

**CELEBRATING**

**50**

**YEARS OF**



**PFLAG**

**2023 ANNUAL REPORT**

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*Vice President*

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**Paul Spivey (he/him)**

**Marilyn D. Willis, ED.D.**  
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*as of December 1, 2023*

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**Kathy Munzinger (she/her)**  
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*Pacific Northwest  
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**Emily Zelaya (she/her)**  
*Mid-Pacific (Northern CA, NV)*

*For an up-to-date list of PFLAG National's Board of Directors and Regional Directors, visit <https://pflag.org/board-regional-directors>.*

## Mission

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

## Vision

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

## 2023: PFLAG'S 50TH ANNIVERSARY

March 11, 2023, marked the 50th anniversary of the founding of PFLAG, the premier parent, family, and ally organization of the LGBTQ+ movement. In celebration of this historic anniversary, the iconic organization launched a new, bold, vibrant look to reflect the courageous love that has driven PFLAG's every action since 1973.

Susan Thronson, PFLAG National Board Chair said, "For 50 years, when parents like me—people who love our children—have navigated a journey to support them as LGBTQ+ people, we have found help and support in PFLAG. PFLAG has been together with the LGBTQ+ community we serve, at kitchen tables and the President's desk, to help make historic progress toward an equitable and inclusive world for LGBTQ+ people. PFLAG continues the work to grow and maintain these gains by leading with love, just as we have since 1973."

PFLAG entered its golden anniversary year at a time when major media outlets and elected officials are once again giving a platform to politically motivated agendas intended to harm LGBTQ+ people, especially transgender youth and their families.



**Brian Bond,  
Chief Executive  
Officer of PFLAG National**  
said, **"We knew we had to celebrate 50 by unequivocally reaffirming PFLAG as a dynamic and unifying force that will not back down to threats against LGBTQ+ people and our loved ones. PFLAG's new look asserts that this iconic organization will not stop until every LGBTQ+ person has the freedom to thrive—and we'll do it by leading with love."**

To develop the new look and feel, PFLAG National worked with creative design firm Teal Media, based in Washington, D.C. Like PFLAG itself, the new logo puts love at the center. It is confident and proud, and embraces our legacy of inclusion by re-asserting PFLAG not as an acronym but as a single word which, like our community, cannot be broken apart. We also were intentional in our color palette, because in the LGBTQ+ movement, colors have meaning. PFLAG's color palette draws inspiration from this history to signal growth and evolution, to embrace our legacy, and to reflect spirit, life, energy, empowerment, and unity. At the same time, our colors are fresh and sophisticated to meet a 21st century moment.

PFLAG National began rolling out this new brand identity to hundreds of chapters nationwide, and launched new websites at [PFLAG.org](https://www.PFLAG.org) and [StraightForEquality.org](https://www.StraightForEquality.org).

In 2023, there continued to be a need for PFLAG—for LGBTQ+ people, parents, families and allies to work together, to hold officials accountable, and to lead with love. As we begin the next 50 years, PFLAG remains as vibrant and committed to this work as we were on day one, and we will be here for as long as it takes for every LGBTQ+ person to be safe, celebrated, empowered, and loved.



## SUPPORT PROGRAMS

### **PFLAG Connects**

PFLAG Connects provides tools, resources, and virtual meeting spaces to the PFLAG Chapter Network, supporting volunteer chapter leaders to adapt their in-person meetings and support services to an online format. Since launching the PFLAG Connects program in 2020 in urgent response to the COVID-19 pandemic, more than half of our hundreds of chapters engage regularly for support services and other activities.

The virtual platform enables PFLAG chapters to reach more people, such as people with disabilities, people in rural areas, and people who want to join a last-minute meeting—all part of a proactive strategy to meet people where they are and ensure all have access to PFLAG resources with accessibility and safety top of mind.

### **PFLAG Connects: Communities**

PFLAG Connects: Communities (PCC) provides a safe, virtual, moderated space where people with shared experiences can connect each month. PFLAG National's current communities gather people of Latino, Black/African American, and Asian American and Pacific Islander (AAPI) backgrounds to gain support, ask questions, and learn from others who have been through similar experiences. These meetings are catered to those who are parents/family members of LGBTQ+ individuals, though we also welcome members of the LGBTQ+ community who are Latino, Black, or AAPI. Each PCC meeting is facilitated by members of the community who are either LGBTQ+ themselves or have a loved one who is LGBTQ+. The meetings are free to the public and do not require PFLAG National or chapter affiliation.

