

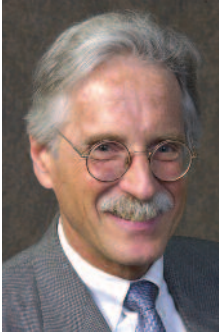


**PARENTS** Moms. Dads. Stepmothers.  
Stepfathers. **FAMILIES** Daughters.  
Sons. Grandparents. Aunts. Uncles.  
Nieces. Nephews. **FRIENDS** Students.  
Clergy. Co-Workers. Neighbors. Elected  
Leaders. Allies. **PFLAG IS YOU.**

**2007 PFLAG Annual Report**

PFLAG IS YOU.

## A MESSAGE FROM THE PRESIDENT



Each of us comes to PFLAG for our own, unique reasons. I first became part of this incredible organization when my own son came out, and I was compelled to work as hard as I can to ensure that he grows up in a country that treats him equally, respects his contributions and imparts to him the same basic rights every American should enjoy. Many other parents have similar stories, and other PFLAG

members find us because a co-worker is facing discrimination at work, a nephew has been booted from our armed forces under “Don’t Ask, Don’t Tell,” or a fellow student has faced anti-gay harassment at school. But one thing remains clear: We all come to PFLAG to embark on a journey together and to make our communities, and our country, a more welcoming, affirmative place for our lesbian, gay, bisexual and transgender loved ones.

Just over the past year, we have come a long way on our journey together. And while our journey is not yet done, we know that PFLAG’s work has moved us

immeasurably forward toward our vision of a society that embraces everyone, including those of diverse sexual orientations and gender identities.

Just as importantly, however, we have seen the real impact PFLAG has in every corner of our country.

That is the power of PFLAG: More than 500 chapters, and 200,000 members and supporters, who are making a difference, every day, in every aspect of our lives. We are on a journey together, and taking important steps toward equality, because each of you has joined us in this historic effort.

I am honored to be on that journey with you, and to be part of the PFLAG family of those marching together, moving equality forward.

Sincerely,

John R. Cepek  
PFLAG National President

## A MESSAGE FROM THE EXECUTIVE DIRECTOR



No other organization moves equality forward quite like PFLAG. We bring together a diverse coalition of allies – a “big tent” that includes our community, families, friends and other supporters – to build a critical grassroots movement for progress. Our powerful chorus of Americans from every community, and every walk of life, sends a powerful

message to our country and our elected leaders that fairness is the most American of ideals.

Together, we made 2007 PFLAG’s most exciting year yet. We launched a new program to empower our straight allies to speak up. We sent an unmistakable message to Congress that we will not leave *any* of our loved ones behind. We sat down with Oprah Winfrey to talk about the amazing diversity of our families. And, in partnership with more than 500 PFLAG chapters in every state, we stood up – time and again – to fight for progress and equality in our communities, our schools and our workplaces.

In October, PFLAG launched an ambitious new project to expand the sphere of those working for lesbian, gay, bisexual

and transgender rights. Our unique “Straight for Equality” project adds an important new element to our movement. Because we each know that we must mobilize a large community of supporters – beyond just LGBT Americans – to move equality forward, “Straight for Equality” encourages our heterosexual allies to speak up against anti-LGBT speech; support their LGBT friends; and “come out” as an advocate for fairness everywhere. Already, thousands of allies have logged onto [www.straightforequality.org](http://www.straightforequality.org) and taken the pledge.

The year ahead will present new opportunities and new challenges to move PFLAG’s work forward. We will remain ready and able to seize those opportunities – and meet those challenges – because of the commitment, passion and dedication of each of you. Because, whether you are a parent of a child who has just come out, a co-worker who wants your workplace to treat everyone fairly, a long-time activist, or a member of the clergy who believes that faith demands fairness . . . **PFLAG is You.**

Sincerely,

Jody M. Huckaby  
Executive Director

# BRINGING THE MESSAGE HOME:

## PFLAG'S FIGHT FOR LEGISLATIVE CHANGE

PFLAG members represent virtually every Congressional district in our country. In fact, there is barely an elected official who has not heard from a PFLAG supporter on issues as diverse as employment non-discrimination, hate crimes, marriage equality, safe schools and "Don't Ask, Don't Tell." Our amazing coalition of grassroots supporters and allies is uniquely positioned to send a powerful, organized and compelling message to those in power: Respect our families, and take care of our friends.



