



BANNER

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THE PFLAG

JUNE 2025



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PFLAG



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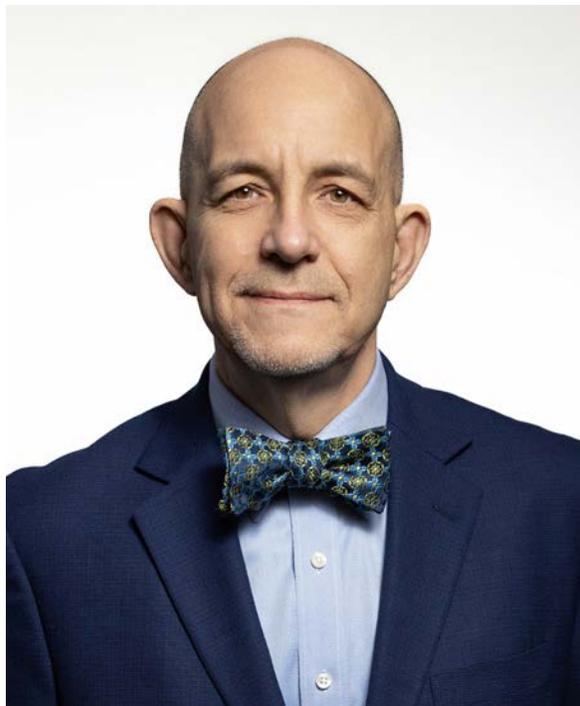
A Letter from the CEO

At PFLAG National, we know that Pride is as much about marching in the streets as it is about showing up, every day, for LGBTQ+ people and those who love them. So every June, we gather—yes, to celebrate, but also to resist, remember, and rise.

Pride was born from protest and activism, just as **PFLAG was born from one mother's protest and activism in support of her gay son.** Pride is deeply personal to us. Because in 1972—a time when few dared to be visible—a **mother's love and refusal to back down or hide sparked a movement.** That single act of courageous love grew into a nationwide network of more than 350 chapters and over 550,000 members and supporters, united by one, simple, radical idea: That leading with love is critical—and that love takes action.

Fifty-three years later, our mission to create a caring, just, and affirming world for LGBTQ+ people and those who love them, is more urgent than ever.

In statehouses across the country, hundreds of anti-LGBTQ+ bills have been introduced—many targeting the most vulnerable among us: transgender youth. Hateful rhetoric is on the



rise. Books are being banned. Safe spaces are becoming less so. Families who support their LGBTQ+ kids are being targeted.

Let me be clear: Parents across the country are reaching out to PFLAG daily, terrified of being investigated for supporting their trans and nonbinary children in seeking access to gender-affirming care, or joining a school sports team in accordance with their gender identity, or even talking about LGBTQ+ identities in school. LGBTQ+ people are reaching out to us, looking for information on how to protect themselves in the workplace and in their communities. And allies are reaching out, wanting to engage in critical advocacy at this pivotal moment.

It is frightening. It is unjust. And it is unacceptable.

But if history has taught us anything, it's this: We are not powerless. We fight back. We win. And our love is louder.

If history has taught us anything, it's this: We are not powerless. We fight back. We win. And our love is louder.

In the months since Trump took office, PFLAG National staff, leaders, members, and supporters have:

- ♥ **Taken Action and Mobilized Advocates:** We tracked, analyzed, and fought more than 500 anti-LGBTQ+ bills, sent PFLAG members, supporters, and chapters to advocacy days in Georgia, Florida, California, and Texas; made thousands of calls to lawmakers to help defeat the federal trans sports ban; and launched a statewide billboard campaign in Texas during the legislative session to make clear that transgender people belong.
- ♥ **Provided Education and Advocacy Tools:** Thousands of families understood the impact of the Trump Administration thanks to our [Executive Order Explainers and Resources page](#). We also reached nearly 3,000 people through [PFLAG Academy Online](#) webinars and launched our [Advocacy in 10 Minutes or Less](#) video series to teach people how to take action.
- ♥ **Supported Chapters and Grown Communities:** We've added [22 new chapters to the PFLAG Chapter Network](#) since October and expanded our ranks of 550,000+ members and supporters with over 700 new PFLAGers in February following [the announcement of PFLAG v. Trump](#). We also launched a new meeting in our [PFLAG Connects: Communities](#) program—the new [PFLAG Connects: Dad Community](#) to ensure fathers get the support and resources they need to support their LGBTQ+ children.

This is the spirit of PFLAG: A courageous love that won't hide during Pride—or any time. We are a movement rooted in love, fueled by action. A movement that continues in living rooms, school rooms and boardrooms—study halls to city halls—state capitals to Capitol Hill and all the way to the White House.

**This is the spirit of PFLAG:
A courageous love that won't hide during Pride—or any time. We are a movement rooted in love, fueled by action.**

As part of the PFLAG family, I urge you to keep sending your powerful message to LGBTQ+ people, their parents and families, and their allies: We are here and we will always fight for a world where every LGBTQ+ person is safe, celebrated, empowered, and loved.

Let's all recommit to the fight. Lives are on the line, and we need you with us.

We are here. Our love is louder. And we will never go back.

In solidarity,



Brian K. Bond (he/him), CEO
PFLAG National

P.S. Every new advocate, every family strengthened, every harmful policy challenged — is because of you. Thank you so much for your commitment to PFLAG.

A Message from the Board Chair

Dear PFLAG Family,

Around this time last year, after conversations about the future, the Executive Committee of the PFLAG National Board of Directors decided to complete a new Strategic Plan—a refresh to ensure we are meeting these difficult and rapidly changing times.

The previous Strategic Plan was launched at the start of the pandemic and completed in March 2022. And while much has been accomplished, so much has changed. The post-pandemic world is radically different, PFLAG has grown, and it is time to take a fresh look to chart the path ahead.

