"Out of the Mountain of despair, A STONE OF HOPE"

- Martin Luther King, Jr.
MISSION, VISION & VALUES

MISSION STATEMENT:
Phoenix Pride unites, educates, and engages people to support and empower the LGBTQ+ community and our allies.

VISION STATEMENT:
Phoenix Pride envisions a unified community where diverse individuals are celebrated and able to thrive as their authentic selves.

VALUES STATEMENTS:
- **Passion** – We engage a team of volunteers, staff, and partners who have a passion for helping others.
- **Respect** – We celebrate and respect the fundamental values and differences in all individuals.
- **Outreach** – We recognize the power of visibility through outreach and education to inspire our allies and impact positive change.
- **Unity** – We work with integrity to unite the community through collaboration and organizational partnerships.
- **Diversity** – We dedicate ourselves to creating an environment that values and honors diverse backgrounds, cultures, and communities.

LASTLY, WE BELIEVE THAT A DENIAL OF EQUALITY FOR ANY ONE ASPECT OF OUR COMMUNITY IS A DENIAL OF EQUALITY FOR ALL.

Phoenix Pride is a 501(c) (3) non-profit educational organization based in metro Phoenix. Phoenix Pride is the dba for Phoenix Pride Incorporated.

All donations to the organization are tax deductible.

STAFF
- **MIKE FORNELLI**
  Executive Director
- **VICTOR AVILA**
  Development Manager
- **EVA STEELE**
  Program Manager
- **STELLA KOWALCZYK**
  Volunteer & Events Manager
- **KATIE HOBBS**
  Outreach & Support Services Manager
- **JASON TEMPLE**
  Festival Operations Manager

BOARD OF DIRECTORS
- **MARK LEEPER**
  President
- **RYAN STARZYK**
  Vice President
- **PHILIP SIROIS**
  Treasurer
- **THERESA HERNANDEZ**
  Secretary
- **LANDEN C.L. SMITH**
  Director at Large
- **STACY LOUIS**
  Director
- **ALEJANDRO PEREZ**
  Director
- **TAIT MOLINE**
  Director
- **C.A. LARSON**
  Director
- **DANIEL ECKSTROM**
  Director
- **CARLOS CASTANEDA**
  Director
- **MIKE BEDRICK**
  Director
- **GARRY HEDGCOPTH**
  Director
- **J.C. VEGA**
  Director
Message from the Executive Director and Board President to Our Contributors, Volunteers, Colleagues, and Friends

This has been a challenging year, to say the least. BUT if there is one thing 2020 has taught us, it is to look at the bright side of things, appreciate the incredible partnerships and relationships we have built, and relish in the outstanding work undertaken each day by our community members. We all do come together and step up and support each other, and when we work together, absolutely nothing is impossible.

For over four decades, Phoenix Pride has supported and raised awareness for the Metro Phoenix LGBTQ+ and Allied community through meaningful programming, diverse resources, and equality-promoting events. Phoenix Pride was established primarily for charitable, educational, and social reasons. Our primary purpose is to create a safe space and promote unity, visibility, and self-esteem among gay, lesbian, bisexual, transgender, and queer persons. Even though we could not hold the majority of our in-person events this year, Phoenix Pride was still able to accomplish this goal.

Phoenix Pride has evolved from an annual celebration to a year-long, visible community presence and a sustainable community institution. This is the heart of our mission statement: "Phoenix Pride unites, educates and engages people to support and empower the LGBTQ+ community and our allies."

Making that mission a reality takes a concerted focus of energy, intellect, and passion from Phoenix Pride's staff, Board of Directors, the hundreds of hard-working volunteers, partners, and allies within the community. Together with our generous donors & sponsors and our community, partner organizations, friends, and family, we receive the support necessary to keep our mission always at the forefront of our work. Phoenix Pride is genuinely grateful.

As a non-profit organization, we are enormously proud of our ability to give back to the Phoenix LGBTQ+ community. In 2020, we humbly celebrate our $1 million give back to the community! The Phoenix Pride Community Foundation nurtures our community's future prosperity by increasing this financial and educational support, as shown in this report. We have also strived to increase inclusion, transparency, accountability, and organizational diversity with continued outreach and collaboration with both community members and local organization leaders. We are proud to present the past year's accomplishments for your review and hope that you will not only become more informed of the organization's activities but will be enticed to become more involved.

