



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 courageous love of hundreds of thousands of empowered advocates, and hundreds of chapters nationwide, PFLAG has become an internationally recognized force in the fight for inclusion and equity for lesbian, gay, bisexual, transgender, and queer (LGBTQ+) people and those 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.

“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!”

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.

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

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 workplaces to places of worship. Your investment in PFLAG National is a visible commitment to our mission to create a caring, just, and affirming world.

Together, we are striving toward true equity and inclusion at a moment when attacks on LGBTQ+ people and their loved ones are occurring at an explosive and disheartening rate. Our partnerships have never been more important: Having just one supportive and affirming adult in an LGBTQ+ youth’s life reduces self-harm risk by 40 percent. PFLAG is working to ensure that every LGBTQ+ person—especially LGBTQ+ youth—have that affirming adult in their lives, mitigating the risk of self-harm, houselessness, and more. With your support, we will ensure that PFLAG remains a life-saving resource for LGBTQ+ people and their families for the next 50 years and beyond.

- For information on 2025 PFLAG National Partnerships, please contact:
- **David Kinstley** (he/him)
- Corporate Philanthropy Manager
- dkinstley@pflag.org
- (202) 683-4135



2025 NATIONAL PHILANTHROPIC PARTNERSHIP BENEFITS





NIVEA x PFLAG

Find **community.**
Feel **safe.**
Feel **proud.**

Connect with PFLAG
Share your story #ProudInYourSkin

#PFLAGProud

PHILANTHROPIC
PARTNERSHIP BENEFITS

	SUPERHERO (\$100,000)	CHAMPION (\$75,000)	LEADER (\$50,000)	ADVOCATE (\$25,000)	ALLY (\$15,000)	FRIEND (\$10,000)
Straight for Equality™ in the Workplace allyship trainings (date to be determined by mutual agreement)	5 (in-person or virtual)	4 (in-person or virtual)	3 (in-person or virtual)	2 (virtual)	1 (virtual)	1 (virtual)
				For in-person training, Advocate, Ally and Friend level partners will be invoiced for a travel stipend of up to \$1,000.00 which includes ground transportation, coach airfare, meals, and one hotel night.		
Discount on additional allyship trainings	50%	40%	30%	20%	10%	10%
Opportunity for keynote address and/or 1:1 leadership meeting with PFLAG National CEO	✓					
Use of PFLAG National Partner Logo	12 months	12 months	12 months	12 months	12 months	12 months
Use of Straight for Equality Learning Partner Logo upon completion of your first allyship training	12 months	12 months	12 months	12 months	12 months	12 months
Company logo featured on PFLAG National Philanthropic Partner page	12 months	12 months	12 months	12 months	12 months	12 months
Company logo featured in bi-annual newsletter, The PFLAG Banner, released digitally in January and June.	✓	✓	✓	✓	✓	✓
Full color ad in our newsletter (2 times annually)*	full page	full page	1/2 page	1/2 page	1/4 page	
Company highlighted across PFLAG National’s social channels (Facebook, Threads, Instagram, and LinkedIn)	3 posts total across the platform(s) of your choice	2 posts total across the platform(s) of your choice	1 post total across the platform(s) of your choice			
Collaborative special project work with PFLAG National’s Learning & Inclusion and Strategic Communications & External Relations team(s)	8 hours	5 hours	4 hours	2 hours		
Possible PFLAG chapter volunteer engagement opportunities (subject to availability and capacity)	✓					
Consideration for uplifting partnership through PFLAG National events and/or media opportunities (subject to availability and capacity)	✓	✓	✓			
Company customized landing page to encourage employee giving campaigns	✓	✓	✓	✓	✓	✓
Tickets to Love Takes Pride PFLAG National Philanthropic Partner Reception	20	15	10	8	5	4
Tickets to Learning With Love: The 2025 PFLAG National Convention	12	10	8	5	4	2

For Pride Promotions and Partnerships, please reach out to David Kinstley (he/him) at dkinstley@pflag.org prior to **April 1, 2025** to ensure you receive full benefits.

* Partners that run a co-branded Pride campaign in addition to the year-round partnership will receive a full page ad in the Pride edition of the PFLAG Banner.