What we didn't know was to what extent and how quickly this new administration would dramatically change the landscape for PFLAG, for the LGBTQ+ community and their loved ones—especially the trans community, which has been demonized and targeted—and for people across races, places, genders, and abilities. Many have been stunned by the speed with which hate-filled rhetoric has taken hold and how the understanding and appreciation of diversity, equity, inclusion (DEI), and accessibility has been gutted.

The last several months have been filled with fear, anger, and disillusionment. We can all share horrific stories of injustice and marginalization of our families and loved ones; some have said they have little hope, and so many of us—LGBTQ+ persons of color, LGBTQ+ persons with disabilities, and more—are experiencing even more harm at the intersection of our identities, as is too often the case.

But despite it all, what has not been lost is the resolve to push back, advocate, and use our collective voices for activism, inclusion, and justice in our local communities, in statehouses, on Capitol Hill, and when necessary, all the way to the White House with litigation.



That's why including the entire PFLAG family in the Strategic Planning process has been critical because our chapters, members, supporters, board members, Regional Directors, and PFLAG National staff *are* PFLAG.

Over the last several months, many of you participated in focus groups or completed a survey as part of the process. You shared your perspectives, experiences, challenges, and yes, even your disappointments, and that information becomes the foundation of how we are developing our new Strategic Plan.

In April 2025, the PFLAG National Board of Directors, the Regional Directors Council, and the senior Leadership Team of the PFLAG National staff met to discuss the data that had been gathered, and from there the Board began naming the primary areas of focus that will guide PFLAG for the next three years. This work is not complete—we are just at the start—but there are some things I can share.

First, while PFLAG started with one mother's activism alongside her gay son, advocacy and activism was not seen as the primary need or purpose for PFLAG—and often, not even an equal with our other two pillars of work, support and education. That has changed significantly. Chapter leaders, parents, and allies coming to PFLAG now are *asking* for tools to be better advocates and activists. Support and education are and will always be crucial pillars of PFLAG's work, but advocacy is high on the list of needs and desires of many, especially those who are parents of trans children and those who are new to PFLAG, including to PFLAG chapter meetings.

Second, no one is backing off from DEI and accessibility. In fact, there is an articulated desire by the volunteers who run our chapters to learn more and do more, to reach out to communities of color, people with disabilities, immigrants, and more, and engage in authentic ways to join *them*, as opposed to asking them to join *us*; there are conversations about strategic partnerships, across all traditionally and historically marginalized identities and people. The PFLAG National Board is asking questions about how to best form relationships with organizations beyond LGBTQ+ organizations, organizations that share common values and want to support the LGBTQ+ community, and also want to work toward a common goal of equity, justice, and inclusion. We know, too, that part of this is the need for PFLAG to have greater recognition and awareness; too many people who need PFLAG don't know about PFLAG, and that needs to change. Our 50th anniversary rebrand was a very important step and expanded our reach and visibility—it is critical that we broaden and strengthen that work.

Third and finally, any effort to implement the first two points will rely heavily on strengthening and sustaining PFLAG's infrastructure and funding. PFLAG National has an incredible staff—a staff that has nearly tripled since the start of the pandemic—but they are stretched beyond capacity. Chapter leaders—the majority of whom are volunteers—are passionate and

creative but exhausted, and the difficulty in sustaining chapter leaders with new generations of volunteers can't be ignored. PFLAG has enjoyed amazing corporate funding through dedicated philanthropic partners. While many of them are still with us—and a few new ones have joined the ranks—others have pulled back in this climate of fear. PFLAG must diversify its funding, increase individual giving, and find new partners and funders. It may sound or feel like a tall order right now, but the stark reality is that PFLAG's vision and mission will only be fully realized with financial resources.

Over the next several months, you will hear more about our Strategic Planning process, with a full plan ready for adoption at our next Board Meeting in July. This plan will be detailed, with actionable goals, strategies to achieve them, and measurable outcomes to ensure we're all hitting our important targets. I hope that all of you who are members will join us at our 2025 Annual Meeting, which will be held virtually in October, to learn more about our work of the past year and to hear about what will be coming in 2026.

As always, we welcome your questions, comments, concerns...and, to be transparent, donations. The work that we are all engaged in as PFLAGers couldn't be more important than it is now. While the effort to roll back the clock on rights and recognition of persons in the LGBTQ+ community, persons of color, persons with disabilities, and women is fully underway, we will not be silenced or stopped.

Thank you for your continuing commitment to PFLAG and to our shared vision of an equitable, inclusive world where every LGBTQ+ person is safe, celebrated, empowered, and loved.

Sincerely,



Dr. Edith Guffey, MSW (*she/her*)
Chair, PFLAG National Board of Directors

Kicking Off Pride in New York City at *Love Takes Pride*

Presenting the 2025 George Takei Advocate Award to actor/advocate BD Wong was the perfect way to kick off Pride and honor AANHPI Heritage Month

In late May, PFLAG National honored actor and advocate BD Wong with the prestigious 2025 PFLAG National George Takei Advocate Award. The honor was presented in person by George Takei at *Love Takes Pride*, an event to kick off Pride month, and celebrate AANHPI Heritage Month.

"It is a true privilege to present the award to my longtime friend BD Wong, someone who exemplifies authenticity, resilience, and representation. BD has not only been a bold advocate for equality, but a powerful force for change in an industry where coming out hasn't always been easy or safe," said George Takei. "His advocacy is deeply personal and through

his courage, he reminds us that true change starts when we tell our stories."

Wong has been a prominent advocate for LGBTQ+ rights and visibility throughout his career, speaking out candidly about the challenges of coming out in Hollywood, particularly as an Asian American. His dedication and contribution is rooted in personal experience and a commitment to visibility and representation, earning him this recognition from PFLAG National. Notably, Wong has held roles in *Law & Order: SVU*, *Jurassic World*, *Oz* and *American Horror Story: Apocalypse*, among many others.

