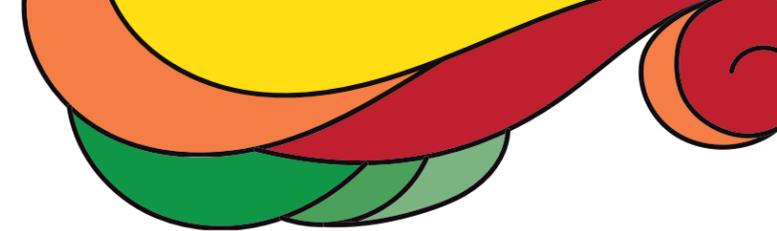




# PROUD PAST PROUD FUTURE



# LETTER

## FROM the CHAIRMAN

From the emergence of a pandemic that upended our world, an economic crisis that has caused significant pain, and cries for racial justice — we, as a community, have faced a year unlike any other.

Through all this, we celebrated our fiftieth (50th) anniversary and found ourselves called like never before to work together towards true justice and equity in our community.

While our Festival and Parade remain key celebrations of our achievements and the work we accomplish together, we are being called to do more. It is our responsibility to ensure that we remain a resilient organization that will flourish for another generation. In order to do that, we will seek out the next generation of leaders to invest in their skills, share resources, and build their capacity.

As we cross our fifty-first (51st) anniversary, we are lifted here by the sacrifices and bravery of everyday people doing extraordinary things. It is an honor to carry on the torch to unite our communities, demand change, and hold our leaders accountable.

We accept that change and accountability start from within. Over these last years we have redoubled our efforts to better reflect the ideals on which we were founded and to live out our mission of service by advancing unity, visibility, and wellness throughout our region.

These next few years will not only reflect our work to make improvements, but to expand our work to better reflect the needs of our community. As we do this, we are committed to engaging with each of you more directly to provide programming, services, and results aligned with the needs our community.

To make these decisions, we will be listening to you — your needs, your dreams, and the obstacles that we can defeat together. As we move forward, we encourage you to participate in opportunities to make your voice heard to shape our future. We are immensely proud of the hundreds of thousands of people that we have brought together and privileged to have touched so many lives throughout the dozens of events that we hold each year.

We continue to seek out opportunities to touch new parts of our community, to build new relationships, and to partner with new organizations to accomplish common goals. Through this, our presence will remain constant in your lives throughout the year with accessible programming reflecting the diversity of our community.

It is our responsibility to use our voice to courageously speak truth to power and to never back down in the face of adversity. We cannot get comfortable with the status quo because much work remains. Progress requires change and we are ready to step up to that challenge.

Our success is only possible because of the contributions of our volunteers, our generous sponsors, and individual donors who give because they believe in our work. We are thankful for your investments and will continue to lead as good stewards of your contributions.

We are equally grateful for your future gifts that will drive our next chapter of service. Because of your contributions, we have been able to fund dozens of Community Reinvestment Grants over the years to sustain community partners who are changing lives throughout our community.

Although our programming and events may look different due to the pandemic, we are as focused as ever. This time has given us an opportunity for growth — to reflect intentionally on our work, to complete strategic planning, to increase our capacity, and to build infrastructure for our next phase.

Even as we improve and build our future, our commitment to community awareness, advocacy, social change, and liberation will not change. We will never forget that Pride began as a protest.

We affirm resoundingly that social and racial justice, human rights, and equity are at the center of our movement. Even more importantly — we are committed to listening, to learning, and to the hard work of building a more perfect union for all of us.

You will be hearing more from us in the coming weeks and months about how you can contribute to building the next generation of our organization.

As we look ahead, there is promise and hope for a brighter tomorrow. I am excited about what we can create —

# TOGETHER.

In Pride,

**Wil Bryant**  
Board Chair

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# LETTER

FROM the EXECUTIVE DIRECTOR

Dear Atlanta Pride Family –

Last year was rollercoaster year for many of us as individuals and as a community. It has been no less unpredictable for Atlanta Pride. It was supposed to be a year of unrivaled celebrations and investments in our community – our Golden Anniversary marking fifty years of Pride in Atlanta – but a global pandemic had other plans.

