PFLAG
SAN FRANCISCO



2025
IMPACT REPORT

WHO WE ARE

PFLAG San Francisco works to create an equitable, inclusive world where every LGBTQ+ person is safe, celebrated, empowered, and loved. We are dedicated to supporting, educating, and advocating for LGBTQ+ people and those who love them.

Get the latest news and join the conversation.
For more information, visit pflagsf.org

Find us @pflagsf

COVER ILLUSTRATION

Najeebah Al-Ghadban is a designer, art director, and collage-artist from Kuwait, currently based in San Francisco. Through the cutting away or transfiguration of images, she explores themes of the human psyche. Her collages become portraits that are an invitation to interiority. Najeebah's work has been exhibited in New York, San Francisco, and Kuwait.



Photo by Georgia Hilmer

San Francisco Pride Parade, June 29, 2025
For five decades, PFLAG families have transformed San Francisco Pride from a march of defiance into a multigenerational celebration of love.

A YEAR IN REVIEW

A message from Robert Costic, Board President



San Francisco Pride Parade
June 29, 2025

2025 was a year of unprecedented attacks on transgender rights across the nation, with particularly devastating impacts on trans youth and their families. After decades of progress toward LGBTQ+ equality, we find ourselves at a critical juncture where the very existence and dignity of transgender people—especially our children—are under coordinated assault.

Over 500 anti-trans bills were introduced in state legislatures this year, seeking to ban gender-affirming healthcare, exclude trans students from sports, criminalize supportive parents, and erase trans people from public life. California has long been a refuge state, but transphobia has arrived at our doorstep. The federal government has explicitly targeted California in lawsuits and policy rollbacks, and several hospitals here have already stopped providing gender-affirming surgeries for trans youth. Parents watch in anguish as other states criminalize the love and support they provide, while young people in our community fear losing access to the care they need.

These attacks are not new—they echo the exact rhetoric once used against gay and lesbian people. The same false claims about "protecting children," the same manufactured fears about bathrooms and changing rooms, the same attempts to portray loving families as dangerous. Those of us who remember the battles for marriage equality recognize these recycled tactics of division and dehumanization.

But 2025 also revealed the extraordinary resilience of our community and the fierce love of families who refuse to let their children be erased. Through our support groups, advocacy work, and education programs, PFLAG San Francisco has stood as a beacon of hope in turbulent times.

Support As Resilience
This year, our support group attendance increased by 300%, providing crucial peer support for parents navigating their children's gender journeys amid hostile political rhetoric.

Education
Understanding that knowledge dispels fear, we spoke at two events and hosted seven speakers. Our talks equipped them to counter the pseudoscience and misinformation weaponized against our community. We know that combating transphobia starts with understanding the long history of gender diversity and the deliberate campaigns to stigmatize difference.

Advocacy in Action
Working alongside coalition partners, PFLAG San Francisco supported pro-trans legislation, mobilized to protest the impact on healthcare for trans youth, and stood with trans youth at the Trans March. Our message was clear: trans rights are family values.

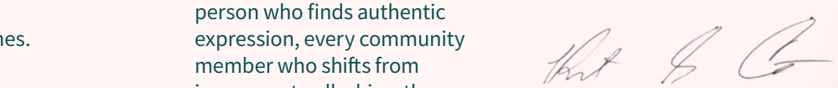
Looking Forward
The challenges ahead remain daunting. Anti-trans legislation continues to advance in many states. Misinformation spreads faster than facts.

Yet we move forward with unwavering conviction. Every parent who moves from fear to fierce advocacy, every young person who finds authentic expression, every community member who shifts from ignorance to allyship—these are the victories that sustain us.

Our mission has never been more urgent: to create a world where diversity is celebrated and all people are respected, valued, and affirmed. This work cannot be done alone. It requires each of us—families, allies, community organizations, and supporters like you—to stand together against hate and for love.

The attacks on trans people are attacks on all of us who believe in the fundamental dignity of every person. But if history has taught us anything, it's that love wins when we refuse to be divided, when we show up for each other, and when we remember that our liberation is bound together.

Together, we rise.



Robert Costic
President, PFLAG San Francisco



One of the posters made during our annual pride poster making party



2025

BY THE NUMBERS

These numbers capture a year of transformation, connection, and collective action in defense of our community.

500+
Hours spent in direct community support

16
Joint statements and letters signed

850
New followers on social media

3×
Increase in support group attendance

150%
Increase in membership

7
Speakers hosted in our Speaker Series

PRIDE! 2025

This Pride embraced the theme "Queer Joy is Resistance," because our visibility and celebration are defiance.



Trans March
June 27, 2025

For PFLAG families, this message resonated deeply. At a time when other states criminalized supporting trans children, our public celebration became a declaration: we will not hide our love and we will not dim our children's light.

