



2022 ANNUAL REPORT



www.unioncountypride.org
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WHO WE ARE



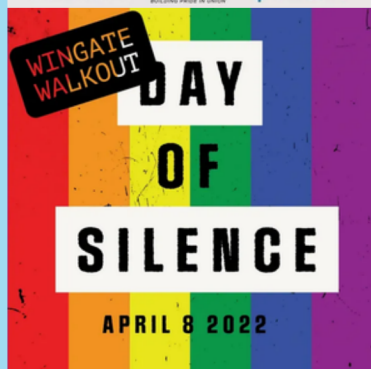
OUR MISSION is to support the LGBTQIA+ community and its allies, focusing on LGBTQIA+ youth and young adults. We aim to promote organizations who are accepting of all people, regardless of sexual orientation and/or gender identity. We also strive to build a community of individuals to create and strengthen friendships and business relationships.

OUR GOALS include the ability to help fund and support LGBTQIA+ student clubs in local schools, to network and promote buying with local businesses and organizations that support Union County Pride's mission, and to inform the community of events in order to promote opportunities to network with other like-minded people.





In 2022, Union County Pride, Inc. hosted the area's **first-ever Pride events**, inviting a change in the perception of the county as a home for the LGBTQIA+ community. Support and enthusiasm have been overwhelming positive!





In **2022**, **Union County Pride, Inc.** was established as a nonprofit corporation and received 501(c)(3) tax-exempt status from the Internal Revenue Service. A board was formed and a website was created (*UnionCountyPride.org*), including an online process for registration of vendors, partners, sponsors, and event attendees.

Social Media Engagement

- Facebook: 722 likes, 777 followers, 32 event check-ins
- Instagram: 334 followers
- Website: 308 subscribers
- TikTok: 48 Followers
- Twitter: 18 followers
- Discord: 32 members
- YouTube: 2 subscribers



Inaugural Pride Events

- Adult Event: 200 attendees at Bottle Factory, sponsored by East Frank
- Teen Event: Hosted in partnership with Wingate University
- Drag Story Hour within Festival
- Interfaith Celebration within Festival
- Candidate Event: 50+ attendees and 5 candidates
- Legal Clinic: Hosted by Transcend Charlotte, attendance unknown
- Community Events: Two large events with attendance unknown



People Power

- Leadership Team: 9
- Team Leaders: 11
- Partners: 9
- Volunteers: 20+



Advocacy Interactions

- Day of Silence
- Union County Public Schools: 2+ regarding books, clubs, flags, etc.
- Union County Commissioners: 1 regarding festival drag
- Community-Wide Statement
 - Business Signatures: 33
 - Personal Signatures: 100
 - Commenters: 9



Media Reports

- Positive: 5+ including national television (Negative: 1 - Re: Library)

Pride Festival in the Park

- Attendees: approximately 500 depending on sources
- Vendors: 37
- Sponsors: 13
- Food Trucks: 7



Entertainment

- Drag Performers: 11
- Other: 2



Financial Report

- Gross Receipts \$27,283.92
- Contributions & Grants: \$2,000.00
- Program Revenue: \$12,200.69
- In-Kind Donations: \$13,283.92
- Expenses \$11,813.89
- Fund Balance \$2,386.80
- Assets \$631.80
- Pledges \$420.00





PRIDE

UNION COUNTY, NC

BUILDING PRIDE IN UNION



SCAN ME

