



PFLAG
NATIONAL

**ANNUAL
REPORT**

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as of October 1, 2024

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Mid-Pacific (Northern CA, NV)

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Amy Orwig (she/her)
Great Lakes (IL, IN, MI, OH)

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North Atlantic (NY, NJ, PA)

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

Our Mission

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

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Our Vision

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

.....

Our Values

Accountability. We hold ourselves and each other responsible in our work. We communicate transparently, respond timely, set clear boundaries, and take ownership of our actions.

Bravery. We are courageous in word and deed. We advocate boldly, remain steadfast in the face of adversity, make space for vulnerability, and meet people where they are to have the challenging conversations.

Community and Collaboration. We lead with love. We center our community, listen with respect and compassion, and derive strength from the collective power of our unified organization.

Inclusivity and Belonging. We ensure PFLAG is a place where everyone belongs. We listen actively, engage with cultural humility, and ensure that the power of diverse people, cultures, and stories are respected and woven through all areas of our work.

Growth. We evolve to ensure PFLAG is strong and current. We approach our work with curiosity, broaden our skills, learn from our mistakes as well as our successes, and adapt to meet the needs of an ever-changing world.



2024: LOVE TAKES ACTION

In November 2024, we witnessed a devastating election result for our families. Many PFLAG members and supporters have been targeted for harm by policies and have experienced disenfranchisement—and the 2024 election results will not provide the relief we hoped for and desperately need. Many people—Black, brown, AAPI and Indigenous communities, people with disabilities, immigrants and, of course, our LGBTQ+ loved ones and their families—are angry and scared. There is fear about what might happen, about the ways in which Project 2025 might be enacted, about cabinet appointments—about so much that is unknown. Transgender rights, nondiscrimination policies, and marriage equality for LGBTQ+ people and people with disabilities are all on the line.

Yet, just as the LGBTQ+ people, parents and families, and non-family allies that make up PFLAG have always joined together to demand and take action for justice, equity, fairness, and freedom for all marginalized people, we remain united in this fight to respect and protect the rights and dignity of every member of our community. For over five decades, PFLAG has been leading with love to overcome dark efforts. We are uniquely situated—and well supported by individual and major donors, legacy givers, philanthropic partners, and foundation partners—to meet this moment.

We will keep showing up at state houses and courthouses, boardrooms and classrooms, libraries and school boards, and all the way to the U.S. Capitol and Supreme Court, turning anger and fear into action, through courageous PFLAG love.

The 2024 Annual Report covers PFLAG National programs and activities in Fiscal Year 2024 (October 2023 to September 2024). Financials will be provided online at pflag.org/our-finances in 2025.

We remain united in this fight to respect and protect the rights and dignity of every member of our community.