In November 2022, in partnership with the Modern Military Association of America (MMAA), a Military Community virtual meeting was added to the PCC program, helping military families with LGBTQ+ children navigate their unique set of challenges; for example, moving every few years means reevaluating the cultural norms, laws, schools, and support of LGBTQ+ people at each location. PFLAG National also published a new resource, *At Ease: Support for Military Families with LGBTQ+ Children and Teens*, to help families navigate the military system and find support for their children.

### **The PFLAG National Online Community**

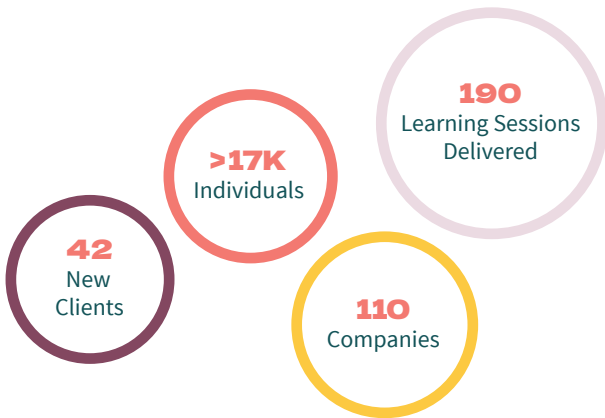
The PFLAG National Online Community—currently living on the Facebook platform—is a place for PFLAG members and supporters to find further peer-to-peer connection. Where monthly meetings meet at a regular time and place, sometimes a need for conversation and support is more immediate. This private group, which requires specific registration to, launched in February 2023, is a place to find that support through PFLAG National.



# Learning & Inclusion

## Straight for Equality™

A program that brings PFLAG’s decades of experience working with parents and families to non-family allies, Straight For Equality provides interactive and engaging learning sessions, resources, and programs to assist individuals and companies in creating diverse, equitable, inclusive and accessible communities and workplaces. Straight for Equality’s workplace learning sessions provide education for LGBTQ+ and allied employees, including human resources professionals, front-line and manufacturing workers, and corporate associates, including C-Suite executives. We also provide direct guidance to companies and organizations across a variety of industries, including apparel manufacturers and designers, entertainment and media companies, and major food brands.

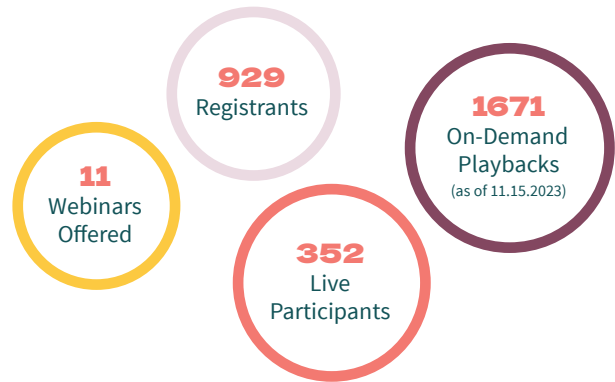


## PFLAG Academy Online

A monthly online learning program for PFLAG National members, chapter members, and chapter leaders, PFLAG Academy Online sessions cover a diverse array of topics. Each session is interactive, offering opportunities to participate and ask questions. Topics vary covering everything from allyship to LGBTQ+ history to diverse identities to chapter operations, and much more.

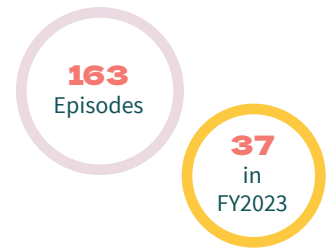
- ♥ Topics covered: chapter leadership skills (personal safety, branding, storytelling, engaging allies) being better allies (coming out, what the plus,

bi+ allies, trans allies, be kind-rewind, be kind-not just nice), and creating safer schools



## Something To Talk About Live

Since April 2020, PFLAG National has hosted Something to Talk About Live, bringing livestream conversations around diversity, equity, inclusion, and access to thousands of viewers including PFLAG members, supporters, social followers, ERG members, and more. The program, which shifted to a monthly format in August 2023, welcomes special guests, selects a relevant article, and engages in a lively conversation, taking questions and comments from viewers.



