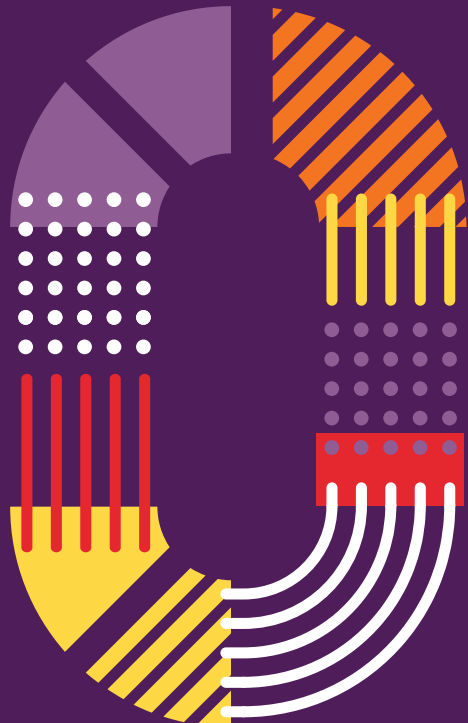


**PFLAG**

ANNUAL REPORT



# BOARD OF DIRECTORS

as of October 1, 2020

**Kathy Godwin** *(she/her)*

President

**Liz de Jesus** *(she/her)*

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**Kathy Martinez** *(she/her)*

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**Aruna Rao** *(she/her)*

**Chad Reumann** *(he/him)*

**Erin Roberts** *(she/they)*

**John Tantillo** *(he/him)*

**Antón Castellanos Usigli, MPH**  
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**Marilyn D. Willis, ED.D.** *(she/her)*

## REGIONAL DIRECTORS

as of October 1, 2020

**Liz de Jesus** *(she/her)*

Regional Directors Council Chair

**Kathy Halbrooks** *(she/her)*

South Atlantic (KY, NC, SC, TN)

**Georgia Henry** *(she/her)*

Northern Plains (MN, ND, SD, WI)

**Jumel Howard** *(he/him)*

Mid-Atlantic (DC, DE, MD, VA, WV)

**Blanca Leos** *(she/her)*

Mountain West (AZ, CO, NM, UT, WY)

**Kathy Munzinger** *(she/her)*

Central (IA, KS, MO, NE)

**Robert Petersen** *(he/him)*

Southern Pacific (Southern CA, HI)

**Chad Reumann** *(he/him)*

Southern (AR, LA, OK, TX)

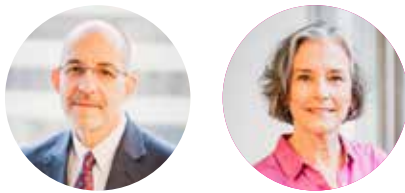
For an up-to-date list of PFLAG National's Board of Directors and Regional Directors, visit [pflag.org/about/our-people](https://pflag.org/about/our-people).

## Mission

Our mission is to build on a foundation of loving families united with LGBTQ+ people and allies who support one another, and to educate ourselves and our communities to speak up as advocates until all hearts and minds respect, value and affirm LGBTQ+ people.

## Vision

PFLAG envisions a world where diversity is celebrated and all people are respected, valued, and affirmed inclusive of their sexual orientation, gender identity, and gender expression.



## MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

Dear PFLAGers:

To say that 2020 has been a year like no other would be an understatement. A global pandemic, continued racial injustice and righteous rage, the ongoing epidemic of violence and murder of transgender and nonbinary individuals, (especially Black transgender women), and a crucial election made 2020 a challenge on every front.

And yet, despite all of this, PFLAG National staff and our network of volunteer leaders from the PFLAG Chapter Network rose to the occasion, again and again, to meet these crises with creativity, passion, and heart.

Connection was key, and PFLAG staff moved quickly to ensure that our loved ones would always have a place to turn. PFLAG Connects, a new national program, was launched in five days, offering unprecedented access to digital tools and resources to make Support, Education, and Advocacy not only possible but stronger than ever before. Nearly half of our chapters are now taking advantage of PFLAG Connects' Zoom capabilities—provided at no charge to them (which will continue through 2021 and hopefully beyond). Feedback from chapter leaders tells us that this new program has been invaluable, helping to grow their chapters and deepen roots locally, as well as with others across the country.