Poster Making Party
Two weeks before Pride, families gathered for our yearly poster-making party, transforming blank boards into bold declarations of love. This year's creations reflected our moment: "Proud Parents" "I love my Trans Child" and "Trans Rights are Human Rights." Parents decorated signs celebrating their children, and first-time attendees found themselves surrounded by families who understood their journey.

Trans March
At this year's San Francisco Trans March, parents marched proudly side by side and hand in hand. Friends, family members, and allies joined together, creating a river of support flowing through the Mission and ending at the Transgender District.

The Trans March has always been about trans people leading their own liberation. This year, PFLAG families understood our role: to follow that leadership, to amplify trans voices, and to show that behind every trans person who dares to live authentically, there can and should be a community of unstoppable love.

Pride Parade
Sunday's parade down Market Street showcased PFLAG at our most visible. Our contingent was met with continuous applause from spectators. Our trolley—decorated for the PFLAG Pride participation—reminded everyone that this fight isn't new, and neither is our love.

When young trans people see parents marching for trans lives, we're not just offering support—we're offering hope that family acceptance is possible.



Pride Parade
June 29, 2025



EDUCATION

Misinformation thrives in darkness, but truth has power when we dare to share it.



Self Defense Class
April 3, 2025



ICA Cristo Rey Academy
March 28, 2025

Through world-class speakers, community workshops, and institutional partnerships, we equipped hundreds with the knowledge and tools to counter pseudoscience with facts, fear with understanding.

ICA Cristo Rey Academy
We visited local high school students to share educational materials about LGBTQ+ identities, allyship, and community support. Students received resources to deepen their understanding, and also had the chance to ask thoughtful questions about the work we do.

SFO
We spoke with employees at San Francisco International Airport, sharing personal experiences about being parents of transgender kids. We highlighted the resources and support our chapter provides—from support groups to educational materials and advocacy—helping build greater understanding and allyship in the workplace.

DNV Energy
We were invited to speak with fellow PFLAG chapters across the U.S. and Canada about the work we do locally—supporting families, educating allies, and advocating for LGBTQ+ equality.

Self Defense Class
Recognizing the increase in anti-LGBTQ+ violence, we partnered with local instructors to offer a free self-defense workshop specifically designed for LGBTQ+ individuals and allies. Participants learned not just physical techniques, but strategies for situational awareness and de-escalation.

PFLAG TALKS

Speaker Series

Our 2025 series hosted nationally recognized experts, providing our community with information and inspiration. If you missed any of these talks you can watch them on our **YouTube channel.**



Ben Greene
How to be resilient in these challenging times



Nico Lang
Award-winning journalist on covering trans issues in hostile times



Adrian Hyyrylainen-Trett
International perspectives on inclusion in sports



Joanna Harper
Scientific voice behind trans inclusion in sport



Ora Prochovnick
Legal strategies for protecting trans rights



Daniel Brook
Historical perspectives on gender diversity

ADVOCACY IN ACTION

This year, as anti-trans legislation swept the nation, PFLAG San Francisco refused to let our families fight alone.



Rob Costic on behalf of PFLAG San Francisco speaking in support of a bill for LGBTQIA+ youth at City Hall.

Through strategic coalitions, public statements, and showing up when it mattered most, we turned parental love into political power.

Using Our Voice

In an era of deliberate misinformation and legal attacks, we crafted resources that cut through the noise, offering families facts, guidance, and hope when they needed it most. We published critical resources to counter misinformation and provide clarity during turbulent times:

Supporting Fairness and Inclusion for Transgender Athletes
As anti-trans sports bans swept the nation, we created a comprehensive one-pager addressing common concerns and misconceptions about trans athletes.

Statement on ICE Enforcement
Recognizing that many in our LGBTQ+ community are immigrants, we issued a clear statement about the intersection of immigration enforcement and LGBTQ+ rights. We affirmed that all families—regardless of immigration status—deserve safety, dignity, and the freedom to support their LGBTQ+ children without fear.

Our Response to Skrmetti v. Tennessee
When the Supreme Court failed to protect trans youth's access to healthcare, we didn't just mourn—we mobilized. Our statement outlined concrete steps for California families to continue supporting trans youth and reminded our community that while the Court may have failed us, we will not fail each other.

Showing Up

Advocacy isn't just words on paper—it's people in the streets, feet on the pavement, and presence that can't be ignored. This year, we showed up where it mattered, when it mattered, making our support visible and undeniable.

Trans Healthcare Rally
On June 26, we stood with healthcare providers, trans youth, and allies at San Francisco City Hall to make clear that attacks on gender-affirming care are attacks on basic human rights.

