

2025



PW PRIDE
PORT WASHINGTON, WI

IMPACT REPORT



PW Pride Inc. is a 501(c)(3) Organization



Our Mission

- To educate others about the queer community
- To advocate for future generations
- To form a collective that is safe and inclusive
- To be visible for those who have yet to show their colors

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2025 Year In Review



PW Pride Inc. experienced growth in various ways in 2025. We've achieved many of our organizational goals, including strategic planning, adding our volunteer director, outreach to more community organizations, and securing an office space for 2026 to stretch our positive impact in the Ozaukee County area.



20 Volunteers
300 Volunteer Hours

BUILDING A STRONG FOUNDATION

The PW Pride board has worked hard to grow the organization and our impact in the community. It started with creating measurable goals that align with our mission. It continued with team building and leadership development to be the safest and most inclusive space for LGBTQIA+ people in our community.

"Growing up and living in the Cedar Grove/Belgium area for most of my life, I never thought I would see an LGBTQ group in Ozaukee County." - regular attendee

20 25



PW Pride continues to foster connection points for LGBTQIA+ people & Allies in Port Washington.

In 2025, we grew from 20 to 31 events hosting more than 738 people.

31

Community Events

- 2 Game Days
- 4 Pride Night Out gatherings
- 2 Granny Bingo events
- 7 Coffee Connections
- 3 Educational Events
- 13 Other unique events, including our annual Pride picnic

"The friendliness of the PW Pride board is impressive!"

— Event attendee



Approximately 1,500 people have been reached by PW Pride since our public events started in 2022.

Our History

PW Pride started in 2021 to advocate for, celebrate, and educate on Queer people in Port Washington. We're here to show that LGBTQIA+ people contribute to the vibrant fabric of our community all year long.



ORGANIZATION TIMELINE

- 2022
 - Gained IRS Non-Profit status
 - 1st Coffee Connection Q1
- 2023
 - Bylaws Passed Q1
 - Board Voted to a 2-yr term Q2
 - Domain & Emails Established Q4
 - Website Launched Q4
- 2024
 - Focused on Safe space events
- 2025
 - Strategic Planning Q1-Q2
 - Established Pride Night Out events Q1
 - Online Resource Guide launch Q2
 - Joined Ozaukee Nonprofit Center Q3

"We deserve to experience love fully, equally, without shame and without compromise."

— Elliot Page

Community Connections

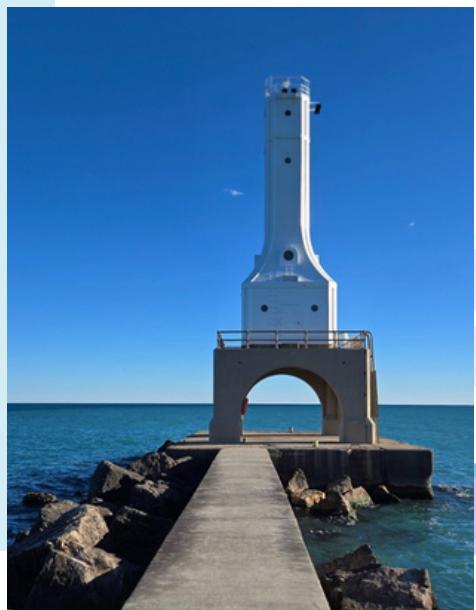
In 2025, we fostered **new** connections with local nonprofits and businesses to grow our impact with Port Washington and surrounding communities. These connections stemmed from our strategic goal to build more partnerships with affirming and ally organizations in the community, ultimately **extending our reach** to LGBTQIA+ people in Port Washington and Ozaukee County.



**Supporting our
community, one
step at a time.**

PARTNER ORGANIZATIONS

Ozaukee Nonprofit Center
Ozaukee Humane Society
Ozaukee Food Alliance
Youth and Family Project
BSG Coffee and
Cocktail Lounge
Cedarburg Community
for Acceptance
Inventors Brewpub