We also saw chapter after chapter partner up to listen, learn, and lend their voices to demand an end to systemic racism and police brutality in their communities. Through this work, PFLAG is expanding into new communities, and we will continue that work so that PFLAG is a place where all families belong.

PFLAG Connects also made advocacy possible, as our team worked to beat back bad bills—and pass positive ones—across the country. From Texas to Ohio, Alaska to Pennsylvania, and other states

across the country, PFLAGers met with elected officials, state and federal—virtually—to share their stories and move them to create more opportunities, and protections, for our LGBTQ+ loved ones.

Our Learning & Inclusion team launched Something to Talk About Live, a weekly broadcast discussing timely issues of diversity and inclusion, and thousands of people have been tuning in to join the discussion.

In service of the 2020 election, arguably one of the most important elections of our time, PFLAG National staff created PFLAG Votes 2020, a program that included a film series, newsletters with critical information, and a variety of online tools and resources in service of Voter Registration, Education, Mobilization, and Protection. PFLAGers turned out (virtually and in person, when able and safe to do so) to vote and help others do so—and with a record number of people voting across the country, we have an incoming administration that we believe will work tirelessly on behalf of our LGBTQ+ loved ones and their families. We are deeply grateful for the work PFLAG members and supporters did in service of the 2020 election.

We invite you to look at our Year in Review, which shares more data and details about all that was accomplished in 2020. Then, once you finish taking a look back, join us in focusing firmly on the future.

While our pillars of Support and Education are crucial mainstays of the work that we do, we must never forget that PFLAG's roots are grounded in Advocacy, starting in the streets of New York City with one committed mom with a handmade sign, seeking justice and equality for her gay son. One mom has grown to hundreds of thousands of parents, grandparents, siblings, and other committed allies, seeking justice for lesbian, gay, bisexual, transgender,

nonbinary, and queer people of every race, ethnicity, faith, age, and disability.

Our advocacy—our calls for justice—must be firmly centered in the year ahead so that we can not only regain the losses of the last four years, but push past them for even bigger gains. That means working to pass the Equality Act; working to ban conversion therapy in every state across this country; and working to pass the Every Child Deserves a Family Act, so that LGBTQ+ people have the same opportunity to create families with children as their straight and cisgender counterparts. It means sharing our stories to change hearts and minds of legislators at every level of government, while also connecting with our friends, neighbors, colleagues, co-congregants, educators, and others so that as we pass laws we also move the conversation forward in our communities—because laws aren't enough, they are just one part of the work.

Let's gather, galvanize our PFLAG troops, and be ready to go. PFLAGers have never stopped fighting for what is right, and we know none of us will stop until we've achieved full equality in hearts, minds, and laws.

We know that these times have been especially tough on our families, but we want to thank you for everything you do to make the world a better place; you are the heart and soul of PFLAG.

With gratitude,

**Brian K. Bond**

Executive Director, PFLAG National

**Kathy Godwin**

President, PFLAG National



# The Year in Review

2020 was filled with challenge and difficulty for many of our LGBTQ+ loved ones and their families. While COVID-19 changed the world as we know it for all families, for our BIPOC loved ones, COVID only highlighted the danger and damage caused by centuries of racism and violence. PFLAG continued its commitment to inclusion, anti-racism work, and ending white supremacy in meaningful ways, including expanding the diversity of staff and leadership; investing in minority-owned institutions and businesses; creating intentional partnerships with BIPOC-led and centered organizations; and ensuring that learning opportunities were extended throughout the PFLAG Chapter Network.

While we are firmly focused on the year ahead, here is a snapshot of PFLAG National's work in 2020.

## STAYING CONNECTED WITH THE PFLAG CHAPTER NETWORK

When COVID hit, PFLAG chapter leaders sprang to action, with the dedicated support of the Chapter Engagement Team. Taking advantage of PFLAG Connects' Zoom capabilities—free of charge—PFLAG chapters were able to connect in new and exciting ways, not only with their local communities, but with ANYONE across the country who was in need of immediate support and connection during this incredibly difficult year. They held virtual chapter meetings that opened PFLAG's doors to many who might not otherwise be able to attend, whether due to being too physically distant from meeting locations, timing of meetings conflicting with work schedules or family schedule constraints, or the need for childcare. PFLAG Connects allowed anyone, anywhere, to drop in for support when needed. It also provided fun opportunities like virtual Pride celebrations, streaming drag shows, game nights for teens, and more. The only constraint with PFLAG Connects is the creativity and drive of our chapter leaders and members—which is boundless!