AIDS Walk San Francisco
In July, team PFLAG continued our decades-long tradition of raising funds for HIV/AIDS services that remain critical to our community. Walking together, we honored those we've lost while supporting services that many in our LGBTQ+ family still depend on.

Books Not Bans Book Packing Party
In February, we co-hosted a book packing party to combat censorship and ensure LGBTQ+ inclusive books reach young people who need them most. Volunteers gathered to prepare books for distribution, each package a lifeline for a young person seeking to see themselves reflected in literature.

Strength in Numbers

In 2025, PFLAG San Francisco recognized that our fight could not be won alone. We joined our voice with other organizations.

March 2025
Signed a joint letter with other PFLAG Chapters to Attorney General Bonta about Governor Newsom's anti-trans statement in agreement that Trans people should be excluded from sports.

February 2025
Voiced support with 200+ Organizations Committed to Advancing LGBTQIA2S+ Freedom

Signed a joint Solidarity Statement for LGBTQ+ Organizations

Signed a joint statement opposing AB 89 (Sanchez)

August 2025
Sign a joint statement opposing Kaiser Permanente's abandonment of trans-affirming surgery for minors.

Signed a joint statement urging California lawmakers to pass AB82 and AB1084 to protect transgender youth's healthcare, privacy, and legal recognition amid rising attacks.

Signed a joint statement urging California lawmakers to pass SB59, SB418, and SB497 to protect transgender youth's privacy, healthcare access, and legal rights amid escalating federal and state threats.

September 2025
Signed a letter urging Gov. Gavin Newsom to support SB 450 (Menjivar), which ensures LGBTQ+ parents can access California courts for adoption and confirmatory adoptions of children born in California, even if they no longer live in the state.

Signed a letter urging Gov. Gavin Newsom to support SB 497 (Wiener), which protects the privacy of transgender individuals' medical information by requiring warrants for database access, penalizing unauthorized disclosure, and prohibiting compliance with out-of-state subpoenas.

Signed a letter urging Gov. Gavin Newsom to support SB 59 (Wiener), which makes court records for name and gender marker changes confidential and creates legal remedies against those who unlawfully disclose them.

Signed a letter urging Gov. Gavin Newsom to support AB 1084 (Zbur), which requires courts to issue name and gender marker change orders within six weeks to streamline the process for transgender and nonbinary Californians.

Signed a letter urging Gov. Gavin Newsom to support AB 678 (Lee), which directs the California Interagency Council on Homelessness to develop best practices for culturally competent and affirming services for LGBTQ+ people in homelessness programs.

Signed a letter urging Gov. Gavin Newsom to support AB 82 (Ward), which expands California's Safe at Home program to cover patients and providers of gender-affirming care and prohibits reporting certain prescriptions to the state database.

Signed a letter urging Gov. Gavin Newsom to support SB 418 (Menjivar), which codifies federal nondiscrimination protections in healthcare into state law and requires insurers to cover up to 12-month hormone therapy prescriptions.

Signed a letter urging Gov. Gavin Newsom to support AB 554 (González), which ensures equitable access to PrEP and PEP by eliminating insurance barriers, prohibiting prior authorization, and mandating coverage for long-acting drugs.

Signed a letter urging Gov. Gavin Newsom to support SB 590 (Durazo), which expands California's Paid Family Leave program to include chosen and extended family members, addressing the caregiving needs of LGBTQ+ workers.

SUPPORT GROUP

Parents who once felt alone discover they're part of a powerful community that's been walking this path for generations.





300%
increase in support group attendance

In 2025, our support groups became more than meetings—they became lifelines. As national attacks on trans youth grew louder and more dangerous, parents in San Francisco found themselves not only navigating their children's personal journeys, but also confronting a hostile political climate that questioned their very right to love and support their kids.

Inside our circles, families found what the outside world often denied them: safety, guidance, and solidarity. Parents shared fears, traded strategies, and reminded one another that they were not alone. The conversations we had this year reflected the times:

- **Understanding legal protections in California**
- **Building resilience in the face of political attacks**

The demand for support was undeniable. Recognizing the growing need, we expanded from one monthly meeting to two. We also strengthened our model by adding educational speakers between support group sessions, offering families timely resources

Through it all, our groups stood as a powerful reminder: when the world becomes more hostile, our community becomes more connected, more resilient, and more determined to protect our children and each other.

Support Group Potluck
Our first Support Group Potluck brought together support group attendees for an afternoon of in-person connection. In a year marked by challenges, creating spaces for community became a necessity.

PFLAG SAN FRANCISCO

MEET OUR BOARD

Robert Costic
President
Robert Costic is an attorney and longtime advocate for LGBTQ+ people. He oversaw law-enforcement legal requests at Google and served in DC's Metropolitan Police Special Liaison Branch on hate crimes, domestic violence, and mental-health crises. He lives in SoMa with his husband and two cats.