Through our *Bringing the Message Home* campaign, we empowered PFLAG members with the facts and training they need to meet with lawmakers in their home districts. And through our PFLAG lobby day, we brought the message to Washington, too, with hundreds of supporters joining us on Capitol Hill on October 11 – National Coming Out Day – and coming out to meet with lawmakers and tell their stories.

In 2007, PFLAG brought together our members to speak out on essential legislation impacting the LGBT community.

## **Employment Non-Discrimination (ENDA)**

PFLAG was proud to help be a leader in the fight for an inclusive federal bill – the Employment Non-Discrimination Act – that would prohibit job discrimination on the basis of sexual orientation and gender identity.

- Thousands of you joined our *People Don't Get Fired for Being Straight* campaign and sent postcards to lawmakers encouraging them to pass an ENDA that will protect LGBT Americans.

- PFLAG was proud to be a leader in United ENDA, a coalition of more than 300 organizations working to ensure that this historic legislation doesn't leave our transgender loved ones behind. As a member of United ENDA's executive committee, PFLAG works to ensure that we educate elected officials about why a transgender-inclusive bill is so important and that the families of transgender people have a say in how we move our efforts forward.

## **Hate Crimes**

PFLAG has been a vocal supporter of the Local Law Enforcement Hate Crimes Prevention Act (also known as the Matthew Shepard Act) and fought hard to prevent the bill's demise on Capitol Hill. Without a federal hate crimes law that includes the LGBT community, many victims of hate crimes will never see their attackers brought to justice.

- PFLAG partnered with a broad coalition of groups, led by the Leadership Conference on Civil Rights, to strategize how best to move the bill forward, and to mobilize our members in support of the legislation.



- PFLAG supporters logged onto [www.pflag.org](http://www.pflag.org) and used our online advocacy center to send thousands of messages to lawmakers about why the Matthew Shepard Act is so important, and about the lies surrounding the law that have been perpetuated by our opponents.

## Marriage

PFLAG was proud to be one of the first national organizations, in 2000, to officially adopt a policy supporting full marriage equality for lesbian, gay, bisexual and transgender people. Since then, we have worked with PFLAG chapters

to fight state marriage amendments, educate lawmakers and work with clergy to build support for marriage rights.

- PFLAG members in California worked hard, as part of the *Decline to Sign* campaign, to try and prevent a discriminatory amendment defining marriage as between one man and one woman, from garnering enough signatures to qualify for the 2008 ballot.
- PFLAG is proud to be a supporting organization of *Let California Ring*, a coalition of organizations working to educate potential allies on the importance of marriage equality.
- In Indiana, we mobilized families and allies of LGBT citizens to speak out against a state marriage amendment that would deny full equality to same-sex couples.

## The Military

The United States Armed Forces fire two people *every day* under the “Don’t Ask, Don’t Tell” ban on open service. PFLAG families know that LGBT Americans are just as proud, patriotic and qualified to serve as their hetero-

sexual neighbors. That's why we support the Military Readiness Enhancement Act, a Congressional bill to repeal this un-American law and allow gay service personnel to serve openly.

- PFLAG is proud to be a member of *Freedom to Serve Roundtable* – along with Servicemembers Legal Defense Network, American Veterans for Equal Rights and The Michael D. Palm Center – to organize our members on how best to fight “Don’t Ask, Don’t Tell.”
- PFLAG chapters across the country hosted speakers in 2007 to educate communities about “Don’t Ask, Don’t Tell.” Dismissed service members and their families told their experiences about serving under the law and encouraged local supporters to work for repeal.