(From L) PFLAG National COO Sultan Shakir, actor George Takei, and PFLAG National CEO Brian K. Bond share the Star Trek Vulcan Salute to "Live Long and Prosper." Credit: Daniel Zuchnik/Getty Images for PFLAG National





◀ PFLAG National CEO Brian K. Bond (L) hears from Board Chair Dr. Edith Guffey. Credit: Biana Bova for PFLAG National

“BD Wong embodies the kind of bold, visible advocacy necessary to create lasting change,” said Brian K. Bond, CEO of PFLAG National. “As an LGBTQ+ child of affirming parents and a parent himself, BD has been a long-time friend and supporter of PFLAG National. We proudly honor him with the 2025 George Takei Advocate Award because, like George, BD does not shy away from using his voice and his platform to empower people to act in support of AANHPI and LGBTQ+ people.”

The honors were presented in New York City on Tuesday, May 13, 2025. The event included short remarks from Bond, and Dr. Edith Guffey, the first African American woman and first parent of a nonbinary person to serve as Chairperson of the PFLAG National Board of Directors.

A great time was had by all!

“I have been fortunate to always have the love and support of my parents, and that unwavering support helped grow my advocacy for AANHPI and LGBTQ+ people—and our intersections. It’s a profound honor to receive the 2025 PFLAG National George Takei Advocate Award, and to get it from George, himself,” said BD Wong. “This recognition is a reminder that there is so much work to be done to ensure everyone across race, sexual orientation and gender identity has the freedom to thrive.”

Wong joins an illustrious group of past PFLAG National award recipients and honorees, including Dr. Maya Angelou, Emmy Award nominee Nava Mau, Sigourney Weaver, Liza Minelli, Cyndi Lauper, Big Freedia, Indigo Girls, Tom Daley, Sir Patrick Stewart, Audra McDonald, Kristin Chenoweth, Martha Plimpton, Ana Navarro, and many more.

▶ George Takei (L) presents the 2025 PFLAG National George Takei Advocate Award to actor and advocate BD Wong. Credit: Daniel Zuchnik/Getty Images for PFLAG National



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CHAMBORD
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Chambord is a proud supporter of PFLAG national and the LGBTQ+ community
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PFLAG

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× **BERRY PROUD MARGARITA** ×

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PFLAG National's 2025 Pride Partners

These great brands and companies are proudly supporting PFLAG National

When Philanthropic Partners commit to supporting PFLAG's vision of an equitable, inclusive world, we want everyone to know about it! Learn more about our Pride Partners here and on our website at pflag.org/pridepartners. Then, consider supporting them as a thank you for their commitment to PFLAG.

▼ NIVEA

The **Proud In Your Skin** campaign first launched in 2024, kicking off NIVEA's multi-year partnership with PFLAG National. NIVEA is proud to continue the partnership and establish

a multi-year commitment starting with a \$50,000 contribution in 2025 to support the organization's initiatives and programming. These efforts focus on fostering community connectivity through virtual support meetings and culturally tailored resources, offering essential support to LGBTQ+ individuals and their loved ones in need through the *PFLAG Connects: Communities* program.



Ulta Beauty

In honor of Pride Month and year round, **Ulta Beauty Charitable Foundation** is proud to support PFLAG National with a contribution of \$50,000 to advance equality and unite members of LGBTQ+ community, their families and allies.



Michaels

Michaels Stores welcomes everyone to the craft table and believes we are all better together. PFLAG National is proud to partner with Michaels, which will donate a portion of proceeds from its Pride assortment, up to \$25,000, to support PFLAG's mission.





◀ Chambord

Chambord believes in celebrating Pride all year round, through its \$25,000 partnership with PFLAG National, partnerships with LGBTQ+ influencers, and engaging with the community in authentic and purposeful activations. This summer is no exception, and through the partnership with PFLAG National, Chambord is proud to help create a world where you can sip, smile and celebrate Pride.

▶ J. Crew Group

J.Crew Group — the family of beloved American brands — continues their longstanding partnership with PFLAG National with a \$50,000 donation to our work in supporting and uplifting the LGBTQ+ community.



2025 PRIDE PARTNERS



◀ Rise Brands

Rise Brands brings people together to inspire fun in spaces that are built to thoroughly entertain and that they can take great pride in everyday. During the month of June, Rise Brands is proud to partner with PFLAG National, and will donate \$1 from the sale of every Pride Jello Shot Flight sold at all Pins Mechanical Co. and 16-Bit Bar + Arcade locations.

Freeland Spirits

Freeland Spirits is raising a glass to community and celebration with their limited-edition Pride Gin, donating 5% of the sale of every limited-edition bottle to PFLAG National. Additionally, Freeland Spirits is proud to support and invest in local PFLAG chapters during Pride season through events in key partner cities in order to uplift LGBTQ+ communities and allies everywhere.

▶ L'Occitane

L'OCCITANE believes in being a positive, authentic, and considerate contributor to society. That's why PFLAG National is proud to partner with them to work together toward an inclusive and accepting world. With this goal in mind, during the month of June, L'OCCITANE will donate 5% of all online and in-store sales (up to \$25,000) to PFLAG National. We look forward to making a difference together.



► **Bobo's**

Bobo's is committed to bringing people home and making them feel like family. Since 2003, Bobo's has made baked goods that are handmade, from clean and wholesome ingredients, and baked with an extra helping of love. Because Bobo's passion is keeping families happy, healthy, nourished, and smiling every day, Bobo's is proud to support LGBTQ+ people and their families. During Pride Month—and throughout the year—Bobo's donates 100% of the profits from the Pride Love Variety Pack to PFLAG National.



◀ **Yardsy**

Yardsy empowers individuals to take a stance and express themselves, right from their front yard. Our hero product, the Yardsy Sign, isn't your typical flimsy yard sign—it's beautifully designed, equipped with a solar-powered, light-up frame, and features interchangeable inserts. This Pride season, we're collaborating with PFLAG National to create custom Yardsy Sign inserts, transforming yards into powerful symbols of LGBTQ+ visibility and acceptance. 20% of the purchase price of each sign from the Yardsy x PFLAG collection will be donated to PFLAG National.

The Expansive Growth of the PFLAG Chapter Network

Wondering whether there is still a need for PFLAG? The data offers a resounding “Yes!”

