



2024 Annual Review

2025 Support Opportunities



UnionCountyPride.org



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Introduction



In 2024, Union County Pride, Inc. continued its mission to empower the LGBTQ+ community and allies in Union County, North Carolina. Through a series of events, educational programs, and community outreach initiatives, we fostered inclusivity, provided essential resources, and advocated for equal rights.

OUR VISION

Union County Pride, Inc. is the foremost organization working to promote a thriving LGBTQ+ community in Union County, North Carolina.

OUR MISSION

Support Youth and Young Adults

We strive to support the youth and young adults in Union County of all sexual orientations and gender identities.

Promote Businesses and Organizations

We strive to promote businesses and organizations that are accepting of all people regardless of their sexual orientation or gender identity.

Grow Diverse Communities

We strive to build a diverse, inclusive community of accepting people who build authentic friendships and business relationships.



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Leadership



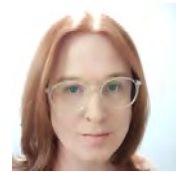
President

Cristal Robinson, JD/MBA (they/them) is an experienced attorney licensed in NC, TX, and D.C. with a focus on civil rights, disability law, and promoting diversity, equity, and inclusion in various sectors. Cristal is deeply involved in social advocacy, including work with LGBTQ+ and disability rights organizations. She is the founding president of Union County Pride, Inc. Cristal's legal firm, Robinson Law, is focused on disability and civil rights cases, with particular emphasis on advocating for neurodivergent and marginalized communities.



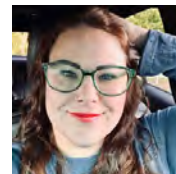
Vice President

Monica King, MEd, MA (she/her) is a Certified Family Life Educator, a Human Services-Board Certified Practitioner, and a Certified Family Peer Specialist with 20 years of experience in social services roles that involve supporting, educating, and advocating for individuals and families. Monica is currently a university instructor, teaching courses in human development and family studies and mentoring college students who aspire to do work that improves the lives of youth and families.



Secretary

Kara Murphy (she/her) is a transgender woman actively involved in our local community. She plays a significant role in organizing events and initiatives and promotes visibility and acceptance of transgender individuals. Kara frequently speaks out about local issues that impact the LGBTQ+ community and emphasizes the benefits of both positive and neutral representations of LGBTQ+ lives for youth well-being.



Treasurer

Kristy Kelly, CPA (she/her) is a financial professional currently employed at a large accounting firm. With over 20 years of experience, she specializes in addressing the accounting and tax needs of individuals, fiduciaries, and privately held businesses. Kristy provides valuable expertise to her clients on the navigation of complex tax issues.



At-Large

Eddie Vassar, MBA, RN (he/him) currently serves as the Director of Nursing for Adult In-patient Care, specializing in Medical-Surgical, Cardiac Telemetry, and Observation units at Atrium Health. In addition to his professional role, Eddie volunteers frequently with local organizations that work to improve the lives of struggling and marginalized members of the local community.



Advisor

Joshua Jernigan (he/him) is a transgender and queer rights activist and founder of Gender Education Network (GEN), an organization helping transgender and gender diverse youth under 12. He is passionate about ensuring every child has a safe and loving home to nurture their growing identities. Joshua has extensive experience in early childhood education, and has taught classes on numerous topics ranging from sign language instruction to racial and gender identities to queer history and creative writing. He is also an author and co-founder of Wild Pride Productions, a media company dedicated to amplifying LGBTQ+ voices and stories.



Achievements



Union County Pride, Inc. partnered with Queen City Performing Arts to bring the critically-acclaimed production, "Hello, Daddy!" to downtown Monroe, NC in March 2024. The show not only captivated audiences, but also sparked meaningful conversations surrounding gender identity and acceptance. The influx of visitors invigorated the local economy and fostered opportunities for new connections and the challenging of societal norms. Despite facing initial protests and city council pushback over its inclusion of drag performances, the play garnered widespread acclaim and raised over \$6275, which was used to benefit local organizations dedicated to promoting LGBTQ+ rights and supporting marginalized communities, further amplifying the show's message of inclusion and empowerment.

Community Grants, Scholarships, and Awards

Union County Pride awarded several scholarships to LGBTQ+ students pursuing higher education. Additionally, grants were provided to local LGBTQ+ student clubs, supporting their initiatives to promote inclusivity and awareness within educational institutions. We also presented awards of appreciation to local advocates, allies, and activists who demonstrate their commitment to strengthening and empowering the LGBTQ+ community.

