

JOY IS JUSTICE.



2022 IMPACT REPORT

A Resilient Return | The Atlanta Pride Committee

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LETTER FROM THE CHAIR

When we made our commitment to align our future as a social justice organization, it was an ambitious commitment. As the generations before us, equity and justice are centered in our work. After a hiatus to meet our responsibility to protect our community, we were immensely proud to return to our Festival and Parade this October, as it remains our largest fundraiser and opportunity to join to celebrate the efforts of our advocacy.

Throughout the last half-century since our first Parade, we have seen change and progress realized. As a social justice organization, we continue to look forward. For us, our mission has grown and adapted to the needs of those we serve. We have seen progress in fits and starts although never fast enough. With legal recognition of our inherent rights, we are reminded that others remain left behind.

Inequitable access to healthcare, adversity in finding affirming care, and disparities in health outcomes are undeniable. Over this year, we held town halls for MPOX (in English and Spanish), advocated for successful change in vaccine access, performed health education campaigns, and made certain that MPOX, Flu, Meningitis, and COVID-19 vaccines were available at our Festival and Parade.

We know that racial and social inequity, especially among LGBTQ+ individuals, is a fact. We are proud to announce the Community Reinvestment Grant: Pride Scholarship because education access is one of the most important issues of our time and we recognize that education has the capacity to move us towards a more equitable future.

Service is intentional, advocacy is a calling, and our mission has driven us to improve the lives that we serve. We will continue to use our collective voices to create change, but we will not stop there. This year, our work was part of creating the highest recruitment throughout any region for the ADVANCE Study which has the capacity to break down discriminatory barriers to blood donations. Throughout the challenges, we have remained focused on our commitment.

As we have cultivated and honed our skills, we are well positioned to be a leading voice for health, wellness, visibility, equity, and social justice in our community. Through funds raised from our Festival and Parade, we have granted hundreds of thousands of dollars to community partners to advance our shared mission to improve the lives of marginalized individuals — this is our most important work. We will continue this commitment this year this by prioritizing funding for health initiatives and programming focused on supporting our trans youth.

On our quest to a more equitable future, we are each called to play our part. As we continue to navigate the pandemic and dismantle systemic injustices faced by so many — we are again reminded that our path to victory depends on all of us working together. To advance our efforts to raise up the next generation of leaders and to fund the important work by advocates across our region, your commitment to the Atlanta Pride Committee (APC) is indispensable.

We are grateful for your confidence in our ability to create change for those who are unheard, ignored, and marginalized. To fund our Community Reinvestment Grants and Scholarship Program, join us by making a monthly donation [here](#) to become a Friend of Pride.

Wil Bryant
Board Chair



WE ENVISION A WORLD
where persons with widely *diverse*

GENDER AND SEXUAL IDENTITIES ARE

UNITED and VISIBLE



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.

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.

VALUES

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

BACK & BETTER: **IMPACT**

After making the challenging decision to pivot to an online Festival in 2020, and cancellation in 2021 due to the COVID-19 pandemic, the Atlanta Pride Committee (APC) returned this year to Piedmont Park with a renewed sense of hope for our community.



2022 PROGRAM HIGHLIGHTS

1st
blood drive with
the American Red
Cross, over two
days, which
produced 35 units
of blood

196
responses YTD for
APC's Community
Needs Assessment,
which will help guide
programs and
engagement in 2023

41
non-festival
programs and
campaigns in
education,
advocacy, equity,
health, wellness,
and entertainment

20+
events conducted
with community
partners, including
events with each
of our Community
Reinvestment
Grant recipients

2022 FESTIVAL HIGHLIGHTS

5,700
approx. marchers
in the Parade

1,261
total number of
VIP tickets sold
to the Festival

364
vendor booths in
Marketplace

312
total number of
Parade entries

A CLOSER LOOK: **IMPACT**

THROUGH OUR CONTINUING COMMITMENT TO HEALTH AND WELLNESS, WE HIGHLIGHTED HEALTH INEQUITIES IN OUR COMMUNITY AND FOUGHT TO COMBAT THE SPREAD OF HIV/AIDS, MPOX, AND COVID-19.

1st

English and Spanish speaking townhalls held in Atlanta to combat the spread of the MPOX virus

1000

unique community members successfully engaged to combat the disproportionate rate of HIV infections among Black men in partnership with AID Atlanta's (MEN) team

169

participants in Atlanta from our partnership with the Advance Study

Our site contributed to the largest number of participants from the southeast (500) which can potentially change the FDA's current 3 month blood donor deferral policy for men who have sex with men

We will not rest until all LGBTQ+ individuals have accessible, culturally competent, and affirming healthcare. Our efforts will continue to focus on marginalized communities that have to fight against compounded barriers that seek to further push them to the margins of society.