Since October 1, 2024—the start of PFLAG National Fiscal Year 2025—there have been over 150 inquiries to start new PFLAG chapters. The bulk of these requests, unsurprisingly, have come in after the election and again after the inauguration. **This is the largest influx of new chapter inquiries since 2016, during the first Trump administration.**

In fact, requests are about 20% higher than previous years where PFLAG National has tracked this data robustly.

As of June 4, 2025, 54 chapters have joined the PFLAG Chapter Network in FY24 and FY25, with another 30 groups actively involved in the chapter affiliation process. That’s a nearly 500% increase compared to the average number of groups typically engaged in the chapter affiliation process at any given time.

In other good news, fewer PFLAG chapters are closing, with many working to bring on new board members, strengthen their infrastructure, and shift their focus to advocacy. This shift is largely in response to the current political climate, with many people recognizing that PFLAG’s work is critical—and advocacy is what is bringing people to PFLAG chapters, more than anything.

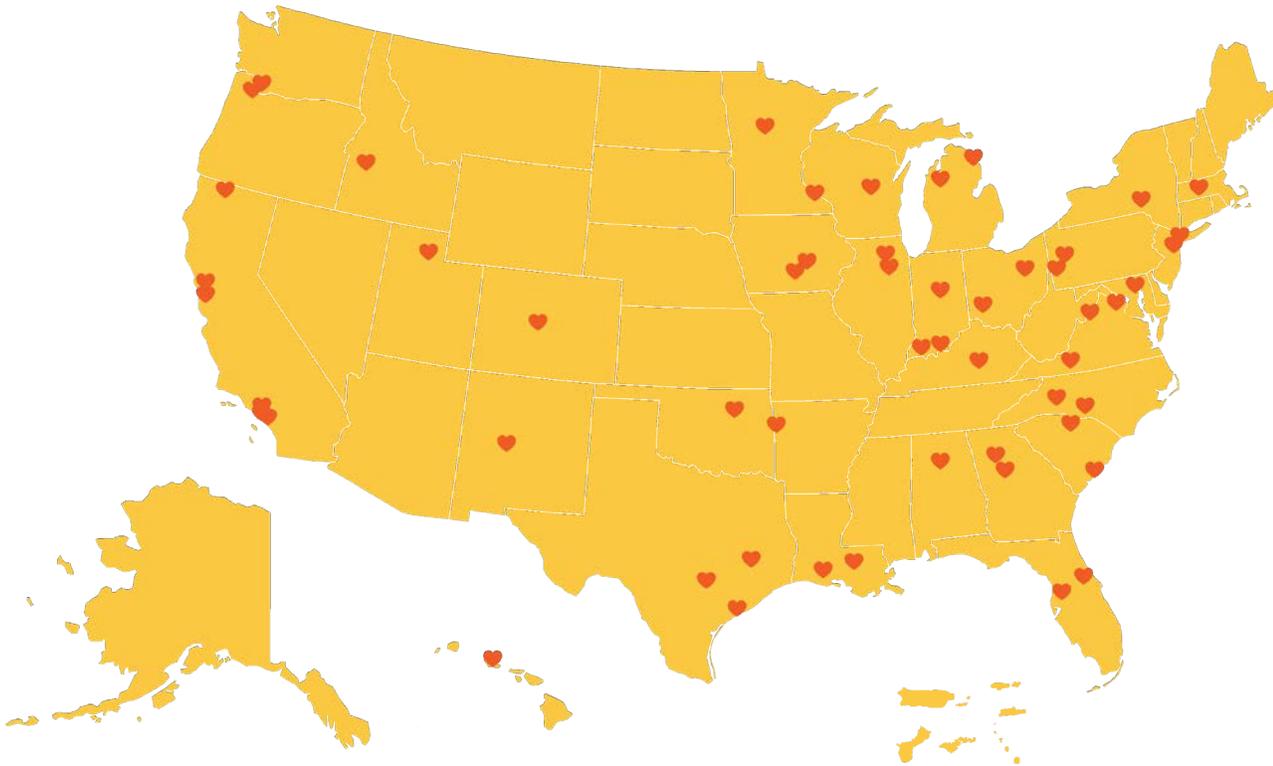
Since the start of fiscal year 2025, PFLAG National has received over 150 inquiries to start new PFLAG chapters. This is the largest influx of new chapter inquiries since 2016, during the first Trump administration.

There’s a reason that the PFLAG Chapter Network is the longest-running and largest program of PFLAG National. And it’s the incredible volunteer leaders of these chapters ensuring that their local communities are finding the resources, belonging, and advocacy engagement needed in these difficult times.

It’s hard to believe, then, that the Chapter & Communities Engagement Team has a team of only eight staffers resourcing over 350 chapters—in addition to seven different *PFLAG Connects: Communities* spaces.

So the next time you find yourself wondering if PFLAG is still needed? Remember these numbers—and the value of this incredible organization and its passionate and dedicated volunteers.

New Chapters in FY24 and FY25 (current as of June 4, 2025)



