PFLAG’s Mission:
Promote the health and well-being of LGBT persons, their families and friends through: support, to cope with an adverse society; education, to enlighten an ill-informed public; and advocacy, to end discrimination and to secure equal civil rights. PFLAG provides opportunity for dialogue and acts to create a society that is healthy and respectful of human diversity.

Key Accomplishments in FY2012

1. **Build Organization Capacity:** For the first time in four years, PFLAG National held a national convention and lobby day. It attracted PFLAG leaders from across the country and was a tremendous success for the organization. The Lobby Day focusing on Safe Schools included more than 100 visits to elected officials and resulted in 15 new co-sponsors for both the Student Non-Discrimination Act (SNDA) and the Safe Schools Improvement Act (SSIA) within the week. PFLAG staff provided field-based support to 162 chapters in 36 states. PFLAG continued to see high interest in forming new chapters with 26 communities either in the process of forming a chapter or being supported through their consideration of it. 20 new chapters were formed in FY2012. The field team established and participated in 13 monthly conference calls on both a state and regional level. During the fiscal year, 14 regional or state meetings were held with more than 650 participants. The construct of Advisory Councils around strategic priorities began in FY2012. A number of efforts were completed in 2012 to strengthen organizational capacity including the establishment of systems and processes to measure national office support of chapters, addressing onboarding processes for new chapters, representative standards and thriving chapters metrics. PFLAG also launched its 40th Anniversary initiative, *PFLAG Then & Now...40 Years of Family and Ally Voices*, which will continue into the next fiscal year. *Then & Now*... focused monthly at a different timely piece of subject matter and the differences we’ve made in 40 years of moving equality forward. A new website for *Straight for Equality* was launched with an integrated social media strategy. Our PFLAG social media strategy continued its trajectory of success with more than 20,687 FB Likes and 14,336 Twitter followers.

2. **Advancement in Public Policy:** A new *Hate Crimes Prevention Guide & Toolkit* was rolled out at the end of June for PFLAG members and supporters. The guide educates on what constitutes a Hate Crime, and provide education, resources and tips on how to successfully work with local law enforcement leaders and other key community members to prevent, report, and respond to hate crimes. The *Get Out the Vote (GOTV) Guide and Tool Kit* were also rolled out. This guide served as an update to our GOTV resources, offered online, to help chapters focus on appropriate election year activities. Three webinars around GOTV were held in August and September. Major efforts focused on the losing spring ballot initiative in North Carolina and the four fall ballot initiatives and supporting GOTV efforts specific to the ballot initiatives. National staff supported ballot initiative efforts through coalition work including visits, conference calls, materials, and media assistance through our direct support of chapters and also in national partnership with multiple organizations. Coordinated communication strategies to all members and supporters along with conferences calls and webinars to educate PFLAGers about GOTV activities, media interaction and talking points for PFLAG media interaction were all part of efforts. On the federal policy level, work continued to
engage sponsors in key legislation that we are supporting, including Every Child Deserves a Family (ECDF), SSIA and SNDA. Staff worked closely with Congressman Mike Honda’s office around the official launch of the Congressional Anti-Bullying Caucus, participated in the Federal Partners in Bullying Prevention 2012 Summit, and engaged with next generation leaders participating in the White House Emerging Leaders’ Summit. PFLAG also worked with the Department of Education’s Office for Civil Rights on Title IX issues and work with partners and HHS on data collection issues around LGBT health disparities.

3. **Making Schools Safer**: PFLAG launched a major cause-related marketing and education campaign to promote our anti-bullying message of cultivating respect and making safe schools for all. The Care with Pride™ campaign was the first-ever joint campaign between two Fortune 50 companies (Johnson & Johnson Family of Companies in association with the Walgreens Family of Companies) and an LGBT organization. The initiative was an educational, awareness, and media campaign to support our work at both the national and local chapter levels. More than 70 chapters participated in the campaign, with more than 1,000,000 Safe Schools Action Packs with PFLAG Logo, LGBT statistics and Top Ten tips on *Cultivating Respect: Safe Schools for All* being distributed across the country. Media placement topped more than 40 million impressions online through advertising and story placement including in Ladies Home Journal and Family Circle (circulation 6.5m) which led to the initiative being nominated for a GLAAD Amplifier Award for mainstream advertising. In preparation for the initiative, a revision of our safe schools web portal occurred in FY 2012 as well.

4. **Focus on Faith Communities**: A new faith training was created and introduced at the 2011 National Convention. This new Straight for Equality effort started with the publication, *be not afraid – help is on the way: straight for equality in faith communities*. The supporting program resources were based on a model frequently used in chapters (structured panel discussion) through the creation of a step-by-step guide available for all chapters. Educational efforts to introduce and encourage adoption through the creation of online and in-person training programs were major activities in FY2012. National partnerships with Love Free or Die, Love Makes a Family’s We Have Faith program, and Truth in Progress also were part of FY2012 accomplishments.

