Our Mission
Utah Pride unites, empowers and celebrates Utah’s diverse LGBTQ+ community by providing a safe and welcoming space for education, partnerships, services and events which advance our collective health, wellness and success.

2,000+
PEOPLE ACCESS AND USE THE PRIDE CENTER AND ITS SERVICES EACH MONTH

25% OF CLIENTS IDENTIFY AS TRANSGENDER OR NON-BINARY/GENDER NON-CONFORMING

16% OF CLIENTS ARE UNDER AGE 21

2000+ STAFF, PLANNED & CARRIED OUT 10 COMMUNITY GROUPS WITH MEETINGS MONTHLY

4500+ ATTENDANCE 5 DANCES AND SOCIAL EVENTS

Our Vision
A thriving LGBTQ+ community in Utah.

Programs & Services

MENTAL HEALTH SERVICES

EDUCATION & TRAINING

COMMUNITY EVENTS

COMMUNITY PROGRAMS

CENTER PROGRAMS

THERAPISTS

MEN’S SUPPORT GROUP

WOMEN’S SUPPORT GROUP

PARENT SUPPORT GROUP

TRANSGENDER ADULT SUPPORT GROUP

SURVIVORS OF SUICIDE AT WORK

DEACONATE SPEAKERS BUREAU

PUBLIC SAFETY ADVISORY COMMITTEE

VOLUNTEERS

GAY MEN’S HEALTH CONFERENCE

HIGH SCHOOL ESSA EDUCATION CONFERENCE

BINARY EVOLUTION CONFERENCE

QUIET CAFE CONFERENCE

LGBTQ+ SENSITIVITY TRAINING

FRIED DAYS

CENTER EVENTS

COMMUNITY EVENTS

TRANSACTION

PUBLIC SAFETY ADVISORY COMMITTEE

UTAH OUR HERITAGE CENTENNIAL

SOUND PROGRAMS & ADVOCACY

ADULT PROGRAMS

YOUTH & FAMILY PROGRAMS

2-18 YEARS

18-24 YEARS

16-19 YEARS

PARENTS PROGRAMS

Rob Moolman
Executive Director

Letter from the Executive Director
Greetings Theydose, Gentlemens, Ladies, and Gentleman,

On a wonderful evening in May, the Utah Pride Center moved into our new home on 1380 Main Street. About 400 people from our community were in attendance as we turned a new page in our history. In the 20 months that have passed, the journey to where we are today has been exciting, challenging, and fabulous. We have grown in so many ways, but most importantly we are able to tell important and life-changing stories about young queer members of our community coming into our Center for the first time, or the elders of our community coming back to the Center and seeing how it has changed and how it can help them through our senior-focused programs. I firmly believe that our Utah Pride Center is seen as a space that is indeed living up to our mission of uniting, empowering and celebrating Utah’s diverse LGBTQ+ community.

While we are a space that serves our communities with passion and determination, the Utah Pride Center would not be where it is without the amazing and dedicated teams of people involved in its everyday running and operation. I would argue that we have the most passionate staff and Board who work tirelessly for us every day. I would like to call out anyone who finds me more dedicated volunteer leaders and leadership teams than those engaged in our programs: SAGE, Peoples of Colour and Allies, Iotle Club, Utah Queer History Society, Pride Public Safety Alliance and Transaction. I would laugh at anyone who suggested that they had a better team of event planners and organisers than our Pride Festival Leadership team. This Center is indebted to everyone who gives of their time and talent to make us successful.

Finally, I want to acknowledge our incredible donor, sponsors, community partners and supporters over the last few years. We will continue to be a space that deserves your support. A space that you are proud to connect with, donate to and collaborate with. I believe that the Utah Pride Center is one of the most important parts of our LGBTQ+ communities in Utah, we are making a difference in everyday lives and we are striving to reach out even further in the years ahead. Please continue to connect with us, continue to donate, and continue to support us. Your gifts go a long way to creating that thriving LGBTQ+ community in Utah we all envision.

Letter from the Board Chair
As I enter my last year on the Board for the Pride Center, there is great truth that I have to come to realize. I would often say that I am one that doesn’t need the services the Center provides. However, that gives the impression that I don’t need the Center. Over the last 5 years of my association with the work and this movement, I have come to understand that I, in fact, do need the Center! We all need the Center to thrive! Not only does our community (from cradle to grave) benefit from the services the Center provides, we need the continued loud and proud presence for all around us to hear. The Center, along with our community partners, has long been the voice of our community when no one wanted to hear from us. All of us have either witnessed or participated in the Pride Parade. It has grown from a few brave souls in the beginning, to now thousands of individuals marching on Salt Lake’s downtown streets while Pride Flags adorn most of the buildings. The Festival is not only a celebration and a statement, it is also proving to be one of the initial safe places for our LGBTQ+ community to step into their authentic selves. The Center itself is using every corner of the building to facilitate all of the programs, meetings and activities housed them. It would make life easier for our conservative mainstream to have us go quietly into the night, but we will not! We will carry on!

