

# 2023

## GRATITUDE & IMPACT REPORT



**PFLAG**  
CHARLOTTE





## Leading with love in 2023

"As allies, it is more important than ever to support the LGBTQ+ community and their families by leaning into our values of bravery, accountability, and growth."

## A Message from our Board Chair

The work we do can be heartbreaking and 2023 was no exception. To hear that at least 33 transgender individuals were lost to violence, many of whom were transgender women of color; that over 500 anti-LGBTQ+ bills were introduced around the country; and that NC passed its own laws prohibiting gender-affirming healthcare, sports participation, and classroom discussion of the lived experiences of LGBTQ+ individuals made us sad and angry. But this work also allows us to witness the joy and courage of this community. More people identify as LGBTQ+ than ever, 260,000 people attended Charlotte Pride in August, cities in this state and across the country continue to add their own pride events, and even more community members and allies are standing up and speaking out for equality. Against this backdrop, in 2023 you helped us continue to do what we do best: lead with love! You attended Pride and Purpose, our biggest fundraiser of the year, gathered with PFLAG and corporations at our 2nd annual Corporate Connections, and hosted or attended a Hydration Station Foundation mimosa party to raise money for PFLAG Charlotte and our friends at Charlotte Trans Health.

This support led to some amazing accomplishments. In 2023, we supported more families with new support groups in Union County, two Navigating Your Journey workshops in North Mecklenburg and Charlotte, and three Apoyando con Amor (Leading with Love) workshops for Spanish speakers. We also provided more educational programming for professionals in healthcare, schools, faith communities, and corporations. This work did not go unnoticed as PFLAG Charlotte was named a 2023 Charlottean of the Year by Charlotte Magazine for its advocacy. These accomplishments were possible because of a team led by Karen Graci (she/her), our 1st Executive Director, Lisa Dudzik (she/they), our Community Engagement Manager, Mollie Burkholder (they/them), our Educational Programming Manager, and our interns Asia Ruiz-Smith (she/her) and Persia Mohseni-Tabrizi (she/her). And they were possible because of you: supporters and volunteers who donated your time and money, facilitated support groups, and showed up at community events.

Karen retired in 2023 but the legacy she helped build was recognized as the 2023 Qnotes Person of the Year and Charlotte Pride's Outstanding Ally. With this strong foundation of success, PFLAG's mission continues with our new Executive Director, Ray McKinnon (he/him). Ray understands PFLAG's mission to support the LGBTQ+ community and their families through peer support, education, and advocacy and will help continue this mission in 2024. Ray, his team, and the board will continue to support existing groups, new groups like Apoyando con Amor and a faith and allyship support group, and look to support the intersectional needs of other minoritized communities. We plan to expand educational programming, lean into our advocacy, and increase our visibility digitally, and create new ways to connect with those who need us. This all means more opportunities for you to support and engage in our work.

As allies, it is more important than ever to support the LGBTQ+ community and their families by leaning into our values of bravery, accountability, and growth. Thank you for what you do for PFLAG, for our community, and for your families. Let's celebrate all that you made possible in 2023. And in 2024, let's continue to create a caring, just, and affirming world for LGBTQ+ people and those who love them.

With love & gratitude,  
**Doug Cooper (he/him)**  
Board Chair & Chapter President

# OUR PURPOSE



**Our Mission:** To create a caring, just, and affirming world for LGBTQ+ people and those who love them.

**Our Vision:** An equitable, inclusive world where every LGBTQ+ person is safe, celebrated, empowered, and loved.

**Our Impact** increased substantially this year - we connected with more community members, trained more allies, and provided more peer support than any other recorded year.



## The Three Pillars of PFLAG



### Education

Empower LGBTQ+ allies to support their LGBTQ family, colleagues, patients, and community.



### Peer Support

Offer a safe and welcoming space and resources for parents, caregivers, LGBTQ+ people, and their allies.



### Advocacy

Advocate for and protect LGBTQ+ justice, equity, and inclusion in Charlotte and beyond.

# EDUCATION



"I will be forever grateful to my child's therapist for encouraging me to go to PFLAG Charlotte for peer support. She said they would meet me where I was at - and they did."

- Peer Support Attendee

## A diverse target for wide ranging impact

PFLAG trainings reached professionals in the fields of banking and finance, healthcare, tech, law, retail, community service, faith communities, and more.

## Workshop reach

# 1,239

participants through **29** educational workshops, training sessions, and panels totaling **41 hours** worth of educational opportunities.



