

Together, we are striving toward true equity and inclusion at a moment when attacks on LGBTQ+ people and their loved ones are occurring at an explosive and disheartening rate. Our partnerships have never been more important: Having just one supportive and affirming adult in an LGBTQ+ youth's life reduces self-harm risk by 40 percent. PFLAG is working to ensure that every LGBTQ+ person—especially LGBTQ+ youth—have that affirming adult in their lives, mitigating the risk of self-harm, houselessness, and more. With your support, we will ensure that PFLAG remains a life-saving resource for LGBTQ+ people and their families for the next 50 years and beyond.

“Thank you [PFLAG] for locking arms with us and helping us understand how to approach difficult conversations professionally, while not backing down from our commitment to inclusion.”

PFLAG National works with LGBTQ+ individuals, their families, and co-workers to support them so that they can all thrive as employees, consumers, and individuals. PFLAG fosters a sense of belonging for the fast-growing LGBTQ+ community that already represents 23.1% of the Gen Z population and 9.3% of total population in the United States (Gallup). We are ready to work with you as a corporate partner to help you achieve your goals around building an accepting and energized culture, especially for those a part of the LGBTQ+ community.

“Simply the deepest and most heartfelt thanks for your partnership...I already know from all the feedback that the leadership group is incredibly inspired! On a personal note, I am truly humbled by this opportunity to partner with you!”

PFLAG'S VISION

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

PFLAG'S MISSION

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

“We are fortunate to have such a great partner in PFLAG National and so glad we could share information with our teammates and provide another resource for their ally journeys.”

As a trusted partner, PFLAG is consistently there to support and guide your executive leaders through this challenging journey every step of the way.

Thank you for having our back, and in turn, PFLAG has got yours. When your company demonstrates support for LGBTQ+ people, here are a few of the outcomes you can expect:

- ♥ Consumers are two times more likely to support your company/brand;
- ♥ Over 70% of LGBTQ+ consumers vote with their wallet;
- ♥ Companies/Brands that focus on retention of LGBTQ+ employees by 5% could save up to \$4.2 million annually.

A philanthropic partnership with PFLAG National is an investment in inclusion everywhere—from our nation's capital to our kitchen tables, from the state house to the school house, from workplaces to places of worship. Your investment in PFLAG National is a visible commitment to our mission to create a caring, just, and affirming world.

- For a list of PFLAG's global and national philanthropic partners, please visit: pflag.org/philanthropic-partners
- For information on 2025 PFLAG National Partnerships, please contact: give@pflag.org (202) 683-4135

PFLAG

2025 NATIONAL PHILANTHROPIC PARTNERSHIP BENEFITS



#PFLAGProud



PHILANTHROPIC PARTNERSHIP BENEFITS

		SUPERHERO (\$100,000)	CHAMPION (\$75,000)	LEADER (\$50,000)	ADVOCATE (\$25,000)	ALLY (\$15,000)	FRIEND (\$10,000)
EDUCATION	Straight for Equality™ in the Workplace allyship trainings (date to be determined by mutual agreement)	5 (in-person or virtual)	4 (in-person or virtual)	3 (in-person or virtual)	2 (virtual)	1 (virtual)	1 (virtual)
	Discount on additional allyship trainings	50%	40%	30%	20%	10%	10%
	Use of Straight for Equality Learning Partner Logo upon completion of your first allyship training	12 months	12 months	12 months	12 months	12 months	12 months
	Collaborative special project work with PFLAG National's Learning & Inclusion and Strategic Communications & External Relations team(s)	8 hours	5 hours	4 hours	2 hours		
SUPPORT	Opportunity for keynote address and/or 1:1 leadership meeting with PFLAG National CEO	✓					
	Full access to PFLAG National resources, including PFLAG Academy Online learning sessions, <i>PFLAG Connects: Communities</i> virtual meetings, and other resources for parents, families, allies and LGBTQ+ people	✓	✓	✓	✓	✓	✓
	Strategic consulting and tailored support as needed for partners seeking guidance on creating inclusive workplaces.	✓	✓	✓	✓	✓	✓
VISIBILITY	Company logo featured on PFLAG National Philanthropic Partner page	12 months	12 months	12 months	12 months	12 months	12 months
	Company logo featured in bi-annual newsletter, The PFLAG Banner, released digitally in January and June.	✓	✓	✓	✓	✓	✓
	Full color ad in our newsletter (2 times annually)*	full page	full page	1/2 page	1/2 page	1/4 page	
	Company highlighted across PFLAG National's social channels (Facebook, Threads, Instagram, and LinkedIn)	3 posts total <i>across the platform(s) of your choice</i>	2 posts total <i>across the platform(s) of your choice</i>	1 post total <i>across the platform(s) of your choice</i>			
EVENTS	Company customized landing page to encourage employee giving campaigns	✓	✓	✓	✓	✓	✓
	PFLAG chapter volunteer engagement opportunities (subject to availability and capacity)	✓					
	Tickets to Love Takes Pride PFLAG National Philanthropic Partner Reception	20	15	10	8	5	4
	Tickets to Learning With Love: The 2025 PFLAG National Convention	12	10	8	5	4	2

Looking for more benefits?

PFLAG National is happy to work with you to customize a benefits package that fits your needs and goals.

* Partners that run a co-branded Pride campaign in addition to the year-round partnership will receive a full page ad in the Pride edition of the PFLAG Banner. For Pride Promotions and Partnerships, please reach out to give@pflag.org prior to **April 1, 2025** to ensure you receive full benefits.