



# BANNER

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Fighting For Our Pride

# THE PFLAG

JANUARY 2026



# FIGHTING

## FOR OUR

# PRIDE

## A Letter from PFLAG National CEO Brian K. Bond (*he/him*)

At the time of this writing, we are just shy of one year since the new Administration took office. I want to be able to say just how much the world and our country have changed in this short time. But for many—for trans people, for Black people, Latino and AANHPI families, for immigrants, for people with disabilities, for Jewish people and for Muslims—these challenges and trials have existed for centuries.

I am a gay man living with HIV, but I am a cisgender white man, very near the top of this ladder of privilege that permeates and undermines every part of our society. What drives my action is recognizing that just because things feel new to people like me—the white, cisgender folks—for many more people this all feels like “new day, same thing” but on overdrive. So I speak out, advocate, provide support, travel the country meeting with chapter members and leaders, with donors and supporters, and treat each day as an opportunity to do something. I show up.

For LGBTQ+ people this is a traumatic, terrifying and chaotic time. For parents and families—worrying about children, loved ones, siblings, nibblings, grandkids, colleagues, and neighbors—it’s been a terrifying time, too.

I know that every one of you is doing the same: digging deep and holding to your convictions, showing up for your loved ones and advocating for your communities, while also balancing personal safety, health, and wellbeing—physically and mentally.

This is a lot to ask, but no matter how bad it gets, the people of PFLAG don’t back down. As the leader of this organization, I have a front row seat to witness the brilliance, beauty, and resilience of PFLAG. It feeds me. It gives me hope. Not backing down is in our DNA—and



when our most vulnerable are under attack, ***we show up.***

At the state level we continue to see an onslaught of bad bills being introduced, some 616 according to the ACLU, the majority attacking the transgender community. Many of these bills were killed, but 71 did get passed into law. Too many.

There were some bright spots and I am so very proud of the role PFLAG chapters played in the successes.

In Maine, PFLAG Portland worked tirelessly to make sure that anti-trans athlete bills died in committee and never saw the light of day. ***PFLAG Portland showed up.***

In Florida, PFLAG chapters worked closely with Equality Florida to ensure that more than a dozen bad bills did not pass this last session. ***PFLAG chapters in Florida showed up.***

**The people of  
PFLAG don't back  
down. Not when it  
comes to their  
kids, their  
families, and their  
communities.**

PFLAG chapters played an active role in working with Georgia Equality to kill most of the bad bills in that state, and in California, PFLAG chapters showed up as well. In North Carolina and Arizona, PFLAG chapters helped secure governors' vetoes on bad legislation.

Everywhere across the country, whenever we get the call, **PFLAG shows up.**

When there was a need for a lead plaintiff to challenge the executive order attempting to ban gender-affirming care for people under the age of 19, PFLAG National showed up. Whether in **PFLAG v Trump**, or in cases in **Texas**, **North Carolina** and **Missouri**, PFLAG National joined lawsuits as plaintiffs, and submitted multiple amicus briefs around LGBTQ+ inclusive literacy curriculum, forced outing in schools, restrictive school bathroom policies, and conversion therapy cases.

In Texas we partnered with our friends at TENT (Trans Education Network of Texas) on a statewide billboard campaign that had more than 1.5 million views. We mobilized families and supporters to attend advocacy days at the Texas state capitol, testify at key

hearings, and call and write representatives urging a no vote. Although the ban ultimately passed, **PFLAG and TENT showed up.**

PFLAG's advocacy has been courageous—and our support services have been strong, loving, and very much in demand. In 2025, we hit a new record, adding 40 new chapters to the PFLAG Chapter Network, the most in a single year in the organization's history. We also surpassed all expectations with a fully sold-out event: *Learning With Love: The 2025 PFLAG National Convention*. **(See p. 22 for the highlights.)**

There is so much work to be done and that work will never stop, no matter the obstacles or odds.

During Abraham Lincoln's inaugural address he said "The struggle of today is not altogether for today: it is for a vast future also. With a reliance on Providence all the more firm and earnest, let us proceed in the great task which events have devolved upon us."

Please: **Proceed in the great task and know that PFLAG National is here for you.**

We will never back down.

We will continue to show up.

I believe in **us**.

I believe in **you**.

With hope and determination,



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



# Belonging fuels passion and ignites purpose

Diversity is the foundation of strength, and at KPMG, we're committed to ensuring that every individual can confidently bring their unique voice, identity, and true self to work.

**KPMG. Make the Difference.**



***“Hope and fear cannot  
occupy the same space.  
Invite one to stay.”***

—Maya Angelou

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WilmerHale is proud to support the new year edition of the PFLAG Banner. We commend PFLAG for working to create an equitable, inclusive world for LGBTQ+ people and those who love them.



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# The PFLAG National FY25 Annual Report

## PFLAG brings the passion, the fight, and courageous love needed to meet the moment

In Fiscal Year 2025 (Oct. 1, 2024–Sept. 30, 2025), PFLAG National was firmly on the frontlines of change, responding to one of the most challenging years in LGBTQ+ rights history. At a time when hundreds of bills targeting LGBTQ+ people, especially youth, were introduced across the country, PFLAG equipped parents, loved ones, and allies to defend dignity, education, healthcare, and inclusion. PFLAG also fought legislative attacks and worked overtime to continue changing the narrative about LGBTQ+ people—all of this despite a \$1.3M shortfall in corporate philanthropic sponsorship from partners afraid of attacks on diversity, equity, inclusion, and access.

The support and advocacy by and for our families, the energy of our volunteers, and the clarity of our mission carried us forward; we're proud to share our FY25 work with you.

### Advocacy

#### PFLAG Votes 2024

kicked off a year of critical advocacy. While the results of the election were disappointing, there was massive engagement, with staff presenting dozens of in-person and online trainings, recruiting poll workers, and strengthening and expanding organizational relationships.

Following the election, the Advocacy team's work kicked into overdrive.

In partnership with the Strategic Communications team, they quickly created [a page of Executive](#)



[Order explainers and resources](#) to keep people informed about the actions of the new administration. This led to massive engagement. For example, in December, over 1,400 messages were sent by PFLAG members to Congress when House leadership inserted a healthcare ban for trans and nonbinary dependents of American servicemembers into the National Defense Authorization Act.

PFLAG advocated in states where book bans, school restrictions and bans on gender-affirming care threatened the safety of families—including [at the federal level with litigation against the Trump Administration with PFLAG v. Trump.](#)

The Advocacy team tracked more than 600 anti-LGBTQ+ bills nationwide—with only 71 signed into law. PFLAG staff sent action alerts and garnered over 12,000 lawmaker contacts nationwide. PFLAG chapters, members, and supporters met with legislators, testified on critical bills, and showed up at rallies and advocacy days at state capitols, ensuring that PFLAG's presence was felt in statehouses across the country. While there were significant setbacks this year—including the first-ever rollback of civil rights protections for trans people in Iowa and the re-legalization of conversion therapy in Kentucky—there were also important victories. In Georgia, two healthcare restriction bills were defeated after an intense final push that included a strong PFLAG chapter presence at the Capitol. In California, two anti-trans bills were stopped in committee following powerful testimony from PFLAG chapter members. And in Maine, advocates successfully defeated an effort to pass a transgender athlete ban.

