



PHOENIX
PRIDE

2020

ANNUAL REPORT



40th Anniversary Celebration!



SATURDAY, FEBRUARY 29, 2020
402 S 54TH PL, PHOENIX, AZ

6:00 PM - VIP | 7:00 - 9:00 PM - GENERAL EVENT

TICKETS: PHOENIXGAYCHAMBER.ORG | PHOENIXPRIDE.ORG



CONGRATULATIONS 2020 Mask Challenge Winners

1st Place
Jordyn Cyrus



2nd Place
April Perez



3rd Place
Michael Browder



Queer the Census AZ Facebook Live

JUNE 20, 2020 1PM
FACEBOOK.COM/ONECOMMUNITYAZ

Newly Elected phxPRIDE Board Officers

CONGRATS!

LANDEN C.L. SMITH

PRESIDENT



RYAN STARZYK, DBA

VICE PRESIDENT



MICHAEL BEDRICK

TREASURER



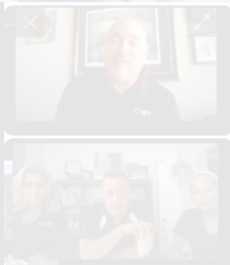
ALEJANDRO PEREZ

SECRETARY



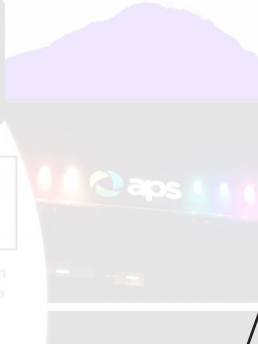
TAIT MCILINE

DIRECTOR AT LARGE



Celebrate the Rainbow

Virtual Learning Luncheon
with Mike, Stella, and Eva
from Phoenix Pride
Thursday, June 25, 2020

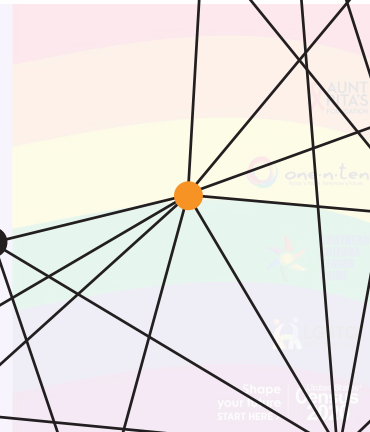


CELEBRATING



Trans Day of Remembrance
Phoenix 2020

7 pm, nov 20



Tuesday, 6/30 • 10:00pm MST


We're bringing up
#PrideWeek with a
LIVES STREAM

benefiting the
Phoenix Pride Scholarship Fund

w. special guest
@brynmichaelarker
Phoenix Pride 2020

Phoenix Pride 2020


Find us on YouTube / Facebook / Twitch
@brynmichaelarker / @brynmichaelarker

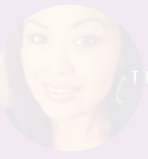



"Out of the Mountain of despair, A STONE OF HOPE"


- Martin Luther King, Jr.

Thank you!
TERMINAL BOARD
MEMBERS AND
PRIDE BOARD
DIRECTOR

 MARK LEEPER
PRESIDENT

 THERESA HERNANDEZ
SECRETARY

 PHILIP SIROIS
TREASURER

 GARRY HEDGCOTT
DIRECTOR

OUR STAFF AND
BOARD THANK YOU
FOR YOUR SERVICE
AND CONTRIBUTIONS
TO OUR LGBTQ+
COMMUNITY!



PHOENIX PRIDE
OPEN COMMUNITY
TOWN HALL
WEDNESDAY
AUGUST 12, 2020
@ 6PM - 8PM MST
IT IS TO BE HELD VIA ZOOM WITH A 100 PERSON CAPACITY
ASL AND CLOSED CAPTION AVAILABLE

Shades of Gray
A NIGHT OF ENTERTAINMENT
AUCTION ITEMS ON MODELS & LIVE DEMOS
CRAIG
TERRY
KATHA
PHOENIX PRIDE
ALL PROCEEDS BENEFITTING
PHOENIX PRIDE COMMUNITY DEVELOPMENT



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	BOARD OF DIRECTORS	
MIKE FORNELLI Executive Director	MARK LEEPER President	TAIT MOLINE Director
VICTOR AVILA Development Manager	RYAN STARZYK Vice President	C.A. LARSON Director
EVA STEELE Program Manager	PHILIP SIROIS Treasurer	DANIEL ECKSTROM Director
STELLA KOWALCZYK Volunteer & Events Manager	THERESA HERNANDEZ Secretary	CARLOS CASTANEDA Director
KATIE HOBBS Outreach & Support Services Manager	LANDEN C.L. SMITH Director at Large	MIKE BEDRICK Director
JASON TEMPLE Festival Operations Manager	STACY LOUIS Director	GARRY HEDGCOTH Director
	ALEJANDRO PEREZ 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
Executive Director

