



ATLANTA
PRIDE

2024

IMPACT REPORT

UNITED WITH PRIDE
ATLANTA PRIDE 2024

Dear Friends and Supporters,

As we reflect on 2024, I am filled with immense pride and gratitude for the remarkable accomplishments our community has achieved together. This year, Atlanta Pride took bold steps forward, deepening our impact, expanding our reach, and elevating the voices of those who need to be heard most.

Our 2024 Atlanta Pride Festival and Parade had the city "United With Pride" as we welcomed tens of thousands of individuals from across the region and beyond. With Angeria Paris VanMicheals as our Honorary Grand Marshal, we celebrated not just visibility but the rich diversity of the LGBTQ+ experience. Our expanded Family Fun Zone and new elements focused on our community's history and legacy made this year's festival one of our most memorable to date.

This year, we also launched the Pride Across the Peach State grant initiative, which is already having a transformative impact on LGBTQ+ communities throughout Georgia. We are proud to support grassroots organizations that are making a difference at the local level, ensuring that the spirit of Pride is truly statewide.

As we look to 2025, we are excited to embark on the next chapter of Atlanta Pride with the implementation of our new strategic plan. Over the next three years, this plan will guide us in addressing the evolving needs of our community, fostering even greater inclusivity, and ensuring our programs and services are both innovative and impactful.

We are committed to strengthening partnerships across the state and expanding our efforts to uplift and empower marginalized voices. With your continued support, we will ensure that Atlanta Pride remains a beacon of hope, resilience, and celebration for future generations.

None of this would be possible without the unwavering dedication of our volunteers, sponsors, and community members. Thanks to your generosity, passion, and belief in our mission, Atlanta Pride continues to grow and thrive.

Together, we are making history. Together, we are "United With Pride."

With gratitude and pride,



Chris McCain

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LETTER FROM THE EXECUTIVE DIRECTOR

OUR YEAR IN REVIEW



2025-2027 STRATEGIC PLAN:

Atlanta Pride began working on a strategic plan with Purpose Possible in January 2024. We conducted interviews, surveys, and a community input listening session from March to April. Hundreds of community responses, environmental scan data, and discussions with our staff and board were reviewed from April through September, informing and shaping our organizational direction for the next three years.

HALFWAY TO PRIDE:

In April, Atlanta Pride marked the milestone of being “halfway” to the Atlanta Pride Festival by kicking off our volunteer recruitment with an event at Red’s Beer Garden.



GRAND MARSHAL RECEPTION:

Atlanta Pride honored our 2024 Grand Marshals with a reception at El Viñedo Local in August. Angeria Paris VanMicheals was announced as the 2024 Honorary Grand Marshal.

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OUR MISSION

Atlanta Pride cultivates vibrant and inclusive community for LGBTQ+ people in the Southeast by amplifying diverse voices, fostering meaningful connections, and celebrating the rich cultural expressions that unite and uplift our community.

OUR VISION

Atlanta Pride envisions a thriving LGBTQ+ community where every identity is valued, our history is celebrated, and our diverse voices fuel an equitable, safe, and liberated future.



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OUR VALUES



Diversity:

We value our community's strength, visibility, and diversity across intersectional identities, honoring the unique experiences and contributions of every individual.

History:

We honor the legacy of activists and community members who paved the way, celebrating their stories and building connections between past, present, and future generations.



Inclusivity:

We provide welcoming and accessible spaces to support the LGBTQ+ community, prioritizing events, resources, and programs that ensure community members feel included, safe, and accepted.

Transparency:

We operate with openness, honesty, and accountability, fostering a culture of trust within our organization, among our supporters and partners, and throughout the broader community.



FESTIVAL & PARADE



Atlanta Pride is the largest free Pride festival in the United States, with over 350,000 attendees. Boasting the largest parade in the city of Atlanta, with over 100,000 spectators, the weekend culminates with the legendary Starlight Cabaret, the largest outdoor drag event in the country.