- ♥ PFLAG Acworth/Dallas [GA]
- ♥ PFLAG Albemarle/
Stanly County [NC]
- ♥ PFLAG Alpena [MI]
- ♥ PFLAG Ambridge/
Beaver County [PA]
- ♥ PFLAG Angleton/
Lake Jackson [TX]
- ♥ PFLAG Ashburn /
Loudoun County [VA]
- ♥ PFLAG Bel Air/Harford [MD]
- ♥ PFLAG Black Metro
Atlanta [GA]
- ♥ PFLAG Boise/Treasure Valley [ID]
- ♥ PFLAG Brooksville [FL]
- ♥ PFLAG Buena Vista/
Ark Valley [CO]
- ♥ PFLAG Butler [PA]
- ♥ PFLAG Canton/
Stark County [OH]
- ♥ PFLAG Chariton/
Lucas County [IA]
- ♥ PFLAG Charleston [SC]
- ♥ PFLAG Corydon/
Leavenworth [IN]
- ♥ PFLAG Cranford-Union [NJ]
- ♥ PFLAG Cullman [AL]
- ♥ PFLAG Danville [KY]
- ♥ PFLAG DeLand/Volusia [FL]
- ♥ PFLAG East Longmeadow [MA]
- ♥ PFLAG Evansville/
Newburgh [IN]
- ♥ PFLAG Floyd [VA]
- ♥ PFLAG Fort Smith [AR]
- ♥ PFLAG Fremont/Tri-Cities [CA]
- ♥ PFLAG Geneva/Tri-Cities [IL]
- ♥ PFLAG Glendale [CA]
- ♥ PFLAG Greater Baton Rouge [LA]
- ♥ PFLAG Grinnell/
Poweshiek County [IA]
- ♥ PFLAG Harrisonburg/
Rockingham County [VA]
- ♥ PFLAG Huntington Beach [CA]
- ♥ PFLAG Huntsville [TX]
- ♥ PFLAG Jennings [LA]
- ♥ PFLAG Lebanon/
Warren County [OH]
- ♥ PFLAG Lockhart/
Caldwell County [TX]
- ♥ PFLAG Mocksville/
Davie County [NC]
- ♥ PFLAG Morris Grundy Area [IL]
- ♥ PFLAG O’ahu [HI]
- ♥ PFLAG Oneonta [NY]
- ♥ PFLAG Orange County [CA]
- ♥ PFLAG Paramus [NJ]
- ♥ PFLAG Park Rapids [MN]
- ♥ PFLAG Plainview/
Wabasha County [MN]
- ♥ PFLAG Rock Hill [SC]
- ♥ PFLAG Santa Rosa/
Sonoma County [CA]
- ♥ PFLAG Silverton [OR]
- ♥ PFLAG Socorro [NM]
- ♥ PFLAG Traverse City [MI]
- ♥ PFLAG Tulsa [OK]
- ♥ PFLAG Vancouver [WA]
- ♥ PFLAG Waupaca [WI]
- ♥ PFLAG Weber-Davis [UT]
- ♥ PFLAG Yreka/
Siskiyou County [CA]
- ♥ PFLAG Zionsville/
Boone County [IN]

New Administration Brings New Attacks Against LGBTQ+ People

PFLAG National is tracking every move...and preparing for what comes next

After the election in November, PFLAG braced for what everyone knew would be a very difficult legislative session in 2025. PFLAGers had seen a run of bad state legislative sessions over the past several years; in that way, 2025 would not bring anything new. But, with a federal government now controlled by anti-equality forces, PFLAG members, supporters, and chapters would now have to fight much harder on additional fronts.

At the peak of the state legislative session, about 600 anti-LGBTQ+ bills had already been introduced, with almost 200 of those being introduced in Texas alone. Anti-LGBTQ+ politicians and interest groups focused their attacks once again on trans youth in particular, aiming to take away their healthcare and to make them less safe and welcome at school by banning them from the proper school facilities. Censoring public education continues to be another major goal of the anti-equality movement, with anti-DEI bills being a particular focus this year.

A final accounting of how many anti-LGBTQ+ bills passed is not possible—it's only June, and many states are still in legislative session. However, of the nearly 600 bills attacking the LGBTQ+ community on the state level in 2025, there is hope: only 43 have been signed into

law. More may pass by the time most state legislative sessions finish at the end of this month, however the overall picture remains the same: thanks to the tireless advocates of PFLAG, the vast majority of these bad bills will never become law.

Similarly, on the federal level, Congress has debated a number of anti-LGBTQ+ bills. The House passed an anti-trans athlete ban, as well as a voter suppression bill, the SAVE Act, which would have disproportionately burdened trans and nonbinary voters. Neither of these bills have passed the Senate or been signed into law, showing that even with anti-equality majorities in Congress, PFLAG can still fight and win at the federal level. The Administration has also been stymied in its attempts to target the LGBTQ+ community. The President wasted no time signing executive order after executive order, including orders banning trans people from serving in the military, attempting to ban medically necessary care for trans and nonbinary youth, and to ban trans and nonbinary people from having passports with the correct gender marker. The trans military ban has been allowed to go into effect, and already trans servicemembers who have put their lives on the line for their country are being discharged. And while the latter two orders are currently blocked by the courts, trans people and their loved ones still fear what the administration might do next to target them.

While PFLAG continues to find success in beating back attacks on the community, it is important to acknowledge the losses and backsliding in LGBTQ+ rights so far. As of this writing Iowa has become the first and only state since the advent of the modern civil rights era to take away anti-discrimination protections from a previously protected class of people.

Thanks to the tireless advocates of PFLAG, the vast majority of these bad bills will never become law.



Iowa stripped any mention of gender identity out of its civil rights code, opening trans and nonbinary people up to state-sanctioned discrimination in public accommodations, education, and other areas.

Kentucky also saw a heartbreaking setback this year, becoming the first and—to date—only state to re-legalize so-called “conversion therapy.” The state legislature voted to overturn Governor Beshear’s 2024 executive order banning the practice, putting youth in the state at risk of being subjected to this dangerous and discredited practice.

Despite these setbacks, the PFLAG community remains resilient, advocacy remains critical, and sharing personal stories is still the most effective tool to defeat anti-LGBTQ+ legislation. In California, PFLAGers went to their state capitol to testify against three anti-trans athlete ban bills; all three were defeated in committee. In Georgia, two anti-trans healthcare ban bills

never got a final floor vote after a very active PFLAG presence at the Capitol. Even when anti-equality forces get a bill through the legislature, the pro-equality community can still fight, and win. The governor of Arizona vetoed three anti-LGBTQ+ bills that passed the state legislature and, due to the makeup of the Arizona General Assembly, anti-equality lawmakers were unable to overturn the governor’s veto. And, finally, in Florida, every single anti-LGBTQ+ bill that was filed this year was defeated.

