



ATLANTA
PRIDE



2025

IMPACT REPORT



Dear Friends and Supporters,

2025 was a year of great celebration for Atlanta Pride, as we marked our organization's 55th Anniversary. This year, we leaned into our 2025 festival theme, embracing what it means to be truly "Rooted in Resistance." I am filled with immense pride knowing that what began in 1970 as a small but courageous gathering in Piedmont Park has grown into the largest Pride festival in the Southeast. Our reflections on our past are tempered by the challenges of today and tomorrow. Atlanta Pride will only continue if, collectively, we continue to choose Pride.

Our 2025 Atlanta Pride Festival and Parade reaffirmed that choosing Pride is not a neutral act. Choosing Pride is a declaration that we will not be erased, a commitment to not retreat, and a promise to move forward—together. We celebrated individuals who choose to show up as their most authentic selves by honoring our Grand Marshals, including local icon Lester "Lena Lust" West and national trailblazer Raquel Willis. We chose pride, joy, and visibility by continuing to grow our festival's Family Fun Zone and historical displays. In turn, the community chose pride by showing up in historic numbers for our Trans, Bi+ Pan, and Dyke Marches.

Community support allowed us to continue funding our Pride Across the Peach State grant initiative, which, to date, has awarded \$90,000 to 16 Pride organizations across Georgia. In a year in which more than 600 anti-LGBTQ+ bills were introduced in legislatures across the country, we chose Pride and we invested in community.

As with Pride organizations across the country, we saw a decrease in overall sponsorship this year. This loss was mitigated by increased individual and recurring donors. Driven by our new monthly donor community, the 70 CLUB, grassroots supporters are fueling initiatives tied to our new three-year strategic plan, focused on three pillars: Community Connector, Festival Resiliency, and Organizational Sustainability.

None of this would be possible without the unwavering dedication of our volunteers, sponsors, and community members who choose Pride again and again. Thanks to your generosity, passion, and shared hope, we will continue to be "Rooted in Resistance" for years to come.

With gratitude and pride,



Chris McCain



**ROOTED IN
RESISTANCE**



**LETTER FROM THE
EXECUTIVE DIRECTOR**



CELEBRATING 55 YEARS:

2025 marked the 55th anniversary of Atlanta Pride, a milestone we celebrated all year long. We kicked off the year by launching the 70 CLUB, our monthly donor community rooted in our grassroots beginnings.

WEBSITE REDESIGN:

In January, Atlanta Pride ushered in the new year with a complete redesign of our website. The new website offers a better user experience with easy to navigate tabs and a fresher look.

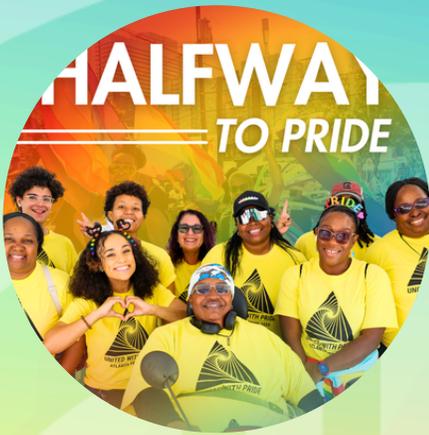


U.S. ASSOCIATION OF PRIDES:

Atlanta Pride welcomed the United States Association of Prides (USAP) National Conference with featured speakers, like the Hon. Stacey Abrams, Monica Helms, State Representative Sam Park, Former State Representative Matthew Wilson, Jeff Graham, Gabrielle Claiborne, and Tori Cooper.

OUR YEAR IN REVIEW



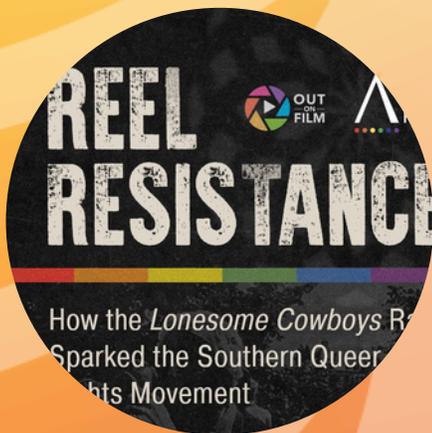


HALFWAY TO PRIDE:

In April, Atlanta Pride again partnered with Red's Beer Garden, marking the "halfway" point to the Atlanta Pride Festival with an event kicking off our volunteer recruitment efforts. Commemorative glassware raised funds to support our festival.

IT'S GIVING EDGEWOOD:

In June, Atlanta Pride celebrated Stonewall Month with a historic pub crawl, partnering with seven small businesses in the Edgewood Avenue corridor for a fundraising event like none other.



REEL RESISTANCE SUMMIT & FELLOWSHIP:

In August, partnering with Out on Film, we hosted a two-day film screening and community summit exploring the powerful legacy of queer resistance in the South. This partnership includes a filmmaker fellowship, which will have a lasting impact on local storytelling and historical preservation.