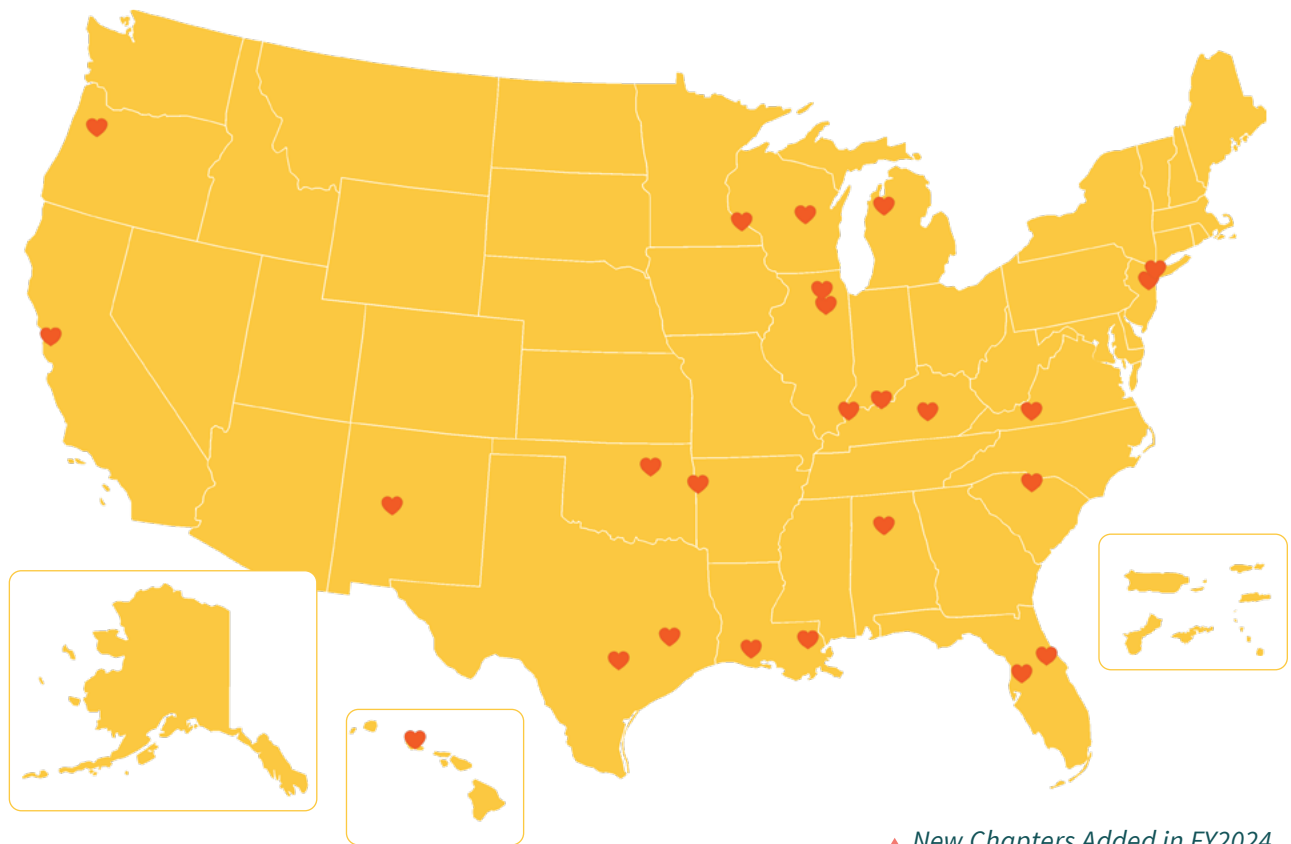
The PFLAG Chapter Network

With nearly 350 chapters, the PFLAG Chapter Network is the largest program of PFLAG National. Resourced and supported by the Chapter & Communities Engagement team and the entire PFLAG National staff, PFLAG chapters are primarily run by passionate volunteers dedicated to PFLAG's mission and vision and who are driven to make things better in their local communities, their states, and their country.



In the last year, PFLAG National has added 25 new chapters to the PFLAG Chapter Network, many of them in small, conservative, rural communities of fewer than 20,000 people, and many where PFLAG is the only organization creating a safe space for LGBTQ+ people and their families and non-family allies. We received 174 inquiries, either through our online form or direct emails with staff, from individuals interested in starting a chapter. 240 people attended a new chapter orientation session hosted by PFLAG National staff.

PFLAG Connects virtual meetings help these chapters to provide crucial support and connectivity, especially in states where backlash against LGBTQ+ people is at its worst.