5. **Focus on Chapter Diversity**: A website revision of our current resources took place with a heavier review underway as a result of the work of the TGNC Advisory Council. Targeted communications emphasis around diversity and inclusion efforts were a major focus of communication strategies especially around the intersection of LGBT equality and civil rights battles. Work on increasing parent involvement in the Asian Pacific Islander community continued with coalition partners and chapter support models designed to reach these communities. During FY2012, PFLAG was asked by the State Department and international NGOs to speak to a number of international representatives about the PFLAG model as a strategy to advance the issues of LGBT equality and acceptance in foreign countries. These efforts are helping us to identify possible materials translations that can be utilized in the U.S. for chapter use as well.

6. **Ensure equality in the Workplace**: 47 workplace-based trainings using Straight for Equality and PFLAG workplace educational programs were completed across the country; nine of those trainings were conducted with clients new to PFLAG National/Straight for Equality. To engage more advanced straight allies and meet the needs of long-term clients, a Straight for Equality 201 session was developed this year, as was the Ally Spectrum as an online resource. Our tool for engaging chapters, *You’re Invited: A PFLAG Field Guide to Engaging New Allies*, was updated with an all new section of the Straight for Equality website including PFLAG chapter-focused resources and tools. A number of presentations around engaging new allies in local communities were held during the fiscal year for PFLAG chapters. This includes a PFLAG National Convention workshop, two Straight for Equality webinars, work with individual chapters, as well as participation in regional conferences.
Learn more at www.pflag.org today.
One-Year Key Planned Accomplishments for FY2013

1. Raise visibility of PFLAG through media placement and marketing opportunities that strengthen our brand and support our chapter network in their community-based efforts. Launch a monthly enewsletter and strengthen and revise our Policy Matters blog posts.

2. Continue our efforts to provide to new and existing chapters. Provide field training and one-on-one support to 100+ chapters in 25 states including conducting monthly regional and state conference calls. Plan for the 2013 National Convention and support schedule of regional/state meetings or conferences. Launch new advisory councils on safe schools, diversity and inclusion, and chapter operation. Begin revision of chapter operations manual around start-up, onboarding, and elements for creating thriving chapters and supporting volunteer leadership and community volunteers.

3. Launch second year of education and awareness anti-bullying campaign through the Care with Pride™ initiative. Capture current safe schools work being done and identify chapter-developed best practices to build out repository of step-by-step guides for other chapters. Conduct online and in-person trainings on safe schools efforts. Redesign and expand our current scholarship program.

4. Raise the visibility of best practices in the chapter network around diversity and inclusion efforts including through online training efforts. Continue the work of the Transgender and Gender NonConforming Advisory Council to create a repository of resources for chapter network.

5. Facilitate 40 corporate Straight for Equality in the Workplace trainings including at least 10 new corporations; begin work on a volunteer opportunity model for corporate-chapter partnerships and continue efforts to scale our workplace efforts to integrate more chapter opportunities.
**Revenue & Support**

- Contributions and gifts: 76%
- Care with Pride Fees: 7%
- Conference income: 0%
- Chapter dues: 2%
- Product and publications: 2%
- Special events and other: 7%

**Expenses**

- Policy and programs, 51%
- Outreach and education, 31%
- Fundraising, 13%
- General and administrative: 4%
### PFLAG National 2012 Annual Report

**Financial Results**

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2011 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue and Support</strong></td>
<td></td>
<td></td>
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<tr>
<td>Contributions and gifts</td>
<td>$ 2,390,495</td>
<td>$ 1,847,482</td>
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<td>Chapter dues</td>
<td>75,308</td>
<td>86,840</td>
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<td>Care with Pride Fees</td>
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<td>Training Service Fees</td>
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<td>Product and publications</td>
<td>45,643</td>
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<td>Special events</td>
<td>209,217</td>
<td>293,583</td>
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<td>(Loss) gain on sale of investments</td>
<td>77</td>
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<tr>
<td>Other income</td>
<td>9,171</td>
<td>3,309</td>
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<td><strong>Total Revenue and Support</strong></td>
<td>$ 3,155,041</td>
<td>$ 2,430,394</td>
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<tr>
<td><strong>Expenses</strong></td>
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<td></td>
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<tr>
<td>Policy and programs</td>
<td>1,658,105</td>
<td>1,348,260</td>
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<tr>
<td>Outreach and education</td>
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<td>General and administrative</td>
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<tr>
<td>Fundraising</td>
<td>425,692</td>
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<td><strong>Total Expenses</strong></td>
<td>$ 3,251,504</td>
<td>$ 3,087,958</td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td>(96,463)</td>
<td>(657,564)</td>
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<td><strong>Net Assets, Beginning of Year</strong></td>
<td>$ 1,278,610</td>
<td>$ 1,936,174</td>
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<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td>$ 1,182,147</td>
<td>$ 1,278,610</td>
</tr>
</tbody>
</table>

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