"The future belongs to those who believe in the beauty of their dreams."
- Eleanor Roosevelt

Mike Fornelli               Mark Leeper
Executive Director               President
2020 YEAR IN REVIEW

COMMUNITY PARTNERSHIPS AND FUNDRAISING:

1. Hike for Pride with Southwest Center at Piestewa Peak
2. Desperado LGBTQ Film Festival and LiveStream Q&A with the director of “Surviving the Silence”
3. Queer the Census Virtual Town Hall
4. Lunch and Learn with the ERG at APS
5. GayTravel Virtual Pride
6. “Respect For All” drive-to-retail campaign with CuraLeaf
7. Pride Month campaign with Local Joint
8. Creation of the Law Enforcement Advisory Committee
9. Rights are Human Conference with Pride Houston
10. UNIDOS US 2020 Conference
11. ENGAGE: 2020 Nonprofit Conference
12. ROCK Community Challenge
13. A Community Thrives/Mightycause Challenge
14. Pride Stride 2020
15. InterPride AGM and World Conference
16. PODER LATINX National Vote Early Day
17. CAN Community Health HIV testing event at Kobalt
18. Tito’s hand sanitizer giveaway at AZ Cardinals Stadium
19. Phoenix Pride contestant Review show at the Melrose Street Fair
20. Festival of Trees- Pride tree
22. Tabling and Panel discussions: PayPal, Banner Health, StayWoke Senior Night, Glendale High School-Senior and GSA scholarship discussion.

EVENTS:
1. 40th Anniversary joint celebration with the Greater Phoenix Equality Chamber of Commerce.
2. Miss & Mister Phoenix Pride Pageant at Tempe DoubleTree by Hilton raising over $33,000 for the Phoenix Pride Scholarship Fund. Tyra Marie and Owen Parker were crowned as Miss & Mister Phoenix Pride
3. A Night in TV Land Virtual Awards Reception- Presented by Tito’s Handmade Vodka and Community Spirit Awards presented by Nissan
4. MASK! CURE! AID! Sponsored by Voices of the Desert and Stacy’s@Melrose
5. Public Media Launch Event at Kobalt
6. Arizona Virtual Pride
7. Gayborhood Virtual Pride Phoenix Edition
8. #OUTLOUD: Raising Voices Web Series
9. Virtual Global Pride
10. Unity March Arizona
Celebrating $1 million dollars of giving back to our community.

PHOENIX PRIDE FOUNDATION

PARTNERSHIP PROGRAM | SCHOLARSHIP PROGRAM
COMMUNITY GRANTS PROGRAM
The Pride Scholarship Fund was established to provide scholarships for students who identify as Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ+) or LGBTQ+ Allies. The fund was created by Phoenix Pride to support LGBTQ+ students and LGBTQ+ Allies in furthering their educational goals. Through our Scholarship Program, Phoenix Pride awards significant life changing $5,000 scholarships to LGBTQ+ individuals to continue their education. Phoenix Pride is giving LGBTQ+ students a chance at a brighter future by providing a resource they need to stay in school and graduate. Phoenix Pride leads Arizona’s LGBTQ+ scholarship funding sector hoping to create a vibrant, thriving community where people realize their highest aspirations and achieve their fullest potential. Since its inception in 2008, the Phoenix Pride Scholarship Fund has awarded $347,500 in scholarships. Phoenix Pride is engaging community members to invest in LGBTQ+ students, empowering them to reach their full potential and become successful, contributing members of our community. In partnership with the PGFFL, Swire Coca-Cola and Smirnoff we also award $1000 athletic scholarships to students involved in varsity sports.

2020 RECIPIENTS:
Sarah Drennon
Shane Canitz
Albert Alan
Boki Wang
Aryanna Chutkan
Olivia Roush
Ci’mone Rodgers
Austin Fast
Peter Somoza
Anthony Soliz
Alex Barraza Leon
Jeremy Andia
Our Strategic Plan

Goal 1
Increase community awareness of Phoenix Pride’s programs, events, philanthropy and impact.

Execute brand, marketing and communication plans
- Implement new brand and marketing materials

Measure results
- Conduct surveys to determine impact of rebranding

Goal 2
Obtain a deeper understanding of the community.