Ahead of the Spring election in Wisconsin, where voters had the opportunity to elect a new Supreme Court Justice, PFLAG National launched a get-out-the-vote campaign to provide nonpartisan resources to thousands of supporters with key voting information. On Election Day, Wisconsin voters elected a new pro-equality Supreme Court Justice.

The Advocacy and Strategic Communications teams also launched a Texas-wide billboard campaign in partnership with TENT (Transgender Education Network of Texas), to deliver a clear message: transgender people belong in Texas. By the time the campaign came to a close at the end of May, it garnered over 1.5M views in areas across the state.

PFLAG National joined a national steering group to coordinate the response to *United States v. Skrmetti* **and also responded directly when the disappointing decision came in.**

The Advocacy team co-hosted events in Washington, D.C., and New York City, and mobilized PFLAG members and supporters to participate in local rallies, including events with our chapters in Fort Collins, Colorado; Georgetown and Dallas, Texas; and more. In response to several Supreme Court decisions impacting the LGBTQ+ community, PFLAG National hosted a national town hall featuring legal experts from the ACLU and Lambda Legal, with hundreds of people in attendance.

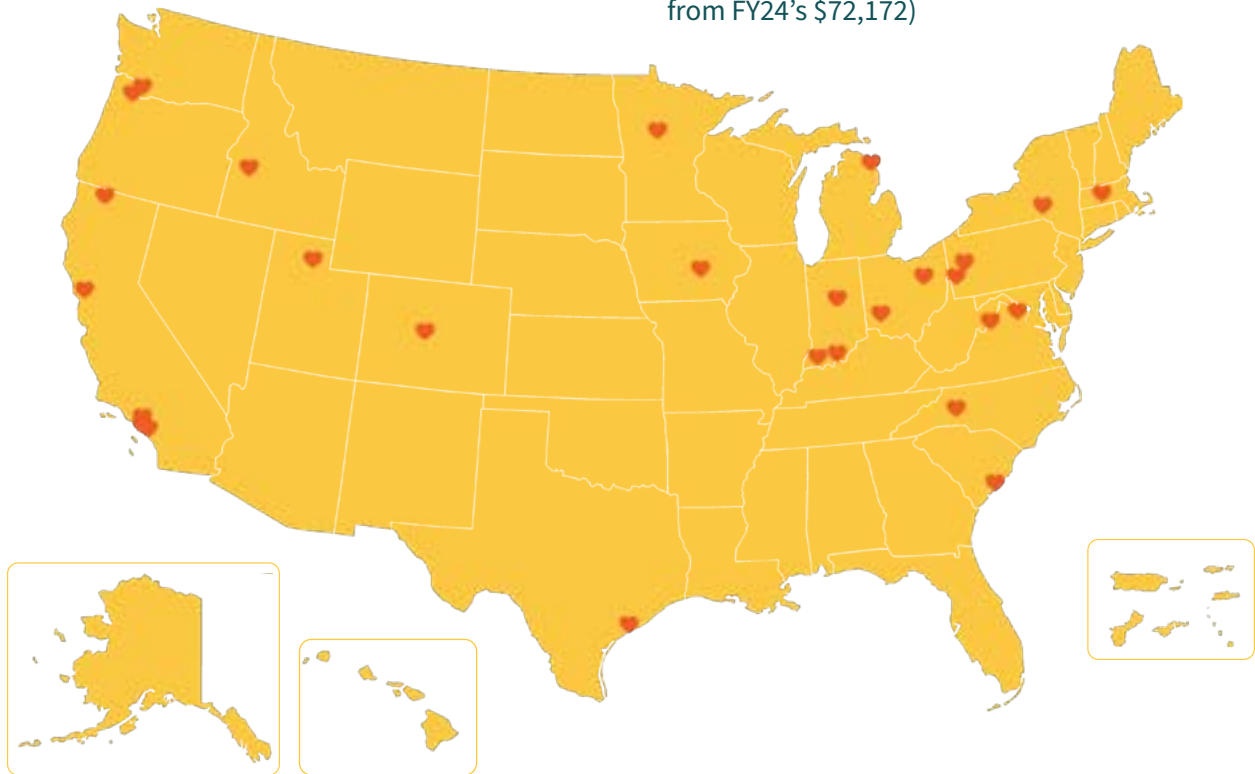
It was an honor to have a PFLAG family with a transgender child invited to speak at the Congressional Equality Caucus' Pride Roundtable—one of only two families selected to participate. Working closely with the Southern Regional Director and her child, the Advocacy team helped them share their powerful personal story, which not only moved members of Congress but also inspired several to share personal stories of their own.



## Chapter & Communities Engagement

### Chapter Engagement

- ♥ The PFLAG Chapter Network grew to 359 active chapters, with 37 new chapters founded this fiscal year, and 40 new chapters in the 2025 calendar year—a new record for chapter growth in PFLAG’s history
- ♥ PFLAG National received 265 chapter inquiries—a 52% increase from FY24, with spikes in November 2024 and January 2025 following the election
- ♥ The Chapter Engagement team trained 279 people in 24 new-chapter orientation sessions—a 12% increase from FY24
- ♥ PFLAG National collected the highest chapter dues revenue since 2016: \$90,712 (27% increase from FY24’s \$72,172)



### 37 New Chapters in FY25

- |                                      |                                 |                                 |
|--------------------------------------|---------------------------------|---------------------------------|
| ♥ Butler, PA                         | ♥ Park Rapids, MN               | ♥ Franklin-Sylva, NC            |
| ♥ Black Metro Atlanta, GA            | ♥ Ashburn/Loudoun County, VA    | ♥ Charleston, SC                |
| ♥ Weber-Davis, UT,                   | ♥ Bel Air/Harford, MD           | ♥ Yreka, CA                     |
| ♥ Acworth/Dallas, GA                 | ♥ Zionsville/Boone County, IN   | ♥ Bullhead, AZ                  |
| ♥ Alpena, MI                         | ♥ Oneonta, NY                   | ♥ Phoenix, AZ                   |
| ♥ Glendale, CA                       | ♥ Fremont/Tri-Cities, CA        | ♥ Buena Vista/Ark Valley, CA    |
| ♥ Vancouver, WA                      | ♥ East Longmeadow, MA           | ♥ Boise/Treasure Valley, ID     |
| ♥ Angleton/Lake Jackson, TX          | ♥ Morris/Morris County, NJ      | ♥ Beaumont, CA                  |
| ♥ Albemarle/Stanly County, NC        | ♥ Sterling/Rice County, KS      | ♥ Huntington Beach, CA          |
| ♥ Chariton/Lucas County, IA          | ♥ Grinnell/Poweshiek County, IA | ♥ Granby, CT                    |
| ♥ Orange County, CA                  | ♥ Lebanon/Warren County, OH     | ♥ New Albany-Jeffersonville, IN |
| ♥ Harrisonburg/Rockingham County, VA | ♥ Canton/Stark County, OH       | ♥ Elkin/Yadkin Valley, NC       |
|                                      | ♥ Lexington/Fayette County, KY  |                                 |