Mark Doty
Board Member
Mark Doty's career spans agencies and in-house roles in fintech, insurance, healthcare, banking, and genealogy. An award-winning marketer in digital, advertising, and fundraising. A longtime LGBTQIA+ community member, Mark is excited to serve PFLAG.

Tali Pinkham
Board Member
Tali Pinkham is a registered and public health nurse. She spent 40 years in a neonatal ICU and the last decade coordinating a high-risk infant follow-up clinic supporting development to age three. She connects underserved families to early-intervention care and is a proud parent and PFLAG ally.

Celeste Hopcraft
Board Member
Celeste Hopcraft is a brand marketing leader with eight years shaping global strategies in Australia and the U.S. She led marketing at Brookfield Properties in Chicago and New York and is now a City Strategist at JLL in San Francisco. A dedicated volunteer and ally, she champions inclusive communities.

Bruce Rosepapa
Secretary
Bruce Rosepapa spent 40 years in HR across tech and insurance, including 10 at Comcast/NBCUniversal. Now retired, he fundraises with Bay Area bookstores and schools to put books in kids' hands and is exploring indie film. A devoted traveler, he's proud to support PFLAG.

Sandhya Ramakrishnan
Board Member
Sandhya Ramakrishnan is a data analytics leader with 10+ years across banking, consulting, engineering, and big tech. At PwC's Data Risk & Privacy practice, she leads teams solving complex regulatory and strategic challenges. A lifelong ally, she volunteers to strengthen local communities.

Karen Rhein
Board Member
San Francisco–born Karen Rhein began teaching during the AIDS crisis, creating classes on sexual health, gender, emotional well-being, and drug education, and co-founding a high school counseling center. Now a beekeeper, she co-runs Bee Chicks Hive Services and lives in Berkeley with her family and pets.


Celeste Hopcraft

Seán Ó Cinnéide
Treasurer
Seán Ó Cinnéide brings 20+ years in professional services, with the last 12 in business operations for a global ERP firm, managing AR, resource, travel, and systems teams. Irish-born and Bay Area–based, he loves travel, languages, and theater, and proudly advances equal rights with PFLAG.

Nate Mueller
Board Member
Nate Mueller is a multidisciplinary digital director and designer with 11+ years leading brand development, product and publication design, apps, websites, video, and cross-channel campaigns. A RISD graduate (MFA, Digital + Media) with a BFA from the University of Akron, he brings a maker's mindset.

Seth Frohman
Board Member
Seth Frohman is a retired healthcare operations leader, most recently VP of Operations at a managed care company serving workers with catastrophic injuries. A clinical social worker (MSW), he led high-performing teams. Seth and his husband of 44 years raised two daughters and serve on community boards.

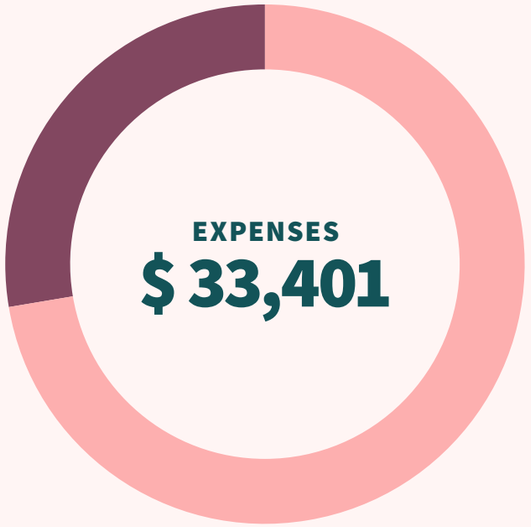
Celeste will be stepping down from the Board. We're deeply grateful for her leadership, time, and allyship to our community.

FINANCES

We steward every dollar with care and transparency—here's how your support powered our mission in 2025



- **Individual Donations** 44%
- **Interest & Distributions** 31%
- **Membership** 19%
- **Corporate Support** 6%



- **Programs & Support** 72%
- **Operation** 28%

52 years has taught us that no force on earth is more powerful than a parent's love for their child. No legislature can regulate it. No court can overturn it. No hate can extinguish it.

How You Can Help

Laws and policies impact LGBTQ+ people every day—your voice and action matter. Whether you're raising awareness, rallying for change, or volunteering your time, you can make a difference. Join us in building a more just, equitable, and affirming world for all.

Donate

Every dollar supports a family in crisis, funds advocacy efforts, or educates an ally.
pflagsf.org/donate

Become a Member

Join our community and stand together with other members for LGBTQ+ rights.
pflagsf.org/become-a-member

Volunteer

Share your skills and passion to strengthen our programs.
pflagsf.org/volunteer

Learn More at PFLAGSF.ORG

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