SUPPORT

PFLAG Connects: Communities

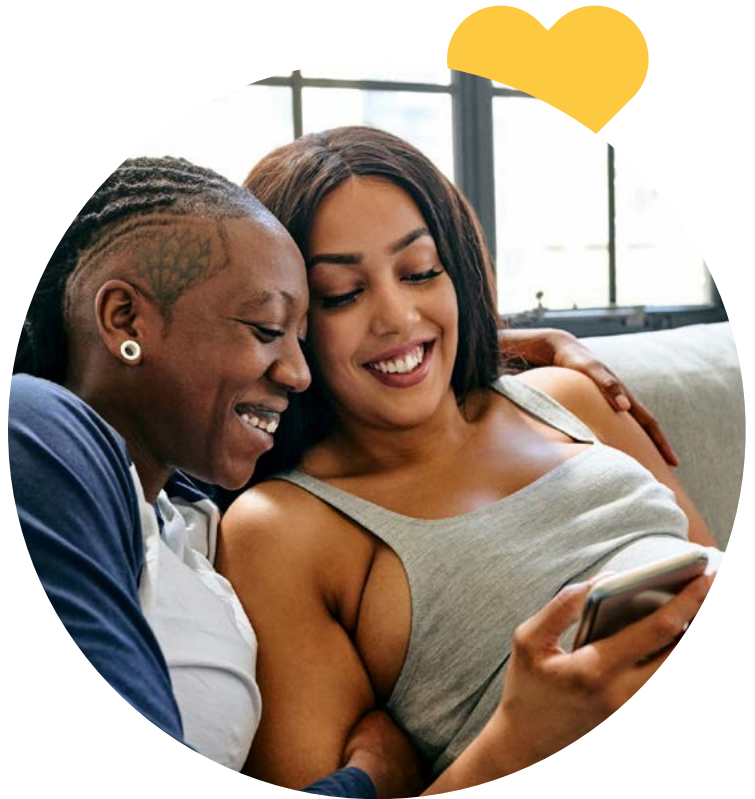
PFLAG Connects: Communities (PCC) provides a safe, virtual, moderated space where people with shared experiences can connect each month. PFLAG National's current communities gather people of Latino, Black/African American, Asian American and Pacific Islander backgrounds—as well as military families (in partnership with Modern Military Association of America), grandparents, and parents of transgender and gender-diverse youth—to gain support, ask questions, and learn from others who have been through similar experiences. These meetings cater primarily to family members of LGBTQ+ people, and also welcome members of the LGBTQ+ community.

The meetings are 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 2024, two new *PFLAG Connects: Communities* meetings were launched for families with transgender and gender-diverse loved ones (Gender Spectrum Parents), and grandparents of LGBTQ+ grandchildren.

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, has thousands of members from across the U.S., and is a place to connect for peer-to-peer support through PFLAG National outside of a traditional meeting setting.



Rural and Urban Think Tanks

The Rural and Urban Think Tanks are bi-monthly discussion groups that support PFLAG chapter leaders facing similar challenges based on their community sizes and environments.

The Rural Think Tank launched in FY23 and continued into FY24 with a strong group of regular participants. The Urban Think Tank started in April 2024 and is quickly gaining momentum with increasing attendance and engagement at each session. Discussion topics include community organizing, fundraising, advocacy, serving a broad geographic region, education, navigating anti-LGBTQ+ cultural climates, and more.

EDUCATION

Straight for Equality in the Workplace™

A program that brings PFLAG's decades of experience working with parents and families to allies who don't have an immediate family connection, Straight For Equality provides interactive and engaging ally training, resources, and programs to assist individuals and companies in creating diverse, equitable, inclusive and accessible communities and workplaces. Led by the Learning & Inclusion team at PFLAG National, Straight for Equality's workplace ally training provides education for human resources professionals, front-line and manufacturing workers, and employees at all levels of an organization, 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.



Guide to Being an Ally to Trans and Nonbinary People Updated!

Originally released in 2014, this renamed and updated publication was released just before International Nonbinary Peoples' Day in July. It also marks the first Straight for Equality publication that has been translated to Spanish with the help of a team of translators and PFLAG National staff who ensured the guide is accurate and culturally inclusive. Download both versions at pflag.org/publications or purchase copies at [the PFLAG National Bookstore](https://pflag.org/publications).

PFLAG Academy Online

A monthly online learning program created and hosted by the Learning & Inclusion Team, PFLAG Academy Online sessions cover a diverse array of topics appropriate for PFLAG National members and supporters, chapter members, and chapter leaders. 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. Each monthly live session is recorded and made available on-demand, at any time, and includes a post-session toolkit for continued resources and learning.