Most of the programs we spent years imagining were put on hold. However, we learned new ways of connecting and keeping each other safe. We held seven in-person events prior to March 15, and then we transitioned our offices and programs to fully virtual for the remainder of the year. APC had never before hosted virtual events, so we learned a lot about virtual programming, and I imagine that we'll continue to learn and grow in this space long after it's safe to gather in person again. We are incredibly grateful for our staff, volunteers, community partners, and sponsors who made the shift with us. It was certainly a year in which our relationships meant more than ever. Check out some of the partners who made that work possible here on page 9.

During our virtual pivot, Atlanta Pride had over 230,000 individual engagements across 36 programs. Our reach was geographically much wider than it ever could have been in a typical year. Our audience was younger and more diverse, thanks in large part to our work with 22 community partners and supporting a dozen Atlanta Pride Community Reinvestment grantees.

For all of those programming wins, it was also a challenging year. For most of us, Pride celebrations have always been deeply connected to sharing physical space with our community. For many people, Atlanta Pride is the only time of year when they can do that safely and comfortably. We all missed gathering, though I am grateful to our staff, partners, and volunteers who prioritized the wellness of our community over our desires to gather.

After years of significant growth, this was also a challenging financial year for Atlanta Pride. Typically, 80% of our income is related to the Atlanta Pride Festival and Parade. That income funds our operations and year-round programs – which are free to our community. Our robust programming this year and last year was also offered at no cost to attendees thanks to our team cutting expenses wherever possible and some diversification of income via grants and generous foundations.

We enter this year on stable financial footing, but we need your help to continue growing our programs and to be ready to host a FABULOUS in-person Atlanta Pride Festival and Parade as soon as it's safe to gather again. We know that many people in the LGBTQ+ community have been disproportionately impacted by COVID-19 including illness, isolation, loss of work, and increased caregiving demands.

But if you are able to do so, please consider a one-time or recurring gift to the Atlanta Pride Committee to make sure that our work continues for another 50 years without interruption. [You can visit our Donation page here.](#)

Though much uncertainty remains about the coming year, we here at Atlanta Pride are looking forward to sharing space with you – virtually or in person – and continuing to grow in 2022 and beyond. Thank you for being a part of our Pride family and for growing with us. May you and your loved ones have a happy, healthy, and safe new year!

In Pride,

**Jamie Ferguson**  
Executive Director

We envision a world  
*where persons with widely diverse*

gender and sexual identities are

**UNITED**  
*and*  
**VISIBLE**



## OUR MISSION

The Atlanta Pride Committee, Inc. is Georgia's oldest non-profit organization serving the LGBTQ+ community as an advocate to advance unity, visibility, and wellness among persons with widely diverse gender and sexual identities through cultural, social, political, and educational programs and activities in Atlanta and throughout the Southeastern United States — mostly notably our annual Festival and Parade among dozens of other events.

The mission of the Atlanta Pride Committee is to advance unity, visibility, and wellness among persons with widely diverse gender and sexual identities through cultural, social, political, and educational programs and activities.

## OUR PURPOSE

The main purpose of the Atlanta Pride Committee, a 501(c)(3) organization, is to advance unity, visibility and self-esteem among lesbians, gay men, bisexuals, and transgender and queer persons and to promote a positive image in the Atlanta area and throughout the Southeastern United States through community activities and services.

## OUR VALUES

We value social justice, culture, self-esteem, history, health and wellness.

# STARLIGHT CABARET

Though it was a challenging year, there were still many highlights. First and foremost was that we were successful in pivoting to an online platform in hopes of keeping our community engaged. And engaged they were with the Starlight Cabaret leading the way on October 11th. 60,000 people logged on for an evening of dynamic entertainment.