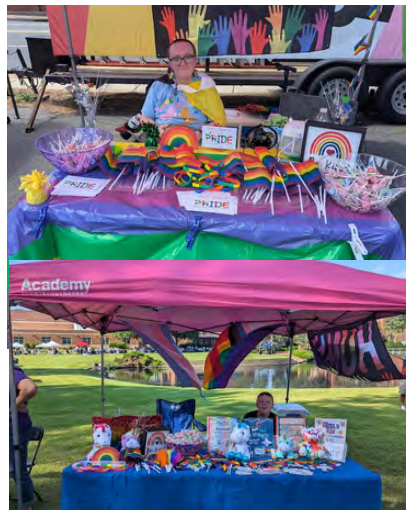


Advocacy and Outreach

Our organization actively participated in advocacy efforts, addressing discriminatory legislation and promoting policies that protect LGBTQ+ rights. Collaborations with local businesses, faith-based organizations, and educational institutions have strengthened our community presence and impact.

Thanks to the generous support of everyone who bought tickets for "Hello Daddy!", **Union County Pride** was able to provide \$500 worth of books to the **Union County Public Schools Mobile Book Bus** for their summer literacy program!

Thanks to **Archimedes' Loft** for their help in choosing the books and their great customer service. We look forward to finding more ways to contribute to creating a better community for **everyone**!



Intersectional Dynamic Pride Conference



INTERSECTIONAL DYNAMIC PRIDE

12 Apr & 13 2024

Atrium Health Waxhaw
2700 Providence Rd S
Waxhaw, NC

Build YOUR Voice Conference

Day 1 will focus on parents, activists, attorneys, teachers, business owners, non-profit organization staff, politicians, & other adults.
Day 2 will focus on teens and college students along with parents in a separate group.

KEYNOTE SPEAKER

Jayne Walters (she/her)
*Board Member, Annapolis Pride
*Director of Education, Indy Pride
*First openly transgender manager in the history of Indianapolis Public Library
*Keynote Speaker, USAP 2024 Conference
Contributing author, *Trans and Gender Diverse Voices in Libraries* (2023)



Presented by
PRIDE
UNION COUNTY, NC
BUILDING PRIDE IN UNION

Sponsors

Atrium Health

ViiV Healthcare

CAMPAIGN FOR SOUTHERN EQUALITY

PAULI MURRAY
LGBTQ+ BAR ASSOCIATION

Add your name here!
UnionCountyPride.com/conference

Space is limited. Reserve your **FREE** spot now!

UnionCountyPride.org/conference

Our 2024 conference expanded in scope, addressing critical issues such as mental health, legal rights, and educational challenges faced by the LGBTQ+ community. Workshops and panel discussions provided attendees with practical tools and knowledge to navigate these challenges effectively.

Sessions addressed the impact of legislation such as North Carolina's SB49 "Don't Say Gay" law on LGBTQ+ students and provided training on important issues such as suicide prevention as well as strategies for everyday advocacy. Speakers from several local organizations such as Equality NC and the Gender Education Network contributed their expertise to the discussions.

12 Apr & 13 2024

Atrium Health Waxhaw
2700 Providence Rd S
Waxhaw, NC

INTERSECTIONAL DYNAMIC PRIDE

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UnionCountyPride.org/conference

Thanks to our Sponsors!

Atrium Health

ViiV Healthcare

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PAULI MURRAY
LGBTQ+ BAR ASSOCIATION

Add your name here!
UnionCountyPride.com/conference

Space is limited. Reserve your **FREE** spot now!

Virtual option also available.



