



COUNTY OF SAN MATEO LGBTQIA+ COMMISSION

Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual plus (LGBTQIA+) Commission

Tuesday, November 19, 2024

6:30 PM – 8:30 PM

MEETING MINUTES

1. Call to Order, Land Acknowledgement, Group Agreements		Our <u>Group Agreements</u> include Share the air; step up, step back; Listen for understanding; Lift as you climb; Be present & engaged; Let the facilitator guide the process; Technology on silent.
2. Roll Call		Present: Aaron Adriano, Dana Johnson, Marilyn Hollinger, Bismay Mishra, Christopher Sturken, Vanessa Lemus-Tapia, Craig Wiesner, Fabricio Perez Non-Commissioners: Linda Wolin, Supervisor Dave Pine, Matthew Hayes, Marika Buchholz, Frankie Sapp, Tanya Beat Members of the Public: Natalie Krug, Jonathan Anderson, Jana Rickerson (on Zoom) Absent: Kevin Babeaux
3. Public Comment		
4. Action to Set Agenda & approve Consent Agenda	<i>Action</i>	Marilyn Hollinger motions to approve the agenda and consent agenda. Dana Johnson seconds. Approved.
CONSENT AGENDA		
5. Approval of October Meeting Minutes		
REGULAR AGENDA		
6. HSA Center on Homelessness: Preliminary Findings of LGBTQIA+ Individuals Experiencing Homelessness	<i>Present ation</i>	<p>Presenters Matthew Hayes and Marika Buchholz, COH</p> <p>Context: For the last 9 months, they have been working to better understand how our homeless response system is working with LGBTQIA+ population.</p> <p>Goals:</p> <ul style="list-style-type: none"> • Evaluate system • Identify opportunities to improve system <p>Overview on how the SMC Homeless Response System Works</p> <ul style="list-style-type: none"> • Homeless Management Information System Database review • Provider Interviews and Stakeholder meetings <p>Findings</p> <ul style="list-style-type: none"> • Data Collection • Medical and Mental Health Care • Shelter • Housing

		<ul style="list-style-type: none"> • Social Support <p>Next Steps</p> <ul style="list-style-type: none"> • Improve Data Collection • Increase Training Opportunities • Tailored Services and Service Delivery • Develop Implementation Plan for Improvement Measures
7. Pride Center Report	<i>Update</i>	See Written Report
8. Inclusion Community Campaign	<i>Update</i>	<p>Sub Group Updates</p> <p><u>Volunteers:</u> Aaron, Vanessa Aaron creating flyers for recruitment.</p> <p><u>Educate:</u> Craig, Chris, and Dana</p> <p><u>Mobilize:</u> Marilyn, Kevin and Bismay Will review Flow Chart of the project at January Meeting.</p>
9. Remote Participation of Commissioners	<i>Action</i>	<p>Motion by Craig Wiesner to adopt Procedural Criteria for Remote participation by the LGBTQIA+ Commission. Second by Vanessa Lemus-Tapia.</p> <p>6 (six) votes in favor. 2 (two) votes opposed. Procedural Criteria approved.</p>
10. REPORTS <ul style="list-style-type: none"> • Pride Initiative & CoastPride • Director’s Report • Co-chair Update 		<p>Pride Initiative & CoastPride: see written reports. Update by Dana Johnson.</p> <p>Director’s Report: see written report.</p> <p>Co Chair Update: Update by Aaron Adriano & Bismay Mishra</p>
11. Announcements		
12. Adjournment		



[San Mateo County Pride Center](#) (click for website)

January 2025 Updates

- **January 2025 Pride Center newsletter**
 - <https://tinyurl.com/smcpcjanuary2025newsletter>

Pride Center Hours of Operation:

Come visit us! In addition to information, services and events, we have a **public computer lab, an LGBTQ+ lending library, a food pantry, and a selection of clothes and gender affirming garments.** We are here for YOU.

- **Onsite Hours: Tuesday, Wednesday and Thursday from 11:30am - 6:30pm**
 - Virtually, our programs/services are available **Monday - Friday 10:00am 7:00pm** or as scheduled with your clinician.
- Anyone who needs to drop by the center outside of these hours, please connect with us directly as we strive our best to remain accessible.
- We are located at 1021 S. El Camino Real San Mateo, 94402 (corner of 11th and El Camino). Accessibility information: <https://sanmateopride.org/accessibility>

Openings for Mental Health Services at the Pride Center:

We currently have openings for self-pay clinical services!

The Pride Center provides both **therapy and case management services.** For therapy services we accept Medi-Cal/HPSM and also offer a sliding scale for any self-pay clients. There is currently a waitlist for Medi-Cal, but there are openings for self-pay clinical services.

We currently have openings for individual, couples/relationship, and family therapy. If you or someone you know is looking for LGBTQ+ or gender-affirming and inclusive mental health support, please share our information with them and encourage them to connect with us. We are here to help!

Case management services (navigating housing, employment, gender-affirming care, connection to resources, etc.) are provided at no cost. Services are available to clients located in California. Priority is given to LGBTQ+ community members based in San Mateo County. If you are interested in receiving mental health services, please fill out our online Clinical Services Request Form at <https://sanmateopride.org/mental-health-services-2-2/>

Outlet, our youth program partner agency, also has clinical openings. For more information, please contact Mimi Castro (he/him) at mimi@acs-teens.org.