Throughout the legislative session, the PFLAG National Advocacy team has fought to limit how many bad bills have passed, engaged PFLAG chapters, members, and supporters to join the fight, and strengthened bonds with state partners.

PFLAG National will continue to do this critical work, no matter how the odds may be stacked or how many setbacks the LGBTQ+ community might face.

**Please join PFLAG National in the fight.
Visit pflag.org/jointhefight today!**

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VALUING OUR COMMUNITIES

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PFLAG's Bold Advocacy Meets the Moment

PFLAGers across the country put their courageous love into action!

2025 brought another very difficult legislative session. Not only did state legislatures continue to attack the LGBTQ+ community, but the federal government, now completely controlled by anti-LGBTQ+ forces, began its own attacks against the LGBTQ+ community. Despite the difficult environment, PFLAG chapters, members, and supporters across the country are engaging like never before. From state capitals to Capitol Hill, PFLAGers have made their stories heard and have successfully beaten back the onslaught of attacks and bad bills.

One of the most important ways in which PFLAGers have gotten involved in advocacy this year has been showing up in-person to their state capitals. In-person testimony is one of the most effective ways to communicate to legislators, and PFLAGers have used their stories and experiences to ensure that legislators hear from affirming, pro-equality people.

In California, anti-equality legislators introduced a number of anti-trans bills aiming to roll back the comprehensive protections the community currently enjoys in the state. Three of these bills were anti-trans athlete bans which would have

turned California from one of the few remaining safe havens for trans athletes into yet another place where trans kids can't just be kids and play sports. In March, Equality California held its lobby day in Sacramento to fight back against these bills and to advance proactive legislation. Of the 300 or so people in attendance, 50 were PFLAG chapter members. Special recognition must go to Mid-Pacific Regional Director Drew Harbaugh (*he/him*) and his home chapter, PFLAG Fresno, that rallied 30 PFLAGers to attend the lobby day. And California PFLAGers didn't stop there. Members from eight different chapters testified in committee against the anti-trans athlete bills being proposed. All of those bills died in committee, thanks to their tireless work.

Mainers are seeing a similar threat from anti-trans bills in the legislature this year. Just like in California, three anti-trans athlete bans threaten to undo strong protections for trans people in that state. PFLAG Portland members met this challenge head on, meeting with the Chairwoman of the Judiciary Committee, where those bills are being considered, and sharing their experiences as parents of trans kids. And when the athlete ban bills were heard in committee, PFLAG members were there to testify, telling lawmakers to respect trans kids and to vote down these bills.

Equality Florida held a series of lobby days in Tallahassee to keep up the pressure on the state legislature and defeat as many anti-LGBTQ+ bills as possible. PFLAG has a strong relationship with Equality Florida, and several eager PFLAG advocates joined these lobby days. The deck was stacked against pro-equality voices this year; anti-equality legislators had bigger majorities than ever in the legislature. But when the legislature adjourned in early May, it did so

Despite the difficult environment, PFLAG chapters, members, and supporters across the country are engaging like never before.



Billboards were placed across the state of Texas—including in the state capital—to remind people that trans people belong everywhere.

having passed *none* of the anti-LGBTQ+ bills that were introduced. This important win was mirrored in Georgia, where, thanks in part to a near constant PFLAG presence at the state capital this year, two anti-trans healthcare bills never got a final vote before the legislature adjourned. This shows that, even in states where the political environment seems very unfavorable to LGBTQ+ people and their families, PFLAG voices are a powerful voice for change and protection.

At the time of this writing, the Texas State Legislature was still in session and still considering nearly 200 anti-LGBTQ+ bills. Texas presents perhaps the biggest single challenge to pro-equality advocates in the country. But Texas PFLAG chapters, members, and supporters remain undaunted, joining Equality Texas' lobby day on March 24th and the Transgender Education Network of Texas (TENT) lobby day on April 7th.

PFLAG National has been involved in advocacy in Texas in other ways as well. The PFLAG National Advocacy and Strategic Communications teams

partnered with TENT to launch a statewide billboard campaign, delivering a clear message: transgender people belong in Texas. The campaign launched on April 7th—including a gigantic static billboard right near the state house in Austin—and was timed to coincide with the peak of the Texas legislative session, serving both as a message of solidarity for trans Texans and as a reminder to lawmakers considering anti-LGBTQ policies. Billboards are currently running in Austin, Odessa, Grapevine, Spring, San Antonio, and Baytown and they have been viewed by well over 200,000 people. Vice President, Advocacy, Katie Blair (*she/her*), also presented at the Free Mom Hugs national conference in Dallas, TX on April 6th, running a workshop on how to tell your story to influence lawmakers and moderated a panel of state-based advocates. She also connected with local PFLAG leaders, as well as PFLAGers who traveled from across the country to attend the conference.

While November 2024 saw a well-publicized national election, states and localities are having off-year elections in 2025. One of the most important of these elections was a



PFLAG Fresno at the California State Capital. Credit: PFLAG Fresno

Supreme Court election in Wisconsin. Ahead of that election, which took place on April 1st, PFLAG National launched a get out the vote campaign to provide nonpartisan resources to thousands of supporters with key voting information, including vote-by-mail and early voting deadlines, polling locations, and nonpartisan candidate profiles from the League of Women Voters. PFLAG National produced and shared videos featuring PFLAG moms in Wisconsin—one providing voting info, the other highlighting what was at stake for LGBTQ+ communities—which garnered thousands of views. The team also distributed a social media toolkit to PFLAG chapters and supporters to help mobilize their networks. On Election Day, Wisconsin voters elected a new pro-equality Supreme Court Justice who can help safeguard women’s rights, LGBTQ+ rights, voting rights, and more.

PFLAG National’s advocacy did not stop at the state level. With a new Administration, and a new Congress, PFLAG National significantly expanded its federal advocacy efforts. One of the biggest pushes PFLAG did on the federal level was a campaign to oppose the federal anti-trans athlete ban that was introduced in Congress this year. PFLAG National urged its members and supporters to contact their Representatives ahead of the vote in the House and then to contact their Senators ahead of the Senate cloture vote. The campaign to contact the Senate saw *record* engagement. Over 3,000 messages were sent from PFLAGers to their Senators ahead of the vote, and the cloture vote failed, meaning the sports ban could not proceed to a final floor vote and was effectively dead.