## CHAPTER ENGAGEMENT

**400** CHAPTERS  
IN TOTAL

**16** NEW CHAPTERS IN 2020 (♥)

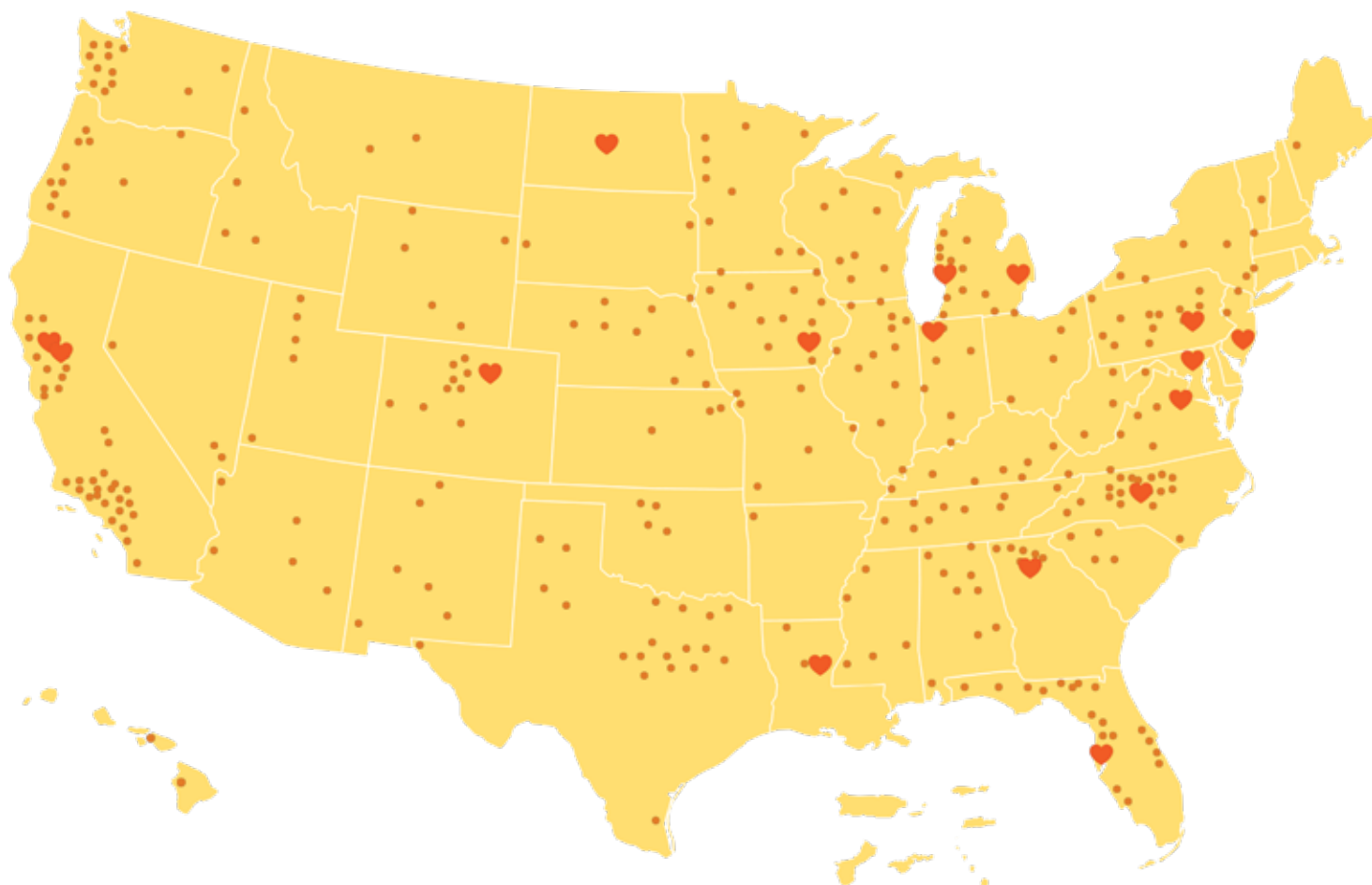
Clayton/Concord, CA  
Moraga, CA  
Broomfield, CO  
Riverview, FL