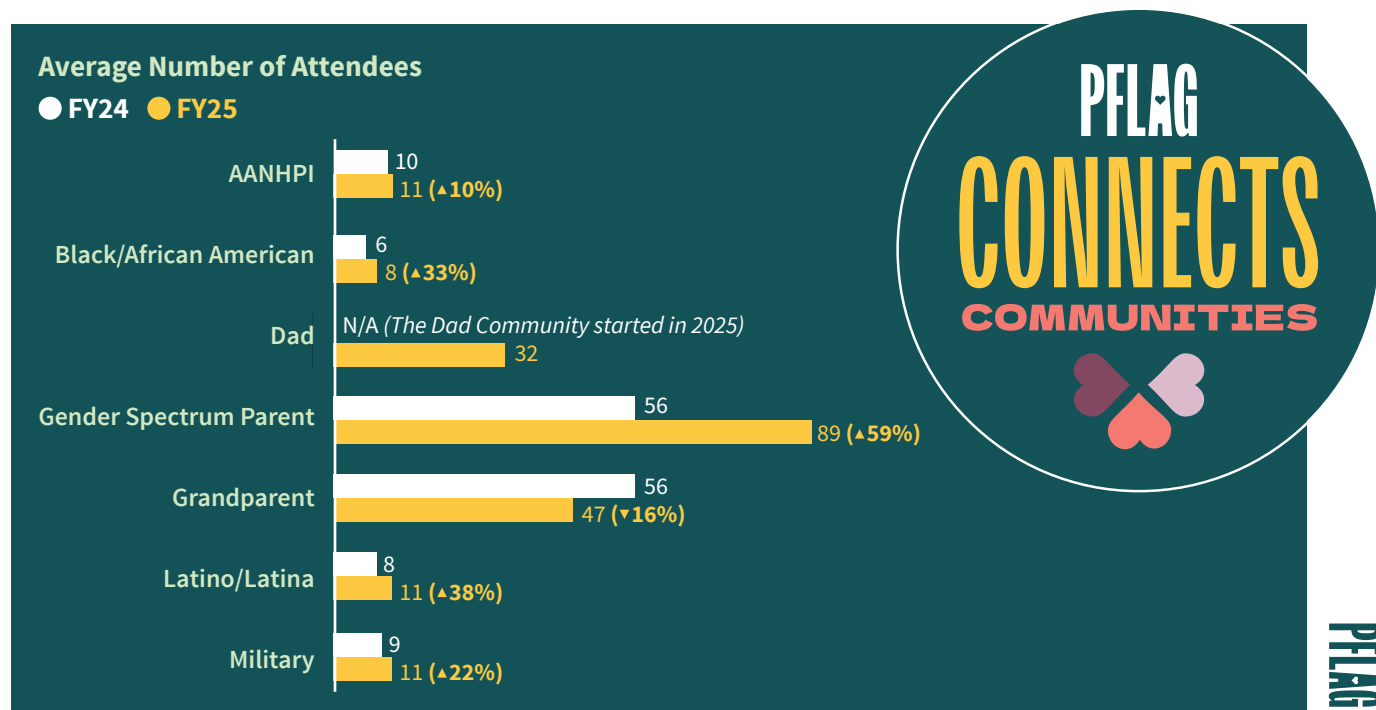
## Across the Regions: The PFLAG Chapter Network in Action

Across the four regions of the PFLAG Chapter Network—Eastern, Western, Midwestern, and Southern—our chapters were passionately engaged in all three pillars of PFLAG’s work: support, education, and advocacy.

In the east, PFLAG Portland (ME) met with state and federal legislators to ensure that trans people and their families are welcome, supported, and accepted across the state. In the west, PFLAG chapters from across Northern California participated in a statehouse Advocacy Day, hosted by Equality California; the PFLAG contingent made up 13% of the total number of attendees. PFLAG Fresno even chartered a bus for rally day that had every seat filled. In the midwest, there were major anniversaries of chapters that have run for decades, including PFLAG Cleveland (40 years), PFLAG Deerfield (40 years), PFLAG Columbus (30 years), PFLAG Hannibal/Quincy (10 years), and PFLAG Mt. Horeb (10 years). The Midwest also saw many chapters expanding their service areas and meeting offerings, including PFLAG Greater St. Louis, PFLAG Dayton, and PFLAG Hanover/Madison who all host four or more meetings a month. And in the south, PFLAG chapters across North Carolina connected monthly to discuss advocacy strategies, updates, and challenges they’re seeing at the local, state, and federal levels. Together these chapters made incredible efforts, including phone banking to state House leaders, a letter to the editor training, and creating templates for connecting with NC healthcare providers who ended gender-affirming care for trans adults.

## Communities Engagement

PFLAG National’s *PFLAG Connects: Communities* program expanded, adding a new meeting space just for dads. Attendance was up across the majority of these virtual monthly meetings:



Total Annual Registrations and Attendees (Registrations/Actual Attendees)			
PFLAG Connects: Communities	FY 24 (Registrations) / (Attendees)	FY 25 (Registrations) / (Attendees)	FY 25 (New PFLAG National Supporters)
AANHPI	169/90	146/86	69
Black/African American	107/79	117/69	69
Dad	N/A	343/253	111
Gender Spectrum Parent	916/631	1,622/781	724
Grandparent	265/164	594/391	150
Latino/Latina	143/99	181/101	89
Military	115/54	110/93	40

Each of the *PFLAG Connects: Communities* meetings has had active participation and some beautiful stories have been shared out from the group.

In the **Asian American, Native Hawaiian, & Pacific Islander Community (AANHPI) Community**, participants expressed their appreciation for the opportunity to be in community with others who share their ethnic and cultural identities, traditions, and family dynamics. Despite significant time differences, participants regularly attended from Japan, Iran, and other countries.

In the **Black/African American Community**, a participant joined from Nairobi, Kenya, seeking community support as a gay young

adult, which is difficult to find in their country. After attending—at 5am local time for them!—the participant sent an email expressing their appreciation for having such a space and welcoming community.

In the **Latino Community**, a mother of a newly out gay son reached out in desperation in the early hours of the day. She described a “night of chaos,” with her spouse reacting negatively to their son coming out, even threatening to kick the underage child out of the house. After attending the meeting, she followed up with appreciation for the ability to speak with other families, and the reassurance the meeting gave her that her family was not the only family going through this challenge.

**“The meetings are hugely valuable in helping people know that they’re not alone. And as a way of sharing resources. Everyone is always so open and accepting to new people. I so appreciate having a safe community especially in these difficult times.”**

—PFLAG Connects: Gender Spectrum Parent Community participant

In the **Grandparent Community**, a first-time participant shared that they were nervous to attend and hesitant to speak during the call for fear of misspeaking. Another participant responded by making a call to the rest of the participants in the breakout room for a show of hands from those who were happy that the participant joined the meeting and participated. The breakout room of some 20 grandparents lit up with hands on their screens in a display of community and support.