PFLAG National’s advocacy efforts also reached the executive branch. As an avalanche of anti-equality Executive Orders were released, PFLAG National created a nationally recognized

[Executive Order Explainers and Resources web page](#), providing chapters, members, and supporters with a clear understanding of the implications of the Trump Administration’s Executive Orders and ways that they can fight back.

When the Administration released its policy banning “X” gender markers on passports and effectively requiring that gender markers on passports align with sex assigned at birth, PFLAG National submitted a public comment strongly opposing the policy, with 69 PFLAG chapters from around the country joining the comment, making it clear that PFLAG’s pro-equity position is a nationwide position.

Finally, PFLAG National co-hosted the Rally for Inclusive Education in front of the Supreme Court on April 22. The rally coincided with oral arguments as the Supreme Court heard *Mahmoud v. Taylor*—a pivotal case that challenges inclusive education in public

schools. PFLAG National was a supporting partner for the rally and wrote an amicus brief supporting the defendants and inclusive education for all students. Mobilizing area chapters and supporters to attend the rally and recruiting a PFLAG family to speak at the rally highlighted the importance of this issue to PFLAG families.

PFLAG National will continue to monitor state legislative activity through June, when most state legislatures adjourn. The Advocacy Team will also continue to work with the Policy & Government Affairs team on federal rule comments and other federal matters throughout the year.

No matter how the policy landscape shifts, no matter what elected officials choose to prioritize, or how they try to come after LGBTQ+ people and those who love them, PFLAG will always advocate for a better, more inclusive, safer world for all.



PFLAG National staff and members rally at the U.S. Supreme Court for the *Mahmoud v. Taylor* case, in support of the defendants and the need for accurate, inclusive education in the classroom. Credit: Katie Blair for PFLAG National

PFLAG v. Trump

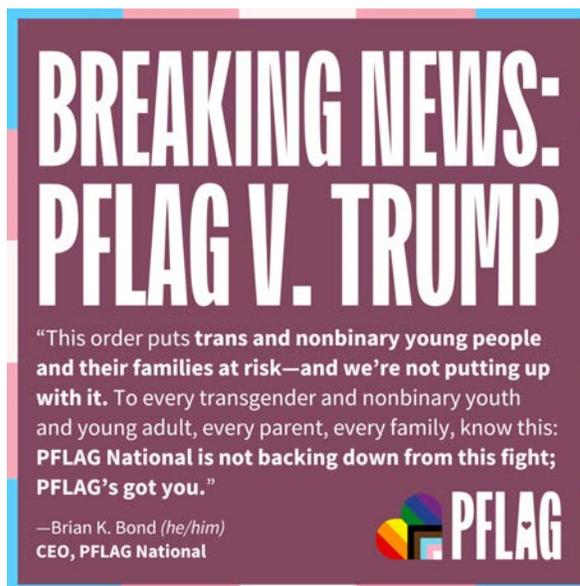
Sometimes, love takes litigation...and PFLAG National is up for the challenge

When President Donald Trump signed [a sweeping executive order on January 28, 2025 targeting gender-affirming care for anyone under 19](#) it sent shockwaves across the country for families with transgender youth and young adults. The order declared that the U.S. government would no longer “fund, sponsor, promote, assist, or support” gender transition for minors, and came on the heels of [another EO, signed just days earlier, which embedded discrimination against transgender people deep into federal policy.](#)

The impact was immediate and devastating. Within days, hospitals in states like Massachusetts, New York, Washington, Colorado, and Virginia began canceling appointments and cutting off care for trans youth, including teens who had been receiving gender-affirming treatments for years. Across the country, parents and advocates were thrown into chaos—and the protests began.

So when Lambda Legal and the American Civil Liberties Union (ACLU) reached out to PFLAG National to consider stepping in as the named plaintiff in a lawsuit to stop the order? It was an easy decision. For more than 50 years, PFLAG has been leading with love for LGBTQ+

For more than 50 years, PFLAG has been leading with love for LGBTQ+ people and those who love them—this moment was no different.



people and those who love them—this moment was no different.

On February 4, the ACLU and Lambda Legal, along with the ACLU of Maryland, and law firms Jenner & Block and Hogan Lovells officially filed *PFLAG v. Trump*, representing transgender adolescents and young adults whose care had been interrupted, along with their families, who were desperate to protect them. Joining them in the case: PFLAG National, with its vast network of over 350 chapters and more than half a million members and supporters, and GLMA, the nation’s leading association of LGBTQ and allied health professionals.

Just one week later, on February 11, came a sign of hope. A federal judge in Baltimore issued a 14-day temporary restraining order, stopping the government from pulling funding from hospitals and providers offering gender-affirming care. Many of the providers who had halted care immediately announced they would begin seeing patients again.

Then, on March 4, a major win: **The judge granted a preliminary injunction blocking enforcement of Trump’s executive orders altogether.** The decision extended the protection and sent a clear message—trans youth and their families deserve access to medical care, not political cruelty.

“Again, the court has ruled to ensure hospitals, doctors, and healthcare professionals in our communities can continue the work to keep our families healthy,” said Brian K. Bond (*he/him*), CEO of PFLAG National. “Transgender people and their supportive parents and families are good and decent people who deserve the freedom to be themselves and to thrive. PFLAG National and our vast network of chapters, members, and supporters will continue to ensure that love leads in this fight for justice.”

Other advocates echoed the urgency—and relief—of the moment.

“This administration has tried to throw trans youth and their families into chaos,” said Joshua Block of the ACLU’s LGBTQ & HIV Project. “This order was a direct attempt to strip transgender people of their rights by threatening their health care—and by extension, their lives.”