OUR YEAR IN REVIEW



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.



ROOTED IN RESISTANCE



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 2025, our festival continued to grow 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 Rooted in Resistance.



ROOTED IN RESISTANCE



IMPACT & REACH

32.2+ million impressions

Atlanta Pride secured a combined broadcast reach of more than 32.2+ million impressions in 2025. The coverage range shows strong media attention during both peak festival moments and key organizational announcements.



2.9K+ *



32.8K+

NEWSLETTER

16K+

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. Impressions on Instagram nearly doubled with a 98.9% increase, and our new Facebook page added nearly 3,000 followers in just over six months.



82+ million impressions

Atlanta Pride reached more than 82+ million impressions across print and digital outlets in 2025. Coverage spanned local, regional, and national publications, as well as high-traffic digital platforms. Stories tied to festival announcements, organizational updates, community issues, and cultural programming helped drive sustained attention.

*In 2025, our Facebook page was hacked and we lost our network of 22K followers. A new page was established in May 2025, and we are rebuilding our online presence on this platform.



To date, our Pride Across the Peach State grant initiative has awarded \$90,000 in grants to 16 different Pride organizations across the State of Georgia. In 2025, we supported 10 organizations. To our knowledge, no other Pride organization is reinvesting locally at this same level.

OUR SPONSORS

RAINBOW



DIAMOND



PLATINUM

Georgia Aquarium | IHG Hotels & Resorts | Intuit Mailchimp
MARTA | Northside Hospital | Wellstar Health System | White Claw

GOLD

Atlanta Hawks & State Farm Arena | Enterprise Rent-A-Car | Fiserv
Georgia Drives Chevy Dealers | Georgia Voice | iHeartMedia
Inspire Brands | Marriott International | NCR Voyix
Norfolk Southern | Positive Impact Health Centers | ViiV Healthcare

OUR SPONSORS & FINANCIALS

SILVER

AHF | CareSource | Cupcake Vineyards | EarthLink
Gilead Sciences | Global Payments | LexisNexis Risk Solutions
PNC Bank | Smurfit Westrock | Southwire | Visit Athens GA

BRONZE

ADP | Atlanta Braves | Atlanta United FC | AvitaCare Atlanta
Baker Donelson | bartaco | BeatBox Beverages
Classic Tents & Events | Elavon | Emory Healthcare | FanDuel
GoTo Foods | Greystar | Hapag-Lloyd | Hollywood Feed | Hyatt
Kaiser Permanente | King & Spalding | KPMG | Kroger
Mercedes-Benz USA | Montucky Cold Snacks | MyEyeDr
NCR Atleos | PetSmart Veterinary Services
Piedmont Healthcare | Porsche USA | Puttshack | Ralph Lauren
Salesforce | Southern Company | SPLC | Starship
Sweetwater Brewing Co. | UCB | U.S. Soccer
Veterinary Emergency Group | VyStar | Wheels | Wynk | Xfinity

COMMUNITY

Agnes Scott College | Apples Gone Wild | Atlanta Eagle
The Heretic Atlanta | Lambda Legal | My Sister's Room | SisterLove



67

Total Sponsors



10

New Sponsors



239

Individual Donors

* as of 12/1/2025

** a 143% increase from 2024

Atlanta Pride has completed its 2024 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.

70 CLUB Founding Members

Brian Desarro & Don Abbott

Ben & Cassie Ackerley

Melanea Alvarez

Crystal & Erin Bowman

Mark Constantine

Forrest Evans

Earl Fields

Glen Paul Freedman

Timothy Garrett

Collin Holder

Thomas Lázaro

Larry Lehman

Gabe Martinez

Kevin McClelland

Tom McMurrain

David Roemer

Chris Ruiz

Andrew Schmidt

Christy Spooner

Graham Sweeney

Nicoal Whitworth

Farah Witt

Keith Young

*Membership as of the 2025 Atlanta Pride Festival, October 11-12, 2025



"MARSHA" artwork by Jenna Deibel

BRIAN DESARRO
BOARD CHAIR

BEN ACKERLEY
DIRECTOR

TONY UCEDA
DIRECTOR

TOBY VARGAS-JAUME
BOARD VICE CHAIR

FORREST EVANS
DIRECTOR

NICOAL WHITWORTH
DIRECTOR

CRYSTAL BOWMAN
BOARD SECRETARY

DEWAYNE QUEEN
DIRECTOR

FARAH WITT
DIRECTOR

GABE MARTINEZ
BOARD TREASURER

CHRIS RUIZ
DIRECTOR

BOARD OF DIRECTORS



CHRIS MCCAIN
EXECUTIVE DIRECTOR

STAFF

STEVEN IGARASHI
DIRECTOR OF COMMUNICATIONS
& COMMUNITY ENGAGEMENT

ASHLEY BOTZIS
ADMINISTRATIVE COORDINATOR

KALEB SOLBERG
COMMUNITY ENGAGEMENT
COORDINATOR



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CHOOSE

PRIDE



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