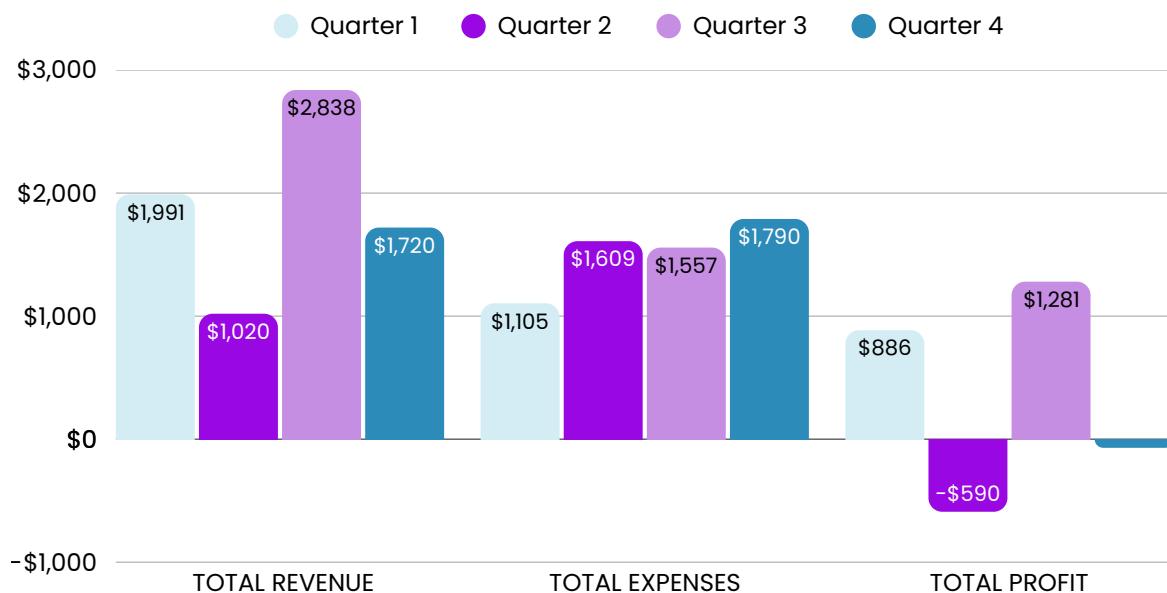
2025 Financial Report

PREPARED BY
PW PRIDE FINANCE TEAM

Financial Overview

End of Q4: Dec 31, 2025

US\$	Quarter 1	Quarter 2	Quarter 3	Quarter 4
TOTAL REVENUE	\$1,991	\$1,020	\$2,838	\$1,720
TOTAL EXPENSES	\$1,105	\$1,609	\$1,557	\$1,790
TOTAL PROFIT	\$886	-\$590	\$1,281	-\$70



Through Quarter 4, \$6,062 of the \$6,062 budgeted for CY2025 had been spent.