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Candidate Meetup

Adult VIP Party



CANDIDATE MEETUP

Meet political candidates, get to know what they stand for...
and prepare to



SAT, SEP 7
3 PM - 6 PM



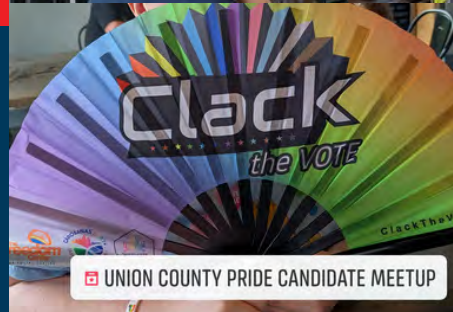
WAXHAW TAP HOUSE
110 McDonald St, Waxhaw



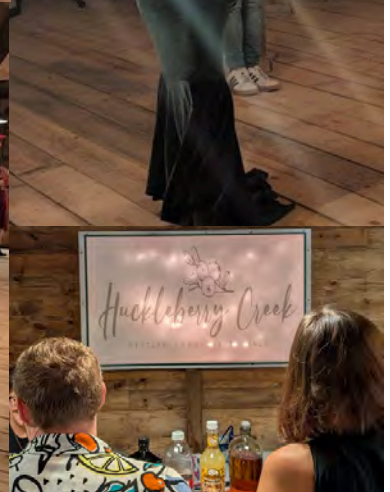
presented by



sponsored by



UNION COUNTY PRIDE CANDIDATE MEETUP



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Family Fun Event Pride Festival



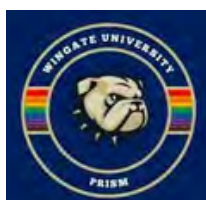
2024 Pride Festival



2024 Sponsors



Support from the local community has increased each year since our founding in 2022, and we continue to rely on the generous contributions of our corporate and organizational sponsors to help us provide safe, welcoming, and fun events that foster belonging, inclusion, and education to empower and uplift the LGBTQ+ community. We are incredibly grateful to past sponsors and are excited to connect with new and returning sponsors for our 2025 endeavors!



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Finances



Union County Pride, Inc				
Financial Report 2025				
		2022	2023	2024
REVENUE & SUPPORT		\$27,283.92	\$34,169.53	\$36,249.93
Contributions & Grants		\$2,000.00	\$6,400.00	\$3,000.00
	Festival	\$2,000.00	\$5,000.00	\$1,500.00
	Conference	\$0.00	\$1,400.00	\$1,500.00
Program Revenue		\$12,200.69	\$14,284.53	\$20,669.19
	Grant	\$3,524.69	\$0.00	\$5,637.11
	Sponsorship	\$2,500.00	\$6,900.00	\$5,150.00
	Vendor	\$4,910.00	\$3,700.00	\$3,225.00
	Other	\$1,266.00	\$3,684.53	\$6,657.08
Inkind Donations		\$13,083.23	\$13,485.00	\$12,580.74
EXPENSES		\$24,897.12	\$30,991.81	\$31,333.47
Program Services		\$10,857.71	\$16,526.75	\$18,752.73
	Festival	\$9,157.27	\$13,117.73	\$8,446.68
	Other Events	\$1,700.44	\$3,409.02	\$8,972.47
Fundraising Expenses		\$199.28	\$0.00	\$58.00
Operating and Management		\$756.90	\$980.06	\$1,275.58
Inkind Expenses		\$13,083.23	\$13,485.00	\$12,580.74
	Program	\$7,637.53	\$11,685.00	\$9,580.74
	Operating	\$5,158.20	\$1,000.00	\$500.00
	Fundraising	\$287.50	\$800.00	\$0.00
Fund Balance		\$2,386.80	\$2,782.26	\$3,849.36
Assets		\$631.80	\$2,276.60	\$2,594.75
Pledges		\$420.00	\$600.00	\$600.00



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Finances



Union County Pride, Inc	
Budget 2025	
PROGRAM	
Festival	\$20,000.00
Conference	\$3,000.00
Adult Party	\$7,500.00
Teen Event	\$3,000.00
Kids Event	\$2,000.00
Candidate Meetup	\$500.00
FUNDRAISING	
Fundraising: Annual Meeting	\$100.00
OPERATING	
Operating and Management	\$2,000.00
	\$38,100.00



Support



We depend on the generous financial contributions of the amazing organizations, companies, and individuals in our community. Please consider supporting our 2025 programming by becoming a sponsor at one of the levels below!



