



**PFLAG National  
2012 Annual Report  
Accomplishments Overview**

**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](http://www.pflag.org) today.***



**PFLAG National  
2012 Annual Report  
*Looking Forward: Goals & Plans***

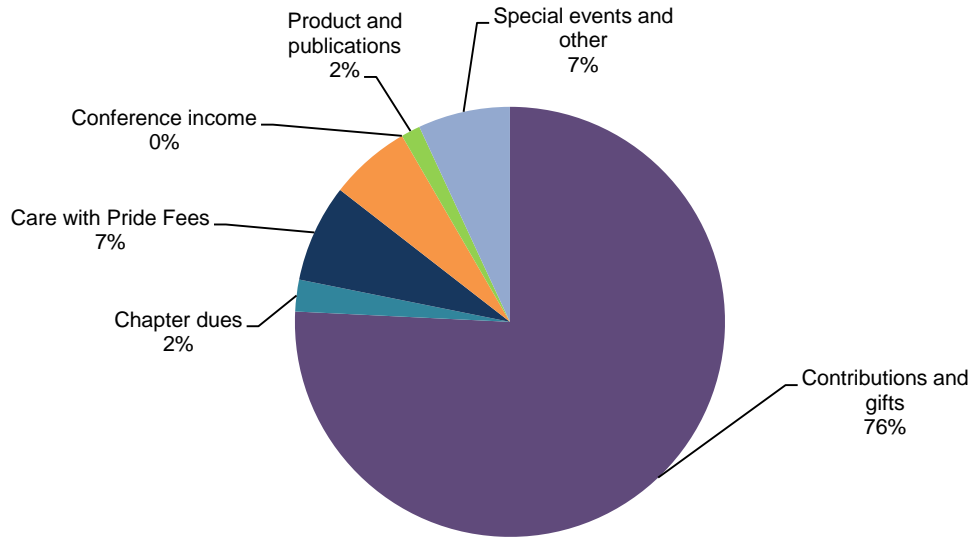
**One-Year Key Planned Accomplishments for FY2013**

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 newsletter 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.

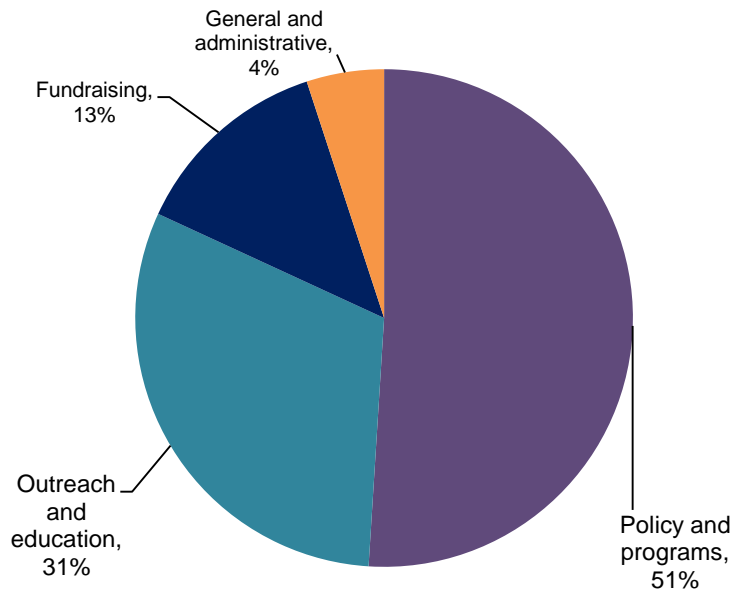


**PFLAG National  
2012 Annual Report  
Financial Results**

**Revenue & Support**



**Expenses**





**PFLAG National  
2012 Annual Report  
Financial Results**

	<b>2012 Total</b>	<b>2011 Total</b>
<b><i>Revenue and Support</i></b>		
Contributions and gifts	\$ 2,390,495	\$ 1,847,482
Chapter dues	75,308	86,840
Care with Pride Fees	232,100	-
Training Service Fees	193,030	134,647
Product and publications	45,643	64,522
Special events	209,217	293,583
(Loss) gain on sale of investments	77	11
Other income	9,171	3,309
<b><i>Total Revenue and Support</i></b>	<b>\$ 3,155,041</b>	<b>\$ 2,430,394</b>
<b><i>Expenses</i></b>		
Policy and programs	1,658,105	1,348,260
Outreach and education	1,004,041	983,612
General and administrative	163,666	132,712
Fundraising	425,692	623,374
<b><i>Total Expenses</i></b>	<b>\$ 3,251,504</b>	<b>\$ 3,087,958</b>
<b><i>Change in Net Assets</i></b>	<b>(96,463)</b>	<b>(657,564)</b>
<b><i>Net Assets, Beginning of Year</i></b>	<b>1,278,610</b>	<b>1,936,174</b>
<b><i>Net Assets, End of Year</i></b>	<b>\$ 1,182,147</b>	<b>\$ 1,278,610</b>

