

# 2024



**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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WWW.PWPRIDE.ORG

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# 2024 Year In Review

PW Pride Inc. has solidified itself as an integral charity organization in the Port Washington community. 2024 was a big growth year for us. Our visibility and connections with people who are LGBTQIA+ in the city and Ozaukee County grew to our highest level yet. We also leaned on our allies and supporters to build a more diverse and inclusive city.

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## Advocate Celebrate Educate

### FOCUS ON SAFE SPACES

We are intentional in creating events and activities that are safe for people to be themselves. At one Pride event in June a young person shared their full identity for the first time with a volunteer. That is core to our mission of being visible for those who have yet to show their true colors.

***"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***

# 2024



## 20

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

### Community Events

2 Game Days, Potluck (games, rock painting), 6 Coffee Connections, Queer Craft Night, Walk in Milwaukee Pride Parade, Pride History Talk, Pride Book Club, Pride Karaoke, Annual Pride Picnic, Dine to Donate, Washington County Pride Celebration, Saturday Beer Garden Host, Huntin for Pumpkins, Granny Bingo, LGBTQ+ History Month Book Club

***“We will not win our rights  
by staying quietly in our  
closets.”***

***— Harvey Milk***



## Building Community

Our charity is committed to being a resource for LGBTQIA+ people of all ages in Port Washington and beyond. Our reach surged from 2023 to 2024, hosting more than 630 people at 20 public events. We're already strategically planning our services to make a bigger impact in 2025 and in the years to come.



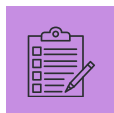
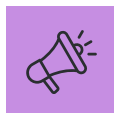
Approximately 830 people have been reached by PW Pride since our public events started in 2022.



***"We deserve to experience love fully, equally, without shame and without compromise."***  
— Elliot Page

## FOUNDED IN 2021

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

- 2021
  - Organization established
- 2022
  - Gained IRS Non-Profit status
  - 1st Coffee Connection in Q1
- 2023
  - Bylaws Passed in Q1
  - Board Voted to a 2-yr term in Q2
  - Domain & Emails Established in Q4
  - Website Launched in Q4



# 2024 Financial Report

PREPARED BY  
**PW PRIDE FINANCE TEAM**

# Finance Spotlight

## BALANCE

AS OF Q4 2024

\$7,775.22



## MAIN SOURCES OF REVENUE



\$2,744

OCTOBER - GRANNY BINGO

\$1,492

JUNE - PRIDE MONTH EVENTS

\$1,369

AUGUST - BEER GARDEN

\$1,250

MAY - SCRIPPS HOWARD FUND

## ORGANIZATION EXPENSES

### BINGO EVENT

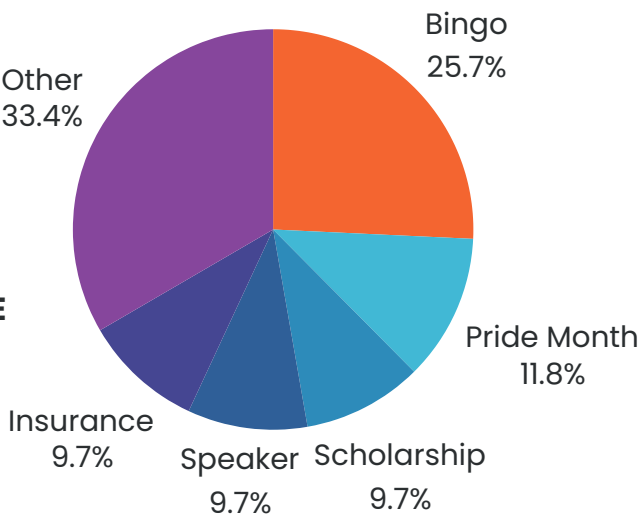
\$1,329.64

### PRIDE MONTH

\$610.56

### SCHOLARSHIP/SPEAKER/INSURANCE

\$500 EACH







# 2024 Social Media Report

PREPARED BY  
**PW PRIDE MARKETING TEAM**

# Online Traffic

## THROUGH Q4 2024

### Facebook Growth

2021: ↑ 48  
2022: ↑ 243  
2023: ↑ 212  
2024: ↑ 168

Total Followers

671↑

### Annual Reach Increase

Facebook	Instagram
2022: 100%	2022: 100%
2023: 467%	2023: 384%
2024: 75%	2024: 134%