## Safe Schools

Making schools in our nation safe for all youth, but particularly for LGBT young people, has long been among PFLAG's top priorities.

Safe schools also means inclusive schools. PFLAG has been a leader in the fight for educational programs and curricula that are inclusive of the concerns of LGBT students.

- PFLAG is proud to be a founding member, and fiscal sponsor, of the National Safe Schools Roundtable. We helped to plan and execute the first roundtable meeting, where safe schools practitioners from across the country came together to strategize on working collaboratively.
- PFLAG was at the National School Boards Association meeting in 2007, and presented a workshop on LGBT issues in schools, titled *The Changing Landscape in Legal and Practical Issues: Are You Ready?*
- PFLAG was at the National PTA, National School Counselors Association, National Education Association, and the National Association of Asian & Pacific American Educators meetings in 2007.
- PFLAG also conducted Safe Schools training weekends across the country, from Washington State to Florida.



# CHAPTERS & CHAMPIONS:

## PFLAG IN THE FIELD

PFLAG has the broadest, most diverse coalition of any national LGBT organization. Every day, our chapters do critical work on the ground to protect our LGBT loved ones . . . ensure rights and protections for our families . . . and counter divisive campaigns waged by the opponents of equality.



In 2007, our field and policy staff visited **142 chapters in 28 states** to provide critical training, guidance and resources to those working on the ground. In addition, PFLAG National conducted **9** monthly calls with local leaders in the field.

And, we helped get **20 new chapters** off the ground, including seven in some of the most rural areas of the country, including Aberdeen, South Dakota; Kankakee, Illinois; Bucks County, Pennsylvania; and Manitowoc, Wisconsin.

Here are just a few examples where PFLAG National partnered with our chapters and champions at the grassroots level to move equality forward:

- We joined our chapters in Omaha, NE, Phoenix, AZ and Portland, OR to respond to the “ex-gay” Love Won Out conferences in their backyards. Our staff worked with chapters on messaging, coalition building and protest strategies. PFLAG families put *their* values front-and-center with protests, press conferences, alternative events for youth, multi-denominational faith events and local media coverage. Two PFLAG staffers – Jean-Marie Navetta and Elizabeth Brown – also went “undercover” to Love Won Out meetings, producing an insiders’ report on what really happens at these harmful, anti-family events.



- As part of our commitment to a transgender-inclusive ENDA, PFLAG field staff worked with chapters across the country to organize 44 in-district meetings with lawmakers. PFLAG supporters were given talking points, reporting forms and access to pre-meeting conference calls, which provided important information for conducting in-district meetings.
- PFLAG field and communications staff worked with chapters in Pennsylvania to counter inaccurate and damaging information from Parents, Families and Friends of Ex-Gays (PFOX). School boards across the state received harmful PFOX information . . . and a response letter and packet of information from local PFLAG chapters. Our National office worked with chapters to make sure local school boards throughout Pennsylvania received accurate, inclusive and pro-family information.



- PFLAG members and supporters from across the country attended pride festivals in their local communities, educating allies about our important field work and their local chapters.

- Our National staff also developed and launched a unique new online community which allows chapters to develop their own website on the PFLAG National server. Nine chapters participate in the pilot program and gave feedback to staff. Today, the new system is in place for every PFLAG chapter.



# TELLING OUR STORIES:

## PFLAG SPEAKS OUT

PFLAG supporters and spokespeople continue to be visible, outspoken advocates for equality in the press. With so many chapters in so many places, PFLAG is uniquely positioned to work with media and tell the stories of families who are affected by anti-LGBT initiatives. By providing media training and support to chapters, PFLAG ensures that our stories are told and our voices are heard.