Mark Leeper
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

40th Anniversary joint celebration with the Greater Phoenix Equality Chamber of Commerce. (CLICK TO PLAY)



A Night in TV Land Virtual Awards Reception (CLICK TO PLAY)



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
21. LGBTQ Inclusivity and Gender Divers Trainings: Choice Hotels, AZ Dept. of Economic Security.
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

CELEBRATING
40
ANNIVERSARY
YEARS OF FORTITUDE
PHOENIX
PRIDE
1981-2021

PHOENIX
COMMUNITY



PRIDE
FOUNDATION

PARTNERSHIP PROGRAM | SCHOLARSHIP PROGRAM
COMMUNITY GRANTS PROGRAM



2020 RECIPEINTS:

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



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.



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

BUD LIGHT[®] SELTZER

PRESENTS
Phoenix Pride
Festival

PRESENTING SPONSORS



SILVER LEVEL



COMMUNITY LEVEL



BANK OF AMERICA

PRESENTS

Phoenix Pride
PARADE

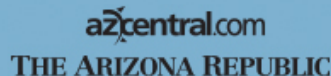
GOLD LEVEL

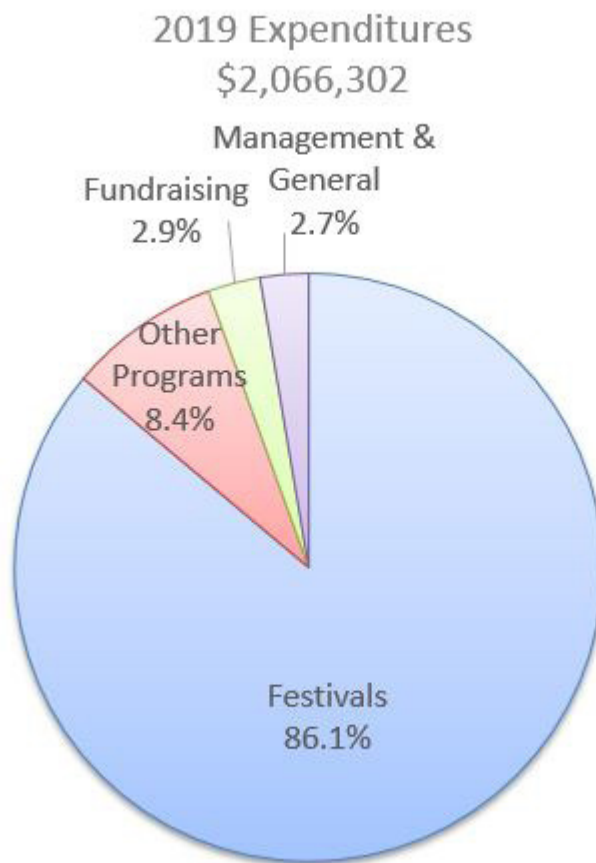


SILVER LEVEL



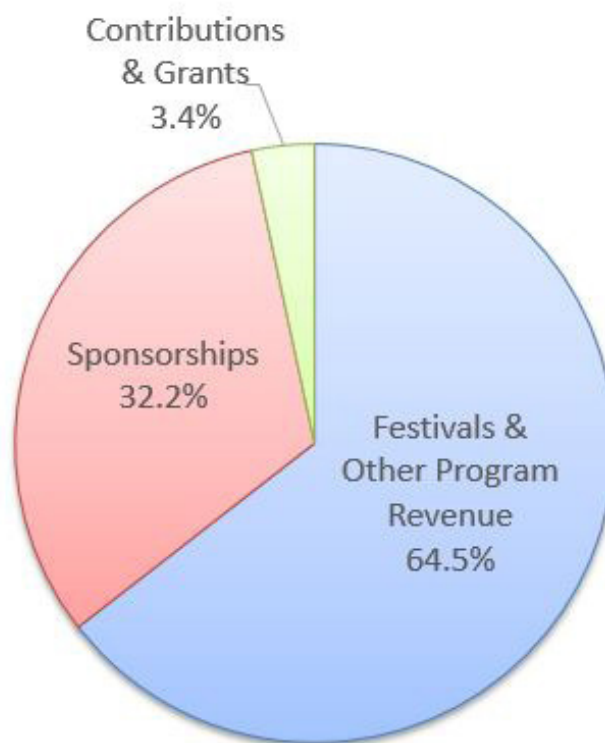
MEDIA





2019 Public Support and Revenue

\$2,330,191



Phoenix Pride Incorporated

BALANCE SHEET SUMMARY

As of December 31, 2020

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



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Phoenix Pride | P.O. Box 16847 | Phoenix, AZ 85011
phoenixpride.org