- ♥ Topics Covered: legacy of Matthew Shepard, the midterm elections, trans and nonbinary identities, bi+ identities, allyship, LGBTQ+ Black history, flags and symbols, book bans and censorship, PFLAG’s 50th anniversary, experiences of military families, experiences of LGBTQ+ Jews, LGBTQ+ inclusion in beer culture/STEM/gaming, SCOTUS,
- ♥ Special Guests: Judy & Dennis Sheppard, Heron Greensmith, Eureka O’Hara, Suzanne & Avril Swann, Rep. Malcolm Kenyatta, Arvin Ahmadi, Eric Cervini, Jeffrey Marsh, Shannon Minter



# Advocacy, Policy, & Partnerships

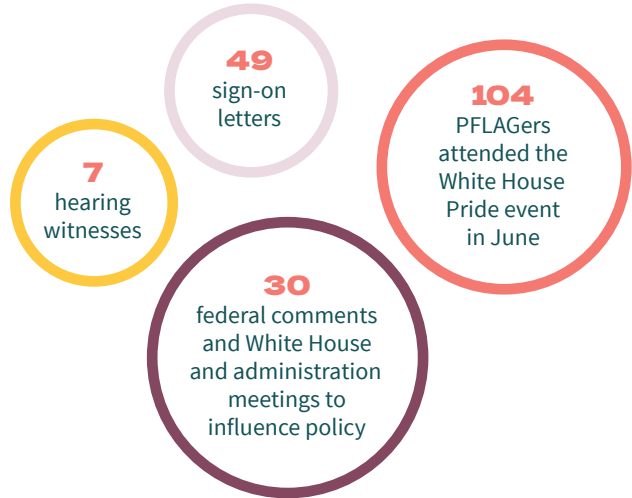
Throughout 2023, people in power at federal, state, county, city, and school board levels across the country took steps to harm and dehumanize LGBTQ+ people, and specifically youth and their families. PFLAG National and PFLAG families responded, sharing their personal stories, loud and proud, and organizing and advocating at school board meetings; hosting book drives; testifying in support of inclusive education and access to health care to state and federal legislators; urging businesses in small towns and big cities to be LGBTQ+ inclusive in all they do; and creating safe and celebratory school climates.

For the first time in our organization’s 50-year history, PFLAG National is serving as the plaintiff in multiple lawsuits—four suits in three states (Texas, Missouri, and North Carolina)—challenging bans on medically necessary healthcare for transgender youth and to prevent affirming parents from being investigated for child abuse.

In partnership with Equality Florida, PFLAG National is proud to offer Parenting with Pride, a program working to empower the parents of Florida by offering tools such as monthly webinars, links to resources, and a direct connection to a support manager—Jennifer Solomon (she/her), founder and president of PFLAG Miami—to get families the help they need for their LGBTQ+ children to grow and thrive.

## By The Numbers:

- ♥ 19 PFLAG members and supporters from two states met with their State Senators and staffers to tell their family stories, highlighting the importance of rejecting anti-LGBTQ+ legislation and protecting LGBTQ+ people statewide
- ♥ PFLAGers attended state-level lobby days in Texas, Florida, Virginia, and other states
- ♥ PFLAG National staff had several virtual Hill meetings to counsel on bills and move them forward, including meetings with Senators Baldwin and Blumenthal on the Kids Online Safety Act (KOSA)



- ♥ PFLAGers testified before state legislative chambers in Ohio and West Virginia, as well as in front of the State Board of Education in Florida
- ♥ PFLAG hosted two town halls in Pennsylvania to educate local residents about the dangers of conversion therapy
- ♥ PFLAGers submitted 350 comments during the Title IX rulemaking surrounding trans student athletes, more comments than PFLAG had ever submitted before

## PFLAG Lobby Day

PFLAG National held its first lobby day in ten years on October 19, 2023. Over 150 PFLAG members and supporters participated, meeting with 102 Congressional offices. Several members of Congress attended meetings with their PFLAG constituents themselves, including Congressman Jamie Raskin and Senator Tammy Baldwin. Participants, many of whom had never been to the U.S. Capitol or met with their representatives before, had the opportunity to share their stories and their hopes that Congress would pass legislation to protect their LGBTQ+ loved ones and other marginalized people from discrimination, harassment, and harm.