## Dear Abby,



PFLAG worked with world renowned advice columnist Dear Abby, when she decided to come out in favor of marriage equality. A long-time PFLAG fan, Dear Abby has often referred families struggling with issues of sexual orientation and gender identity to PFLAG, resulting in thousands of phone calls, emails and letters asking for support. Her mother, Pauline, first sent

readers to PFLAG in 1984, when she referred a reader to the organization in her column, resulting in more than 5,000 letters to our offices.

In October, PFLAG worked with Dear Abby to announce, via the *Associated Press*, her support for full marriage rights for same-sex couples. "I believe if two people want to commit to each other, God bless 'em," she told the *AP*. "That is the highest form of commitment, for

heaven's sake." She also reiterated her support for a broad range of LGBT rights, telling reporter Lisa Leff that, "I'm trying to tell kids they are gay, it's OK to be gay. I've tried to tell families if they have a gay family member to accept them and love them as they always have."

In 2007, PFLAG also honored Dear Abby with its first-ever Straight for Equality award.

## Dear Oprah,



In April, PFLAG executive director Jody Huckaby and his gay siblings sat down with talk show host Oprah Winfrey for an episode spotlighting "super siblings" – fami-

lies whose children overcame a variety of challenges to live true family values. The episode, seen by millions of viewers across the globe, sent families, allies and others to PFLAG for more information.

Jody, Jonathan and Jason Huckaby shared their moving stories of coming out in a small, conservative, predominantly Catholic, Louisiana town. And their straight siblings told about their own journey as their brothers came out of the closet. One sister, Jann, told Oprah it took her more than a year to fully accept it. "I had prayed about it, and I realized that I did not need to judge. I needed to love." And Jody told about his journey to PFLAG, saying that, "For me, it's sort of a full-circle experience, because all these years later, I'm running this national organization, and it's for parents, it's for family members and friends and straight allies to deal with these issues."

For more information on PFLAG's appearance on Oprah, visit [www.pflag.org](http://www.pflag.org).

## Dear Larry,



When gay rights activist Larry Kramer wrote an op-ed in the *Los Angeles Times*, titled "Dear Straight People," which criticized the heterosexual community for what he saw as their lack of support for LGBT equality, PFLAG responded.

Acknowledging Kramer's long history of fighting for equality, PFLAG executive director Jody Huckaby and national president John Cepek wrote in their column, *Larry Kramer Is Wrong . . . This Time*, that "Larry Kramer's blanket assertions were just unfair – they were a monumental injustice to the thousands of straight allies that we (and many people like us) encounter each day." The two reminded Kramer that progress "will not happen

with a blanket indictment of all straight people. It will happen when we make it clear that they are welcome to join us, as they have always been, and there is a role for them in our movement.”

“We wish that Mr. Kramer could meet the thousands of straight PFLAG members that we work with each day,”

the two wrote, “many of whom are involved because of their love for their GLBT children.”

For a complete list of PFLAG press releases, and a sampling of recent news articles, visit PFLAG’s online newsroom at [www.pflag.org](http://www.pflag.org).



# STRAIGHT FOR EQUALITY:

COME OUT, SPEAK UP & JOIN IN

In October, PFLAG launched “Straight for Equality,” an innovative new project to empower our friends to come out as straight allies, speak up for LGBT rights and join in the movement for equality. “Straight for Equality” was launched with award-winning musician Cyndi Lauper, who signed the “Straight for Equality” pledge and urged straight supporters to become more active in the fight for lesbian, gay, bisexual and transgender rights.



“Straight for Equality” helps a new group of allies to come out as supportive of their LGBT friends and acquaintances. By meeting supporters “where they are,” the project gives allies a unique blueprint for taking both small and large steps in support of the people



Cyndi Lauper signs *Straight For Equality* pledge.

they care about. To date, several thousand people have signed the pledge and joined the campaign to work for equal rights for all.

As part of its “Straight for Equality” launch, PFLAG partnered with Harris Interactive to survey straight Americans about their thoughts on speaking out and taking a stand against prejudice. The findings, released in October,

show a clear, untapped constituency in our work for equality:

**56%** of straight Americans believe people should be more supportive of equal treatment for gays, and **60%** of young Americans ages 18 to 44, believe the same.

