

# 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*



# 2025



**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.



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

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## 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







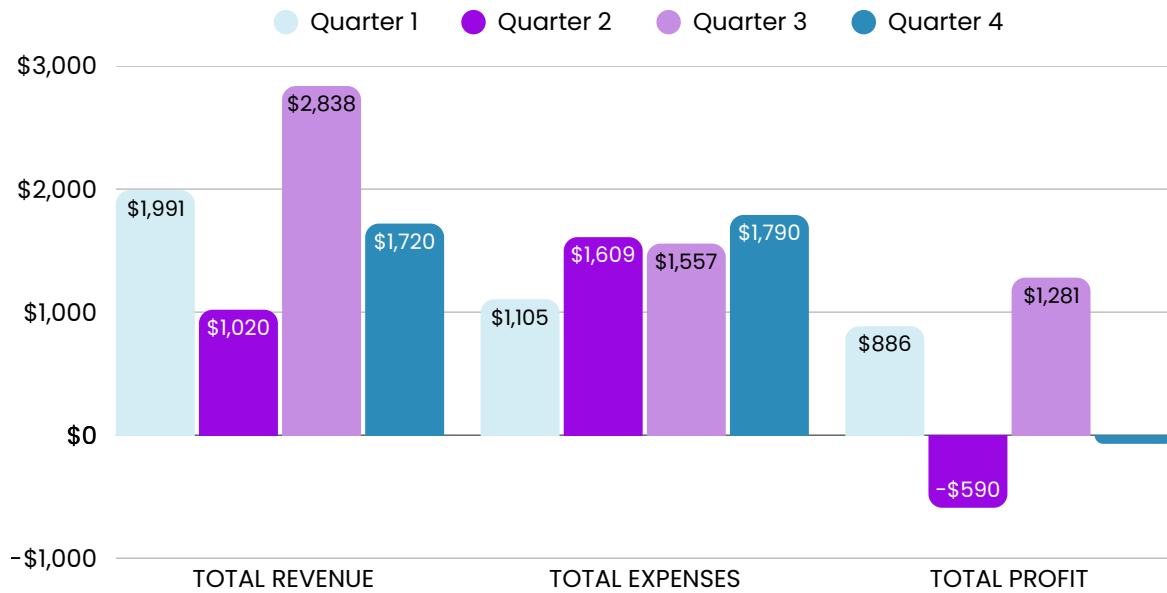
# 2025 Financial Report

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** ↑

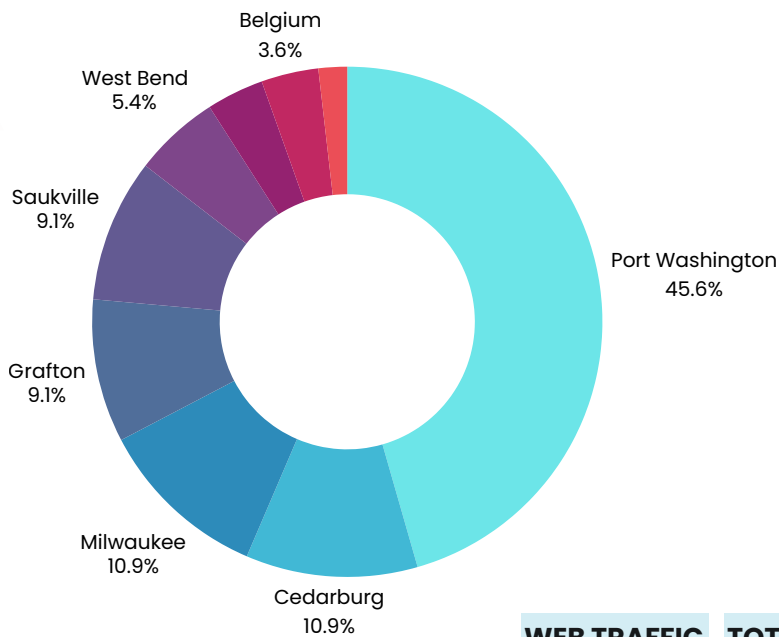
Instagram Followers

**459**

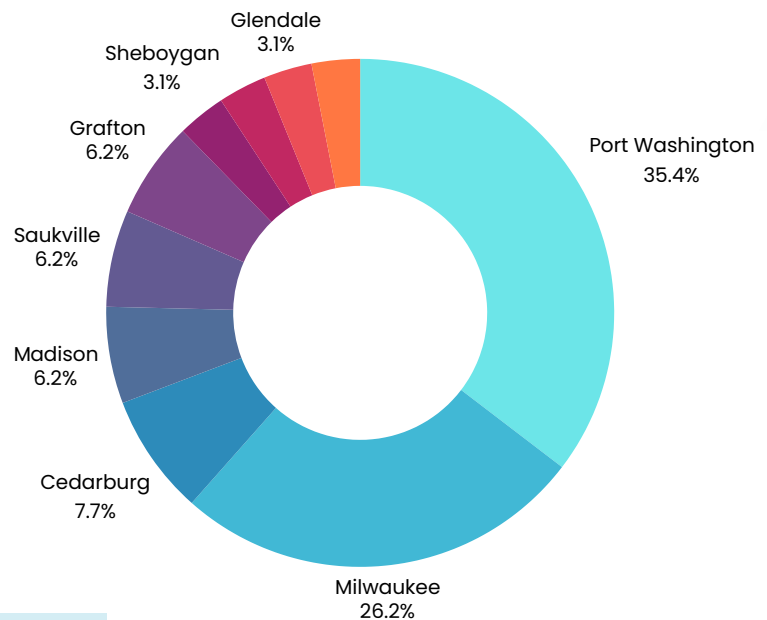
Growth in 2025

**+96** ↑

## Facebook Top Cities



## Instagram Top Cities

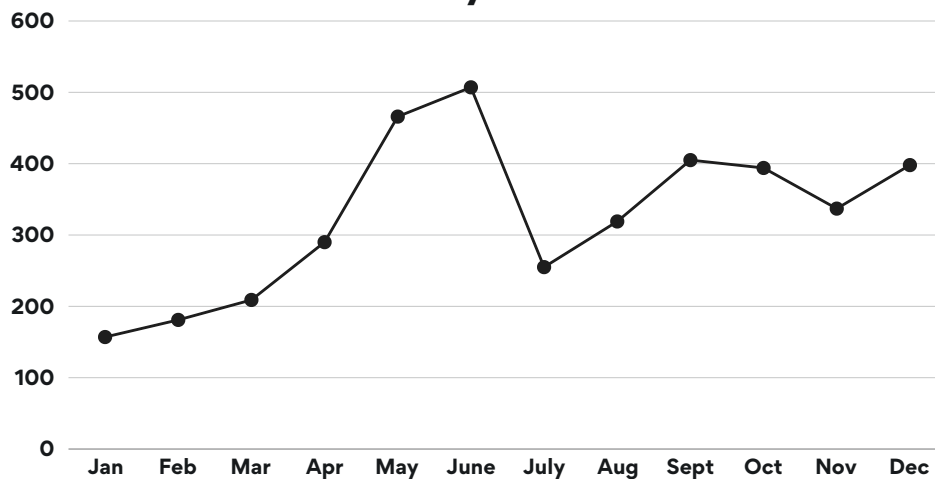


WEB TRAFFIC

TOTAL VISITS

**2025 3631** ↑ **76%**

## Monthly Web Visits



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# 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)**  
bmueller@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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