Sandy Springs, GA  
Mount Pleasant, IA  
Valparaíso, IN  
Alexandria, LA

Baltimore, MD  
Livonia, MI  
Muskegon, MI  
Lexington, NC

Bismarck, ND  
Egg Harbor Township, NJ  
Royersford, PA  
Williamsburg, VA

Great news for the PFLAG Chapter Network this year:  
With the addition of a chapter in North Dakota,  
**PFLAG IS ONCE AGAIN IN ALL 50 STATES!**



## EDUCATION

### LEARNING & INCLUSION

**93** WORKPLACE LEARNING  
SESSIONS DELIVERED

**21** NEW CLIENTS

**54** COMPANIES

**10,000+** WORKPLACE  
CLIENTS TRAINED



#### *Something to Talk About Live!*

A weekly broadcast with PFLAG National staff and special guests, discussing timely issues of diversity and inclusion. As of this printing, 35 shows have been produced, and special guests have included Billy Bean of Major League Baseball, Stuart Milk of the Harvey Milk Foundation, and Rev. Mark E. Fowler, Chief Executive Officer at the Tanenbaum Center for Interreligious Understanding. We also had a few fun all-staff episodes, including a special one for Halloween!



### PFLAG ACADEMY ONLINE

#### Topics Covered (New Sessions in Bold):

##### NOVEMBER 2019

What Would You Do?:  
Tips and Tools for  
PFLAGers and Allies  
in Tough Situations

##### DECEMBER 2019

Learning Skills  
to Pay the Bills:  
A PFLAG Chapter  
Treasurer's Primer

##### JANUARY 2020

Let's Get Social: Social  
Media the PFLAG Way

##### FEBRUARY 2020

**PFLAG Gives Back:  
A New Resource & Guide  
for PFLAG Chapters**

##### MARCH 2020

**Chapter Leadership  
Transitions: Best  
Practices for Success**

##### APRIL 2020

**How Effective  
Strategic Planning  
Leads to Innovative  
Community  
Programming**

##### MAY 2020

**The Role of Parents in  
Protecting Youth from  
Conversion Therapy**

##### MAY 2020

Family Acceptance  
Within Families of Color

##### JUNE 2020

**PFLAG Votes 2020:  
Our Right and  
Our Responsibility**

##### JULY 2020

**How to Stop Arguing  
About Religion but  
Make Your Point**

##### AUGUST 2020

When LGBTQ+ Past  
and Present Collide!  
How LGBTQ+  
History Can Inform  
PFLAG Chapters'  
Advocacy Work

##### SEPTEMBER 2020

**PFLAG Connects:  
Facilitation Skills  
for Virtual Support  
Group Meetings**

**12** LIVE WEBINARS  
OFFERED, PLUS PRE-  
RECORDED SESSIONS

**1,400** REGISTRANTS

**650** LIVE PARTICIPANTS

**2,750** WORKPLACE  
CLIENTS  
TRAINED



## STATE ADVOCACY GOES VIRTUAL

35

**HILL MEETINGS***advocating for justice and equality.*

38

**FEDERAL SIGN-ON LETTERS***covering subjects from ending systemic racism to COVID relief.*

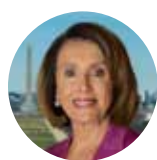
5

**FEDERAL TOPICS***with Filed Comments, working to end rollbacks of healthcare coverage and advancing other critical protections.*

Not even COVID stopped PFLAG's Advocacy and Policy shop, with virtual lobbying continuing at the state level, in partnership with PFLAG families in dozens of states. Whether it was testifying to defend our children against harmful anti-trans legislation in Florida, South Dakota, and Missouri, or sharing with lawmakers the importance of LGBTQ+ non-discrimination laws in Pennsylvania and Virginia, PFLAGers have been visible in every corner of the country, speaking with federal lawmakers from key states, including North Carolina, Ohio, Pennsylvania, and Texas, to advocate for the passage of federal anti-discrimination protections. There is nothing more powerful for a legislator to hear than a PFLAG story from a constituent. And this year, they were hearing from PFLAGers everywhere.