Platinum Sponsor – \$10,000

- Naming rights for a significant part of the festival (e.g., Stage, Marketplace, Health Fair)
- Up to 5 booth spaces with electricity and tents
- 10 VIP tickets
- Inclusion in all promotional materials
- Spotlight feature on our website
- Option for two individual banners at the festival
- Logo on Pride website
- Social media and app promotion



Diamond Sponsor – \$5,000

- Up to 5 booth spaces
- 5 VIP tickets
- Inclusion in promotional materials
- Spotlight feature on our website
- Option for two individual banners at the festival
- Logo on Pride website
- Social media and app promotion



Gold Sponsor – \$2,500

- Up to 5 booth spaces
- 3 VIP tickets
- Option for two individual banners at the festival
- Spotlight feature on our website
- Logo on Pride website
- Social media and app promotion

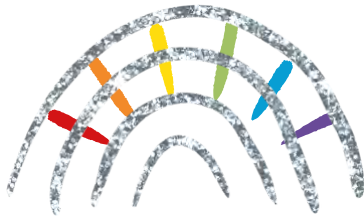


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Support



Silver Sponsor – \$1,500

- Up to 3 booth spaces
- 3 VIP tickets
- Option for one individual banner at the festival
- Spotlight feature on our website
- Logo on Pride website
- Social media and app promotion



Champagne Sponsor – \$1,000

- Up to 3 booth spaces
- 2 VIP tickets
- Spotlight feature on our website
- Logo on Pride website
- Social media and app promotion



Rainbow Sponsor – \$500

- Up to 3 booth spaces
- 1 VIP ticket
- Logo on Pride website
- Social media and app promotion



Sparkle Sponsor – \$250

- Single or double booth space
- 1 VIP ticket
- Logo on Pride website
- Social media and app promotion



Glimmer Sponsor – \$150

- Single or double booth space
- 1 VIP ticket
- Logo on Pride website
- Social media and app promotion

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Festival Vendor



	No-Booth/Flyer	Non-profit/Charity	For-Profit/Political	Food Truck/Retail
Union County Metroplex	\$50	Single: \$75 Double: \$100 Triple: \$500	\$100 \$150 \$500	\$150
Small/ Medium Regional	\$75	\$100 \$150 \$500	\$125 \$200 \$500	\$250
National/ Franchise Large Org (\$500k+)	\$100	\$150 \$250 \$500	\$150 \$250 \$500	\$500



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Conference Sponsor



	Logo on Website	Social Media & App	Spotlight on Website ALL Year	Banner	Breakout Session	Sponsor Booth at Festival	Titled Event
Red \$150 Orange \$250 Yellow \$500	✓	✓					
Green \$1,000	✓	✓	✓				
Blue \$1,500	✓	✓	✓	✓	✓	✓	
Indigo \$2,500	✓	✓	✓	✓	✓	✓	
Violet \$5,000	✓	✓	✓	✓	✓	✓	✓



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Partner of Pride



Is sponsorship out of reach, but you still want to show support?

Become a Partner of Pride!

	Partner of Pride Sticker	Partner of Pride Monthly Newsletter	Annual Thank You Card	UC Pride Voting Membership*	UC Pride Shop Discount	Quarterly Partner Breakfast	VIP Ticket
Tier 1 \$5/mth (\$60/yr)	✓	✓	✓				
Tier 2 \$10/mth (\$120/yr)	✓	✓	✓				
Tier 3 \$15/mth (\$180/yr)	✓	✓	✓	✓			
Tier 4 \$20/mth (\$240/yr)	✓	✓	✓	✓	10% OFF ✓	✓	
Tier 5 \$25/mth (\$300/yr)	✓	✓	✓	✓	15% OFF ✓	✓	
Tier 6 \$50/mth (\$600/yr)	✓	✓	✓	✓	20% OFF ✓	✓	✓

**Voting Membership can be achieved by volunteering on a committee or as a coordinator during both pre-event planning and at events or by becoming a Tier 3 or higher Partner of Pride. The Corporation Membership Form must be completed in either case for the donation or the volunteering time to be counted for voting membership.*

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As we embark on the 4th year of Union County Pride, we want to extend our deepest gratitude for your generosity, advocacy, and unwavering support. Your contributions fuel our mission to celebrate diversity, promote self-acceptance, and provide vital resources that uplift our community.

Thanks to you, we've created spaces where everyone can live authentically and proudly. But our work is far from over! As we look ahead to 2025, we're excited to grow our programs, expand our outreach, and make an even greater impact. We invite you to continue this journey with us—whether through sponsorship, volunteering, or community engagement. Together, we can build an even more inclusive, vibrant, and supportive Union County.

Stay connected, stay inspired, and get ready for an unforgettable 2025!



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PRIDE

UNION COUNTY, NC

Est. 2022

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