



# PFLAG phoenix

Parents, Families and Friends ~~Of~~ <sup>And</sup> Lesbians and Gays  
(and BiSexual, Transgender, and "Questioning" People)

September 6, 2011

Dear Super-Busy Professional . . . yes, **YOU**:

**Do you support** the local lesbian, gay, bisexual, transgender, queer/questioning (LGBTQ) community? We believe that you do – so we want to give you **a special opportunity** to reach **an often-overlooked segment** of this community: the **parents, families and friends** of the local LGBTQ community – **in addition to LGBTQ individuals and families** for which we also provide **FREE services**. **How?** By **supporting** and/or **advertising** with PFLAG Phoenix!

Are you familiar with PFLAG? Sadly, many who work with and support this community are not. Here are a few facts about PFLAG that you may not know:

**DID YOU KNOW:** PFLAG has **over 500 chapters** across the U.S. with over **200,000 members and supporters** – and that PFLAG now has chapters in **15 countries!**

**DID YOU KNOW:** Local chapters receive **no funding** from the national PFLAG organization – yet, a portion of our **Arizona members' dues** go to **D.C.** support their work on the national level.

**DID YOU KNOW:** PFLAG Phoenix operates **seven** local monthly support meetings with a small army of **dedicated volunteers**, an even **smaller budget**, and **no paid staff** whatsoever.



*In 1972, a simple sign that read "Parents of Gays: Unite and Support for our Children" gave birth to PFLAG!*

Our **mission** is simple: To **support**, to **educate**, and to **advocate** for/on behalf of LGBTQ individuals, their families and friends. We fulfill this mission with the help of our passionate volunteers, our small contingent of committed dues-paying members, and through the financial support provided by just a few local organizations. **Frankly, we could use the support of local LGBTQ-supportive businesses like yours!**

We would list all that we've managed to accomplish this past year on our shoestring budget, but we know you're a very-busy professional. So, we'll spare you that huge list, and will cut to the chase: **PLEASE SUPPORT OUR WORK!!**

### **TO ADVERTISE YOUR BUSINESS OR MAKE A FINANCIAL CONTRIBUTION:**

- Simply **complete the enclosed form**, return it to us along with your check or credit card information, and we'll contact you about the particulars of your business listing (*more details on that on the back of this page*).

OR

- **Go online** to [shop.pflagphoenix.org](http://shop.pflagphoenix.org), purchase your business sponsorship, and we'll be back in touch **pronto!**

**So, What Does *YOUR* Financial Contribution Buy For Our Chapter?**

- \$ 100 covers:** One-half of our annual telephone/fax service expense; **OR**, One-half of our annual office supplies expense.
- \$ 250 covers:** Registration fees to the annual Arizona Family Therapist Conference; **OR**, Five month's rent for our bilingual Hispanic-focused support meeting location.
- \$ 500 covers:** Registration fees for our annual Phoenix Pride festival booth; **OR**, Our annual website and email service costs.
- \$ 1,000 covers:** Annual rent at our Central Phoenix support meeting location; **OR**, One-third of our annual printing and publications expense.

**And, What Do *YOU* Get For Supporting PFLAG Phoenix? \***

- \$ 100 Bronze Sponsor** Inclusion of your business name in our all-new Sponsoring Businesses Directory in our monthly e-mail newsletter and on our website (with a web link to your company's website).
- \$ 250 Silver Sponsor** All the above **PLUS** inclusion of your business card ad in our monthly e-mail newsletter and on our website (with web link to your company's website).
- \$ 500 Gold Sponsor** All the above **PLUS** prominent placement of your company's logo on our PFLAG Phoenix website homepage (with web link to your company's website).
- \$ 1,000 Platinum Sponsor** All the above **PLUS** prominent placement of your company's logo on other printed flyers and materials generated by PFLAG Phoenix throughout the year.

*\* Note: Listings and ads are for one year only. PFLAG Phoenix reserves the right to refuse any ad that we feel is inappropriate for our membership or which contradicts our mission statement.*

**PLEASE INVEST IN YOUR COMMUNITY BY SUPPORTING THE WORK OF PFLAG PHOENIX!!**

**THANK YOU!!!**



Sheila Lopez-Aguirre, President



← New York City Gay Pride March, one year later in 1973.



PFLAG Phoenix contingent - Phoenix Pride Parade, 2011.

*PFLAG Phoenix is a non-profit 501(c)(3) tax-exempt, non-sectarian grassroots organization. All financial contributions to PFLAG Phoenix are fully deductible as permitted by law.*