

PFLAG

20

22

ANNUAL REPORT



BOARD OF DIRECTORS

as of October 1, 2022

Susan Thronson (she/her)

President

Edith Guffey (she/her)

Vice President

Liz de Jesus (she/her)

Vice President

Antón Castellanos Usigli (he/him)

Secretary

Chad Libertus (he/him)

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Kelly Brooks-Hailey (she/her)

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Kathy Godwin (she/her)

Kathy Halbrooks (she/her)

Kay Holladay (she/her)

Blanca Leos (she/her)

Kathy Martinez (she/her)

Aruna Rao (she/her)

Chad Reumann (he/him)

Erin Roberts (she/they)

David Schuur (he/him)

Paul Spivey (he/him)

Marilyn D. Willis, ED.D. (she/her)

REGIONAL DIRECTORS

as of October 1, 2022

Liz de Jesus (she/her)

Regional Directors Council Chair

Kathy Halbrooks (she/her)

South Atlantic (KY, NC, SC, TN)

Jumel Howard (he/him)

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

Blanca Leos (she/her)

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

Ann Miller (she/her)

Gulf (AL, FL, GA, MS, PR)

Kathy Munzinger (she/her)

Central (IA, KS, MO, NE)

Barbara Pisetsky (she/her)

Southern Pacific Region
(Southern CA, HI)

Amy Orwig (she/her)

Great Lakes (IL, IN, MI, OH)

Lindsey Pasquale (she/they)

Northeast (CT, MA, ME, NH, RI, VT)

William Placek (he/him)

North Atlantic (NY, NJ, PA)

Chad Reumann (he/him)

Southern (AR, LA, OK, TX)

Kevin Toovey (he/him)

Pacific Northwest (AK, ID, MT, OR, WA)

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 pflag.org/about/our-people.

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.

2022: THE YEAR IN REVIEW

More than a year into a global pandemic, PFLAG National continued to build on the many digital tools and virtual resources created in 2020. Even with cities and states reopening as the number of vaccinated people slowly climbed, PFLAG chapters continued to take great advantage of the PFLAG Connects program. PFLAG National grew its staff, its visibility, and its effectiveness—and PFLAGers were #PFLAGProud, all year long.

Here's a look at 2022, by the numbers.

