In recent years, there has been growing interest in examining the effectiveness of the charities and other nonprofits that play so important a part in American life. Charting Impact, a project developed by BBB Wise Giving Alliance, GuideStar USA, and Independent Sector, is a response to this interest. It provides a framework of five questions that organizations of all types, sizes and missions can use to describe what they want to achieve and what they have already accomplished.

For national charities that file requested information with the BBB Wise Giving Alliance, completing Charting Impact can help a charity meet Standard 7 of BBB WGA's Standards for Charity Accountability, which calls for a charity to submit to its governing body, for its approval, a written report that outlines its performance and effectiveness.

1. What is your organization aiming to accomplish?

Our mission is to create a caring, just, and affirming world for LGBTQ+ people and those who love them. PFLAG envisions an equitable, inclusive world where every LGBTQ+ person is safe, celebrated, empowered, and loved.

PFLAG’s theory of change posits that if more people receive education about LGBTQ+ people, including the importance of inclusion and affirmation, then equity and access outcomes for LGBTQ+ people will improve. A study from the Family Acceptance Project at San Francisco State University confirms that “Family acceptance predicts greater self-esteem, social support, and general health status; it also protects against depression, substance abuse, and suicidal ideation and behaviors.”

With eight-in-ten people claiming that they personally know someone who is lesbian, gay, bisexual or transgender, PFLAG has a goal of expanding the conversation by inviting, educating, and engaging new people in this conversation about how LGBTQ+ equality impacts and improves life for all.

2. What are your strategies for making this happen?

Since 1973, PFLAG has played a unique role in the equality movement, fueled by the powerful combination of family and ally voices, joined with LGBTQ+ voices, to call for the full inclusion of LGBTQ+ people both legally and culturally.

The strategies PFLAG National employs to achieve this goal fall into three areas: support, education, and advocacy.

Support: PFLAG National develops and helps grow hundreds of local chapters in 50 states and the District of Columbia. Among the work of many of our chapters is peer-to-peer support groups, which provide resources for LGBTQ+ people who are coming out, family members who want to support a loved one coming out, and allies who want to support their LGBTQ+ friends or coworkers. PFLAG National provides a variety of support services to its chapters, including assisting in the establishment of new chapters; training leaders at regional and state events and through educational webinars through the PFLAG Academy Online program; and providing one-on-one assistance by phone and online with chapter onboarding, membership growth, and chapter challenges. With bullying and hate
crimes against LGBTQ+ people on the rise, and an increase in LGBTQ+ youth suicide and homelessness, PFLAG's resources in support of family acceptance and allyship help save lives.

**Education:** Greater access to education increases LGBTQ+ acceptance and awareness of the discrimination LGBTQ+ people face. Communities nearly void of resources for LGBTQ+ people and their families and allies seek PFLAG National's educational publications such as *guide to being a trans ally*, *Faith in Our Families*, and *Supporting Your LGBTQ+ Grandchild*, among others. PFLAG’s learning sessions through its program, Straight for Equality, and webinar program, PFLAG Academy Online, are continuously evolving, taking into account the latest research, the changing landscape of legal protections for LGBTQ+ people and their families, and the emerging best practices in the workplace for LGBTQ+ employees.

Straight for Equality in the Workplace offers dozens of workplace education courses at beginner and advanced levels that engage and cultivate allies, as well as those that focus on transgender and gender identity equality. The program provides a wide-ranging perspective on LGBTQ+-ally workplace equality, improves the workplace climate, has a positive effect on workplace effectiveness, and deepens internal working relationships with national partners.

**Advocacy:** Full legal protections for LGBTQ+ people and the people who love them are critical to safeguarding them from discrimination, harassment, and harm. PFLAG National advocates at the local, state, and federal levels to achieve equality through opening hearts, changing minds, and advancing laws. PFLAG National helps draft legislation, mobilize constituents, and provides testimony in support of legislation. PFLAG National serves in numerous national coalitions and holds leadership roles in others, including the Every Child Deserves a Family Coalition and the Equality Act Coalition. PFLAG National also develops policy guides and advocacy toolkits to support the advocacy work of PFLAGers everywhere.