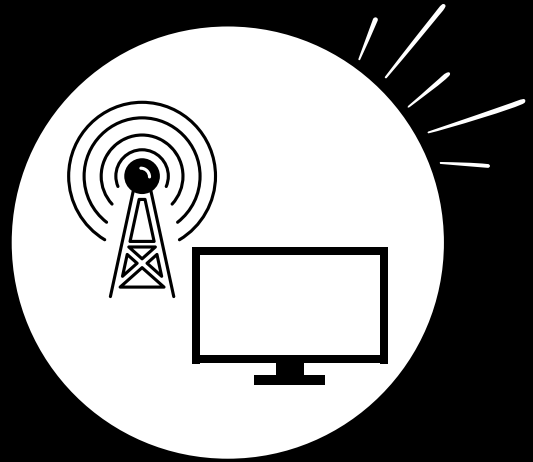
In 2024, we increased our impact with our largest Family Fun Zone and Artist Market to date. Partnerships with local archives allowed us to showcase more of our LGBTQ+ history, and "A Chaka Moment...In The Park" kept everyone United With Pride.



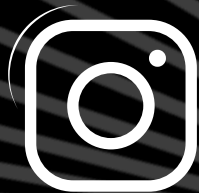
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IMPACT & REACH

Broadcast and radio platforms reached a combined audience of over 23.7 million people in 2024. Coverage spanned national and local TV channels, as well as popular radio stations, demonstrating Atlanta Pride's widespread appeal and influence.



25K+



27K+

NEWSLETTER

17K+

Social media platforms continue to be a major force for community engagement. Our storytelling connects with the community and is reflected in our year-over-year increases in engagement. Facebook saw 125% growth in engagement, and Instagram increased by 40%.



This year, Atlanta Pride reached more than 400 million impressions across print and digital placements, with coverage in a diverse mix of outlets driving awareness among local and national audiences. This widespread media presence has positioned Atlanta Pride as a key cultural event.

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In 2024, our Pride Across the Peach State grant initiative awarded \$50,000 to thirteen Pride organizations across Georgia. To our knowledge, no other Pride organization is reinvesting locally at this same level.

OUR SPONSORS

RAINBOW



DELTA



Grady



DIAMOND

Cox Enterprises | IHG Hotels & Resorts | Intuit Mailchimp | MARTA

PLATINUM

Georgia Aquarium | Google | Marriott International
Mercedes-Benz USA | Northside Hospital | Wellstar Health System

GOLD

Cupcake Vineyards | David Magazine | Emory Healthcare
Enterprise Rent-A-Car | Fiserv | Georgia Drives Chevy Dealers
Georgia Voice | HD Supply | Inspire Brands
NCR Voyix | Norfolk Southern | Positive Impact Health Centers
ViiV Healthcare | Warner Bros. Discovery

OUR SPONSORS & FINANCIALS

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Stone Mountain Honda | SweetWater Brewing Company
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Hapag-Lloyd | Hollywood Feed | Honeywell | Hyatt | iVision
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Porsche USA | Puttshack | Ralph Lauren | Salesforce | SPLC
Starship | Synovus | Tanteo | Truist | UCB | U.S. Soccer
US Bank Elavon | VyStar | Wheels | White Claw | Xfinity

COMMUNITY

Agnes Scott College | Episcopal Diocese of Atlanta
The Heretic Atlanta | My Sister's Room | SisterLove



101
Total Sponsors



25
New Sponsors



98
Individual Donors
* as of 11/15/2024

Atlanta Pride has completed its 2023 financial audit, reaffirming our commitment to transparency and responsible stewardship of donor contributions. Current and recent financial reports and IRS 990 forms are available for public review on our website.

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FORREST EVANS
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TOBY VARGAS-JAUME
DIRECTOR

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LANCE M. ESCOBAR
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ASHLEY BOTZIS
ADMINISTRATIVE COORDINATOR





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