## COMMUNICATIONS

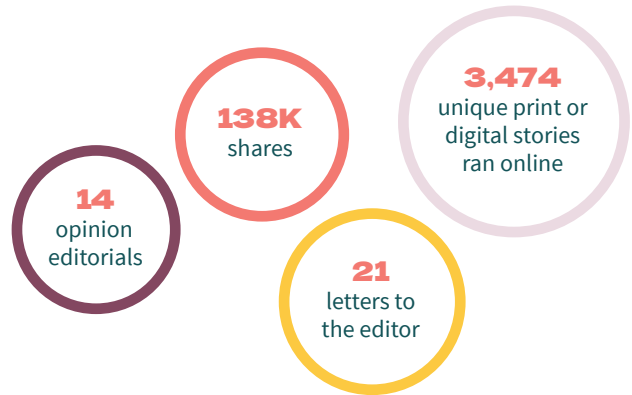
The work of the PFLAG National Communications team is both internal facing, supporting all of the departments of PFLAG National and the PFLAG Chapter Network in their work; and external facing, giving visibility to the efforts and achievements of the organization. Through social media, traditional press, influencer campaigns and collaborations, major events (both in person and virtual), publications in English and Spanish, and more, the communications by, about, and from PFLAG National are a critical component of PFLAG’s ongoing success.

Here are some highlights of that work from FY23.

### Traditional Media

From Oct. 1, 2022–Sept. 30, 2023:

- ♥ **3,474** unique print or digital stories ran online. These numbers do not include most television or radio stories, nor calendar notices about chapter meetings.
- ♥ The stories we could count were shared more than **138,000** times.
- ♥ PFLAG authors placed at least **14 opinion editorials**, and **21 letters to the editor**
- ♥ Local news outlets covered **17 chapter events**, including book drives, panels, author presentations, and more.
- ♥ There were at least 17 different PFLAG actions that resulted in stories that put far-right media in a twist. Topics included PFLAG National’s Q Chat Space program (in collaboration with CenterLink and Planned Parenthood); suing the states of Texas, Missouri and North Carolina; and creating gender-affirming apparel and



experiences with philanthropic partners including Calvin Klein and J. Crew.

- ♥ About 20% of the stories that include PFLAG featured voices of PFLAG leaders and families leading with love in the face of bans, restrictions, and other actions to harm LGBTQ+ people.
- ♥ About 60% of the stories that include PFLAG were about good things happening for LGBTQ+ people.

### Social Media Followers

**f** **112.2k** (▲11.3%)  
**📷** **54.1k** (▲19.8%)  
**X** **101.5k** (▲0.63%)  
**in** **6.5k** (▲58.8%)  
**🎵** **1.2k** (▲28.8%)

### Impressions

(How many times our content was shown to users)

**f** **1.8M** (▼73.5%)  
**📷** **3.7M** (▲19.1%)  
**X** **2M** (▼79.5%)  
**in** **134k** (▲9.6%)

### Engagements

(How many times users interacted with our content—including liking, commenting, sharing, clicking on links, etc.)

**f** **166.6k** (▼73.4%)  
**📷** **194.2k** (▲33.4%)  
**X** **63.2k** (▼74.9%)  
**in** **11.1k** (▲27%)

**A Combined: 275.6k** followers **7.7M** impressions **435.3k** engagements



## COMMUNICATIONS

### PFLAG National Highlights:

- ♥ **The New Yorker:** [“How a mother’s love for her gay son started a revolution.”](#)  
(April 10, 2023)  
**NPR’s The Forum:** [“How A Movement To Support Gay Children Began with One Mom”](#)  
(April 13, 2023)
- ♥ **CBS Sunday Morning:** [“Transgender youth and the fight over medical care”](#)  
(June 18, 2023)
- ♥ **Good Morning America:** [“Meet the parents behind the LGBTQ+ family support group ‘PFLAG’”](#)  
(Aired June 21, 2023)
- ♥ **El Tiempo Latino:** [“Periodistas y celebridades acusan al New York Times de tener un “sesgo editorial” contra la comunidad transgénero”](#)  
(Feb. 17, 2023)
- ♥ **The Daily Wire (far-right outlet, not linked):** [“Los Angeles School District Urges Students To Celebrate Pride Month With ‘LGBTQ+’ Coloring Books, ‘Ally Pledge Cards,’ And ‘LGBTQ+ Bingo’”](#)  
PFLAG is referenced with shock and descriptions such as this: “The graphic from LAUSD also encouraged students to create and distribute ‘ally pledge cards,’ directing them to a website called ‘Straight for Equality.’” PFLAG Los Angeles has been partners with LAUSD for over a decade.