**33%** of straight Americans who have not spoken up about LGBT issues say they did not do so to “avoid confrontations,” clearly illustrating why “Straight for Equality’s” core tenet of creating change through conversations, rather than confrontations, is so important.

Only **12%** of straight Americans did not speak up because they thought “people don’t think there is any need to speak up,” also underscoring the program’s educational priorities within the allied community.

As “Straight for Equality” continues to grow and expand, PFLAG members and spokespeople have traveled the country, speaking to community groups, corporations and others about how they can move equality forward, one step at a time, as an ally of their LGBT friends.

Our “Straight for Equality” website includes new support sections for allies to share their stories . . . talk about the meanings behind words . . . get answers to frequently asked questions about LGBT people . . . and a section for supporting and being a resource for your LGBT families, friends and co-workers.

# MAKING US STRONG:

## PFLAG FINANCIAL REPORT, SPONSORS & SUPPORTERS

PFLAG is proud to have the support of so many committed and generous corporate sponsors and individual donors. Your support ensures that PFLAG has the resources it needs to support our families, press for change at the local and national level, educate the public about our issues and *move equality forward* in so many ways.

***Thank you*** to everyone who is part of the PFLAG family. **PFLAG is you.**



## 2007 Audited Financials

### Revenue and Support

	<b>2007 Total</b>	<b>2006 Total</b>
Contributions and Gifts	\$3,004,736	\$1,749,782
Conference Income	165,500	30,625
Chapter Dues	97,645	105,299
Rental and Interest	63,152	78,166
Product and Publications	26,748	22,273
Special Events and Other	21,836	17,872
Other Income	1,868	-

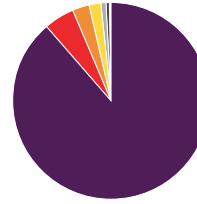
*Total Revenue and Support*                      \$3,381,485                      \$2,004,017

### Expenses

Program Services	\$2,018,149	\$1,605,464
General Administration	161,733	126,356
Fundraising and Development	445,270	403,060

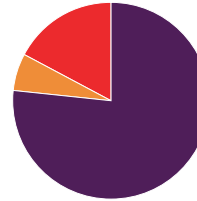
*Total Expenses*                                      \$2,625,152                      \$2,134,880

Change in Net Assets	756,333	(130,863)
Net Assets, Beginning of Year	1,086,249	1,217,112
Net Assets, End of Year	1,842,582	1,086,249



### Revenue & Support

Contributions and Gifts	88.86%
Conference Income	4.89%
Chapter Dues	2.9%
Rental and Interest	1.9%
Product and Publications	0.8%
Special Events and Other	0.6%
Other Income	0.1%



### Expenses

Program Services	76.88%
General Administration	6.16%
Fundraising and Development	16.96%

# OUR SUPPORTERS

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Northern Plains Region  
MN, ND, SD, WI

**Lance Helms**  
Gulf Region  
AL, FL, GA, MS, Puerto Rico

**Jean Hodges**  
Mountain West Region  
AZ, CO, NM, UT, WY

**Marcie Mathis**  
Pacific Northwest Region  
ID, MT, OR, WA, AK

**Jerry Miller**  
South Atlantic Region  
NC, SC, TN, KY

**Carole Reeder**  
North Atlantic Region  
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**Deb Smith**  
Great Lakes Region  
IL, IN, MI, OH

**Pam Whitely**  
Mid-Pacific Region  
Northern CA, NV

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Executive Director

**Nina Sevilla**  
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**Elizabeth Hampton Brown**  
Director of Policy & Programs

**Jamie Curtis**  
Senior Field & Policy Coordinator

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**Erin Cranford Williams**  
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**Steve Ralls**  
Director of Communications

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*As of 6/30/2008*

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