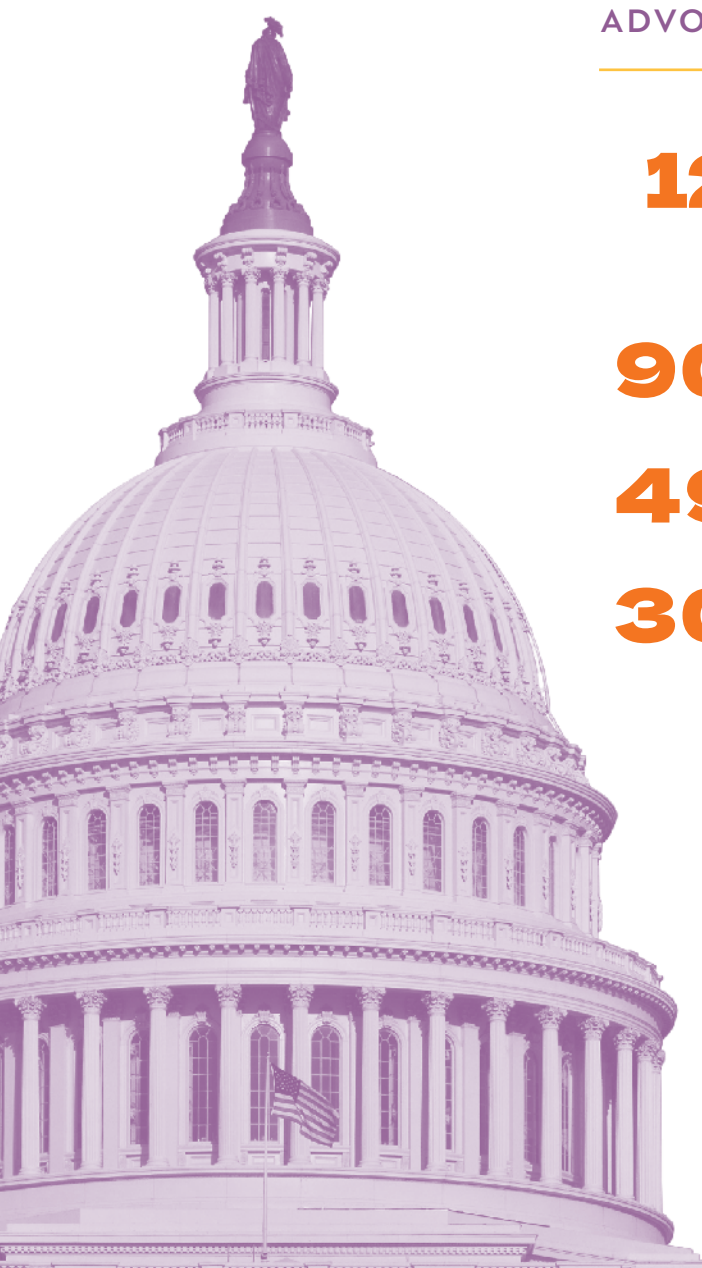
ADVOCACY, POLICY, & PARTNERSHIPS

12 PFLAG MEMBERS AND SUPPORTERS FROM TWO STATES MET WITH FEDERAL LEGISLATORS AND STAFFERS TO TELL THEIR FAMILY STORIES, HIGHLIGHTING THE IMPORTANCE OF THE EQUALITY ACT.

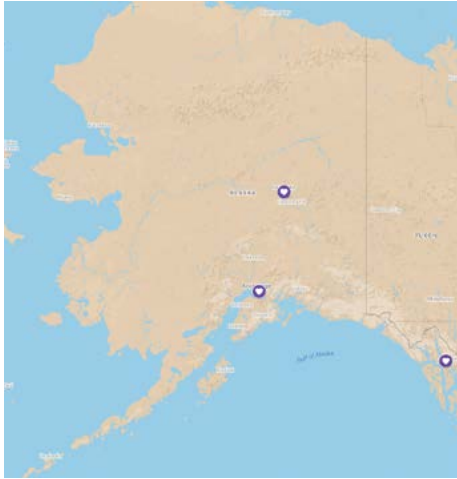
90 VIRTUAL HILL MEETINGS BY PFLAG NATIONAL STAFF TO COUNSEL ON BILLS AND MOVE THEM FORWARD