# PEER SUPPORT

## Number of Peer Support Attendees

# 590+

an **18%** increase over 2022. We now offer Peer Support in **4** locations (Charlotte, North Mecklenburg, Union County, and Virtually)

## Apoyando con Amor

In September of 2023, PFLAG Charlotte premiered Apoyando con Amor, a new group for our Spanish speaking LGBTQ+ community members and their allies, giving us the opportunity to offer a safe and welcoming space for a historically underserved part of our community in the Charlotte Area.

**43** Peer Support meetings were held in 2023, including **3** Apoyando con Amor meetings.

# OUTREACH & ADVOCACY



## DIGITAL OUTREACH



**1,500**

### Subscribers to the Ally Newsletter

Our Ally Newsletter is our digital newsletter, our online link to upcoming events, local news, and volunteer opportunities.

**25,000+**

Accounts reached

**5,000**

Content interactions

**1,200**

New followers

On our Instagram, LinkedIn, and Facebook pages

# COMMUNITY IMPACT



### Number of people reached at community events

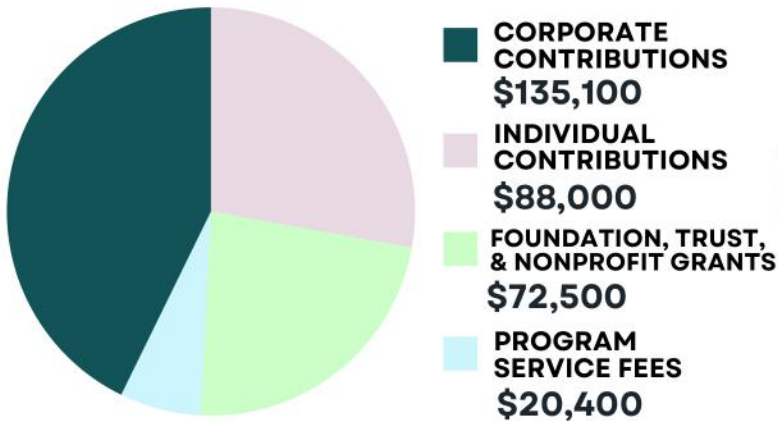
**1,354**

Community events include tabling events, panels, speaker series, and community collaborations.

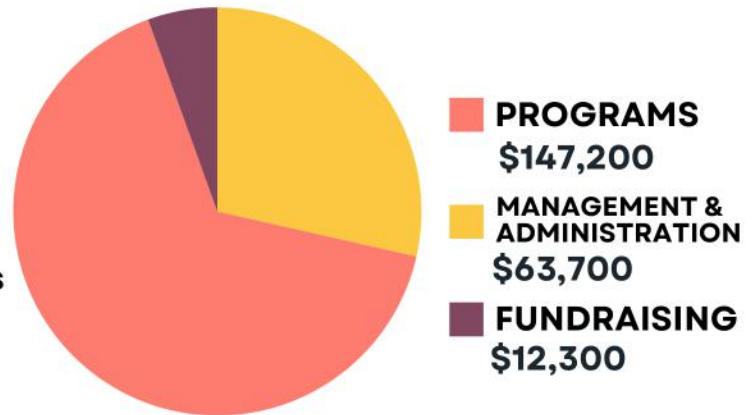


Participated in **73** community tabling events, including pride events, networking sessions, job fairs, and more, **tripling** our participation from 2022.

# FINANCES

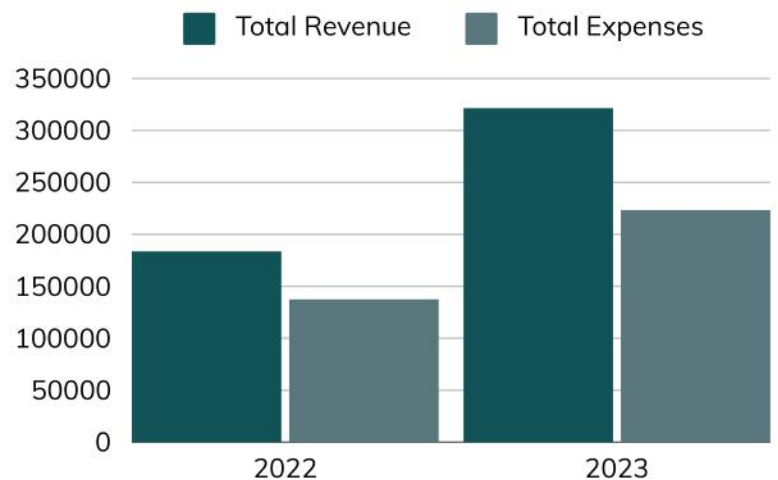


## 2023 REVENUE\*



## 2023 EXPENSES\*

THANKS TO THE SUPPORT OF OUR CORPORATE AND INDIVIDUAL DONORS, GRANTS, AND PRIDE AND PURPOSE, PFLAG CHARLOTTE'S REVENUE INCREASED FROM \$183,600 IN 2022 TO **\$321,400** IN 2023, SUPPORTING HIRING NEW STAFF AND INCREASING OUR PEER SUPPORT AND COMMUNITY OUTREACH PROGRAMS.