## MOVING EQUALITY FORWARD

The 2021 Moving Equality Forward Event—held virtually this year—honored legislative champions of equality and provided an opportunity for PFLAG supporters to learn about PFLAG National's new initiatives to support LGBTQ+ people and their families during the pandemic. Honorees and speakers included:



**Speaker of the House  
Nancy Pelosi (CA-12)**

*2020 PFLAG National  
Champion of Justice  
Honoree*



**Congresswoman  
Deb Haaland (NM-1)**

*Vice Chair,  
Congressional LGBTQ+  
Equality Caucus*



**Chairman  
Mark Takano (CA-41)**

*Co-Chair,  
Congressional LGBTQ+  
Equality Caucus*



**Senator  
Tammy Baldwin (WI)**

*Founding Co-Chair,  
Congressional LGBTQ+  
Equality Caucus*



**Congresswoman  
Barbara Lee (CA-13)**

*Founding Member  
and Vice Chair,  
Congressional LGBTQ+  
Equality Caucus*



**André De Shields**  
*Host, Performing Activist  
and Broadway Deity*

*Photo Credit: Lia Chang*



**Congresswoman  
Sharice Davids (KS-03)**

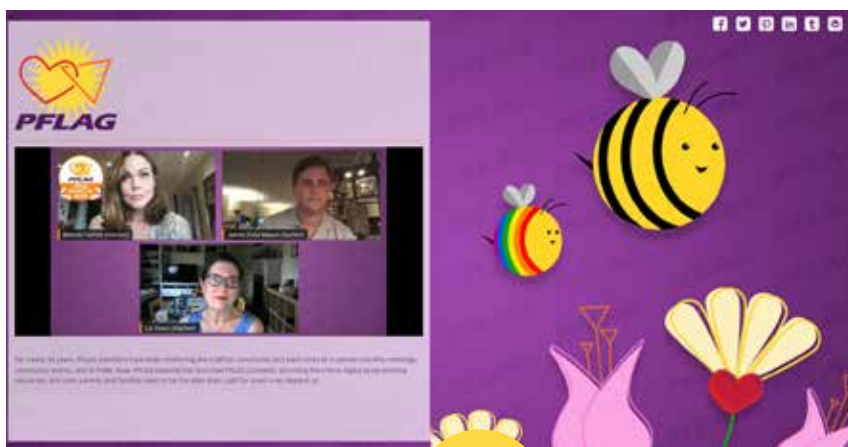
*Co-Chair,  
Congressional LGBTQ+  
Equality Caucus*

## MEDIA CAMPAIGNS

PFLAG was binge-worthy with live broadcasts and videos throughout the year. Here are a few notable options to add to your watchlist!

### THE PFLAG NATIONAL VIRTUAL MOTHER'S DAY BRUNCH

On May 10th, in honor of one of PFLAG's most honored holidays, we sent love to mothers and others with a special online event that featured appearances by Belinda Carlisle and James Duke Mason, Ally Sheedy and Beckett Linsbury, Alexandra Billings, Alec Mapa, Bright Light Bright Light, OneUp Duo, the "Boss Baby" JP Karliak, Rachel Mason and Karen Mason of Netflix's hit documentary CIRCUS OF BOOKS, Alaska, Malia Civetz, PFLAG families, and a special performance from Indigo Girls. Even though many of us weren't with our moms or mothering loved ones to celebrate them in person, this event let us share something special, virtually.



ICYMI:

[pflag.org/mothersday](https://pflag.org/mothersday)

### YOU ARE MY PRIDE



ICYMI:

[pflag.org/yamp](https://pflag.org/yamp)

Rooted in our commitment to human dignity, and to fighting discrimination, harassment, and violence against LGBTQ+ people and all marginalized communities, PFLAG partnered with Wear Your Voice on #YouAreMyPride, launched in June 2020. This project uplifted and affirmed our LGBTQ+ BIPOC loved ones, whose courage, beauty, voice, and experience has always led on Pride and the fight for justice.