49 SIGN-ON LETTERS AND 7 HEARING WITNESS TESTIMONIES SUBMITTED

30 FEDERAL COMMENTS AND WHITE HOUSE AND ADMINISTRATION MEETINGS TO INFLUENCE POLICY



SUPPORT



CHAPTER ENGAGEMENT

343

CHAPTERS
IN TOTAL

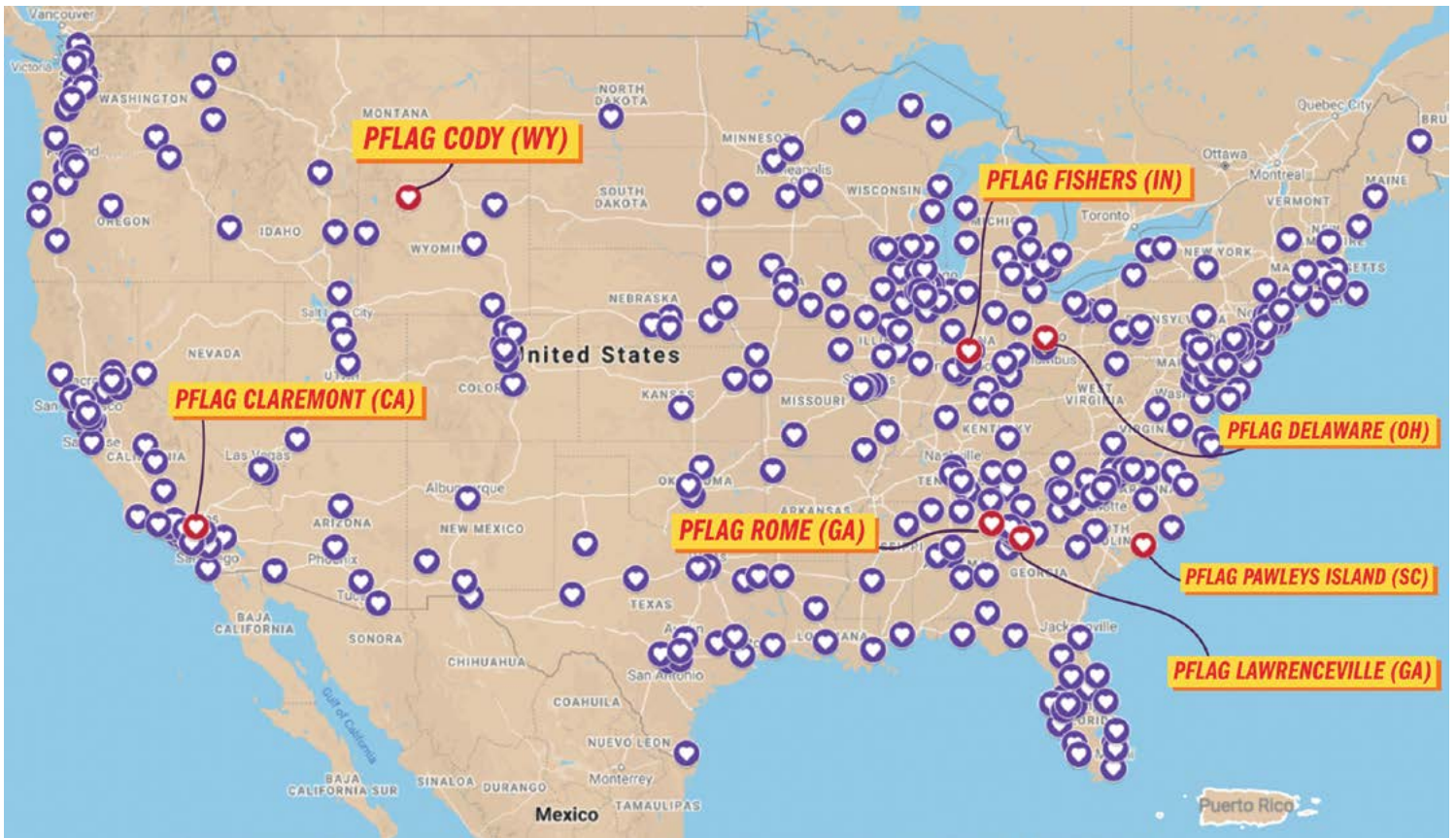
15

NEW CHAPTERS IN 2022 (❤️)

Greater
St. Louis, MO
Marysville, KS
Athens, TN
Evanston, IL
Woodstock, VA

Statesville, NC
Ocala, FL
Marshfield, WI
Wenatchee/
Wenatchee
Valley, WA
Lawrence, KS

Grand Forks, ND
Boise/Treasure
Valley, ID
Georgetown, TX
Savannah, GA
Enfield, CT



EDUCATION

LEARNING & INCLUSION

196 LEARNING SESSIONS DELIVERED

45 NEW CLIENTS

116 TOTAL ORGS

>21,000 INDIVIDUALS



Something to Talk About Live!

Something to Talk About Live!, a weekly broadcast with PFLAG National staff and special guests finished its third season having hosted more than 128 episodes. Topics covered everything from LGBTQ+ history (and attacks on teaching it) to the evolution of inclusive language, conversations with queer filmmakers to legends of drag. Special guests have included Judy and Dennis Shepard, Fr. James Martin, and author David F. Walker. Learn more at pflag.org/somethingtotalkabout and view episodes at youtube.com/pflag > Something to Talk About Live.

PFLAG ACADEMY ONLINE

Topics Covered:

Chapter leadership skills (treasurer skills, fundraising), being better allies (being kind-not just nice, when someone comes out, around the holidays), new programs (PFLAG Connects, #ReadWithLove), advocacy and voting, creating safer schools

12 WEBINARS OFFERED

753 REGISTRANTS

290 LIVE PARTICIPANTS

907 ON-DEMAND PLAYBACKS

COMMUNICATIONS

PFLAG National Highlights

USA Today:

[Ed Sheeran thought he was gay as a child: We need to talk about why](#)

Army Times:

[It's time to honor all veterans by finally passing federal protections for transgender Americans](#)

The Wrap:

[LGBTQ Groups Outraged That Disney Denounced Georgia's 2016 Anti-Gay Law But Not Florida's New 'Don't Say Gay' Bill](#)

The Advocate:

[Court Rules Against Texas Gov. Greg Abbott's Anti-Trans Investigations](#)

NPR:

[50 years ago, PFLAG's founder marched with her gay son. How's it keeping up in 2022?](#)

PFLAG Chapter Highlights

NBC News:

[From book bans to 'Don't Say Gay' bill, LGBTQ kids feel 'erased' in the classroom](#) (PFLAG South Miami)

KLFY:

[LGBTQ DVD to stay on shelves at Lafayette library](#) (PFLAG Lafayette)

Time Magazine:

[The Supreme Court Ruled Taxpayer Dollars Can Go Toward Religious Schools. LGBTQ Advocates Are Worried](#) (PFLAG Portland (ME))

Baltimore Sun:

[Dozens protest as Carroll County school board debates ban on flags as 'political symbols'](#) (PFLAG Westminster)