The **Gender Spectrum Parent Community** has been going strong, with great feedback from participants, including one parent who said, “The meetings are hugely valuable in helping people know that they’re not alone. And as a way of sharing resources. Everyone is always so open and accepting to new people. I so appreciate having a safe community especially in these difficult times.”

Finally, in the newly launched **Dad Community**, the feedback has been appreciative, positive, and rooted in gratitude for the space. Participants shared, “Having this available for fathers is just a blessing. Many think that as a father you must be tough, endure every pain without flinching. Being a “man” is not as important to me than being a supportive father for my child. I know that I will not be able to shelter my child from many real-world negative realities, but I can be there showing support if he were to be negatively impacted by others’ beliefs.”

*PFLAG Connects: Communities* provides critical connection and belonging at a time when fear and loneliness is at an all-time high.

## Development & Philanthropic Partnerships

### Individual Giving

- ♥ The team achieved 108% of the FY25 Individual Giving Goal, surpassing 10,000 individual donors, and raising nearly \$550,000 in first-time individual donations in FY25.
- ♥ There was a major increase in financial support due to *PFLAG v. Trump*, as well as many individuals making an intentional shift to invest more in their community.

### Foundations

- ♥ Despite funding concerns following tough legislative challenges and a difficult economic landscape, the team surpassed its FY25 Foundation giving goal, culminating in 110% of projected revenue.
- ♥ The team doubled the number of Foundations partners, which allowed for the piloting of new campaigns and projects. (**See page 32** for more details).

### Philanthropic Partnerships (Corporate)

- ♥ There were numerous attacks on DEIA efforts resulting in lapsed philanthropic partnerships with some partners moving away out of fear. Overall, corporate giving was down \$1.3M.
- ♥ There were still wins and successes in this space, with some existing philanthropic partners shifting their support away from general operating expenses to investing in specific programs of PFLAG National.
- ♥ The team brought in twelve new philanthropic partners totaling \$182,700 dollars in new revenue.

## Learning & Inclusion

With attacks on Diversity, Equity, Inclusion, and Access (DEIA) across all sectors at the forefront, the Learning & Inclusion team continued their critical work, including Straight for Equality in the Workplace trainings, which generated \$143,000 in revenue.

The team:

- ♥ Presented 96 Straight for Equality in the Workplace workshops;
- ♥ Reached more than 8,000 people;
- ♥ Trained 74 companies, with more than 10 being new to PFLAG National; and
- ♥ Created and presented a new session, “Being an Asexual and Aromantic Ally: You Can’t Fix What’s Not Broken.”

**~100**  
Straight for Equality  
in the Workplace  
workshops  
presented

**8K+**  
people trained  
in the  
workplace

They also made major presentations to military families and veterans, and at the National PTA Conference.

Major outreach was made with a refresh to the Straight for Equality website, and the release of Guide to Being an Ally to LGBTQ+ People—a first-page rewrite of the guide—which for the first time was translated into Spanish. PFLAG National also released a first-time Spanish-language translation of Guide to Being An Ally to Trans and Nonbinary People, one of PFLAG National’s most popular publications.

**6**  
new PFLAG  
Academy Online  
sessions

**3500+**  
PFLAG  
Academy Online  
participants

PFLAG Academy Online trainings were robust, including six new sessions:

- ♥ PFLAG Votes 2024: Being a PFLAG Voters and Mobilize Others to Do the Same
- ♥ Facilitation with Flair: Fostering Dynamic Discussions
- ♥ Advocacy at All Levels: Making Your PFLAG Voice Heard
- ♥ Safety Tips for PFLAG Members: Social Media Safety and Best Practices
- ♥ Be Kind, Even When it is Tough: Making the Most of Tough Moments
- ♥ Privacy and Security Training, presented by The Mozilla Foundation

Overall, 3,541 people registered, with over 1,000 of them participating live and another 1,152 people accessing the session on-demand after it had been recorded.

Additional projects from the Learning & Inclusion team were the creation of a “Creating Pride in Families” microsite for parents of LGBTQ+ people in the corporate sector, a much-demanded resource from philanthropic partners. The team also collaborated with the Advocacy and Strategic Communications teams on a video series, Advocacy in 10 Minutes or Less, to support chapters, members, and supporters in legislative advocacy.



## Policy & Government Affairs

The Policy & Government Affairs team addressed unprecedented federal attacks, many of them laid out in *Project 2025*. In partnership with the Advocacy and Strategic Communications teams, guidance on federal issues was provided to protect PFLAG families, covering the spectrum of how people live their day-to-day lives.

## Executive Branch

- ♥ **Executive Orders:** Beginning on the administration's first day, a barrage of executive orders were rolled out, which had the team constantly analyzing and—for Advocacy and Strategic Communications—consistently updating a new website resource on Executive Orders and their impact ([see the Advocacy section](#)).
- ♥ **Administration Staff Scans:** To ensure PFLAG National stayed involved and connected at the federal level, the team reinforced and formed relationships with career executive branch staff, ultimately meeting with working groups in eight different departments.
- ♥ **Federal Public Comments:** PFLAG National submitted two organizational public comments, one on anti-trans U.S. passport access and another on an effort to remove gender-affirming care from the ACA's Medicaid and Medicare's Essential Health Benefits. The team also drafted and signed on to 30 coalition-led letters.

## Legislative Branch

- ♥ PFLAG National staff participated in drafting supportive bills, including the *Safe Schools Improvement Act*, *Transgender Bill of Rights*, *Do No Harm Act*, *anti conversion therapy Therapeutic Fraud Prevention Act*, *The Equality Act*, and the *Global Respect Act*.
- ♥ As a member of the prestigious Congressional Equality Caucus LGBTQ+ Leadership Council, PFLAG National's CEO Brian K. Bond attended quarterly meetings to discuss policy and on-the-ground actions that could merit future federal legislation.

## Judiciary Branch

In FY25, PFLAG National served—and still serves in this ongoing case—in [\*PFLAG v Trump\*](#), and submitted amicus filings in [\*Mahmoud v. Taylor\*](#), [\*US v. Skrmetti\*](#), and [\*Chiles v Salazar\*](#).

## Administration & Finance

The Administration & Finance team was hard at work building out and fortifying infrastructure, from formal cybersecurity enhancements like rolling out DeleteMe to protect staff online to reviewing central databases to improve accuracy and strengthen engagement with our members. The team also enhanced protocols to improve [PFLAG.org](#)'s resilience against attacks and fully protect PFLAG's data.



## Strategic Communications & External Relations

As both the lead on public relations and visibility as well as the team supporting all communications across departments—plus actively supporting the work of the PFLAG Chapter Network—the StratComms team was busy throughout FY25. In addition to creating and circulating press statements and releases, uplifting events, supporting marketing partnerships with philanthropic partners, and bringing new talent to the table, StratComms also worked on major projects throughout the year.