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## #PROUDPARENT

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The #ProudParent film was part of our yearlong partnership with OREO, aimed at empowering and inspiring parents, families, and allies of LGBTQ+ folks to come out in loud, public support. Because every time a parent comes out in support of their child they inspire others to do the same—making the world a more accepting, affirming, and compassionate place. The film launched on the PFLAG website and social media. To date, there have been 35 million views of the video and 315 million views of the overall campaign. #ProudParent also included education guides as a companion resource for the project and—most notably—the #ProudParent rainbow Oreo giveaway.



ICYMI:

[pflag.org/proudparent](https://pflag.org/proudparent)

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## #PFLAGVOTES

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ICYMI:

[pflagnation.al/pv2020](https://pflagnation.al/pv2020)

This series, directed by filmmaker Nick Oceano, was created for our PFLAG Votes 2020 program. The four-minute film and its accompanying mini-videos—which delve more deeply into the stories of each family—are directed by award-winner Oceano, who previously directed the short film, *LAS FAMILIAS DE PFLAG EN ESPAÑOL* for PFLAG National. PFLAG VOTES features PFLAG families from communities across the country, representing a diverse spectrum of voters. Participants share their motivation to vote, their plan to vote, and urge viewers to join them in making a plan, too.

## IN THE PRESS

FEBRUARY 21, 2020



[Trump tweets praise for Bollywood romcom featuring same-sex couple on eve of India visit](#)

“While we are excited to see LGBTQ people gain global visibility in romantic comedies, the realities for LGBTQ people in the US under this administration are nothing to laugh about,” PFLAG Executive Director Brian Bond said in a statement provided to Fox News. “Right now, more than 200 bills are active in the states to dehumanize LGBTQ people, and transgender kids are the most frequent targets. PFLAG looks to our leaders and to President Trump to uplift our courageous transgender youth here at home and discourage continued legislative attacks on their rights.”

MAY 27, 2020

### The New York Times

[Activists And Celebrities Honor Larry Kramer's Brash Advocacy](#)

Brian K. Bond, the executive director of PFLAG, said that Mr. Kramer “urged us forward, made us pay attention and made us take action.” He added that Mr. Kramer’s “work turned the tide on the AIDS epidemic and forced the uncomfortable recognition that pandemic does not discriminate, people do.”

JUNE 16, 2020



[How To Stand Up for Your Kid When Society Won't: A mom learns to embrace her child's nonbinary identity](#)

“Karin always thought of herself as the mom of two boys—that is, until last year when her oldest child told her they were nonbinary, meaning they don’t identify as either male or female. Karin loves her kid deeply, but she’s struggling to get used to their new name and pronouns, especially because her town—and husband—aren’t very accepting. On this episode of How To!, we bring in Lisa DelCol, a fellow mom of a nonbinary child and former president of PFLAG Oklahoma City, to help Karin come to terms with her child’s gender identity. Parents are going to make mistakes along the way, Lisa says, but it’s important to share what you learn with others. The more you advocate for them, the more accepting the world becomes.”

OCT. 29, 2020



[Trans teen becomes one of the first-ever female Eagle Scouts as BSA ushers in new era of inclusion](#)

“(Beatrix Jackman) has been working closely with PFLAG National—the first and largest organization for LGBTQ+ people, their parents and families, and allies—ever since she came out as transgender. She earned the rank of Eagle Scout by focusing her service project on supporting PFLAG Austin by sourcing, creating, and distributing self-care kits.”

# >1,000

STORIES—NATIONAL, REGIONAL, AND LOCAL—PLACED IN 2020.

## SOCIAL MEDIA

**80.4k** FOLLOWERS  
(▲5.5%)

**89.1k** FOLLOWERS  
(▲2.6%)

**25.8k** FOLLOWERS  
(▲22%)

**2.5k** FOLLOWERS  
(▲22%)

A COMBINED:

**197.9k** FOLLOWERS

**8.5M** IMPRESSIONS

**1.5M** ENGAGEMENTS

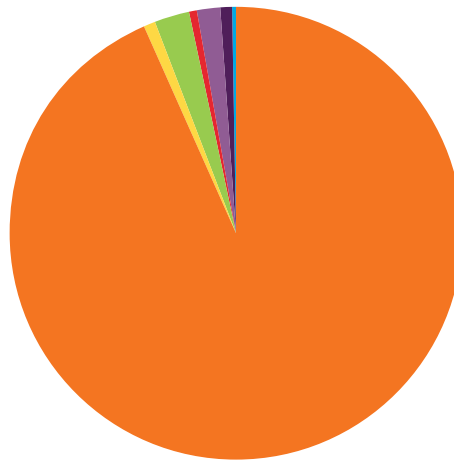
# Financial Report

## FISCAL YEAR 2020

October 1, 2019 to September 30, 2020

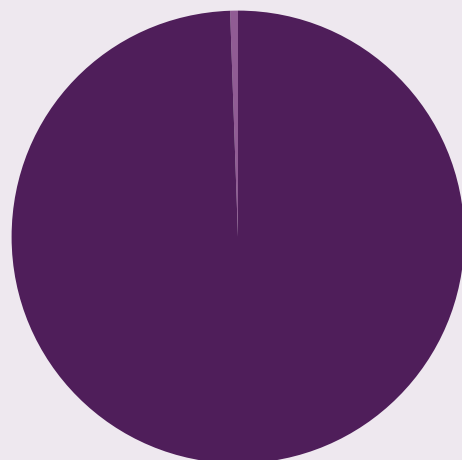
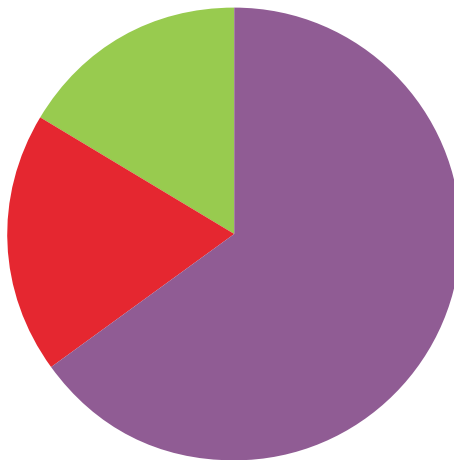
### TOTAL REVENUE: \$5,883,858

- Contributions: \$5,504,082
- Chapter Dues: \$42,885
- Training Service Fees: \$142,181
- Publication Sales: \$36,739
- Events: \$93,414
- Investment Income: \$63,846
- Miscellaneous: \$711



### TOTAL EXPENSES: \$3,029,044

- Programs: \$1,972,911
  - Chapter Network: \$747,494
  - Education and Advocacy: \$1,225,417
- Fundraising: \$559,718
- Administration: \$496,415



### TOTAL ASSETS: \$6,569,180

- Current: \$6,542,777
- Fixed: \$26,403

### TOTAL LIABILITIES & NET ASSETS: \$6,569,180

- Liabilities: \$508,245
- Net Assets: \$6,060,935



# Contributors

PFLAG National's life-saving work is made possible by the generous support of individual donors, chapter members, corporate partners, private foundations, and much more.

Future annual reports will recognize individual donors that give a gift of \$250 or more. If you are a donor but would not like your name listed in our annual report, please contact the Development Department at 202-467-8180 or [give@pflag.org](mailto:give@pflag.org).

## FOUNDATION FUNDERS

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**The David H. Bohnett Foundation**

**The Gill Foundation**

**The Evelyn and Walter Haas Jr. Fund**

**Wellspring Philanthropic Fund**

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Special thanks to the **National Philanthropic Trust** for their generous impact grant in 2020. When the pandemic closed and limited community resources for LGBTQ+ people and their families, this grant propelled PFLAG National's ability to meet the diverse needs of families across the country with critical support, education, and advocacy services.

CORPORATE PARTNERS

TITANIUM SPONSORS



PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



NONPROFIT PARTNER



# Ways to Support PFLAG National

## DONATE

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PFLAG National's life-saving work for LGBTQ+ people and their families is made possible due to the generous support of our donors. You can make a one-time gift securely online at [pflag.org/donate](https://pflag.org/donate) or mail your donation by check to PFLAG National, 1625 K Street NW, Suite 700, Washington, DC 20006.