## OTHER 2020 HIGHLIGHTS

**36**

online non-Festival programs in education, advocacy and equity, health and wellness, or entertainment

**230K+**

online programming engagements

**20+**

events conducted with community partners

**21**

festival events between October X-11

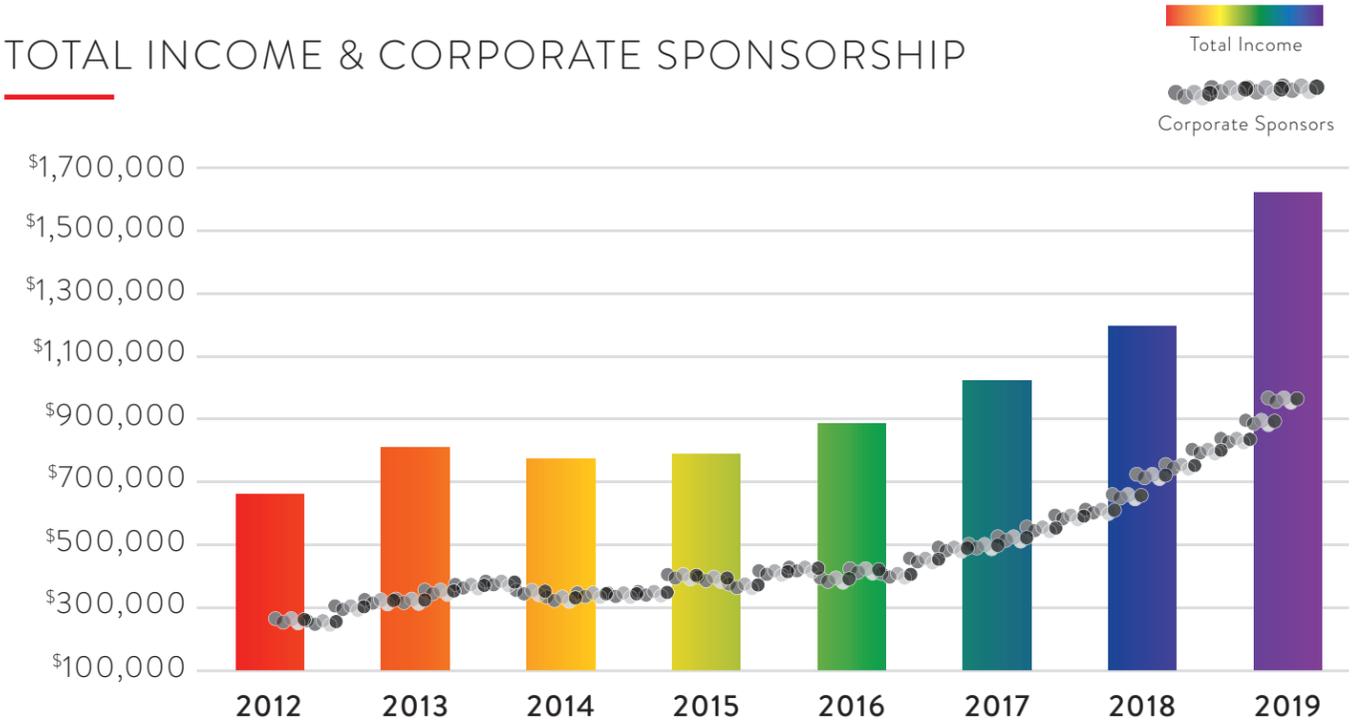
**100K+**

engagements in festival programming

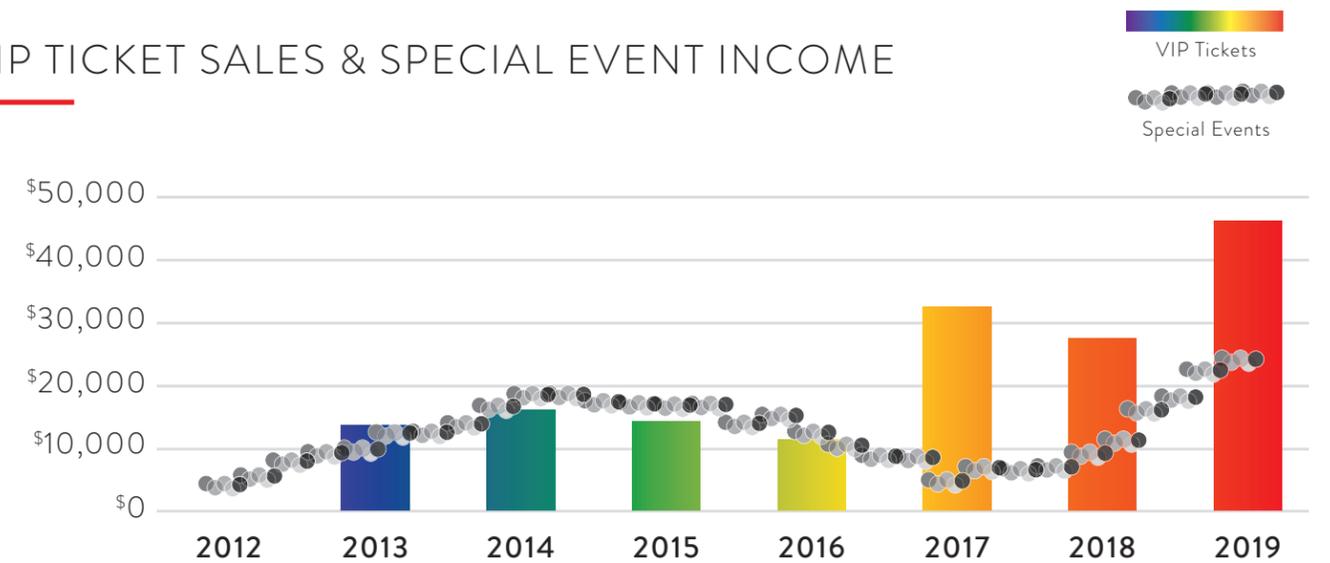
**6** media platforms used to reach community

# TRENDS

## TOTAL INCOME & CORPORATE SPONSORSHIP



## VIP TICKET SALES & SPECIAL EVENT INCOME





# GOALS

FOR 2021 AND BEYOND



To be an organization that is an integral part of the LGBTQ equality movement



To create social change and a sense of community that support LGBTQ people and our allies



To have an engaged and effective leadership



To have a financially stable and healthy organization



To have a well-managed organization

# COMMUNITY

## REINVESTMENT

The Atlanta Pride Committee, Inc. (APC) Community Reinvestment Fund (CRF) exists to support our LGBTQ+ community and allied organizations. The CRF helps identify organizations that are programming and providing services that directly affect LGBTQ+ citizens and are in need of attention, funding, and resources to help elevate their work within our community. These grants symbolize our legacy and accountability and is a one-of-a-kind program for Pride organizations.

This past year has been a difficult one during the COVID-19 pandemic. None of us knew that organizations would have to re-imaging the way they delivered their services and programming. Many have met the challenge. Thus, the CRF awarded as many grants as possible to organizations and partnered with grantees this year to provide effective, needed, and impactful programming during the year, as well as for the first virtual Festival and Celebration last October.

As the oldest LGBTQ+ organization in Georgia and the largest Pride organization in the Southeast, our goal was to increase our Community Reinvestment to seven percent of the organization's annual budget by 2020. In 2020, the CRF made small, responsive grants throughout the year. In December 2021, the CRF will return to full operations and fund another slate of grants for 2022.

## GRANTS AWARDED

The Dr. Annise Mabry Foundation used the Community Reinvestment Grant to increase the number of scholars in their high school graduation program and to expand their reach to more scholars in the community.



Compassionate Atlanta instituted a program that increased the visibility of issues faced by sexual minorities living with disabilities and added virtual interns to their staff to expand existing program research and outreach.