### Traditional Press

In FY25, the team tracked more than 1,100 unique stories across digital and print media. These stories—covering PFLAG National in the news as well as dozens of local stories about our work across the country in communities—were often syndicated and appeared in many additional outlets, earning nearly 32.4 billion media impressions.

**32.4  
Billion**  
Media  
Impressions

**>1100**  
Unique Stories  
Across Digital  
and Print  
Media

Highlights included:

- ♥ **PFLAG Midland-Odessa, Texas Chapter President Alexander Ermels' media advocacy** for transgender people in the face of bans restricting access to appropriate restrooms earned coverage throughout the state and nationally.
- ♥ More than 100 PFLAG chapters joined a **solidarity statement from the LGBTQ+ movement** after the election, letting LGBTQ+ loved ones know they can count on PFLAG because “We’ve got this. We’ve got us.”

## Social Media

PFLAG National had a huge ramp-up in its social media following in FY25, up 12% in total. Engagements were also up 8%.

### Followers

**f 122.2k** (▲9%)  
**@ 75.3k** (▲20%)  
**in 10.4k** (▲26%)  
**d 2.6k** (▲56%)  
**▶ 3k** (▲7%)

### Engagements *(How many times users interacted with our content)*

**f 305.4k** (▲63%)  
**@ 203k** (▲9%)  
**in 16.1k** (▲95%)  
**d 2.1k** (▲33%)  
**▶ 38.1k** (▲74%)

**A Combined: 356.3k** followers **6.1m** impressions **568.2k** engagements

- ♥ With the filing of **PFLAG v. Trump**, 80% of news stories were placed by PFLAG National.
- ♥ Dozens of chapters like PFLAG Manistee **engaged in media advocacy** through statements and interviews about the importance of allies in a moment when LGBTQ+ people, especially transgender people, were being targeted.
- ♥ The Strategic Communications team pitched and placed stories with the **AP**, **CNN**, **Washington Post**, and **TIME** in advance of the release of the HHS report that promoted conversion therapies and denounced gender-affirming healthcare. The resulting stories shaped the narrative around the faulty report.
- ♥ Several new chapters, including **PFLAG Greater St. Louis, Mo.**, **PFLAG Weber-Davis, Utah**, **PFLAG Butler, Pa.**, **PFLAG New Albany-Jefferson, Ind.**, announced their debut to local media by sharing news, information for support, and making statements to advocate for LGBTQ+ people.



- ♥ **PFLAG National participated in an emergency press briefing** with more than 20 national and local media outlets to warn about the dangerous targeting of transgender people by federal officials, following recent prominent acts of violence not perpetrated by transgender people.

## Narrative Change

### **I Changed My Mind**

This powerful video series—centering on the importance of intellectual humility and the capacity for change—goes right to the heart of the narrative change work that has been embedded in PFLAG's outreach since the organization's founding.

**See p.28** for more, including links to each episode.



At QBE, we're proud to continue our support for PFLAG National, fostering a culture of allyship, inclusion, and championing an environment where all individuals feel safe to **embrace their authenticity.**

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**RuPaul's  
DRAG RACE  
MATCH QUEEN**

x

**PFLAG**

**Match Queen** is partnering  
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power of drag!

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the culture, & the community.

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# You're welcome at our craft table.

Michaels is proud to  
partner with PFLAG  
National. Let's work  
together to craft  
a kinder world.

Michaels x PFLAG



We're proud  
to celebrate a  
new year with  
PFLAG  
and join them in  
leading with love  
throughout 2026.

**macys inc**

## Love Takes Justice

### A Celebration of Rep. Maxine Waters (CA-43), the 2025 PFLAG National Champion of Justice Award Honoree

In November, PFLAG National celebrated Congresswoman Maxine Waters (CA-43) at *Love Takes Justice*, a yearly event celebrating champions of equity and justice. This year's 2025 PFLAG National Champion of Justice honoree has been a fearless advocate for LGBTQ+ people, women, people of color, and working families.

"I am proud to be an ally to the LGBTQ+ community, because everyone—no matter who we are or who we love; no matter our race or how much we have in our wallets—deserves to have the freedom to thrive in this country. I have always fought for those values, and as we endure an administration that strives to strip away our freedoms, I am proud to be among the allies, parents and LGBTQ+ people of PFLAG to defend them," said Congresswoman Maxine Waters upon learning of the forthcoming honor. "I am deeply honored to receive the Champion of Justice Award from PFLAG National because love and liberty are inseparable."

The PFLAG National Champion of Justice Award recognizes a person who champions fairness, equality, and justice for all people in the U.S. and around the world, through the power of their elected office and as a community influencer. One of the most powerful women in American politics, Rep. Waters has proudly opposed the

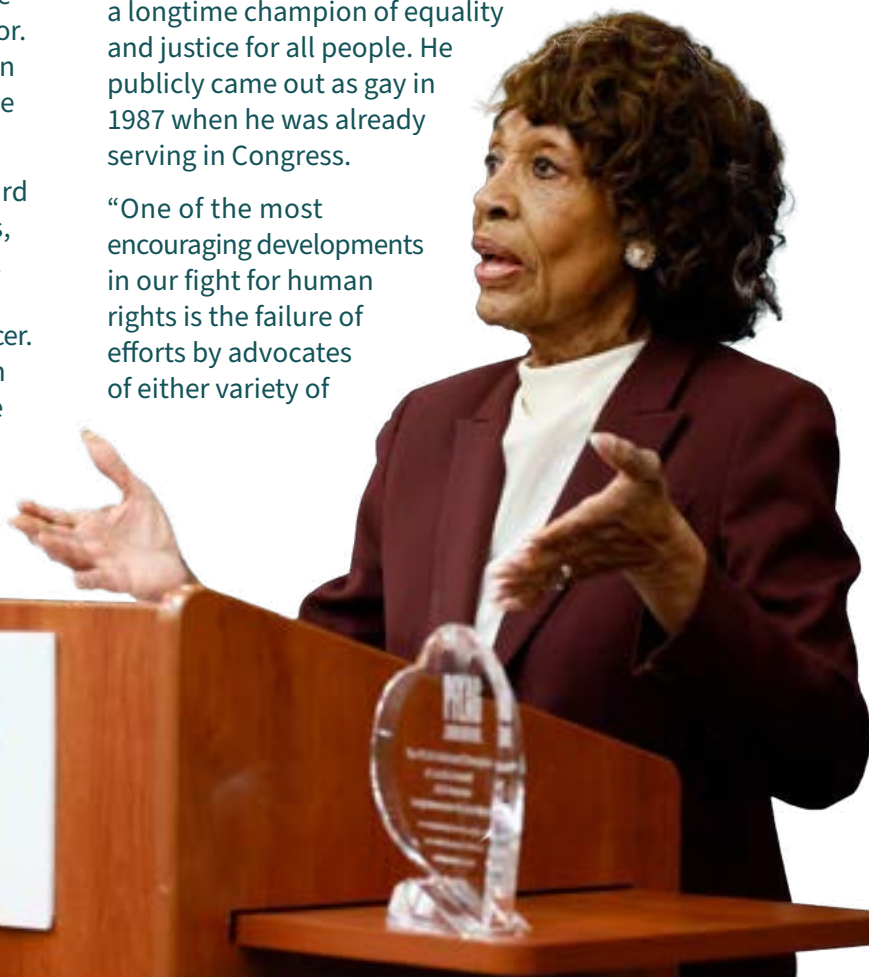
discriminatory Defense of Marriage Act, co-sponsored the Respect for Marriage Act, and has long supported the Equality Act to ensure comprehensive protections for LGBTQ+ Americans. She also created the Minority AIDS Initiative to address the devastating impact of HIV/AIDS in communities of color and continues to be a vocal ally in the fight for justice and equality.