COMMUNITY REINVESTMENT

The Atlanta Pride Committee's **Community Reinvestment Fund (CRF)** exists to support our LGBTQ+ community and allied organizations. The CRF helps identify organizations that are providing programming and services that directly affect LGBTQ+ populations, and those in need of specialized support, funding, and resources to help elevate their work within our community. These grants symbolize our legacy, provide accountability, and are a one-of-a-kind program for Pride organizations across the U.S. 2022 marked a resilient return to programming in person for APC.

As social justice is at the center of our advocacy, and your donations help fund our Community Reinvestment Grants (CRG) to support grassroots organizations, programs serving marginalized communities, and our efforts to advance equity, racial justice, and human rights, please consider making your tax-deductible donation [here](#), today.

As we think about the future and look ahead, we renew our commitment to making significant investments in our community through this program.

GRANTEE HIGHLIGHTS

15,000

overall patrons, 7 screenings, and 2 film festivals for grantee partner Out on Film, setting a new record for the organization

5,900

overall community members and 159 organizations impacted by grantee partner Sojourn's wellness survey for immigrants in Atlanta

19-72

age range of the 40 overall active members in grantee partner Charis Circle's "Trans and Friends Adult Support Group"



2021-2022 GRANTEES

Acceptance Recovery Center

AID Atlanta

American Foundation for

Suicide Prevention

Charis Circle

CommunityScope Services, Inc

Compassionate Atlanta

I Am Human Foundation

Out on Film

Outfront Theatre

Pets Are Loving Support, Inc.

Sojourn

Trans Housing Atlanta, Inc.

ZAMI NOBLA

BECAUSE OF OUR COMMUNITY REINVESTMENT GRANTS, WE WERE ABLE TO EXTEND THE REACH OF APC'S RESOURCES FAR AND WIDE, PROVIDING FUNDING FOR ORGANIZATIONS LIKE COMPASSIONATE ATLANTA, REFUGEE WOMEN'S NETWORK (RWN), AND SOJOURN.

OUR PARTNERSHIPS HELPED MAKE OUR FESTIVAL AND PARADE MORE INCLUSIVE AND SAFE FOR EVERYONE THROUGH THE USE OF EDUCATIONAL TOOLS, ACCESSIBILITY ZONES FOR IMMIGRANTS, AND PEOPLE WITH DISABILITIES.

“My whole entire life, my immigrant background and identity were far and wide apart, from queerness. It didn't feel so separate at Pride.”

- S.A. with Refugee Women's Network



LOOKING AHEAD

The future is ours to define. For our 2023 programming and outreach goals we will continue to advocate for Black, Transgender, and Latinx communities, with a focus on continuing to develop stronger connections with all marginalized groups. We will also continue to focus our support in trans-youth, senior, and disability communities.

The focus will remain on programming that centers unity, visibility, and wellness. Like our community grantees, we will also prioritize health, wellness and youth initiatives. Some of this will be executed by continuing to build our relationships with local college and university campuses, while also exploring partnerships with both high school and collegiate level Gay Straight Alliance organizations across the state.

We will also continue to focus on how we better serve as a conduit across the state by uniting local Pride and LGBTQ+ organizations together, to provide better communication and collaboration.



GOALS FOR 2023 AND BEYOND



Complete strategic plan to ensure that APC is successful for another generation of LGBTQ+ leaders



Ensure increased accessibility in our Festival and Parade, programs, and events, are widely available and operative for people with disabilities and neuro-divergent differences



Develop direct programs for sexual health and wellness, with a focus on connecting individuals to medical supplies, PrEP medication, and care for people living with HIV



Advance our commitments to social, political, and racial justice through increased advocacy efforts, and direct action to elected officials for change

THE FINANCIALS

This year, the Atlanta Pride Committee's annual Festival and Parade events returned in-person, and we are in a strong financial position to continue our vital and necessary work in 2023.

Despite pivoting and postponing our largest fundraiser over the last two years due to the COVID-19 pandemic, we made a resilient return with an increase in revenue from CY20, and are excited for what the future has in store for the organization. If you enjoy or work and want to continue supporting our annual programming, consider becoming a [donor](#) today.

As part of the Atlanta Pride Committee's financial transparency, we have completed our financial audit for 2021 to ensure that we remain good stewards of our donor's contributions. All current financial reports and IRS 990 Filing Forms are available for review to the public on our website [here](#).