Identify partner, vendor and sponsor organizations and garner feedback from them
- Conduct surveys after events

Goal 3
Broaden efforts to better engage under-represented communities

Identify ways to engage under-represented and under-served communities
- Partner with leading LGBTQ+ organizations to identify methods on how to engage this population

Goal 4
Protect and preserve the Phoenix Pride brand.

Goals on target

Goal 5
Enhance the Business Continuity plan

Define, develop and maintain the contents of the Business Continuity plan
- Engage with Employers Council in helping create Preparedness Plan

Incorporate the Crisis Management Plan into the Business Continuity Plan
- Engage with Employers Council in helping create Preparedness Plan to incorporate into the Business Continuity Plan

Goal 6
Cultivate professional development of Board, Staff and Volunteers.

Assess the opportunities
- Evaluate available opportunities for board
- Create video to educate staff, board, committee managers about Phoenix Pride history, mission, and code of conduct

Create the annual development plan
- Identify opportunities to engage board, staff and volunteers

Goal 7
Enrich financial sustainability.

Continue building operational reserves and optimizing expenses
- Continue to grow profits and minimize losses
- Explore options for Phoenix Pride office purchase and/or rental
- Seek permanent or rental facility to house the Phoenix Pride organization

Goal 8
Expand fundraising initiatives

Diversify and increase contributions
- Explore planned giving campaign to engage new donors
2019 Expenditures
$2,066,302
- Management & General 2.7%
- Fundraising 2.9%
- Other Programs 8.4%
- Festivals 86.1%

2019 Public Support and Revenue
$2,330,191
- Sponsorships 32.2%
- Contributions & Grants 3.4%
- Festivals & Other Program Revenue 64.5%
Phoenix Pride Incorporated

BALANCE SHEET SUMMARY
As of December 31, 2020

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>AS OF DEC 31, 2020</th>
<th>AS OF DEC 31, 2019 (PY)</th>
<th>CHANGE</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bank Accounts</td>
<td>484,611.03</td>
<td>519,151.34</td>
<td>-34,540.31</td>
<td>-6.65 %</td>
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<tr>
<td>Accounts Receivable</td>
<td>9,828.58</td>
<td>49,543.25</td>
<td>-39,714.67</td>
<td>-80.16 %</td>
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<tr>
<td>Other Current Assets</td>
<td>202,247.79</td>
<td>111,336.26</td>
<td>90,911.53</td>
<td>81.65 %</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>$696,687.40</strong></td>
<td><strong>$680,030.85</strong></td>
<td><strong>$16,656.55</strong></td>
<td><strong>2.45 %</strong></td>
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<tr>
<td>Fixed Assets</td>
<td>10,129.39</td>
<td>10,129.39</td>
<td>0.00</td>
<td>0.00 %</td>
</tr>
<tr>
<td>Other Assets</td>
<td>104,500.00</td>
<td>102,992.37</td>
<td>1,507.63</td>
<td>1.46 %</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$811,316.79</strong></td>
<td><strong>$793,152.61</strong></td>
<td><strong>$18,164.18</strong></td>
<td><strong>2.29 %</strong></td>
</tr>
</tbody>
</table>

| LIABILITIES AND EQUITY |  |  |  |  |
| Liabilities |  |  |  |  |
| Current Liabilities |  |  |  |  |
| Accounts Payable | 32,671.74 | 7,293.68 | 25,378.06 | 347.95 % |
| Credit Cards | 4,957.36 | 8,400.20 | -3,442.84 | -40.99 % |
| Other Current Liabilities | 405,179.29 | 195,878.62 | 209,300.67 | 106.85 % |
| **Total Current Liabilities** | **$442,808.39** | **$211,572.50** | **$231,235.89** | **109.29 %** |
| Long-Term Liabilities | 18,975.81 | 41,333.93 | -22,358.12 | -54.09 % |
| **Total Liabilities** | **$461,784.20** | **$252,906.43** | **$208,877.77** | **82.59 %** |
| Equity | 349,532.59 | 540,246.18 | -190,713.59 | -35.30 % |
| **TOTAL LIABILITIES AND EQUITY** | **$811,316.79** | **$793,152.61** | **$18,164.18** | **2.29 %** |
Phoenix Pride unites, educates, and engages people to support and empower the LGBTQ+ community and our allies.