Topics covered:

- ♥ **Chapter leadership skills** (fiduciary responsibility, chapter safety, developing a working board)
- ♥ **Being better allies** (trans and nonbinary allyship, advanced bi+ allyship, creating stronger parent/caregiver allies)
- ♥ **Getting out the vote** (storytelling, PFLAG Votes 2024, Know Your Rights)

After more than four years of broadcasts, PFLAG National sunsetted the **Something to Talk About Live** program in Summer 2024. Launched in April 2020, in response to the COVID-19 pandemic, this series brought people together to discuss timely issues and gave PFLAG members, supporters, social followers, ERG members and more an opportunity to connect and build community. The team is hard at work planning for the next iteration of this program.



ADVOCACY

Throughout 2024, people in power at federal, state, county, city, and local community 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 and city council 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.

Over 500 anti-LGBTQ+ bills were introduced in 2024, with at least one introduced in almost every state which held a legislative session; 44 of these were signed into law. With new laws in place, 26 states now ban medically necessary care for LGBTQ+ youth, 13 states have anti-trans facilities bans—mostly affecting schools, five of which passed just this year—and eight states have passed “Don’t Say Gay/Trans” bills.

But even after a tough year like this, there were glimmers of hope. Over 90% of the bad bills that were introduced were defeated, many with PFLAG members and supporters leading through courageous advocacy. In Florida, Georgia, Ohio, and elsewhere PFLAGers showed up and helped kill anti-LGBTQ+ legislation, while in California, Michigan, Pennsylvania, and elsewhere, PFLAG members and supporters celebrated proactive wins for their communities.

Overall, while the 2024 state legislative session was a difficult one, the PFLAG community continued to show its resiliency and its strength. Advocacy is critical—in fact, it’s motivating more people than ever to start and join PFLAG chapters—and as we prepare for the 2025 legislative session, we expect that in many states, anti-LGBTQ+ policies will be introduced. PFLAG will be there to fight back—armed with new tools and resources from the Advocacy team at PFLAG National—and our PFLAG chapters, members, and supporters will continue to center their work in PFLAG’s activism and advocacy roots.

**Nearly
500**

email and phone
messages sent to
lawmakers telling
them to protect
trans kids

8

statehouse
advocacy days
supported across
the country

>35

advocacy trainings
conducted for
chapter members
and supporters



ADVOCACY



PFLAG Votes

PFLAG Votes is PFLAG National's voter-engagement program, and the 2024 campaign, *Love Votes*, shared the message that it is critical that parents, families, and allies not only love and support their LGBTQ+ loved ones, but that they also let that love vote in support of candidates who support full inclusion for LGBTQ+ people.

As a 501c3 organization, PFLAG is not permitted to endorse candidates; our message and program is rooted in getting out the vote and ensuring that voters understand the issues that are at stake: the freedom to learn, the freedom to thrive, and the freedom for everyone to be themselves.