Pride & Purpose, presented by Bank of America, benefits PFLAG Charlotte's mission to support, educate, and advocate for LGBTQ+ people and those who love them. In 2023 we had the privilege of hosting Brian Bond, PFLAG National Chief Executive Officer, as our keynote speaker.

### PRIDE & PURPOSE '23

Presented by Bank of America

**220+**

Attendees at the Mint Museum Uptown

**\$106,000**

Raised



\*2023 Preliminary Data

# OUR BOARD

AS OF DECEMBER 31, 2023



**Sebastian Barr** | he/him



**Doug Cooper** | he/him  
Board Chair



**Annabelle Pardo** | she/her



**Lindsay Burrell** | she/her



**Sarah Eyssen** | she/her  
Past Board Chair



**Shenna Patterson** | she/her



**Lee Knight Caffery** | she/her



**Liliana Forero** | she/her



**Dr. Benjamin Simmons** | he/him



**Dorie Charnin** | she/her



**N. Scott Jarrell** | he/him



**Michael Sulewski** | he/him



**Suzanne Clements** | she/her  
Board Secretary



**Amy Johnson** | she/her



**SJ Willis** | they/he



**Jamie Mercer** | she/her  
Treasurer



# MEET THE TEAM

AS OF DECEMBER 31, 2023

PFLAG CHARLOTTE IS A PART OF THE NATION'S LARGEST ORGANIZATION DEDICATED TO SUPPORTING, EDUCATING, AND ADVOCATING FOR LGBTQ+ PEOPLE AND THOSE WHO LOVE THEM. OF THE MORE THAN FOUR HUNDRED CHAPTERS ACROSS THE UNITED STATES, WE ARE ONE OF FIVE CHAPTERS WITH PAID STAFF.



**Ray McKinnon** | he/him  
Executive Director

As a recently out Black gay man, I have found that caring, just, and affirming spaces were essential to my personal growth, safety, and journey to self-acceptance. Our work at PFLAG Charlotte helps families and friends learn how to love authentically.



**Mollie Burkholder** | they/she  
Educational Programming Manager

As a youth development professional and proudly queer person, I have seen firsthand the difference that accepting, supportive families can have in the lives of LGBTQ+ young people. PFLAG is a place that fosters community, offers support, and shares resources so that families can not only survive but thrive in moments of struggle and joy.



**Persia Mohseni** | she/her  
Peer Support Intern

Persia Mohseni is in her Master of Social Work program with UNC-Charlotte with the goal to obtain her LCSW to provide mental health services in private practice. She also aspires to expand her yoga studies to explore Yoga Therapy.



**Lisa Dudzik** | she/they  
Community Engagement Manager

PFLAG Charlotte became my safe place. The place where I found my people. I met a trans parent who lets me ask ALL THE QUESTIONS. I met more long-lost friends living the same journey, looking for the courage to come out of hiding.



**Gretchen Kohlhepp** | she/her  
Volunteer & Sponsorship Coordinator

In PFLAG Charlotte, my family and I found a safe and supportive community when we needed it most. We chose to volunteer with PFLAG Charlotte to pay it forward. It is extremely rewarding to be involved with an organization that lifts up LGBTQ+ individuals and their families.



**Kelly Leech** | she/her  
Healthcare Outreach Manager

When my child came out in 2018, my family reached out to PFLAG Charlotte. We were met with kindness, understanding, information and most importantly a path forward. I am thrilled to help expand our definition of family through my work and connections with PFLAG Charlotte.

# THANK YOU TO OUR PARTNERS

## GOLD



**BANK OF AMERICA**



ALBEMARLE  
FOUNDATION  
Grow the Good

**WELLS  
FARGO**

## SILVER



**Brighthouse**  
FINANCIAL



**Moore & Van Allen**

## BRONZE



**Atrium Health**

**NOVANT**  
HEALTH



Building a better  
working world

**BARINGS**

## SUPPORTERS



**DUKE  
ENERGY**

**TRANE**  
TECHNOLOGIES

## SPECIAL THANKS TO:



THE  
**PLUS**  
COLLECTIVE

**&**



**HYDRATION  
STATION  
FOUNDATION**





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