Social Media Followers

 **100.9k** (▲16%)

 **100.8k** (▲5.5%)

 **45.2k** (▲26%)

 **4k** (▲25%)

Social Media Impressions

 **9.4m** (▼6.2%)

 **6.8m** (▲25.6%)

 **3m** (▲37.7%)

 **95.3k** (▲64.2%)

A combined:

250.9k FOLLOWERS

19.4m IMPRESSIONS

1m ENGAGEMENTS

Traditional Media

114

TOTAL STORIES IN Q1: 68 LOCAL CHAPTER STORIES; 23 NATIONAL STORIES; 7 ORGANIC MENTIONS; 7 RESOURCE LISTINGS; 9 PARTNER MENTIONS

232

TOTAL STORIES IN Q2: 93 LOCAL CHAPTER STORIES; 55 NATIONAL STORIES; 45 ORGANIC MENTIONS; 34 RESOURCE LISTINGS; 5 PARTNER MENTIONS

2,600+

TOTAL STORIES IN Q3: 217 LOCAL CHAPTER STORIES; 2,200+ NATIONAL STORIES (INCLUDES SYNDICATION ACROSS NETWORKS); 47 ORGANIC MENTIONS; 61 RESOURCE LISTINGS; 100+ PARTNER MENTIONS

227

TOTAL STORIES IN Q4: 50 LOCAL CHAPTER STORIES; 140 NATIONAL STORIES; 12 ORGANIC MENTIONS; 7 RESOURCE LISTINGS



CONTRIBUTORS

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

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.

FOUNDATION PARTNERS

Arcus Foundation

The Herb Block Foundation

The David C. Bohnett Foundation

The Gill Foundation

The Evelyn & Walter Haas Jr. Fund

Kwanza Jones & José E. Feliciano SUPERCHARGED Initiative

The Pritchard Foundation

Silver Giving Foundation

Wellspring Philanthropic Fund

Special thanks to the **National Philanthropic Trust** for their generous impact grant in 2020 which continues to support PFLAG National and our ability to meet the diverse needs of families across the country with critical support, education, and advocacy services.

PHILANTHROPIC PARTNERS

TITANIUM PARTNERS



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Walmart org

The *Walt Disney* Company

WILMERHALE 

PLATINUM PARTNER



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SILVER PARTNERS



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EN PROVENCE

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BRONZE PARTNERS

Bloomberg



Capital One

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economics



Hallmark

Holman
Driving What's Right

IPG

JLL



LORD ABBETT

Michaels
Made by you

NAVY FEDERAL
Credit Union

NUANCE

QBE

R+Co

REPLACEMENTS LTD.

Retail Business
Services

SPXFLOW

sunovion



NONPROFIT
PARTNER

big
little
feelings

TRUIST 

US bank | Elavon

Whirlpool
CORPORATION

XPO Logistics

WAYS TO SUPPORT PFLAG NATIONAL

DONATE

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 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 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 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.

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

FOLLOW US ON SOCIAL MEDIA

 facebook.com/pflag

 twitter.com/pflag

 instagram.com/pflag

 tiktok.com/@pflag

 youtube.com/pflag

 linkedin.com/company/pflag-s4equality

FINANCIAL SUMMARY

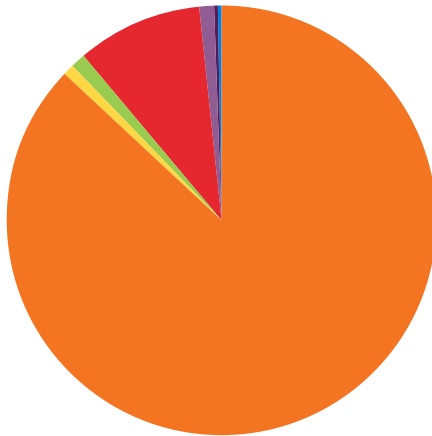
FY2022

STATEMENT OF ACTIVITIES

(October 1, 2021–September 30, 2022)

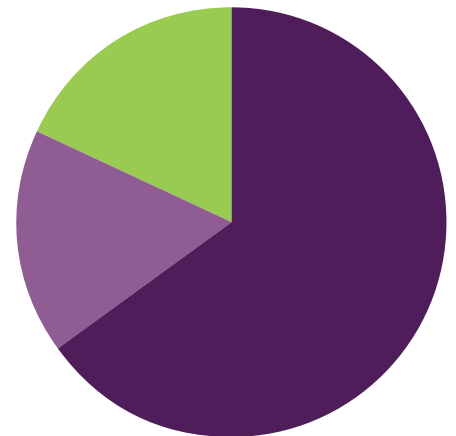
Total Income: \$5,848,159

- Contributions: \$5,224,375
- Donated Services: \$58,329
- Chapter Dues: \$65,550
- Training Service Fees: \$564,544
- Publication Sales: \$70,463
- Events: \$11,858
- Miscellaneous Income: \$8,006
- Net Investment (Loss Income): (\$154,966)



