and one massage table used for tattoos and hot towel leg shaves. This out-of-sight location costs Big Bro's Barbershop a mere \$650 per month, versus investigated storefront locations which spanned from \$2,000-\$6,000 per month, plus utilities. The current space does not have a shampoo sink available, resulting in coloring or other chemical treatments being completely unavailable. There are two single-stall unisex bathrooms down the hall from Big Bro's Barbershop, one of which has built-in grab bars and enough space to maneuver a wheelchair or scooter.



*(Above: Big Bro's Barbershop, November 2015)*

In order to make this studio more hospitable for the public, the walls were painted with a soft red tone and accentuated with a mural painted by Ciara Prithipaul and Zox Svetorovich. The removable gate sign for Big Bro's Barbershop displays an attached wireless doorbell, used as a way to work around the permanently-locked front door of the building.

With the changing of the seasons, heating has become an issue in this location. Ventilation and finishing touches were installed in this newly-separated studio one week prior to the shop's opening, but the cold weather has revealed that the current heating system is both loud and extreme. With the heat off, shop inhabitants must wear several layers for comfort; with it turned on, the shop becomes quickly overwhelmed with heat, and the sound of the system running often drowns out the sound of the doorbell.

Although this location has been popular among closeted clients not willing to "out" themselves by entering, it is absolutely temporary. Walk-by traffic could substantially improve haircut profits, which is challenging to facilitate given the shop's proximity to a funeral home and meat processing factory - the only passersby down Franklin Street are strolling exclusively for craft breweries or sex workers.

The long-term goal for Big Bro's Barbershop's placement is to use its location as a visible representation of the transgender community's presence and contribution to Vancouver as a city. To maintain anonymity in a future location, a rear entrance should be considered as an optional alternative to the primary storefront entrance.



#### IV. PRESS AND PUBLIC OPINION

Big Bro's Barbershop has been extremely well-received by the public, with direct criticism limited to the occasional piece of nonsensical hate mail.



With the timing of Big Bro's Barbershop's launch coincidentally lining up with the "Call Me Cait" *Vanity Fair* cover, transgender issues have become a public interest story. A press release was sent out to multiple media outlets in June 2015, with *Vancity Buzz* as the only outlet to cover the story. The article took off with over 4,200 shares, leading several more media outlets to pursue interviews, including CKNW, CBC, 24 Hrs, *The WestEnders*, *KiSS Radio*, *Co-op Radio*, *.Mic*, and *OutLookTV*. The shop has also been nominated for three of the *Small Business BC Awards*: Best Emerging Entrepreneur, Best Concept, and Premier People's Choice (winners announced in February 2016).

Between press coverage and a consistent social media presence, Big Bro's Barbershop has attracted a rapidly-growing online following, with one Tumblr reblog of the *Vancity Buzz* article accumulating 15,325 notes and counting.

(Pictured right: Big Bro's Barbershop's third Facebook advertisement, with a reach of 13,492 people at \$0.13 per click.)

#### SOCIAL MEDIA STATISTICS

(May 9 2015 - December 10 2015)

BigBrosBarbershop.com Sessions: **7,533**

Facebook Likes: **788**


Instagram Followers: **474**

Tumblr Followers: **431**

Twitter Followers: **126**

**Big Bro's Barbershop**  
Written by Jessie Anderson [?] · October 28 ·

Visit Big Bro's Barbershop for a wide variety of beauty services & community resources.



**LGBTQIA-Friendly Services**  
Big Bro's Barbershop is a trans-owned business in Vancouver, BC. Click here for booking info, staff bios, press, & a listing of available gender affirmation products. Canada-wide shipping available.