The Champion of Justice Award was first presented to the late Rep. John R. Lewis in 2018. Previous honorees include Mayor Barbara Lee, who was then a U.S. Representative; U.S. Sen. Tammy Baldwin; U.S. Rep. (ret.) Barney Frank; Gov. Jared Polis, who was then a U.S. Representative; and Speaker Emerita Nancy Pelosi.

This year, the honors were presented by Rep. Barney Frank (MA-Ret.), also a longtime champion of equality and justice for all people. He publicly came out as gay in 1987 when he was already serving in Congress.

"One of the most encouraging developments in our fight for human rights is the failure of efforts by advocates of either variety of

► Rep. Maxine Waters (CA-43) accepts the 2025 PFLAG National Champion of Justice Award, presented at *Love Takes Justice* in Washington, DC.





bigotry to drive a wedge between the Black and LGBTQ+ communities. No one deserves more credit for this than Maxine Waters,” said retired Congressman Barney Frank, who had previously been honored by PFLAG with this same award.

In addition to her LGBTQ+ advocacy, Congresswoman Waters made history as the first woman and first African American person to Chair the House Financial Services Committee, an office held by Rep. Frank until his retirement from Congress in 2013. On that committee, she has

championed affordable housing, consumer protections, and economic opportunity. Re-elected to her seventeenth term, Congresswoman Waters remains a tireless leader for equity, dignity, and human rights for all.

“I am personally humbled to honor Rep. Maxine Waters with the PFLAG National Champion of Justice Award. She is a fierce advocate for equality for LGBTQ+ people, families, and people of color, across healthcare, housing and access to wealth. Moreover, thanks to research funding and programs Auntie Maxine has championed, gay and bisexual men like me now have access to PrEP and HIV/AIDS prevention, detection, treatment, and care that makes it possible to live fully,” said Brian K. Bond, CEO of PFLAG National.

Proceeds from the event supported PFLAG National’s critical advocacy work across the country, which particularly includes fighting for laws to respect transgender youth and families’ rights to make health decisions through *PFLAG v. Trump*, fighting bad state bills targeting LGBTQ+ people, and supporting the growth of new chapters in small towns and rural areas to keep LGBTQ+ people and their families safe.



PFLAG National CEO Brian Bond (L) and Board Chair Edith Guffey (right) spend time with Rep. Barney Frank (Ret. MA) and honoree Rep. Maxine Waters (CA-43).





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# Learning With Love: The 2025 PFLAG National Convention

## Gathering in Courageous Community in Chicago, IL

***Learning with Love: The 2025 PFLAG National Convention*** was held in Chicago in October 2025. The biennial gathering brought together LGBTQ+ people, allies, advocates, and leaders from across the country for three days of learning, connection, and inspiration.



Through keynote conversations and nearly 50 workshops and community-building sessions, nearly 500 attendees from across the nation gathered in courageous community and explored ways to advance LGBTQ+ inclusion, support families, and strengthen the movement for justice and equity by leading with love—because love and liberty are inseparable.

The event opened on Friday, Oct. 10 with inspiring remarks from Illinois Gov. J.B. Pritzker, who was welcomed by PFLAG National Board Member Amy Orwig, an Illinois resident and parent of a trans young adult. [Watch the video](#)

Gov. Pritzker was a perfect kickoff, galvanizing attendees, and calling them to unite in courageous love amid ongoing challenges to LGBTQ+ rights.

“I—like all of you—know that love and liberty are inseparable,” said Governor Pritzker. “Right now we’re fighting against people in power who want to take away civil liberties from a whole lot of everyday Americans. These are the same people who describe themselves as believers in freedom and justice. They’ve proven themselves, honestly, to be liars, but there are real signs of hope all around us—I know it’s sometimes hard to see. Here in this room the ethos of our nation, the values of the majority of Americans are fully on display—courageous love in community together. People in this room represent some of the very best that our country has to offer—people who commit yourselves every single day



▲ PFLAG National Board Member—and parent of a trans young adult—Amy Orwig welcomes Governor Pritzker to the stage.

▶ (L-R) PFLAG National COO Sultan Shakir with IL Gov. JB Pritzker and PFLAG National CEO Brian K. Bond at *Learning With Love*





(L-R) PFLAG CEO Brian Bond with plenary panelists Channyn Lynne Parker (CEO, Equality Illinois), Dom Kelly (CEO, New Disabled South), Rafael Collazo (Director of Political Campaigns, UnidosUS), Howard Ou (Political Strategist), and panel moderator Rodrigo Heng-Lehtinen, a nationally recognized transgender rights advocate.

to the fight for freedom, rights and dignity of others. Here in this room are PFLAG leaders and members from all across the country—I understand 38 states represented here and I love it!”

His remarks were followed by “Crafting Intentional Partnerships to Build Community,” a powerful discussion on cross-movement solidarity featuring Dom Kelly (CEO, New Disabled South), Howard Ou (Political Strategist), Rafael Collazo (Director of Political Campaigns, UnidosUS), and Channyn Lynne Parker (CEO, Equality Illinois), moderated by Rodrigo Heng-Lehtinen, a nationally recognized transgender rights advocate. [Watch the video](#)

Saturday, Oct. 11 coincided with National Coming Out Day and the “Let Freedom Read” day of action for Banned Books Week, of which PFLAG National is a coalition partner. The live-streaming program celebrated changemakers and advocates, beginning with U.S. Rep. Jan Schakowsky (IL-09) being honored with the 2025 PFLAG National Flag Bearer Award for her decades-long leadership in advancing LGBTQ+ rights. Rep. Schakowsky’s

colleagues shared so many words of support and inspiration in celebration of her honors.