Total Expenses: \$4,238,947

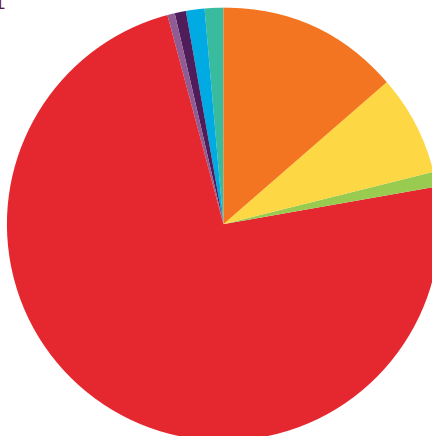
- Program:
 - Chapter Network: \$846,223
 - Education & Advocacy: \$1,918,046
- Fundraising: \$712,043
- Administration: \$762,635



STATEMENT OF FINANCIAL POSITION

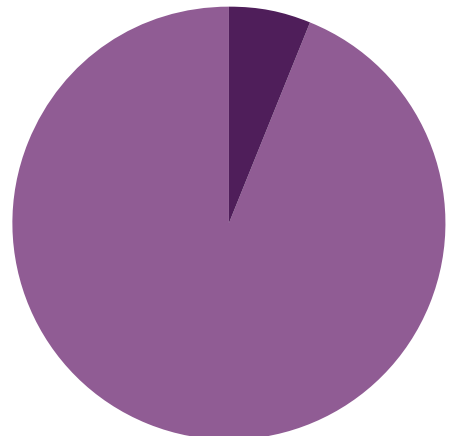
Total Assets: \$9,257,514

- Cash & Cash Equivalents: \$1,282,325
- Contributions Receivable: \$683,359
- Other Receivables: \$109,037
- Investments: \$6,796,889
- Prepaid Expenses: \$60,521
- Inventory: \$78,399
- Fixed Assets, Net: \$136,929
- Deposits: \$110,055



Total Liabilities & Net Assets: \$9,257,514

- Total Liabilities: \$579,534
- Total Net Assets:
 - Without Donor Restrictions: \$6,926,995
 - With Donor Restrictions: \$1,750,985



PFLAG NATIONAL STAFF

as of October 1, 2022



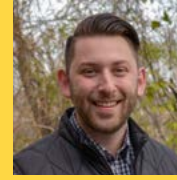
Brian K. Bond
(he/him)

Executive Director



Jamie Curtis
(she/her)

Director of Chapter
Engagement



David Kinstley
(he/him)

Corporate
Philanthropy
Manager



Shaymaa Al Ani
(she/her)

Accounting Manager



Eddy Funkhouser
(they/he)

Chapter Engagement
Coordinator,
Western Region



Fiona Lanigan
(she/her)

Executive Assistant
and Special Projects
Coordinator



Jackson Alder
(they/them)

Senior Online
Community
Coordinator



Laura Galeano
(she/her/ella)

PFLAG Connects
Manager



Laura McGinnis
(she/her)

Media Relations
Manager



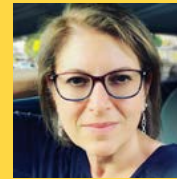
Maggie Ardiente
(she/her)

Director of
Development



Mackenzie Harte
(they/them)

Learning & Inclusion
Coordinator



Liz Owen
(she/her)

Director of
Communications



Sachelle Brooks
(she/her)

Chapter Engagement
Coordinator,
Southern Region



Jamie Henkel
(she/her)

Learning & Inclusion
Manager



**Jean-Marie
Navetta**
(she/her/ella)

Director of Learning
& Inclusion



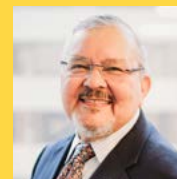
Patrick Cochran
(he/him)

Advocacy & Policy
Engagement
Senior Coordinator



**Fendey
Jean-Baptiste**
(he/him)

Individual Giving
Coordinator



Diego M. Sanchez
(he/him/él)

Director of
Advocacy, Policy,
and Partnerships



Shaun Connors
(he/him)

Chapter Engagement
Manager,
Northern Region



Angel Kearns
(she/her)

Chapter Services
Coordinator



Brooke Smith
(she/her)

Chief Information
Senior Manager



Keven Cotton
(he/him)

Director of Finance
and Operations

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



PFLAG National

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info@pflag.org