[WWW.BIGBROSBARBERSHOP.COM](http://WWW.BIGBROSBARBERSHOP.COM) [Book Now](#)

13,492 people reached [Boost Post](#)



robotom5000 **FOLLOWING**

14 likes 14w

robotom5000 Got a haircut by @BigBrosBarbershop. Happy with my haircut and great to support a barbershop with a social mission that I can get behind too

sam.0925 Looking SHARP

calamitytits daaaaaammmnnnn

robotom5000 Thanks :)

♥ Add a comment...



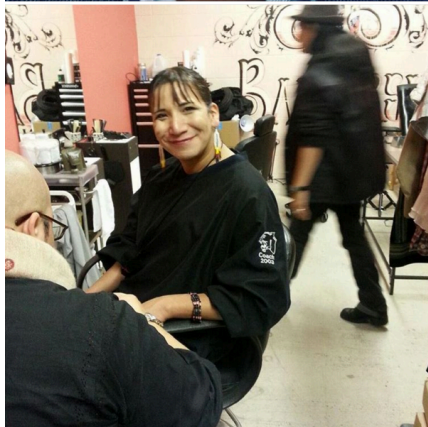
cassandrealechat **FOLLOWING**

15 likes 10w

cassandrealechat Got a hot towel straight razor shave on my legs by @bigbrosbarbershop xoxo

svltianaoleksia Look at you! []

♥ Add a comment...



pacesociety **FOLLOWING**

bigbrosbarbershop, pacesociety, outpostsupplyco, thefemmepride and optionsforsexualhealth like this 3w

pacesociety Thank you to Big Bros Barbershop for pampering some of the ladies from PACE last Friday and creating such a welcoming space for all. #Vancouver #dtes #PACESociety #genderfluid #genderqueer

♥ Add a comment...



romanticdefiant **FOLLOWING**

bigbrosbarbershop, \_mrscarlett, natfull, jendinary, phillipashton, grumpy\_cephalopod, jonnodotcom, ivanetattooart, kaploded and shawnatron like this 9w

romanticdefiant thanks for the trim @bigbrosbarbershop! >[[]]

♥ Add a comment...



**Feelmore510** @Feelmore510 · Nov 25

The only Barber we know that is really serving their Clients. #Gender #Queer #Canada #Barber



**Ryan** @LispingLisa · Nov 11

Had a nice visit to @BigBrosBarbers. Passionate people doing important work!



**Halloween Month 3** @Ice\_Cream\_Jones · Sep 30

fuuuuck I just discovered @bigbrosbarbers exists, a LGBTQ2SIA+ safespace, barber shop, and resource center in east vancouver :o



**kanerah** @bvrning · Sep 25

When the haircuts so good you're comfortable not wearing a hat 🤘🏻 @BigBrosBarbers



**Danae Wilding** @DanaeWriting · Dec 4

So straight up @BigBrosBarbers is awesome and Jesse is rad, love having trans-centered businesses in the city!!



wyt-noiz

[@bigbrobarbershop](#) is a hidden gem. A hidden gem I want to bring to the forefront of Vancouver's LGBTQIA community. I went with my good friend, [@scruffyscribbler](#) to check the place out after coming across a reblogged post brought to my attention by the lovely [@fightingwithfantasy](#) (all the way in Texas ;n:). And lemme tell you, I could not have been happier, nor have I ever found a place I want to support more.

It's a little bit out of the way for me, but well worth the travel. The staff are all super nice and friendly, and from the moment I walked in, I felt like I was just at some super chill friend's house. I wound up trying on a binder, something I had always wanted (my DIY solution worked... as long as I was standing still, and got rather painful near the end of my work shift), but had always been nervous of buying online; it's hard to get the sizing of a garment online, and I did not want to get stuck with the hassle of trying to return and get a refund for something online. I was invited to try a number of different binders on, of various sizes and when I found one I could shimmy into (I'll spare you the details of me being half stuck in a binder with my arms over my head, trying to wriggle free. It'd ruin my badass image, yo), it felt like...

It felt like I was me. For the first time.