You, our great community have not only built this with your financial support, but also your advocacy. So many of you have been major players in our history. Those of us serving at this time haven’t lost sight of that, and work to honor and remember those efforts by doing all we can to continue to sustain what we have all invested in.

Now that we have re-addressed our Mission and Vision for absolute clarity and have a new home, the Board is working diligently with the Executive Director to accomplish our goals for 2020. They are:

• Reviewing all of our Policies and Procedures to assist our staff in direction and execution
• Financial/Accounting transparency and clarity
• Diversifying our income
• Growing our support for our Counseling division to enable them to service the ever-increasing numbers of individuals requesting their help.

We have some lofty goals this year. With your help and the efforts of the staff, we believe we can take even further steps towards extending our reach to individuals that need our services, and all the rest that benefit from the healthy presence of the Utah Pride Center. I am grateful for my connection to the people of Pride. So many passionate and talented people. Thank you for the opportunity to serve with and on behalf of you.

Very warm regards,
Mona Stevens
Board Chair
Major Donors

Aimee & Rodney Webb
Alan Waller
Alison Birdzell
All Saints Episcopal Church
Audrey Barnwell
B. Rodney White
Betty Jensen & Jackie Biskupski
Bruce Bastian & Clint Ford
Candice Pitcher
Cheri Dunivan
Denise Kitchen
Evelyn Event
Elizabeth (Beano) Solomon
Epic Brewing Company
Emil Estrada
Fisher Brewing Company
Jack Larr
James Dudge
Jared & Tami Marquardt
Jason Campbell
Jeff Miller
Julie Johnson & Steve Sonnen
John Bennett
John Barron
John W. Milken
Jonathan Arkin
Kathy Perkins

Luise Renshaw
Moudi Shibly
Kristen Sessions
Lori Pitts
Martin Odenweller
Maria Matti
Matthew Moormon
Michael Fordham
Michael Marratt
Michael McLaughlin
Michelle Sperling
Nina Sessions & Eric Laccopulos
Mountain West cider
Niki Bray
Pete Ots
Phil & Mary McCarthy
Prime Days Interfaith Service
Ray Higges
Redrock Brewery
Reagen Tallow
RJ Lukens
Rob Muslin & Brad Martin
Robert & Ishi Matei
Russell Groover
Salt Lake County Employees
Samer Salloum
Stephanie Papas
Susan Marquardt
Sue Rice & Lisa Koshning
The Mansion of Mayflower
The Salt Mine
Theresa West
Thomas Touror
Tila Board
Tom & Larry Howard
United Utah Furry fandom
Wendy Maxon

Donor Family Foundation
Dyson Family Foundation
Intermountain Community Care Foundation
Jenni's & Constance Doctorow Family Foundation
Joanne L. Denver Foundation
John C. Kohl Foundation
Kroger Foundation
Loveloud Foundation
Mccarthy Family Foundation
The BW Bastian Foundation
The Community Foundation of Utah
The David Kelby Johnson Memorial Foundation
The Peace and Possibility Project
The United Way of Salt Lake
Utah Medical Association Foundation

Event & Center Top Sponsors

A T & T
Adobe
Beano Solomon
Bottega Prosecco
BW Bastian Foundation
Debra Andrus
Diamond Event & Tent
Diore/rose Crain
Dominion Energy
Finn Ticks Barker Shop
General Distributing
Intermountain Health Group
L3 - Harris

Luikenaar & Crane
Mark Miller Subaru
Mountain West Cider
Oldman's Own Distillery
Planned Parenthood of Utah
Passman Auto
Presto Post
Project Rainbow
Progressive Leasing
Red Rock Brewery
Rooster's Supply
Sakai's Market
Salt Lake City ACE Fund

Select Health
Showpoint
Squatters Brewery
TEA of Utah
Utah Police Service
Utah Department of Health
Walmart
Xfinity
Young Automotive Subaru
Young's Market

Financials
2018-2019 Fiscal Year

INCOME

2.6% Earned Income - Programs & Services
.1% Other
18.7% Corporate Sponsorships
15.2% Foundation Grants
48.3% Earned Income - Events
2% Individual Donations
13.1% Government Funding
23.7% Operations - Events
13.2% Operations - Building
1.2% Marketing
.6% Other
37.6% Personnel

EXPENSES

Corporate Sponsorships
Foundation Grants
Marketing
Operations - Building
Operations - Events
Government Funding
Earned Income - Events
Earned Income - Programs & Services
Personnel
Other

Financial Highlights

PRIDE DAYS NET UP +72%
CORPORATE SUPPORT UP +61%
GRANT FUNDING UP +247%
PRIDE SPECTACULAR NET UP +144%
PRIDE DAYS EXPENSES DOWN -1%

$2,500 provides food and supplies for 50 nights of Youth & Family or Senior Programming
$5,000 funds genderevolution and Queer Continuum conference scholarship program
$7,500 offsets one year of Survivors of Suicide Attempts program costs
$10,000 underwrites the venue costs of one year of the Utah Pride Youth Dance Series