***To see complete audited financial statements, please visit [www.pflag.org/financials](http://www.pflag.org/financials)***



**PFLAG National  
2012 Annual Report  
*National Staff Listing\****

**Executive Office:**

**Jody M. Huckaby**  
Executive Director

**Veronica Browne-Barnes**  
Executive Office Administrator

**Field and Policy:**

**Elizabeth Kohm**  
Deputy Executive Director

**Jamie Curtis**  
Field and Policy Manager, Eastern Region

**Cesar Hernandez**  
Field and Policy Manager, Western Region

**Brooke Senter**  
Field and Policy Manager, Central Region

**Operations:**

**David C. Manuel, Jr.**  
Director of Operations

**Adam D. Walker**  
Operations Manager

**Communications:**

**Liz Owen**  
Director of Communications

**Equality Partnerships:**

**Jean-Marie Navetta**  
Director of Equality & Diversity Partnerships

**Robby Gregg**  
Associate Director of Equality & Diversity  
Partnerships

**Jamie Henkel**  
Equality & Diversity Partnerships Coordinator

**Development:**

**Jared Harrison**  
Director of Development

**Valerie DiPonio**  
Senior Development Coordinator,  
Individual Gifts

*\* as of September 30, 2012.*



**PFLAG National  
2012 Annual Report  
National Board and  
Regional Directors Listing\***

**Officers of the Board of Directors:**

**Rabbi David Horowitz**, National President  
*Akron, OH*

**Margaret (Peggy) Moore**, Vice-President  
*Greenwich, CT*

**Jean Hodges**, Vice President/  
Regional Directors Council Chair  
*Boulder, CO*

**John Tantillo**, Treasurer  
*New York, NY*

**Dale Bernstein**, Secretary  
*New York, NY*

**The Board of Directors:**

Marsha Aizumi • *Arcadia, CA*

Roberta Barry • *Keene, NH*

Pete Bonneau, Jr. • *Charlotte, NC*

Paula Brill • *New York, NY*

Rev. Gilbert Caldwell • *Asbury Park, NJ*

Gordon Campbell • *New York, NY*

Kay Heggstad • *Madison, WI*

Steve Krantz • *Los Angeles, CA*

Patricia Lewis • *New York, NY*

Robert Marchman • *New York, NY*

Chuck Middleton • *Chicago, IL*

Alain Montour • *New York, NY*

Julie Nemecek • *Spring Arbor, MI*

Mike Neubecker • *Brownstone, MI*

Rebecca Schiff • *Brighton, MA*

Daniel Tepfer • *Beavercreek, OH*

John R. Cepek, Ex-Officio National  
President Emeritus • *Indian Head Park, IL*

Sy Zivan, Ex-Officio • *Pittsford, NY*

---

**Regional Directors Council:**

Jean Hodges • *Council Chair*

Kay Heggstad • *Northern Plains Region*

Kathy Godwin • *Mountain West Region*

Ellen James • *Central Region*

Dale Merkle • *Gulf Region*

Kathy Reim • *Pacific Northwest Region*

Carole Reeder • *North Atlantic Region*

Linda Stroupe • *South Atlantic Region*

Julie Thompson • *Southern Region*

Steve Krantz • *South Pacific Region*

Pam Whiteley • *Mid-Pacific Region*

Dan Tepfer • *Great Lakes Region*

Open • *Northeast Region*

Open • *Mid-Atlantic Region*

\*Listing as of September 30, 2012.