3. **What are your organization’s capabilities for doing this?**

PFLAG National employs 22 full-time staffers in Washington, DC and remote locations across the country, all with years of expertise in education, advocacy, communications, development, and management. PFLAG National is governed by a 21-member Board of Directors, responsible for setting PFLAG’s strategic vision, and organized by thirteen regions, each led by a volunteer Regional Director, who assists in all aspects of chapter development.

With over 325,000 members and supporters across the United States and hundreds of chapters in nearly all fifty states and the District of Columbia, PFLAG is the nation’s largest family and ally organization with a history of wins in the fight for equality. PFLAG National works and partners with over 100 major corporations every year to support increasing diversity and inclusion in the workplace. PFLAG National also partners with national and local nonprofits such as Advocates for Youth, GLSEN, Gender Spectrum, NAACP, National Center for Transgender Equality, Trevor Project, and more on various projects to achieve common goals.

4. **How will your organization know if you are making progress?**

PFLAG National creates annual workplans which include SMART objectives, strategies, and tactics toward organizational goals. Workplans are regularly monitored in order to ensure progress on
objectives toward our organizational goals. The PFLAG National Board of Directors is informed of the organization’s workplans and is provided written monthly reports on the organization’s progress.

5. What have and haven't you accomplished so far?

In the course of its nearly 50-year history, PFLAG has played a critical role in increasing societal affirmation of LGBTQ+ people, achieving marriage equality, ending so-called “conversion therapy” in several states, supporting safer schools for LGBTQ+ students, and protecting the rights of LGBTQ+ employees in the workplace.

This year, PFLAG National served thousands of parents, families, and allies through its network of hundreds of chapters across the country, toward our goal of positioning PFLAG as the go-to organization for furthering LGBTQ+ affirmation in families, communities, and workplaces.

To accomplish our goal of operationalizing diversity, equity, and inclusion across all of PFLAG’s work, PFLAG National launched PFLAG Connects: Communities, safe and moderated national virtual support meetings for diverse communities, where people with shared intersectional experiences can connect each month, and ask questions and learn from others who have been through similar experiences. The first PFLAG Connects: Communities meeting, serving Latino LGBTQ+ people and their families, met in October; the first meeting for Black/African American families met in November; and the first meeting for families of Asian, Asian-American, and Pacific Islander descent, met in January. PFLAG Connects: Communities builds on the success of PFLAG Connects, a program providing tools, resources, live broadcasts, and virtual meeting spaces for the PFLAG Chapter Network to bring their in-person meetings, activities, and support services online in response to the COVID-19 pandemic.

To accomplish our goal of positioning PFLAG as the go-to organization for furthering LGBTQ+ affirmation in workplaces, PFLAG National’s Learning & Inclusion team delivered 150 workplace learning sessions throughout the year, worked with 85 companies and organizations to support their DEI goals, and trained over 14,000 employees and individuals through its Straight for Equality program. Through PFLAG Academy Online, 12 live webinars were offered (9 new), resulting in over 1,500 registrants, 584 live participants, and more than 3,000 on-demand playbacks.

To accomplish our goal of breaking down barriers to justice and equity for all LGBTQ+ people, PFLAG National’s Advocacy team mobilized PFLAG members and supporters throughout the year to take action on key legislation affecting the LGBTQ+ community and their loved ones. Over 100 PFLAG members and supporters from 27 states met with federal legislators and staffers to tell their family stories; PFLAG National staff participated in 90 virtual meetings on Capitol Hill in support of key legislation; and PFLAG National Board Member Edith Guffey gave testimony at a Senate Judiciary Committee hearing on the importance of the Equality Act.

To accomplish our goal of strengthening and expanding PFLAG’s engagement with new and existing audiences, PFLAG National’s Communications team focused on highlighting all of the above work, and placing stories in traditional and new media. Over 1,300 stories were placed in national, regional, and local outlets, and PFLAG National’s social media accounts grew in the number of followers, impressions, and engagements.