I immediately bought it, with some birthday money from my two wonderful friends, [@scruffyscribbler](#) and [@scarecrowscribe](#), ran to change into it, and took another look around before heading on with the rest of our rainy downtown adventure.

I have never felt happier, more secure, and the dysphoria is hugely relieved. I will definitely be going back, and strongly encourage any trans person of any age in the lower mainland to come down as well. It is, without a doubt, the safest, friendliest, most accepting, and laid back place you could find. I will definitely be going back with a Santa Claus sack of donations, and some spends for another binder.

Once again, I strongly recommend

go

to

Big Bro's.

It's like walking into a hug.



modestclick

Ah! Thank you to [@bigbrobarbershop](#) for absolutely making my day today!



official-alex-stuff

[@bigbrobarbershop](#) Gave me a fantastic haircut a couple days ago, and I'm still super happy with the results. Everyone was so nice, and chatting with Jessie was just all around awesome. Will definitely be returning as soon as it needs a touchup :)

radiofreeroscoe asked:

This is so amazing and thrilling. I hope more areas follow suite and build places like this. Trans/queer/poc communities need these safe spaces for care and overall acceptance. Right on ya'll.





## **V. PRODUCTS AND PRICING**

The gender affirmation products currently sold at Big Bro's Barbershop are all imported from distributors that Jessie Anderson has previously worked with, allowing for familiar orders to be placed two weeks before the shop's opening date without any pricing surprises.

The products available for sale at Big Bro's Barbershop were determined in the following ways:

### ***Underworks***

#### **Ultimate Chest Binder Tank; Tri-Top Chest Binders**

Jessie considers *Underworks* to be like the *Hanes* of binders: nothing fancy, but a solid classic. Jessie had also heard several positive reviews of *GC2b* binders from customers, but upon inquiring about wholesale, he learned that they did not offer discounted wholesale rates, meaning they would have to be priced significantly higher than the *Underworks* line.

### ***The Breast Form Store***

#### **Luxury Gaffs; Breast Enhancers (Nipple or Sleek); Bra Extenders; Double-Sided Tape**

*The Breast Form Store* is a local business (Richmond, BC) and offers a vast selection of products, making it an ideal business to purchase wholesale items from. In late 2014, Jessie visited *The Breast Form Store* to personally meet the owner and receive a two-hour training session from their product specialist. Based on the information from this session, Jessie chose to sell the Canadian-made *Luxury Gaffs* versus imported brands, and opted to bring in low-cost breast enhancers to serve as an introduction to potential custom product orders - the selection of silicone breast forms offered far too many customizable options to be able to afford a complete order for regular retail.

### ***New York Toy Collective***

#### **Pierre Packers; Archer Packers**

*The New York Toy Collective's* line was decided on based on several qualifications, including its body-safe, easy-to-clean silicone material (versus the filth-attracting Cyberskin of *Mr. Limpy*, from *Fleshlight*); its approachable size (versus the less subtle *Mr. Right*, from *Vixen Creations*); and its optional circumcised (*Archer*) or uncircumcised (*Pierre*) designs. The *New York Toy Collective* packers are also in the middle-ground of packer pricing, sitting firmly in the middle between the relatively disposable *Mr. Limpy* packers and more elaborate, multi-use STPs like the *PeeCock* or *FreeTom Prosthetics*.

### ***Fenis Distributors of Canada***

#### **Mr. Fenis**

The *Mr. Fenis* STP (Stand-To-Pee) is a Canadian product imported from Nova Scotia, leaving its pricing unaffected by the steadily-plummeting Canadian dollar. While it is definitely a budget option in comparison to more realistic STPs, the *Mr. Fenis* is easy to pack away, and its wide inner canal allows for stress-free urination without a high risk of overflow.