**PFLAG National  
2012 Annual Report  
*Our Supporters***

**Corporations**

***Diamond (\$75,000 and above)***

Johnson & Johnson  
KPMG  
Wells Fargo  
Wilmer Hale

***Gold (\$50,000 and above)***

UPS

***Silver (\$25,000 and above)***

American Airlines  
Booz Allen Hamilton  
Credit Suisse  
Krol Vodka  
MetLife

***Bronze (\$10,000 and above)***

Alcoa  
Barclays  
Delhaize America  
Dow  
IBM  
Kellogg's  
Kimpton  
Marriott Corporation  
Northrop Grumman  
NYSE Euronext  
Replacements, Ltd.  
Sodexo  
Whirlpool

***Ruby (\$5,000 and above)***

Adecco  
Campbell's  
Chartis  
Dignity & Respect Campaign  
FINRA  
Global Novations  
NYSE Euronext  
United Way Worldwide

**Foundations**

American Civil Liberties Union Foundation of Tennessee, Inc.  
Anne R. Dow Family Foundation  
Atwater Kent Foundation, Inc.  
Baltimore Community Foundation  
Bank of America Charitable Gift Fund  
Boshears-Hazen Family Fund of The Fidelity Charitable Gift Fund  
Community Foundation of Henderson County  
Greater Susquehanna Valley United Way  
HP Company Foundation  
Irving & Shari Weinberger Foundation  
Jewish Community Federation  
JPMorgan Chase Foundation  
Kevin J. Mossier Foundation  
Maryland Charity Campaign  
Mayo Foundation for Medical Education and Research  
Members Give  
NYSE Euronext Foundation, Inc.  
PepsiCo Foundation PepsiCo Employee Giving Campaign  
Princeton Area Community Foundation  
Sexton Family Foundation  
Stonewall Community Foundation  
The Columbus Foundation  
The Gilmour-Jergens Fund  
The Jay & Rose Phillips Family Foundation of Minne  
The Morey Bernstein Memorial Foundation  
The New York Community Trust  
We-Care.com  
Wells Fargo Foundation

**PFLAG National would also like to thank our corporate supporters such as HBO and others who supported us through smaller donations, giving campaigns, and in-kind support.**



**PFLAG National  
2012 Annual Report  
Our Supporters**

**Individuals**

***Gifts of \$100,000 and above***

Robert Mitchell and Minna Mitchell\*\*  
Dora Goldstein and Avram Goldstein\*\*

***Gifts of \$25,000-\$99,999***

Mitzi Henderson  
Eugene Kapaloski  
Anne Podolske\*\*  
James Wozniak

***Gifts of \$10,000-\$24,999***

David W. Miles and Larry Ahl  
Margaret D. Moore and Bob Moore  
Sam Thoron and Julia Thoron

***Gifts of \$2,500-\$4,999***

Neil E. Beecher  
Dale Brodsky Bernstein and Gary Bernstein  
Gordon Campbell  
Ted Childs  
Becky Glezen and John Glezen  
Kathy Godwin and William Godwin  
Robert Duane Harris  
David M. Horowitz and Toby Horowitz  
Jody M. Huckaby and Stephen Goolsby  
Thomas M. Jenkins Marie M. Jenkins  
Steve Krantz and Annick Krantz  
Charles R. Middleton and John S. Geary  
Raymond Rizzo  
Elliott Sernel  
Susan Thronson  
Xena Ugrinsky  
Howard Ungerleider and Lisa Ungerleider  
Lois Q. Whitman

***Gifts of \$1,000-\$2,499***

Tim D. Andersen  
Joseph Baran  
Esther L. Beynon and Alfred W. Metzger  
Renu Bhat-Hansen and Alexander Hansen  
Virgil Bonneau  
Ben Boyd  
Richard Brome

Jim Burke  
Margaret Davidson Campolo  
Kicab Castaneda-Mendez  
John Cepek and Charleen Cepek  
Elizabeth Conant and Camille Cox  
Shirley Cooper  
Miriam Cytryn  
Julianne DeCaro  
Carol Duff  
Philip N. Duff  
Robert Eichler  
Gabriella Faegerlind  
Keith Fox  
Cline F. Frasier and Gretchen F. Frasier  
Phyllis Friedman  
Thomas J. Gallagher  
Judie W. Golding  
Stanley Griffith  
Mark Gurley  
Nathan Hair  
W. David Hardy  
Jill Hartman  
Jeff Hawkins and Janet L. Strauss  
Kay Heggstad and Paul Wertsch  
John Hering  
Candace Hirsch  
David Hish  
Jean Hodges and John Hodges  
Peggy Horsfield and Bill Horsfield  
Henry S. Kingdon and Jodi Kingdon  
Betsy Knapp and David J. Knapp  
David W. Knapp  
Anne E. Knight  
Leonard W. Kraisel  
Brian K. Langdon  
Randy Laroche  
Patricia Lewis  
Robert A. Marchman and Fay P. Marchman  
Kathy McLoughlin  
Barbara Meislin  
Kevin S. Montgomery and Dennis Duban  
Alain Montour  
George Mosher and Julie Mosher  
Henry Nasella  
Jean-Marie Navetta and Jude Medeiros