BALANCE
AS OF Q4 2025
\$9,281.70





2025 Social Media Report

PREPARED BY
PW PRIDE MARKETING TEAM

Online Traffic

THROUGH Q4 2025

Facebook Followers

804

Growth in 2025

+174 

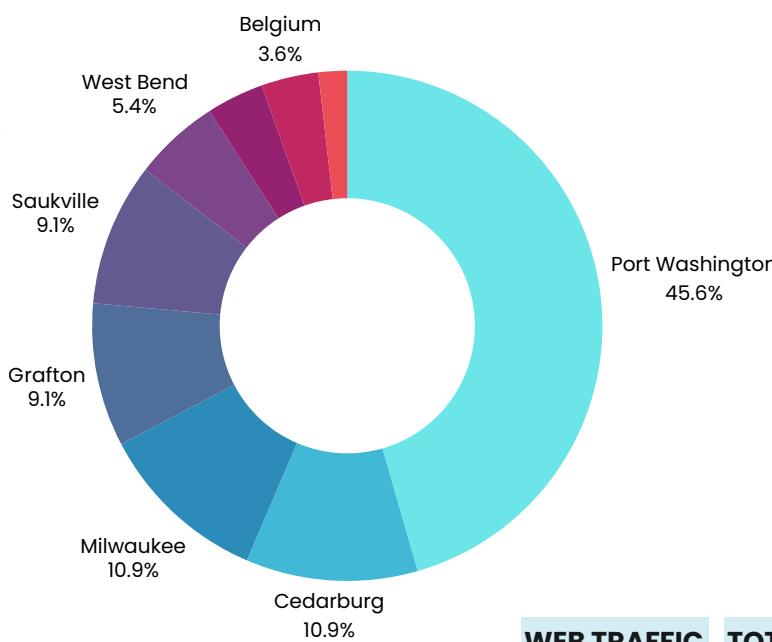
Instagram Followers

459

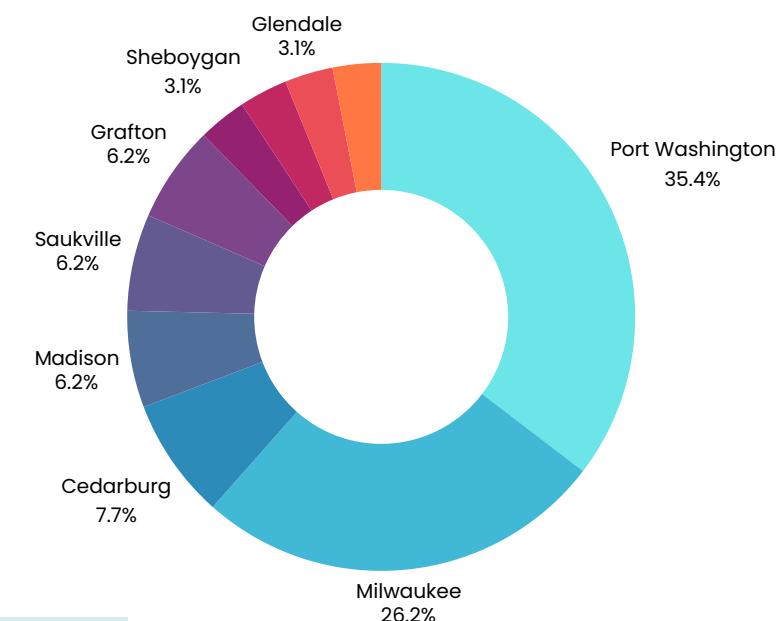
Growth in 2025

+96 

Facebook Top Cities



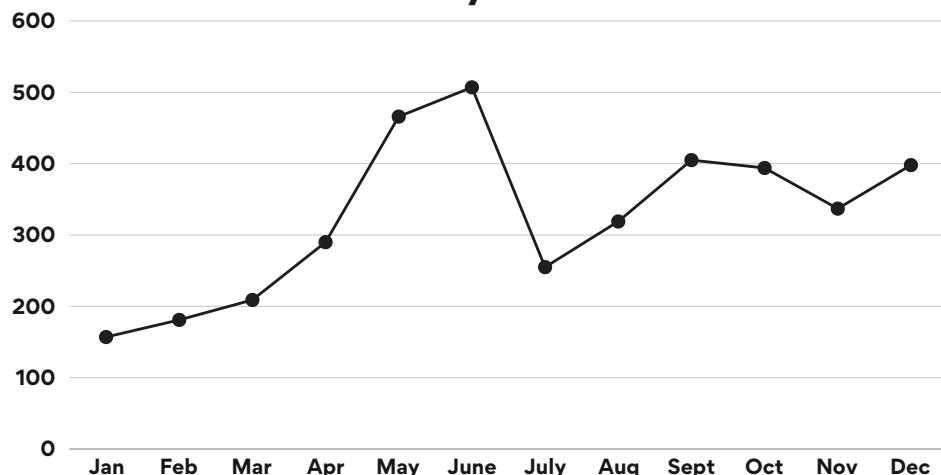
Instagram Top Cities



WEB TRAFFIC TOTAL VISITS

2025 3631 76%

Monthly Web Visits



WWW.PWPRIDE.ORG

PW Pride Board

Chairperson



Karl Letsche (he/him)

kletsche@pwpride.org

Communication specialist & storyteller

Vice Chair



Kevin Mussatti (he/him)

kmussatti@pwpride.org

Chiropractic technician & small business professional

Secretary



Katie Gengler (she/her)

kgengler@pwpride.org

Education professional & GSA advisor

Treasurer



Brad Mueller (he/him)

bmueler@pwpride.org

24 years in governmental finance

Marketing



Renee Keller (she/her)

rkeller@pwpride.org

24 years in public service, including six in the military

Events



Alex Fritz (she/her)

afritz@pwpride.org

Licensed Professional Counselor & Art Therapist

Volunteers



April Hart (she/her)

ahart@pwpride.org

Creative Media Professional



PW PRIDE

PORT WASHINGTON, WI

PW Pride Inc. is a 501(c)(3) public charity run entirely by volunteers.
Contributions made to 501(c)(3) nonprofits are tax deductible.
EIN: 88-1919636

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