### ***Spareparts Hardwear***

#### **PETE Underwear**

The original roster of planned products included *Spareparts Hardwear's* line of *PETE* packing underwear. This line of jockstraps, briefs, and trunks is custom built for holding a packer in place, and is fantastically comfortable and reliable. However, due to budget limits, the *PETE* line was vetoed as a 2015 product because it is not a mandatory product for a transgender person's safety - packing can be done in a variety of undergarments, not limited to *PETE* products.

### ***Vixen Creations***

#### **Tex; Mustang; Goodfella**

The *Tex*, *Mustang*, and *Goodfella* hard packers from *Vixen Creations' VixSkin* line are extremely well-made products intended for sexual use. All three are harness compatible, U.S.A.-made, and constructed from body-safe silicone. This product was also vetoed as a 2015 product, as it would have been the most expensive order - appropriately priced for hard, dense silicone - and would be an oddly prioritized product in a shop intended to be youth-friendly.

The prices of each product were meticulously calculated prior to the shop's opening date, but the first few months of business have allowed for reflection and correction, to be adjusted for 2016. All prices have been intentionally rounded after tax to avoid handling change.

#### PRICING SEPTEMBER-DECEMBER 2015

PRODUCT	COST	SHIPPING	TOTAL (IN \$CAD)	TOTAL (+ TAX)	TOTAL (+ FEES)	PROFIT RATE	PRICE	TAX RATE	TOTAL PRICE	PROFIT (REGULAR)	PRICE: 30% CCF USED	+ TAX: 30% CCF USED	PROFIT: 30% CCF USED
Underworks Chest Binders	\$22.49	\$3.00	\$34.16	\$38.26	\$39.26	140.09%	\$49.11	1.12	\$55.00	\$15.74	\$34.38	\$38.51	(\$0.75)
Pierre/Archer Packers	\$28.00	\$2.00	\$40.20	\$45.02	\$45.02	177.70%	\$71.43	1.12	\$80.00	\$34.98	\$50.00	\$56	\$10.98
Mr Fenis STPs	\$13.30	\$0.00	\$13.30	\$14.90	\$14.90	201.34%	\$26.79	1.12	\$30.00	\$15.10	\$18.75	\$21	\$6.10
Gaff Underwear	\$15.00	\$0.00	\$15	\$16.80	\$16.80	148.81%	\$22.32	1.12	\$25.00	\$8.20	\$15.62	\$17.49	\$0.69
Breast Enhancers - Perky	\$26.00	\$0.00	\$26	\$29.12	\$29.12	188.87%	\$49.11	1.12	\$55.00	\$25.88	\$34.38	\$38.51	\$9.39
Breast Enhancers - Sleek	\$19.00	\$0.00	\$19	\$21.28	\$21.28	258.46%	\$49.11	1.12	\$55.00	\$33.72	\$34.38	\$38.51	\$17.23
Omega Harness	\$5.42	\$5.00	\$13.96	\$15.64	\$15.64	127.88%	\$17.86	1.12	\$20.00	\$4.36	\$12.50	\$14	(\$1.64)
Beard Trims	\$0.05	\$0.00	\$0.05	\$0.06	\$0.06	16,666.67%	\$8.93	1.12	\$10.00	\$9.94	\$6.25	\$7	\$6.94
Buzz Cuts	\$0.05	\$0.00	\$0.05	\$0.06	\$0.06	25,000.00%	\$13.39	1.12	\$15.00	\$14.94	\$9.37	\$10.49	\$10.43
Haircuts	\$0.25	\$0.00	\$0.25	\$0.28	\$0.28	8,928.57%	\$22.32	1.12	\$25.00	\$24.72	\$15.62	\$17.49	\$17.21
Hot Towel Shaves	\$2.25	\$0.00	\$2.25	\$2.52	\$2.52	1,190.48%	\$26.79	1.12	\$30.00	\$27.48	\$18.75	\$21	\$18.48
PRODUCT PROFIT RATE						177.59%							
SERVICE PROFIT RATE						12,946.43%							
AVERAGE PROFIT RATE						6,562.01%							