[Watch the video](#)

“Throughout her time in the House of Representatives, Congresswoman Schakowsky has been a steadfast ally to the LGBTQI+ community,” said Rep. Mark Takano, Chair of the Congressional Equality Caucus. “Her legacy is defined by a deep-rooted commitment to the fight for LGBTQI+ community’s rights—including the transgender community—and a determination to build a safer, more



► 2025 PFLAG National Flag Bearer Award honoree Rep. Jan Schakowsky greeted by PFLAG National CEO Brian K. Bond

## PFLAG NATIONAL EVENTS

loving, and more equal future for her LGBTQI+ grandchildren. I am very proud to have served alongside such a powerful ally like Congresswoman Schakowsky in the United States Congress. She is profoundly deserving of this award for all she has done to advance our cause of equality for all, including serving as a founding member of the Congressional Equality Caucus. Congratulations to my friend, Congresswoman Schakowsky, and thank you for your service to our community.”

Retired Massachusetts Congressman Barney Frank also shared, “Jan Schakowsky has been a leader in the fight to protect trans people,

lesbians, gay men, and bisexuals from her first days in Congress. Her impassioned defense of fully equal rights from all was unsurpassed.”

Next up, two spirit and indigenous LGBTQ+ advocate and founding member of the PFLAG National Two Spirit and Indigenous Parent and Family Advisory Council Sheila Lopez was honored with the 2025 PFLAG National Starr Award, which is named for PFLAG National’s first President, Adele Starr. [Watch the video](#)

A PFLAG National Chapter Award was also presented to PFLAG Mt. Horeb (Wis.) for their extraordinary commitment to local advocacy, education and support. [Watch the video](#)



**Watch the video of Sheila Lopez’s award presentation.**

Saturday’s program wrapped with the launch of “Fighting For Our Pride,” PFLAG National’s yearlong campaign focused on local and state advocacy. Moderated by Katie Blair (VP of Advocacy, PFLAG National), the panel featured Sam Helmick (President, American Library Association), Aisha N. Davis (Senior Policy Counsel, ACLU of Illinois), and Patty Reeves (Southern Regional Director, PFLAG National), who shared strategies for advocacy and resilience in the face of adversity. [Watch the video](#)

► Panelists from the “Fighting For Our Pride” plenary. (L-R) Patty Reeves (Southern Regional Director, PFLAG National), Aisha N. Davis (Senior Policy Counsel, ACLU of Illinois), Sam Helmick (President, American Library Association), and moderator Katie Blair (VP, Advocacy, PFLAG National).







◀ Actor and advocate Khary Payton and PFLAG CEO Brian K. Bond join loving forces on stage as Payton share his personal story as a parent of a trans young person.

The convention concluded with an emotional and uplifting keynote address from actor and LGBTQ+ advocate Khary Payton (*The Walking Dead*), who spoke about the power of love, visibility, and affirmation as a proud parent of a transgender son. [Watch the video](#)

Said Payton, “I want to use this moment to talk to other parents who are like me—who were scared, who were worried... But they did know one thing—they knew they loved their kid, and they weren’t going anywhere... People ask me a lot of times, ‘you’ve got a transgender kid—you seem like you’ve got it all together—you’re figuring it out. What advice do you have?’ I’ve

had some bumps and I’ve figured out some things, and I do have some advice—Number one, tell your kids you love them. Say it out loud. Don’t let them wonder... They’re going to remember it—those moments matter... Number two, when you’re wrong—say you’re wrong—say you’re sorry... Lastly, if you don’t understand—it’s alright. If you don’t understand where your kid is at this moment, it’s alright. You don’t have to understand—you don’t need to understand. All you need to do is try.”

The closing session also honored three more PFLAG chapters for their outstanding impact, recognizing PFLAG Enfield (Conn.), PFLAG Fresno (Calif.), and PFLAG Rome (Ga.) for their extraordinary commitment to local advocacy and support.

From making new friends to incredible sessions to roundtable gatherings across local communities, states, and regions to prominent passionate guests, honorees, and speakers, this historic gathering broke all records for PFLAG National convention attendance.

Thanks to all who made it a rousing success!



PFLAG National Chapter Award Honorees from PFLAG Fresno (CA), PFLAG Mt Horeb (Wis), PFLAG Rome (GA) and PFLAG Enfield (CT).

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We're proud to support PFLAG National and their efforts to improve the lives and well-being of the LGBTQ+ community. At UGG, we exist to make self-expression comfortable for all. That means we're committed to fostering inclusivity in both our internal practices and our product design.

We're truly grateful for our partnership and the impactful work they do.





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We believe that everyone **deserves to feel safe, celebrated, and proud** in their own skin. Join us in fostering inclusivity and building meaningful connections.

Let's unite in **spreading the message of self-acceptance and social connection**, while **empowering families and allies** to support and take pride in their LGBTQ+ loved ones.

**Share your own stories** on social media using the hashtag **#ProudInYourSkin** & help us empower families and allies to center their support for their loved ones.

## *I Changed My Mind*

**An original five-episode series featuring short films spotlighting powerful stories of transformation, empathy and acceptance**

In September 2025, PFLAG National, in partnership with creative studio Second Peninsula and award-winning filmmaker Brooke Sebold, began the release of *I Changed My Mind*, a five-episode series that shines a light on personal journeys of growth, courage and change, with each film profiling unique intersectional experiences across race, ethnicity, gender identity, sexual orientation, faith and geography.

Through candid storytelling, *I Changed My Mind* explores what it means to re-examine deeply held beliefs, embrace empathy, and step into authenticity. At a time when polarization dominates headlines, the series emphasizes the possibilities of bridging divides—how people can grow, unlearn, make space for new ways of seeing, reflecting the capacity for change that lies within us all.

“PFLAG has long been dedicated to supporting families, affirming LGBTQ+ people and creating a more inclusive world. *I Changed My Mind* reminds us that growth is always possible and that every move toward understanding and acceptance matters,” said Brian K. Bond, CEO of PFLAG National.

Brooke Sebold (she/they) is the award-winning filmmaker, editor, and educator behind the concept for the series. Their debut feature documentary, *Red Without Blue*, captured Slamdance’s Audience Award and Frameline’s Jury Prize before airing on the

Sundance Channel, PBS, and Netflix. She later co-produced and edited *Framing Agnes*, which won Sundance’s NEXT Innovator and Audience Awards and was named one of the year’s best films by The New Yorker. Through their company *See / Bold / Films*, Brooke crafts stories that spark dialogue, bridge divides, and imagine more compassionate futures.

“Stories have the power to challenge assumptions, build bridges, and inspire change,” said Sebold. “This series brings to life the deeply personal transformations that can happen when people are willing to listen, reflect and open themselves up to love.”

Second Peninsula, another partner on the film, is an Emmy-nominated production company that specializes in authentic, human centered storytelling. The company’s signature style of short-form, first-person narratives offer viewers a glimpse into the lived experience of others, and their flagship series, *Brief But Spectacular*, has released over 600 episodes and garnered more than 400 million views.

“At a time when intellectual humility feels rare, this series models what it looks like in practice. Brooke has a gift for drawing out stories that remind us to see the person sitting beside us more fully,” said Steve Goldbloom, founder of Second Peninsula.

Each episode sparked conversation, connected with timely cultural moments and inspired audiences to reflect on their own journeys.







*I Changed  
My Mind*



### **Ria's Story**

A Latina mother whose son's courage to come out inspired her to embrace a part of herself she had kept buried since adolescence.