## BECOME A MONTHLY DONOR

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Through the PFLAG Guardian Giving program, you can help sustain our programs with affordable monthly donations via credit or debit card. As a Guardian, your membership in PFLAG is automatically renewed each year. This helps PFLAG reduce its cost of annual membership renewals and reminder notices, and means less mail in your mailbox. You can sign up to become a monthly donor at [pflag.org/donate](https://pflag.org/donate) and check the box "Make my donation monthly."

## WORKPLACE GIVING AND EMPLOYER MATCHING GIFTS

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If your employer has a matching gift program, your donation to PFLAG National may be eligible to be doubled or even tripled! Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees, retirees, and/or employees' spouses.

If you give through the Combined Federal Campaign (#11948), United Way (#36839), or other workplace giving campaign, please consider including PFLAG National.

## PLANNED GIVING

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Leave a legacy of love by including PFLAG National in your will or other estate plan. Making a planned gift

automatically enrolls you in our Jeanne Manford Legacy Giving Circle, a group of generous supporters who have ensured that PFLAG National's support for LGBTQ+ people and their families continues on for generations to come.

## OTHER WAYS TO DONATE

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There are many other ways to make a gift to PFLAG National: corporate or foundation grants, gifts of stock; in memory or in honor of gifts; donations through Facebook, Instagram, or other social media; or selecting PFLAG National as your charity of choice when shopping on AmazonSmile or other giving platforms. Please contact the PFLAG Development Department at 202-467-8180 or [give@pflag.org](mailto:give@pflag.org) with questions.

## JOIN OR START A PFLAG CHAPTER

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PFLAG National has over 400 chapters in all 50 states and the District of Columbia that meet both in-person and virtually to support LGBTQ+ people and their families in their communities. To find the chapter nearest you, visit [pflag.org/find](https://pflag.org/find).

If there is not yet a chapter near you, start one! Contact the PFLAG Chapter Engagement Department at [chapterservices@pflag.org](mailto:chapterservices@pflag.org) to get help on starting a PFLAG chapter in your area.

## FOLLOW US ON SOCIAL MEDIA

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[facebook.com/pflag](https://facebook.com/pflag)



[twitter.com/pflag](https://twitter.com/pflag)



[instagram.com/pflag](https://instagram.com/pflag)



[tiktok.com/@pflag](https://tiktok.com/@pflag)



[youtube.com/pflag](https://youtube.com/pflag)



[linkedin.com/company/pflag-s4equality](https://linkedin.com/company/pflag-s4equality)



# PFLAG NATIONAL STAFF

as of October 1, 2020



**Brian K. Bond**  
(he/him)  
Executive Director



**Jamie Curtis**  
(she/her)  
Director of Chapter  
Engagement



**LaTissia Mitchell**  
(she/her)  
Foundation and  
Corporate Giving  
Manager



**Shaymaa Al Ani**  
(she/her)  
Senior Accounting  
and HR Coordinator



**Jamelle Dooley**  
(he/him)  
Chapter Services  
Coordinator



**Liz Owen**  
(she/her)  
Director of  
Communications



**Maggie Ardiente**  
(she/her)  
Director of  
Development



**Jamie Henkel**  
(she/her)  
Learning & Inclusion  
Manager



**Jean-Marie  
Navetta**  
(she/her)  
Director of Learning  
& Inclusion



**Sachelle Brooks**  
(she/her)  
Chapter Engagement  
Coordinator,  
Southern Region



**Serge Hyacinthe**  
(he/him)  
Director of Finance  
and Operations



**Rakhel Silverman**  
(they/them)  
Chapter Engagement  
Coordinator,  
Western Region



**Patrick Cochran**  
(he/him)  
Advocacy & Policy  
Engagement  
Senior Coordinator



**Corvo Leung**  
(they/them)  
Individual Giving  
Administrator



**Brooke Smith**  
(she/her)  
Chief Information  
Senior Manager



**Shaun Connors**  
(he/him)  
Chapter Engagement  
Coordinator,  
Northern Region



**Laura McGinnis**  
(she/her)  
Media Relations  
Manager

For an up-to-date list of PFLAG National's staff with contact information, visit [pflag.org/about/our-people](https://pflag.org/about/our-people).



## PFLAG National

1625 K Street NW, Suite 700  
Washington, DC 20006

(202) 467-8180

[info@pflag.org](mailto:info@pflag.org)