### PFLAG Chapter Network Highlights:

- ♥ **PFLAG Hampton Roads:** [“Opinion: Support LGBTQ+ students by rejecting Virginia’s model policies”](#) by Carolyn Caywood  
(Aug. 19, 2023)
- ♥ **PFLAG Gulf Region:** [“Courts have blocked a number of the anti-LGBTQ laws from going into effect”](#) NPR interview with Regional Director Ann Miller  
(Oct. 6, 2022)
- ♥ **PFLAG Charlotte:** [“Orientación sexual: Grupos de apoyo para la familia”](#) Progreso Hispano News interview with Anabelle Pardo  
(Sept. 25, 2023)
- ♥ **PFLAG Toland-Mansfield:** [“Residents establish PFLAG chapter for Tolland, Mansfield”](#)  
(Nov. 3, 2022)
- ♥ **PFLAG Sandpoint** has ensured their variety of support meetings, educational events, and activities are publicized in their local media, with nearly 500 calendar placements this year.
- ♥ **PFLAG Dayton:** [“Transgender woman faces charges for using women’s locker room with YMCA’s permission”](#) Karen Shirk offered balance and trans affirmation: “Xenia’s been a community that supports one another. Even this person they’re talking about has family, has friends, that live in our community...We do know [this case targeting a transgender person] has increased hate and increased discrimination, and suppressed love and care and acceptance.”

## EVENTS

### PFLAG's 50th Anniversary Gala

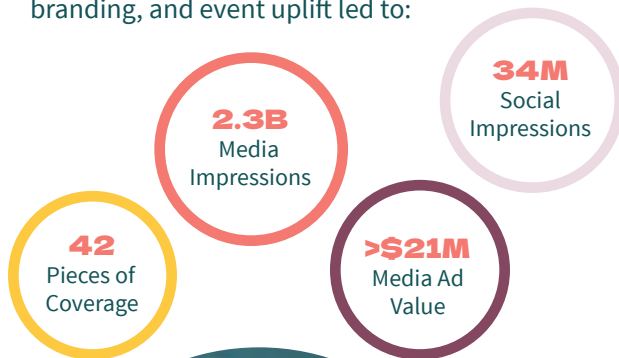
PFLAG's 50th Anniversary Gala celebrated 50 years of leading with love and brought together over 500 LGBTQ+ people, parents, families, advocates, allies, celebrities, and business leaders at an incredible in-person event at New York's Marriott Marquis on March 3, 2023.

Hosted by comedian and actress Amber Ruffin, the gala honored Olympic gold medalist and LGBTQ+ activist Tom Daley (George Takei Advocate Award), Big Freedia (Breaking Barriers Award), and Mondelēz (Straight for Equality in Business Award).

It also featured special appearances by Dylan Mulvaney, Tati Gabrielle (YOU, UNCHARTED), Eureka (WE'RE HERE), Rose Abdoo (HACKS), and Tituss Burgess (UNBREAKABLE KIMMY SCHMIDT); with live performances by Big Freedia, Robin S., Evann McIntosh, VINCINT, and Johnny Manuel.

From a visibility perspective, the 50th Anniversary Gala was a rousing success, raising the visibility of the organization and its life-saving work.

Overall, the major talent presence, new branding, and event uplift led to:



### PFLAG Parent Day 2023

PFLAG Parent Day is a day to honor the parenting people who are leading with love and showing up with support and passionate advocacy for LGBTQ+ people of all ages—and to elevate their stories to inform and inspire others to take action. Thanks to the powerful support of the ABC Owned Television Stations, our third annual PFLAG Parent Day event brought PFLAG's message of courageous love to new audiences, and inspired them to “get off the curb and take action” as PFLAG founder Jeanne Manford did 50 years ago.

Hosted by Christiane Cordero of ABC7 Eyewitness News in Los Angeles—one of the broadcast world's few openly lesbian reporters—the streaming special featured heartfelt interviews, personal stories, and many special moments centered around the parenting people making an impact in their communities and in the lives of their LGBTQ+ loved ones. The event aired on PFLAG National's social channels and eight ABC Owned Television station platforms in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Houston, Raleigh-Durham, and Fresno.