[Watch the video](#)



### **Elton's Story**

Born and raised on the Navajo Nation, Elton's path to HIV activism was shaped by family loss and his drive to end stigma.

[Watch the video](#)



### **Sue's Story**

A devout Christian and former Republican who once opposed LGBTQ+ rights, now marching in Pride parades in support of her daughter.

[Watch the video](#)



### **Adrianne's Story**

Once the godchild of white nationalist David Duke, Adrianne ultimately rejected extremism and embraced truth—coming out as both antiracist and trans.

[Watch the video](#)



### **Deedee's Story**

A single mom who, after secretly questioning her trans son's identity, learns the true meaning of support through community.

[Watch the video](#)

The entire series is now available on **PFLAG National's YouTube channel**. Watch it and then share it with those you love as a powerful reminder that, even in the most polarizing of times, change is truly possible.



# Fighting For Our Pride

## A new advocacy campaign driven by courageous PFLAG love and the fight to protect the liberties and freedoms of LGBTQ+ people

LGBTQ+ people and their families know too well the reality of the political climate, the attitudes of the public, and the sheer lack of respect that LGBTQ+ people are experiencing in the world today. There is no end to the hostile barrage of laws, city ordinances, and regulations on LGBTQ+ people, especially trans youth.

PFLAG members and supporters are uniquely suited for this moment, because they are fighting for and alongside their LGBTQ+ loved ones. You cannot say you love someone and then remain on the sidelines while policies and leaders harm them or remove their rights. Simply put: **love and liberty are inseparable.**

***Fighting For Our Pride*** is a national advocacy campaign focused on three fronts: creating safe and inclusive learning environments; securing access to care and privacy; and protecting full recognition and dignity in public life for LGBTQ+ people. To carry out this work, PFLAG National staff will equip, train, and empower PFLAG members, supporters, and chapters across the country to challenge negative policies and



◀ PFLAG National Advocacy VP Katie Blair (she/her) kicks off the *Fighting For Our Pride* campaign at the PFLAG National Convention.

NEW ADVOCACY CAMPAIGN

GOALS, KEY ISSUE AREAS, AND ACTIONS

**GOALS:**

- **Educate** PFLAG chapters, members, and supporters.
- **Train and empower** PFLAG chapters, members, and supporters to **participate in their local government.**
- **Take action at all levels of government** in a variety of ways that ensure that decision makers know that PFLAG chapters, members, and supporters are committed to showing up, creating change, and garnering the respect and support that LGBTQ+ people deserve.

advocate for positive policies that can change the political climate, shift public attitudes, and garner the respect and support that LGBTQ+ people deserve.

PFLAG's priorities include fighting against book bans, curriculum censorship, forced outing efforts, bans on trans student athletes, and so-called "Don't Say LGBTQ" laws—all in service of creating safe and inclusive learning environments.

To secure access to care and protect privacy, PFLAG will continue the fight against bans on gender-affirming care, both legislatively and through litigation such as state suits in North Carolina, Missouri, and Texas, and at the national level via *PFLAG v. Trump*.

Finally, PFLAG will advocate for full recognition and dignity in public life for LGBTQ+ people, including challenging facilities bans, fighting ID and document change bans, and protecting same-sex marriage if that moment should come.

It takes everyone working in service of these shared values to create the kind of public pressure required to institute long-lasting change; in times like these, it is more imperative than ever that the people of PFLAG rally together. Those making decisions need to hear from their constituents that these attacks are wrong and do not reflect the peoples' will.

Ready to dive in with PFLAG National and ensure that people understand that love and liberty are inextricably linked? Visit [pflag.org/FightingForOurPride](https://pflag.org/FightingForOurPride) to get information, sign up to stay connected, and take immediate action.

The infographic is divided into two main sections: 'THE ISSUES:' on the left and 'ACTIONS:' on the right. Each section features a colorful starburst logo with the text 'FIGHTING FOR OUR PRIDE PFLAG'. The background is a collage of various images related to LGBTQ+ rights and community support.

**THE ISSUES:**

- **Limits or Bans on Gender-Affirming Care**
  - Limiting or banning all forms of gender-affirming healthcare, banning state and federal assistance for costs, and extending liability to the point of malpractice.
- **Unsafe and Unsupportive Learning**
  - Banning books, censoring curriculum, and outing young people.
- **Denying LGBTQ+ people full recognition & dignity in public life**

**ACTIONS:**

- **Attend public meetings.**
- **Build relationships** with elected officials.
- **Speak up and share your story**
- **Engage with decision makers** in public forums or town halls.
- **Write or call elected officials** to show support for or against policies up for vote discussion.
- **Educate** your community.

LEARN MORE AT  
[PFLAG.org/FightingForOurPride](https://PFLAG.org/FightingForOurPride)

# A Thank You to Foundation Partners

## Making the work possible with truly foundational support

Appreciation goes out to PFLAG National's Foundation Partners who make programs, projects, and campaigns possible.

If you have any questions about how your foundation can partner with PFLAG National, **please contact Laura Galeano at [lgaleano@pflag.org](mailto:lgaleano@pflag.org)**.

- |                            |                                  |
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| ♥ Arcus Foundation         | ♥ Pritchard Foundation           |
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| ♥ Gill Foundation          | ♥ Stanley E. Hanson Foundation   |
| ♥ Herb Block Foundation    | ♥ Wellspring Philanthropic Fund  |
| ♥ NEO Philanthropy         |                                  |

The Gill Foundation has been an integral supporter of PFLAG National's advocacy work for many years, and that partnership has been a driving force for a lot of good work and successful change in the landscape for LGBTQ+ people across the country. Because of this impactful and long-term partnership, when the Gill Foundation reached out to PFLAG National to lead a campaign focused on the power of authentic and compassionate storytelling through social media, PFLAG was immediately on board.

Creator **Alicia Trautwein**, who is a mom and advocate for special-needs families, joined the campaign, creating a TikTok video to talk about the pride she felt when her child felt comfortable coming out to her and how important love and affirmation are in cultivating a supportive family. Alicia's message helps drive home the need for affirming adults and positive narratives around LGBTQ+ people. Her message was very well received, with an overwhelmingly high engagement rate and follow-up conversation in the comments section. PFLAG National is grateful to the many content creators who shared their stories. This is how change happens—one question and one conversation at a time.





# SUPPORT PFLAG NATIONAL TODAY.

PFLAG is on the front lines—changing laws, shifting attitudes, and giving families the tools and resources to affirm and advocate for their LGBTQ+ friends and loved ones. At a moment when critical protections are being stripped away and fear is rising, PFLAG is here, showing up in hundreds of communities to offer lifesaving support, education, and advocacy. We fight back. We win. And our courageous love is louder than any attempt to silence us.

But we can't do this without you. As funding for LGBTQ+ organizations declines and the need for our programs grows, your commitment matters more than ever. **Join PFLAG National today to protect LGBTQ+ people and keep families strong.**

**Make your gift today  
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