HIGHLIGHTS

40%
of Sponsors
increased their
support in 2022

145
corporate donors
through Oct 31

13
new Sponsors
contributing in
2022

\$10,000
grant from the City of
Atlanta Office of
Cultural Affairs

\$5,000
health promotion grants
to support our work in
providing equitable
healthcare access and
wellness to the LGBTQ+
community

85
individual donors
through Oct 31



SPONSORS

You make it possible to continue our work. Thank you!

RAINBOW

96.7 The Beat
Alt 105.7
Atlanta News First
Coca-Cola
Cox Enterprises
Delta Air Lines
Enterprise Holdings
Grady Health
iHeart Media
MailChimp
Power 96.1
UPS

DIAMOND

Cupcake Vineyards
Smirnoff Vodka
Warner Bros. Discovery

PLATINUM

Fiserv
Gray Television
IHG Hotels & Resorts
Marriot International, Inc.
Truist
The PNC Financial
Services Group, Inc.
Wellstar Health System

GOLD

AIDS Healthcare
Foundation
Delta Dental
Emory Healthcare
Georgia Voice
Gilead
Jagermeister
Mercedes-Benz
NCR
One Medical
Peach Media
Piedmont Healthcare
REI Co-op
Us Bank & Elavon

SILVER

Atlanta Falcons
Atlanta Hawks
Atlanta United FC
BlackRock, Inc.
Cigna
Compass
Dematic
Friday Health Plans
Georgia Power
Global Payments
Goodwipes
Kroger
Lexis Nexis
National Vision
Norfolk Southern
UCB
Walgreens
Xhale City

BRONZE

AARP
Carvana Co.
The Georgia Hemp Co.
Honeywell Int. Inc.
Hyatt Corp.
Porsche
Shady Grove Fertility T-
Mobile
Unum Group
Vmware

SAPPHIRE

The Heretic Atlanta
The Hideaway
Integrated Therapeutic Solutions
CenterLink

GARNET

Del Priore's Realty



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Beloved Atlanta Pride Community –

I fell in love with Atlanta Pride 21 years ago, and I have been proud to serve the organization for 20 of those years – first as a general volunteer, then committee chair, member of the Board of Directors, and finally as the organization’s Executive Director. Aside from parenting, leading the Atlanta Pride Committee has been both the greatest honor and greatest challenge of my life.

2022 has been singularly challenging in many ways but also joyful as APC returned to an in-person Festival and Parade, after shifting for 18 months to virtual programming to prioritize the health and safety of our community, during the COVID-19 pandemic. While we fared better than many other organizations during the pandemic, we were unable to host physical events and our largest fundraiser in both 2020 and 2021.

The Festival and Parade hiatus took a financial toll on the organization and an emotional toll on the community. While we surpassed our fundraising goals for 2022, supply chain challenges and the rising cost of services strained our Festival budget. However, I am proud to say that we returned with an impactful Atlanta Pride Festival and Parade in October. It was our largest, most diverse, and most accessible event yet, and we are committed to continuous improvement in these areas.

Additionally, we kept our commitment to our mission with our community grants, educational advocacy, wellness programming, and support of allied organizations.

We invested in the sustainability of Atlanta Pride by making investments in software, reporting, impact tracking, better benefits, and professional development for our team. While our return would not have been possible without our sponsors and community partners, it is our staff who deserve praise for making our Impact possible this year. I cannot imagine doing this work without such a dynamic team at my side.

Steven Igarashi–Ball, our Director of Equity and Engagement, led APC’s collaboration with our community partners and supervised our Community Needs Assessment process. Lance Mealer, our Operations and Data Manager, spent countless hours improving our backend systems to better manage our data and internal processes to help better serve our community. Dequadray White, our Program and Volunteer Coordinator, led our return to joyful in–person programming, and represented APC at valuable community events. Shentoria Cobbs, our Communications Specialist, joined our team right before the Atlanta Pride Festival and jumped into brightening up, and streamlining our external communications. Our key contractors — Q&A Events, Crown Cultivation Media, Rick Kern, and Tish Craig — also contributed invaluable to this year’s success.

As we move into 2023, our team is energized by the impact we facilitated in 2022, and also by our commitment to a broaden and deepen our efforts next year. We also invite you to join us as a [volunteer](#) or [donor](#) today. To get involved, learn more about these opportunities on our website, [here](#).

In Pride and Gratitude,

Jamie Fergerson
Executive Director





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