## 2019-2020 GRANTEES

- AID Atlanta Inc
- All-1-Family, Inc.
- Compassionate Atlanta
- He Is Valuable, Inc.
- Hotlanta Softball League
- NATAS Southeast Foundation
- Out Front Theatre Company
- Out On Film
- Raksha, Inc
- Southern Unity Movement Inc.
- Teach For America's Prism
- Metro Atlanta Coalition
- The Dr. Annise Mabry Foundation
- The Phillip Rush Center
- TRANScending Barriers Atlanta, Inc.
- Voices of Note
- ZAMI NOBLA (National Organization of Black Lesbians on Aging)

# SPONSORS

## RAINBOW

Cox  
Delta  
Enterprise Holdings  
iHeart Media  
Power 96.1  
Amerigroup Real Solutions  
Anthem  
Peachtree TV

## GOLD

Gayborhood  
Georgia Voice  
Grady Hospital  
Kaiser Permanente  
Mailchimp  
Mike's Hard Lemonade  
Peach Media  
PNC Bank

## SILVER

Atlanta Braves  
Cupcake Vineyards  
fiserv  
Georgia Power  
Gilead  
Global Payments  
Porsche  
ucb

## BRONZE

AARP  
Atlanta Hawks  
Crook & Marker  
Jack Daniel's Tennessee Fire  
Larabar  
Marriott International  
McKinsey & Company  
Microsoft  
Norfolk Southern  
Smirnoff  
State Farm  
vmware  
Walgreens  
Wellstar Health Systems

## SAPPHIRE

Absolute Care  
Enterprise Holdings

## GARNET

The Episcopal Church  
XPO Logistics

## PEARL

Katie Leikam, LCSW



# FINANCIALS

## 2020 STATEMENT OF FINANCIAL POSITION

ASSETS	2019	2020
Current Assets		
Bank Accounts	\$381,527	\$471,559
Accounts Receivable	\$101,748	\$88,000
Other Current Assets	-	\$27,934
<b>TOTAL CURRENT ASSETS</b>	<b>\$483,275</b>	<b>\$587,493</b>
LIABILITIES AND EQUITY		
Liability	\$9,157	
Equity	\$474,118	\$515,892
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$483,275</b>	<b>\$515,892</b>

## 2020 STATEMENT OF ACTIVITIES

INCOME	2019	2020
Grants	-	\$28,670
Membership	\$704	\$760
Festival Income	\$1,787,067	\$321,883
Fundraising	\$32,345	\$19,522
Gifts	-	\$750
Other Income	\$30,699	\$50,823
<b>TOTAL INCOME</b>	<b>\$1,850,815</b>	<b>\$422,408</b>
EXPENSES		
Salary & Benefits	\$252,727	\$205,818
Lease, Insurance, Storage	\$36,393	\$43,610
Programming	\$102,529	\$116,209
Digital Programming	-	\$20,195
Festival	\$1,372,582	\$34,016
Professional Services	\$100,172	\$120,255
Professional Development	\$8,023	\$5,561
Other	\$771	\$4,700
<b>TOTAL EXPENSES</b>	<b>\$1,873,197</b>	<b>\$550,364</b>
<b>NET INCOME</b>	<b>(\$22,382)</b>	<b>(\$127,956)</b>



## BOARD OF DIRECTORS

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WIL BRYANT  
Board Chair

JUSTIN GAVETTE-BORING  
Board Vice Chair / Membership Chair

TRACI ROMERO  
Board Secretary

TRISHA CLYMORE  
Board Treasurer

JUSTIN AVERETTE  
Director

EARL FIELDS  
Director

GLEN PAUL FREEDMAN  
Director

EMILY PORTER  
Director

CHRIS RUIZ  
Director

ELAINE MARIE SERRANO  
Director

QUITA TINSLEY-PETERSON  
Director

TOBY VARGAS-JAUME  
Director

DAN WILKERSON  
Director

## STAFF

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JAMIE FERGERSON  
Executive Director

STEVEN IGARASHI-BALL  
Director of Equity and Engagement

LANCE MEALER  
Administrative Coordinator



1530 DeKalb Ave NE, Suite A, Atlanta GA 30307  
(404) 382-7588 • [info@atlantapride.org](mailto:info@atlantapride.org)