#### ADJUSTED FOR 2016

PRODUCT	COST	SHIPPING	TOTAL (IN \$CAD)	TOTAL (+ TAX)	TOTAL (+ FEES)	PROFIT RATE	PRICE	TAX RATE	TOTAL PRICE	PROFIT (REGULAR)	PRICE: 30% CCF USED	+ TAX: 30% CCF USED	PROFIT: 30% CCF USED
Underworks Chest Binders	\$22.49	\$3.00	\$34.16	\$38.26	\$39.26	152.83%	\$53.57	1.12	\$60.00	\$20.74	\$37.50	\$42	\$2.74
Pierre/Archer Packers	\$28.00	\$2.00	\$40.20	\$45.02	\$45.02	155.49%	\$62.50	1.12	\$70.00	\$24.98	\$43.75	\$49	\$3.98
Mr Fenis STPs	\$13.30	\$0.00	\$13.30	\$14.90	\$14.90	167.79%	\$22.32	1.12	\$25.00	\$10.10	\$15.62	\$17.49	\$2.59
Gaff Underwear	\$15.00	\$0.00	\$15	\$16.80	\$16.80	148.81%	\$22.32	1.12	\$25.00	\$8.20	\$15.62	\$17.49	\$0.69
Breast Enhancers - Perky	\$26.00	\$0.00	\$26	\$29.12	\$29.12	171.70%	\$44.64	1.12	\$50.00	\$20.88	\$31.25	\$35	\$5.88
Breast Enhancers - Sleek	\$19.00	\$0.00	\$19	\$21.28	\$21.28	187.97%	\$35.71	1.12	\$40.00	\$18.72	\$25.00	\$28	\$6.72
Omega Harness	\$5.42	\$5.00	\$13.96	\$15.64	\$15.64	159.85%	\$22.32	1.12	\$25.00	\$9.36	\$15.62	\$17.49	\$1.85
Beard Trims	\$0.05	\$0.00	\$0.05	\$0.06	\$0.06	16,666.67%	\$8.93	1.12	\$10.00	\$9.94	\$6.25	\$7	\$6.94
Buzz Cuts	\$0.05	\$0.00	\$0.05	\$0.06	\$0.06	25,000.00%	\$13.39	1.12	\$15.00	\$14.94	\$9.37	\$10.49	\$10.43
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Hot Towel Shaves	\$2.25	\$0.00	\$2.25	\$2.52	\$2.52	1,190.48%	\$26.79	1.12	\$30.00	\$27.48	\$18.75	\$21	\$18.48
PRODUCT PROFIT RATE						163.49%							
SERVICE PROFIT RATE						12,946.43%							
AVERAGE PROFIT RATE						6,554.96%							

In the table above, the red text indicates the total cost of each product out of Big Bro's Barbershop's budget; the green reflects the total amount charged to the customer, with or without assistance from the Community Credit Fund. Changes in after-tax pricing in 2016 will include:

Underworks Chest Binders: **raised from \$55.00 to \$60.00**  
 Pierre & Archer Packers: **lowered from \$80.00 to \$70.00**  
 Mr. Fenis STPs: **lowered from \$30.00 to \$25.00**  
 Breast Enhancers with Nipple: **lowered from \$55.00 to \$50.00**  
 Breast Enhancers without Nipple: **lowered from \$55.00 to \$40.00**

To ensure that the shop's 2016 pricing is fair on a larger scale beyond the shop, after-tax prices are listed below alongside the after-tax prices at Little Sister's Book & Art Emporium - the only other shop in Vancouver selling gender affirmation products - and the cost of ordering each product directly from their distributors online, with tax and Vancouver shipping added, and USD prices converted at a rate of 1.34.