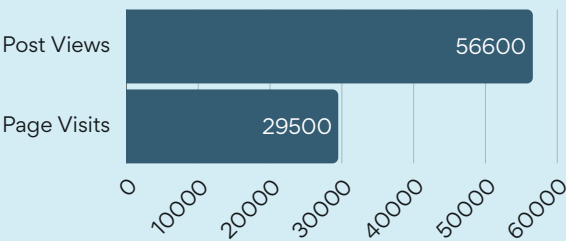
### Instagram Followers

363

Growth in 2024

+71↑

### Facebook Engagement



Views

16K

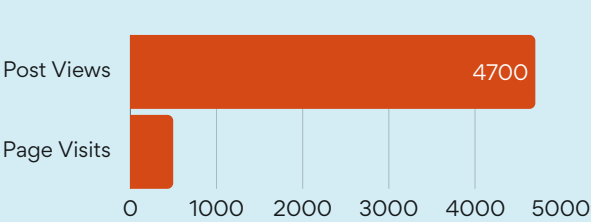
Reactions

257

### Top Facebook Post

Granny Bingo Thank You  
October 20

### Instagram Engagement



Views

416

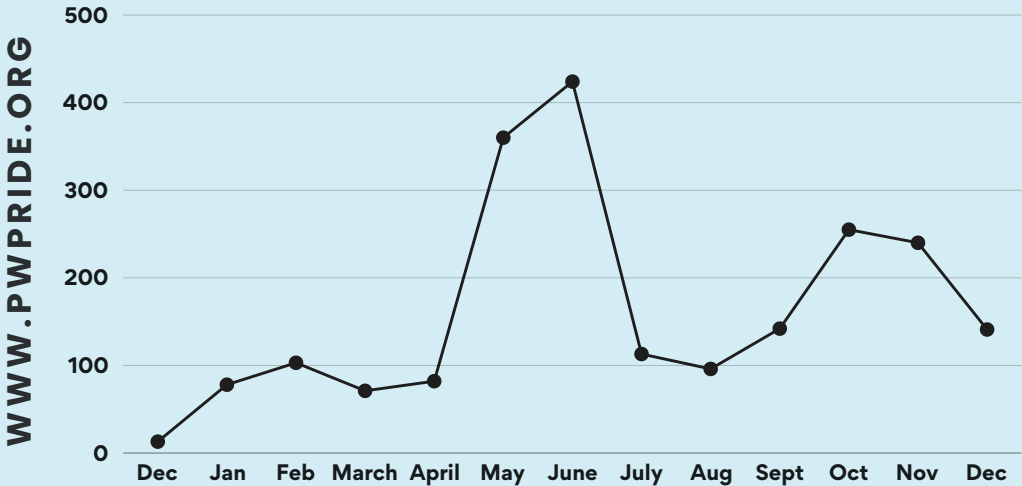
Reactions

12

### Top Instagram Post

Beer Garden Event Flyer  
August 4

### Website Traffic by Month



# PW Pride Board

## Chairperson



Kevin Mussatti (he/him)  
kmussatti@pwpride.org  
Chiropractic technician &  
small business professional

## Vice Chair



Karl Letsche (he/him)  
klletsche@pwpride.org  
11 year communication  
specialist & storyteller

## Secretary



Katie Gengler (she/her)  
kgengler@pwpride.org  
Education professional  
& GSA advisor

## Treasurer



Brad Mueller (he/him)  
bmueller@pwpride.org  
23 years in  
governmental finance

## Marketing



Renee Keller (she/her)  
rkeller@pwpride.org  
21 years in public service,  
including six in the military

## Events



Alex Fritz (she/her)  
afritz@pwpride.org  
Licensed Professional  
Counselor & Art Therapist





**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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