## EVENTS

### Learning With Love: The 2023 PFLAG National Convention

From October 19-22, PFLAG National hosted more than 30 events, including workshops, trainings, networking events, plenaries, socials, and a PFLAG National Lobby Day in Washington, DC and Arlington, VA. The event was attended by more than 400 chapter leaders, members, LGBTQ+ people, parents, youth, families and allies from across the U.S.—including the U.S. Virgin Islands and the District of Columbia—as well as leaders and parents from 14 international PFLAG and PFLAG-like organizations from Canada, China, Costa Rica, Lebanon, Lithuania, Moldova, Panama, Poland, Russia, South Africa, Taiwan, Uganda, Ukraine, and Vietnam.

The convention opened with remarks by First Lady Dr. Jill Biden. Other luminaries who graced the historic LGBTQ+ organization's stage included Karine Jean-Pierre; Admiral Rachel Levine, M.D., the 17th Assistant Secretary for Health for the U.S. Department of Health and Human Services, MSNBC's Ali Velshi, American Library Association President Emily Drabinski, author Arvin Ahmadi, American Medical Association President Jesse Ehrenfeld, M.D., M.P.H., Red Wine and Blue's Julie Womack, and writer, transgender activist, and military veteran Charlotte Clymer.





# PFLAG NATIONAL PARTNERS AND SUPPORTERS

PFLAG National’s life-saving work is made possible by the generous support of individual donors, members, philanthropic partners, and private foundations.

We thank all of our partners and supporters for helping to create a caring, just, and affirming world for LGBTQ+ people and those who love them.

## TITANIUM PARTNERS



## PLATINUM PARTNERS



## GOLD PARTNERS



## SILVER PARTNERS



## BRONZE PARTNERS



## NONPROFIT PARTNERS



## LEARNING WITH LOVE: THE 2023 PFLAG NATIONAL CONVENTION SPONSORS



## 50TH ANNIVERSARY GALA SPONSORS



## FOUNDATION PARTNERS

- |                                 |                                |                              |                               |
|---------------------------------|--------------------------------|------------------------------|-------------------------------|
| Arcus Foundation                | Gill Foundation                | National Philanthropic Trust | Walton Family Foundation      |
| The Herb Block Foundation       | Evelyn & Walter Haas, Jr. Fund | The Pritchard Foundation     | Wellspring Philanthropic Fund |
| The David H. Bohnett Foundation |                                | Silver Giving Foundation     |                               |

## WAYS TO SUPPORT PFLAG NATIONAL

### Donate

PFLAG National's life-saving work for LGBTQ+ people and those who love them 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

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

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

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

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

PFLAG National has hundreds of 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

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

**PFLAG NATIONAL STAFF** AS OF DECEMBER 1, 2023



**Brian K. Bond (he/him)**  
Chief Executive Officer



**Shaymaa Al Ani (she/her)**  
Acting Director of Finance and Operations



**Jackson Alder (they/them)**  
Senior Digital Strategist



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



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



**Shaun Connors (he/they)**  
Chapter Engagement Manager, Northern Region



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



**Eddy Funkhouser (they/he)**  
Chapter Engagement Coordinator, Western Region



**Laura Galeano (she/her/ella)**  
Foundation Grants Manager



**Mackenzie Harte (they/them)**  
Learning & Inclusion Manager



**Jamie Henkel (she/her)**  
Director of Learning & Inclusion



**Fendey Jean-Baptiste (he/him)**  
Individual Giving Coordinator



**Angel Kearns (she/her)**  
Chapter Services Coordinator



**David Kinstley (he/him)**  
Corporate Philanthropy Manager



**Fiona Lanigan (she/her)**  
Executive Assistant and Special Projects Coordinator



**Angelina León (she/ella)**  
Senior Partnerships and Communities Manager



**Laura McGinnis (she/her)**  
Senior Manager, Press and Public Relations



**Kaylynn Miller (she/her)**  
Administrative Assistant



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



**Diego M. Sanchez (he/him/el)**  
Director of Advocacy, Policy & Partnerships



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



**Percy Sobera (they/she)**  
Digital Content Coordinator



**Ruadhan Ward (they/them)**  
Chapter Engagement Coordinator



# PFLAG

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