

50 years ago in 1973, PFLAG was founded with a simple but profound expression of love when a mother chose to shatter a culture of silence and shame by speaking out publicly about her unequivocal support for her gay son.

Since that historic moment, through the courage of hundreds of thousands of empowered advocates, and hundreds of chapters nationwide, PFLAG has become an internationally recognized force in the fight for inclusion, affirmation, and equity for lesbian, gay, bisexual, transgender, and queer (LGBTQ+) people and the people who love them, moving its mission forward through support, education, and advocacy. An investment in PFLAG National is your organization's way to support life-changing programs nationwide, gain key visibility among a diverse audience, and advocate for LGBTQ+ equality both in and out of the workplace.

A philanthropic partnership with PFLAG National is an investment in inclusion everywhere—from our nation's capital to our kitchen tables, from the state house to the school house, from places of work to places of worship. Your investment in PFLAG is a visible commitment to achieving equality for all.

Together, we are striving toward true inclusion and equity at a moment in our nation's history when attacks on our LGBTQ+ loved ones are occurring at an explosive and disheartening rate. At no time in our history have our partnerships been more important than in this moment. This is a frightening time for our LGBTQ+ loved ones and their families, and we know that having even one supportive and affirming adult in an LGBTQ+ youth's life reduces self-harm risk by 40 percent. With your help and support, we will ensure that PFLAG National remains a life-saving resource for LGBTQ+ people and their families for the next 50 years and beyond.

PFLAG'S VISION

An equitable, inclusive world where every LGBTQ+ person is safe, celebrated, empowered, and loved.

PFLAG'S MISSION

To create a caring, just, and affirming world for LGBTQ+ people and those who love them.



For information on 2023 PFLAG National Partnerships, please contact:

David Kinstley (he/him)
Corporate Philanthropy Manager
dkinstley@pflag.org
(202) 683-4135

“Simply the deepest and most heartfelt thanks for your partnership...I already know from all the feedback that the leadership group is incredibly inspired! On a personal note, I am truly humbled by this opportunity to partner with you!”

“We are fortunate to have such a great partner in PFLAG and so glad we could share information with our teammates and provide another resource for their ally journeys.”



2023 NATIONAL PARTNERSHIP BENEFITS



Partnership Benefits

	\$100,000 Titanium	\$75,000 Platinum	\$50,000 Gold	\$25,000 Silver	\$10,000 Bronze
Straight for Equality™ in the Workplace learning sessions (format and date to be determined by mutual agreement)	5	4	3	2	1
Discount on additional learning sessions	50%	40%	30%	20%	10%
Use of PFLAG National Partner Logo	12 months	12 months	12 months	12 months	12 months
Use of Straight for Equality™ Learning Partner Logo upon completion of your first learning session	12 months	12 months	12 months	12 months	12 months
Logo in rotation on PFLAG National homepage	12 months	12 months	12 months	12 months	12 months
Logo featured on PFLAG National Corporate Partner page	12 months	12 months	12 months	12 months	12 months
Logo featured in our newsletter (two times annually: New Year kickoff in January and Pride edition in June)	2 times	2 times	2 times	2 times	2 times
Full-color ad in our newsletter (two times annually: New Year kickoff in January and Pride edition in June)	Full page	Full page	1/2 page	1/2 page	1/4 page
Tables at the <i>PFLAG National 50th Anniversary Gala</i>	4 (40 seats)	3 (30 seats)	2 (20 seats)	2 (20 seats)	1 (10 seats)
Logo on marketing materials and website for the <i>PFLAG National 50th Anniversary Gala</i>	✓	✓	✓	✓	✓
Your brand highlighted across PFLAG National's social channels (Facebook, Twitter, Instagram, and LinkedIn)	16 posts total	12 posts total	8 posts total	4 posts total	
Hours of collaborative special project work with PFLAG National's Learning & Inclusion and Communications team(s)	8	5	3	2	
Access to the PFLAG Chapter Network for volunteer and engagement opportunities (subject to availability and capacity)	✓	✓	✓		
Customized landing page specific to your company to encourage employee giving campaigns	✓	✓	✓	✓	✓
PFLAG National Convention tickets	10	8	6	4	2
Logo in PFLAG National Convention video loop	✓	✓	✓	✓	✓
Logo on PFLAG National Convention signage	✓	✓	✓	✓	✓

For Pride Promotions and Partnerships, please reach out to David Kinstley (he/him) at dkinstley@pflag.org prior to **April 15, 2023** to ensure you receive full benefits.