Omar Gonzalez-Pagan of Lambda Legal called the court’s decision a critical step in removing “a pall of confusion” that had gripped hospitals, doctors, and families. “With this ruling, care providers can breathe a little easier—and transgender youth can continue receiving the evidence-based, lifesaving care they need.”



Transgender people and their supportive parents and families are good and decent people who deserve the freedom to be themselves and to thrive. PFLAG National and our vast network of chapters, members, and supporters will continue to ensure that love leads in this fight for justice.

PFLAG v. Trump continues, and you can follow the case—and get answers to its most frequently asked questions —on the PFLAG National website at pflag.org/resource/pvt-faqs.

PFLAG National, its co-plaintiffs, and their legal teams showed once again that when trans people are under attack and families are under threat, PFLAG’s courageous love will always take action.

Follow the case and get answers to frequently asked questions:
pflag.org/resource/pvt-faqs

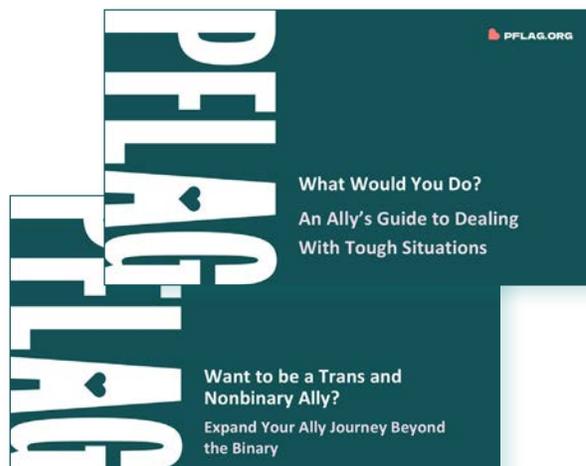
Learning & Inclusion in an Era of DEI Rollbacks

PFLAG National's Straight for Equality in the Workplace Program marches forward...

The landscape for diversity, equity, inclusion, belonging, and accessibility programs in the workplace has changed drastically in the last six-months. It can feel like nothing but bad news—with companies big and small backing away from their commitments to their employees, customers, and communities, and the onslaught of misinformation, defunding, and threats showing no signs of slowing down.

For PFLAG National's Straight for Equality in the Workplace program, things are no different. Employee resource groups (ERGs) that had long moved past the basics are starting from square one. Philanthropic partners with years-long relationships with PFLAG National are evaluating that shared work with new layers of scrutiny and review. And major brands, with economic and funding concerns, are considering their relationship with PFLAG National altogether.

But.



That is not the whole story. At PFLAG National there are many brands that, even in these tumultuous times, are taking some of their first moves into LGBTQ+ inclusion work. Dedicated, creative teams are refreshing and rebranding their programming so that it achieves the same

New PFLAG Resources for Philanthropic Partners!

COMING SOON! *Creating Pride in Families: A Resource Library for PFLAG Philanthropic Partners and Pride ERGs*

PFLAG National will soon launch *Creating Pride in Families: A Resource Library for PFLAG Philanthropic Partners and Pride ERGs*. It will serve as a hub for workplace employee and business resource groups that want to support parents, caregivers, and family members of people who are LGBTQ+. With more than 50 years of experience working with parents, families, and caregivers, the PFLAG National Learning & Inclusion team is pulling together best practices, resources, and tools to help philanthropic partners launch, maintain, or revitalize internal peer-support groups for their employees. Stay tuned to learn more!

goals, but gets out of the crosshairs of those who mean to do harm. And many companies are refusing to back down in the face of anti-DEI sentiments, with stakeholders refusing to even consider proposals to undo years of progress—and they are better for it.

PFLAG National’s Learning & Inclusion team is working to skip the gloom and doom and instead dig in and embrace this as a moment of opportunity to grow PFLAG National’s non-family ally engagement program, Straight for Equality™.

To refresh resources so they better meet this moment... To work with even more new companies and organizations... To test out new modalities for learning... To launch new training options for individual learners... To adapt the work to meet the needs of new

industries... To encourage brands to remember that LGBTQ+ people exist all year long, and not just in June and October... And to engage with more organizations doing social good.

When PFLAG National launched the Straight for Equality program in 2007, it broke the mold by focusing on what people could do right, rather than what they had always done wrong, and brought PFLAG’s decades of work with parents and families to all of the spaces and places where non-family allies could, should, and wanted to engage.

PFLAG National’s Learning & Inclusion team is not slowing down, not backing down, is growing new and exciting opportunities for partners—and is grateful to the many partners who are sticking with us.

PROUD is beauty

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Giving With Love

Learn about the many ways you can support PFLAG National’s life-saving work

PFLAG National’s work is made possible by the generous support of hundreds of thousands of individual donors, members, philanthropic partners, private foundations, and more. PFLAG National is grateful to the partners and supporters creating a caring, just, and affirming world for LGBTQ+ people and those who love them.

Because of PFLAG’s commitment to effective programming and financial transparency, PFLAG National has received the highest charitable accountability ratings on Charity Navigator, the BBB’s Wise Giving Alliance, and Candid/GuideStar.



Become a PFLAG National Member

.....

An annual donation of \$50 or more gives you a PFLAG National membership with benefits throughout the year. (Chapter Members are automatically PFLAG National members through their chapter dues.) 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 National Guardian Giving program, you can sustain PFLAG National programs with affordable monthly donations via credit or debit card. As a Guardian, your membership in PFLAG National is automatically renewed each year. This helps reduce the 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 make sure to check the “Make my donation monthly” box.



There are many ways to support PFLAG National. Visit pflag.org/moreways-give/ to learn more!

Have questions? Please contact the PFLAG Development & Philanthropic Partnerships Department at 202-467-8180 or email give@pflag.org.

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 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. Contact us at give@pflag.org to learn more.

Planned Giving

.....

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

Contact Maggie Ardiente, VP, Development & Philanthropic Partnerships, at mardiente@pflag.org to learn more about planned giving with PFLAG National.



We're proud to join PFLAG National in celebrating the LGBTQ+ community during Pride Month and all year long.

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