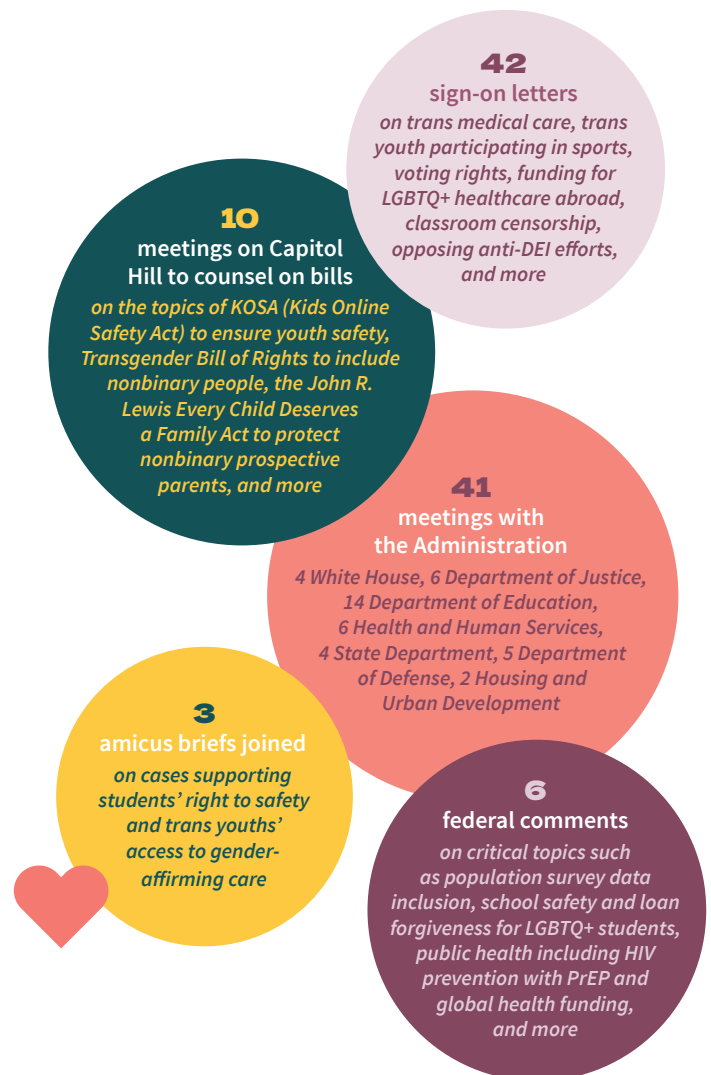
The Love Votes campaign mobilized thousands of PFLAG chapters, members and supporters to get out the vote by providing voter registration tools, educational resources, and opportunities to mobilize their communities.

Protecting Families in the Courts

For the first time in our organization's 50-year history, PFLAG National is serving as the plaintiff in multiple lawsuits in three different 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.

Policy & Government Affairs

To meet the growing demand and need for advocacy at both the state and federal level, PFLAG National established a Policy & Government Affairs department to work with the federal legislative and executive branches on policies and priorities as they affect LGBTQ+ people and their families.



STRATEGIC COMMUNICATIONS & EXTERNAL RELATIONS

The work of the PFLAG National Strategic 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, Spanish, and a variety of other languages, 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 FY24.

Press

From Oct. 1, 2023-Sept. 30, 2024

- ♥ **1,746** unique print or digital stories ran online. These numbers do not include most television or radio stories, nor calendar notices about chapter meetings.
- ♥ Local news outlets covered **more than 700 chapter activities**, from organizing at school board meetings to book distributions, from panels to film screenings, 5K walks to scholarships, and much more.
- ♥ There were at least **20 different PFLAG actions that resulted in stories** that put far-right media in a twist. Topics included supporting inclusive school policies, advocating for transgender youth and families, and partnering with employers that value LGBTQ+ people and families.

- ♥ About **30% 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 **3 out of 4 stories that include PFLAG were about PFLAG chapters taking positive actions** for their communities.



Social Media

Followers

- f 112.6k** (▲4.4%)
- @ 62.6k** (▲15.2%)
- in 8.3k** (▲27.8%)
- 🎵 1.7k** (▲29.7%)
- ▶ 2.8k** (▲8.5%)

Engagements (How many times users interacted with our content)

- f 187.8k** (▲11.8%)
- @ 186.3k** (▼8.2%)
- in 19.3k** (▲73.3%)
- 🎵 1.6k** (▲954%)
- ▶ 21.8k** (▲1.0%)

A Combined: 309.9k followers **5.6m** impressions **405.8k** engagements

EVENTS

Love Takes Pride: Celebrating Workplace Inclusion in New York

In May 2024, PFLAG National gathered at NeueHouse Madison Square in New York City with its Philanthropic Partners and Learning Partners for Love Takes Pride: Celebrating Workplace Inclusion. The event featured a cocktail reception and remarks from PFLAG National leadership, honorees, and special guests, including leaders from Beiersdorf NIVEA, who created the #ProudInYourSkin campaign in partnership with PFLAG National. The evening celebrated the ongoing efforts and achievements in workplace inclusion for LGBTQ+ individuals.