**PFLAG National**  
**2012 Annual Report**  
***Our Supporters***

***Gifts of \$1,000-\$2,499 (cont'd.)***

Mike A. Neubecker and Janice Lynn Neubecker  
Joan S. Parker and David N. Parker  
Mehool Patel  
Luis Perelman  
Kirk Perrow and David D. Pugh  
Gardner P. Pond  
Ken Prag and Steve Collins  
David Reimers and Cordelia Reimers  
Mary Kay Ring  
Mark S. Rubnitz  
Alexander Sawchuk and Mariette Sawchuk  
Rebecca Schiff  
Ellen M. Scott  
Brian M. Scott  
Robert Shadur and Sue Shadur  
Mary Sive  
Edward Stroupe and Linda Stroupe  
Catherine Syrett  
John Tantillo and Andrew Saxon  
Daniel Tepfer and Nancy S. Tepfer  
Randy Trahan and David Green  
Lil Venner and Bruce Venner  
Karen Vicario  
Eric N. Watson and Susan A. Watson  
Jeffrey A. Willard  
Julie Wilson Craig Wilson  
Barbara Ann Young  
Sy Zivan and Karen Zivan

***Gifts of \$500-\$999***

Steven C. Afriat and Curtis C. Sanchez  
Alex Alacche  
Mary Holly Allison  
Stanley J. Alluisi  
Thomas Arlander  
C. David Bedford  
Geneva Belford  
Randy Benson  
Martin Biallas  
David P. Black  
Gregory Brown  
Margaret Byer  
Judith Campbell  
John Carrier and Peter Rutherford  
Dawn Ceizler

Ana Chairez  
Harvey Chasser  
Paul Christensen  
Peter Colijn  
Don Correll  
Ronnie Cox and Glen Cox  
Scott Creighton  
John Croneberger  
Maurie Davidson  
Liz de Jesus and Roman de Jesus  
Betty DeGeneres  
James K. DiCarlo  
Joel Dixon  
Joseph P. Dominguez  
Erl Dordal and Dorothy Powers  
Sterling Dorman and Chester Dorman  
Sarah Draper  
Edward F. Dube  
Stella J. Fitzgibbons and Michael Fitzgibbons  
Barbara Frank and Ronni McCaffrey  
Jill Frieder  
Lisa Galentine and Jack Galentine  
Gerrald Gantt  
Bob German  
Sue S. Gilbert  
Bruce Gillispie and Steve Wright  
Michael Gold  
Rima Goldman and Karen F. Kartch  
Eliot P. Graham  
Annette Gross and Allan Howard Gross  
Francis Hagan  
Renee Hanson  
Charlaine Harris  
William H. Hendrix  
Joseph Henry and Samuel S. Gordon  
Katie Hickey  
John J. Higgins  
Margaret June Horner and Graham A. Horner  
Kenda Mae Horst  
Mary Ann Horton  
Robert Hoy and Rose Ann Hoy  
Torrance Hucks  
Brenda Hughes and Ray Hughes  
Howard Israel and Henry Grix  
Georgette Jasen  
Bill Jenkins  
Eric Johnson



**PFLAG National  
2012 Annual Report  
*Our Supporters***

***Gifts of \$500-\$999 (cont'd.)***

Ledro Justice  
Mel D. Karmen  
Carolyn Kaupp  
Howard Kellogg and Frances P. Kellogg  
John F. Kelly  
Kristen Kinard and Dennis Coombs  
Krista Knoflicek  
Laura I. Kramer and Debbie Markette  
Alan James Lang and Patrick Rass  
Barry Langdon-Lassagne and  
Virginia Langdon-Lassagne  
Philip Layton and Dana Fitzsimmons  
John M. LeBedda and Steven B. Jacobs  
Fred Levine and Ellen Levine  
Dean T. Lewallen  
Chad Libertus  
Helen London  
Catherine Lubchenko and Mark A. Urbach  
Rebecca Lula  
Jac Mandusky and Doris Mandusky  
John Manley  
Gertrude Martin  
Karen Mason and Barry Mason  
Kathy Massey  
Stephen W. McCallion  
John Meroy  
James Miersma and William Hammer

**PFLAG National would also like to  
thank our supporters who donate at  
smaller levels, who are too  
numerous to mention.**

**These many thousands of donors are  
critical to the work we do.**