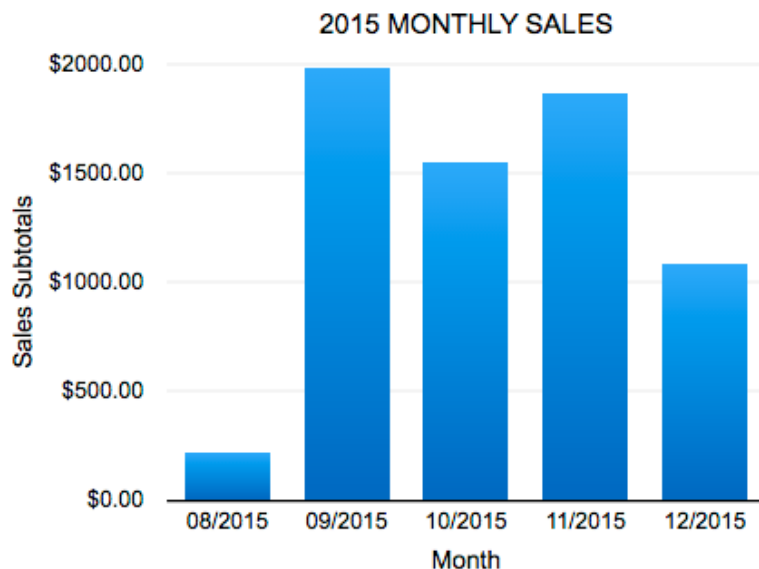
PRODUCT	Big Bro's Barbershop	Direct Online	Little Sister's
Underworks Binders	\$60.00 / \$60.00	\$64.64 / \$64.64	\$100.78 / \$125.43
Pierre/Archer Packers	\$70.00	\$113.90	\$78.34
Mr. Fenis STPs	\$25.00	\$30.24	\$54.87
Gaff Underwear	\$25.00	\$36.34	\$44.74
Breast Enhancers	\$50.00 / \$40.00	\$64.34 / \$53.14	\$88.42 / \$64.90

## VI. SALES AND EXPENSES

The financial breakdown of Big Bro's Barbershop as of December 10, 2015 is as follows:

MONTH	SALES (subtotals)	EXPENSES (subtotals)	SQUARE FEES	PROFIT
August 2015	\$218.73	-\$9,673.53	-\$3.02	-\$9,457.82
September 2015	\$1,980.52	-\$1,465.84	-\$32.12	\$482.56
October 2015	\$1,550.15	-\$2,095.55	-\$17.37	-\$562.77
November 2015	\$1,865.75	-\$1,736.49	-\$34.22	\$95.04
December 2015	\$1,087.48	-\$1,099.55	-\$5.50	-\$17.57
<b>YEAR END</b>	<b>\$6,702.63</b>	<b>-\$16,070.96</b>	<b>-\$92.23</b>	<b>-\$9,460.56</b>

While the -\$9460.56 year-end balance may appear to reflect an unpaid deficit, this number represents the business's progress as though there were no start-up funds at all - this is not an accurate reflection of Big Bro's Barbershop's current financial stability. In actuality, the shop's income and expenses are currently breaking even.



The graph on the left reflects monthly sales subtotals only. It includes a handful of sales dated in August 2015, prior to the shop's opening. The moment that chest binders had arrived at Big Bro's Barbershop, sale inquiries began - some purchases were made while the shop was still only half-finished.

The figures in both the table and the graph include pre-booked upcoming December appointments and special product orders anticipated to be purchased before the end of the calendar year.

The 2015 statistics of Big Bro's Barbershop allow for a reliable estimate of \$1,500-\$2,000 in sales per month. Sales took a noticeable dip in October, which was likely caused by both a depletion in shop excitement after its launch month and a prominent change in the weather.

To further understand the numbers above, the sales and expenses of Sept-Nov (all complete months in business thus far) have been broken down on the next page. The current rate of sales is a fantastic starting point, and safely covers the bare minimum of expenses. However, in order to succeed and grow, the business must double its earnings. Below \$2,000 may be enough to cover Big Bro's Barbershop's rent and pay its owner enough for his personal rent, but expenses beyond monthly bills are still a challenge, in both professional and personal budgeting.