PFLAG National also honored actress Nava Mau with the prestigious 2024 PFLAG National George Takei Advocate Award. Mau has been a prominent advocate for LGBTQ+ rights and visibility in recent years, actively engaging with the community and using her platform to effect positive change. Her dedication and contributions have made a significant impact. Notably, Mau has held roles on the HBO Max show *Genera+ion* and offered a star-making, barrier-breaking, Emmy-nominated turn in Netflix's hit British dark drama series *Baby Reindeer* (2024).

The event was hosted by NeueHouse Madison Square, with support and fantastic specialty cocktails from Chambord and The Community Spirit Vodka. The event was also made possible by Diversity Sponsor Marriott International, a long-time PFLAG National Philanthropic Partner.

► Nava Mau, 2024 PFLAG National George Takei Advocate Award



Love Takes Justice in Washington, DC

In September 2024, LGBTQ+ people and their advocates and allies gathered in Washington DC on Capitol Hill for PFLAG National's Love Takes Justice reception. The event honored Congresswoman Barbara Lee (CA-12) as the 2024 PFLAG National Champion of Justice, and Randi Weingarten, President of the American Federation of Teachers, with the 2024 PFLAG National Flag Bearer Award.

Proceeds from this special event supported PFLAG National's critical advocacy programs such as Love Votes, mobilizing parents, families, and allies to get out the vote and protect democracy; and Read With Love, a campaign to fight book bans and support the freedom to learn and thrive through honest, accurate, and inclusive education. The event was generously sponsored by the American Federation of Teachers (AFT), AFSCME, Families United for Trans Rights (FUTR), the Trevelyan Family Foundation, the Lamrock Fund, Civic Nation, Association of Flight Attendants, and Georgetown Public Affairs LLC.



▲ Left: Congresswoman Barbara Lee (CA-12), 2024 PFLAG National Champion of Justice; Right: Randi Weingarten, 2024 PFLAG National Flag Bearer Award

PFLAG NATIONAL PHILANTHROPIC AND FOUNDATION PARTNERS

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.

SUPERHEROES

Bank of America



Walmart  org

CHAMPIONS



WILMERHALE 

LEADERS



GEICO

J.CREW

macys inc

 Meta

 MetLife

SHAKE SHACK 

 Shine
BY MEDIAVINE

 TJX
WINNERS    

UGG

ULTA  



verizon 

ADVOCATES



CACI
EVER VIGILANT

Calvin Klein

CHAMBORD

fiserv.

Kellanova

L'OCCITANE
EN PROVENCE



Michael's
Made by you

 MUFG

pressed.
JUICERY

Walmart 

The WALT Disney Company

PFLAG NATIONAL PHILANTHROPIC AND FOUNDATION PARTNERS (CONT'D.)

ALLIES



FRIENDS



2024 PRIDE PARTNERS



NONPROFIT PARTNERS



FOUNDATION PARTNERS

Arcus Foundation

The Herb Block
Foundation

The David Bohnett Foundation

DuBose Family Foundation

Gill Foundation

Evelyn & Walter Haas, Jr. Fund

The Pritchard Foundation

Silver Giving Foundation

Spring Point Partners

Walton Family Foundation

Wellspring Philanthropic Fund

WAYS TO SUPPORT PFLAG NATIONAL

Become a Member/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 or mail your donation by check to:

PFLAG National
1625 K Street NW, Suite 700
Washington, DC 20006

An annual donation of \$50 or more gives you a PFLAG National membership with benefits throughout the year.

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; gifts in memory or in honor of a loved one; donations through Facebook, Instagram, or other social media; or through donor-advised funds. Please contact the PFLAG Development & Philanthropic Partnerships Department at 202-467-8180 or give@pflag.org with questions.

Join or Start a PFLAG Chapter

PFLAG National has nearly 350 chapters across all 50 states and the District of Columbia, which meet both in-person and virtually to support LGBTQ+ people and their families in local communities. To find the chapter nearest you, visit pflag.org/findachapter.

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

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PFLAG

PFLAG National

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love@pflag.org | info@pflag.org