## SEPTEMBER

### **Sales Total: \$1,980.52**

- Barbering Services: **\$1,226.97**
- Gender Affirmation Products: **\$589.24**
- Workers' Rent/Commission: **\$0.00**
- Donations; Promotional Shirts: **\$164.31**

### **Expenses Total: \$1,465.84**

- Rent: **\$650.00**
- Owner Payout: **\$400.00**
- Gender Affirmation Products: **\$389.32**
- Advertising: **\$0.00**
- Other: **\$26.52**

## OCTOBER

### **Sales Total: \$1,550.15**

- Barbering Services: **\$1,047.86**
- Gender Affirmation Products: **\$316.93**
- Workers' Rent/Commission: **\$63.00**
- Donations; Promotional Shirts: **\$122.36**

### **Expenses Total: \$2,095.55**

- Rent: **\$650.00**
- Owner Payout: **\$800.00**
- Gender Affirmation Products: **\$376.57**
- Advertising: **\$102.25**
- Other: **\$166.73**

## NOVEMBER

### **Sales Total: \$1,865.75**

- Barbering Services: **\$832.86**
- Gender Affirmation Products: **\$410.72**
- Workers' Rent/Commission: **\$144.50**
- Donations; Promotional Shirts: **\$477.67**

### **Expenses Total: \$1,736.49**

- Rent: **\$650.00**
- Owner Payout: **\$900.00**
- Gender Affirmation Products: **\$0.00**
- Advertising: **\$39.87**
- Other: **\$146.62**

## **VII. WORKERS AND SERVICES: VOLUNTEERS**

No salary-paid employees will be hired to work at Big Bro's Barbershop in the foreseeable future, as reliable pay cannot be guaranteed at this stage of the business's development. Instead, workers and volunteers are encouraged to pursue their own projects, using Big Bro's Barbershop as a collaborative environment and gathering space. These workers are given custom-built rental agreement forms, with monthly rates determined by what resources the worker will need from the shop (storage space, equipment, cash handling, credit card processing, online scheduling, etc.). If a monthly rental fee is impractical for the needs of the worker, a commission rate is negotiated instead. Conversations about rental and commission rates remain open between the worker and Big Bro's Barbershop in order to ensure success for all parties.

In hiring independent workers instead of employees, a workplace hierarchy is limited, and workers can determine for themselves what their rates will be and how many hours they are able to work; no one is obligated to play a subservient role to a superior. As the shop grows over time, this structure can be re-evaluated in order to provide reliable salaries for members of the trans community - however, this hierarchy must be managed cautiously to avoid the exploitation of labour from marginalized populations.

As of December 2015, there are three part-time workers and two volunteers who operate within Big Bro's Barbershop.

### **Ciara: Tattooing**

Ciara has been taking clients at Big Bro's Barbershop since October 2015. Ciara pays a monthly rental rate to store their equipment and furniture in the shop, and works by appointment only. Ciara's work hours do not necessarily correspond with Big Bro's Barbershop's hours.

Clients can book an appointment with Ciara by contacting them directly at [ciara.prithipaul@gmail.com](mailto:ciara.prithipaul@gmail.com).

### **Obie: Makeup Application/Tutorials; Makeup Shopping Trips**

Obie has been taking clients at Big Bro's Barbershop since October 2015. Obie initially paid a monthly rental rate to store their equipment at the shop and to use one of the shop's chairs, but has swapped to paying Big Bro's Barbershop commission for each appointment. Obie watches over Big Bro's Barbershop on alternating Thursday evenings while Jessie attends a personal appointment. They plan to move out of town in the spring of 2016.

Clients can book an appointment with Obie on [BigBrosBarbershop.com](http://BigBrosBarbershop.com) or by contacting them directly at [melnicolefarrow@gmail.com](mailto:melnicolefarrow@gmail.com).

### **Jazz: Bootblacking & Leather Care; Nail Art; Hairdressing; Tailoring (until Dec 2015)**

Jazz has been taking clients at Big Bro's Barbershop since October 2015. Jazz pays commission to Big Bro's Barbershop to work at the shop on the few days that fit their schedule. They originally worked at Big Bro's Barbershop regularly on Saturday afternoons, but have since moved out of the area and will only be returning to assist with \$5 haircut days (the third Thursday of each month). Bootblacking and nail art will still be available services on those days; however, Jazz is no longer offering tailoring.

Clients may drop-in on Jazz's work days, or contact them at [michbyron83@gmail.com](mailto:michbyron83@gmail.com).

### **Zuzia: Donations Coordinator (volunteer)**

Zuzia has volunteered to assist Big Bro's Barbershop by coordinating monthly Clothing Swaps. Donations are received at any time, but the Clothing Swaps serve as an opportunity to encourage our community to gather, and to purge and reset the available donations on a regular basis. Because Zuzia is currently out of town, the December Clothing Swap has been cancelled. There are plans to resume the monthly event in January 2016.

Questions about clothing donations can be directed to Zuzia at [bigbros.donations@gmail.com](mailto:bigbros.donations@gmail.com).

### **Zox: Art Coordinator (volunteer)**

Zox has volunteered to assist Big Bro's Barbershop by coordinating a monthly rotation of community art on the shop's wall. Currently, each show is a separate artists' collection; however, there may be themed shows with multiple artists in the future.

Questions about showing art at Big Bro's Barbershop can be directed to Zox at [zox.svetorovich@gmail.com](mailto:zox.svetorovich@gmail.com).

## **VIII. REVIEW: BIG BRO'S BARBERSHOP IN 2016**

Big Bro's Barbershop will be closed on January 1st and 2nd, followed by the shop's usual closed days on Sunday and Monday. Doors will re-open as usual on Tuesday, January 5th, with a few changes already implemented:

1. Hours in 2016 will be extended: Big Bro's Barbershop will now be open from 11am-**6pm**, Tuesday-Saturday.
2. Prices will be adjusted: Underworks chest binders will be **\$60**; Pierre and Archer packers will be **\$70**; Mr. Fenis STPs will be **\$25**; and the breast enhancers will be lowered to **\$50** with nipples and **\$40** without.

Achieving stability in sales in 2015 has been a success; 2016 will be spent focusing in on growing those sales beyond the bare minimum for survival. By the end of the year, Big Bro's Barbershop should be meeting a monthly goal of at least \$4,000 (or more, if the shop moves within the year).

2016 will also be the time to plan the shop's permanent relocation. The current location is serving its purpose for a "training-wheels" business, but it is too unreliable to maintain a long-term shop. Now that the business is already underway, planning for a more expensive storefront is far less abstract than it was in the summer of 2015, with only made-up numbers to work off of.

Although the size and available seating at Big Bro's Barbershop is limited, minor events - such as the Clothing Swaps - will continue to take place. Once visitors have a reason to set foot into Big Bro's Barbershop and manage to successfully locate it, a sense of community belonging is inevitable, and those visitors are very likely to return.

With the turnover in staff due to workers moving out of the city, there will be room in Big Bro's Barbershop for new workers to settle in. AMAB trans workers and stylists specialized in feminine hairdressing will be prioritized.

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Big Bro's Barbershop is owned, managed, and operated by Jessie Anderson. Questions about the 2016 Progress Report should be directed to Jessie Anderson and sent to **bigbrosbarbershop@gmail.com**.

To learn more about Jessie Anderson, please visit **JessieAnderson.com**.

For more information about Big Bro's Barbershop, please visit **BigBrosBarbershop.com** or follow Big Bro's Barbershop on social media.



**BigBrosBarbershop**



**@BigBrosBarbers**



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