Can You Support the Pride Center by Volunteering?

Virtual and onsite volunteer roles with the Pride Center include, but are not limited to:

- Assisting with fundraising/development goals
- Youth or Older Adult specific programming
- Social media support
- Join our Community Advisory Board

To learn more, or if you have other ideas of how you can support by volunteering, please **contact Low (she/they) at Lowellyn.Sunga@sanmateopride.org** (preferred) or 650-591-0133 who can help you figure out the best match for a mutually rewarding experience.

You can also **complete our Volunteer Interest Form:** <https://sanmateopride.org/get-involved/volunteer/>

Name and Gender Change Workshop

The format of the Name and Gender Change workshop is changing. Part 1 of the workshop will continue to take place monthly & part 2 of the workshop will take place every other month. Part 2 is scheduled to take place – April, June, August, October & December.

Part 1 will cover court order forms, filing instructions, and fee waivers. Part 2 will cover updating social security documents, DMV documents, passports, birth certificates, and other documents.

*If the times above don't work for your schedule, please let us know. We can arrange for individual appointments or consultations if needed. If you would like to attend part 2 before the scheduled month, please reach out to us!

Questions or want to schedule an individual appointment? Please email info@sanmateopride.org for more information.

Upcoming dates: Part 2 - January 22

RSVP: <https://tinyurl.com/name-and-gender-change-rsvp>

Please reach out to info@sanmateopride.org or call 650-591-0133 if you have questions

Current Programming:

Conversation and Community Drop-ins

Join us for these designated drop-in times. We want to be your safe space during these uneasy times. Join us to have a little escape or just be with community. Snacks, table games, cards, crafts, video games, and activities will be available, but mostly we want to hold space for YOU!

This new group will take place 2x a week on Tuesdays from 5:30-6:30 and Thursdays from 4-5PM onsite at the Pride Center!

The Pride Center is located at 1021 S. El Camino Real in San Mateo, 94402 (11th and El Camino)

For accessibility information about the Pride Center, please visit this link-
<https://sanmateopride.org/accessibility>

NeuroQueer Fruitfulness Group!(An online productivity/body doubling group)

Work with your neurospicy brain this new year! Learn ADHD and executive functioning strategies from therapists. No goal is too big or too small to tackle! Whether you're looking to do your dishes or write a novel, this group might help. **In this group, you can meet fellow neurodivergent and LGBTQ+ folks in a supportive productivity space.**

This group meets 5 days a week on Zoom in 1-hour sessions and starts Monday, January 13th. **Sessions are drop in and participants set how many sessions they want to attend. This group is \$59/month is in English and is intended for LGBTQ+ 18+ based in California.**

To learn more about what to expect from this group and/or to register, please click this link - tinyurl.com/NeuroQueerFruitfulness

Questions? Contact Drac@sanmateopride.org or 650-591-0133

FriGay Flicks- Brokeback Mountain – 1/17

FILM: Brokeback Mountain (Rated R)

In honor of this year's awards season, we're watching Brokeback Mountain (2005)!

This event is free and open to the public. Light snacks will be provided. Doors open at 5:30 and the movie runs from 6-8:15 pm. The Pride Center is located at 1021 S. El Camino Real in San Mateo, 94402. Our building is located at 11th and El Camino.

For accessibility information use this link: <https://sanmateopride.org/accessibility/>

Register using this link: <https://tinyurl.com/FriGayJanuary2025>

Karaoke Night at The Yard at The Yard Coffee with the San Mateo County Pride Center

Can you think of a better way to start the New Year than getting together with your besties and singing along to your favorite songs? Whether you're a karaoke regular, someone who

is curious about karaoke or someone who'd like to try singing a new song, this is a space for you!

See you on Thursday, January 23rd from 6-9 PM at The Yard Coffee (1018 Main Street, Redwood City)

Register by Wednesday, January 22nd to be entered to win a drawing prize-
<https://tinyurl.com/SMCPCKaraokeatTheYard>

Questions? Please contact info@sanmateopride.org or call 650-591-0133

Coming in February- More details to come!

- National Day of Reading

- Date and program description to be shared

- Gayme night

- Wednesday, February 19 from 6:30-8:30 PM onsite at the SMC Pride Center

Rainbow Kids – March 6 from 4-5:30 PM PST on Zoom

This free training is intended for community members who work with, or are the parent/guardian of under 10 year-olds. In this training participants will learn age-appropriate techniques for holding discussions about attraction and gender. The goal of this training is to increase awareness about topics related to sexual orientation and gender identity/expression (SOGIE) in early childhood and work toward a more expansive world for all children.

This training was developed in partnership with Community Equity Collaborative. For more information and resources, visit <https://www.communityequitycollaborative.org/rainbow-kids>

This training will be held in English. Closed Captioning will be available for those who need it. This training will not be recorded. Please register using this link-
tinyurl.com/rainbowkidsmarch2025

Questions? Email ishani.dugar@sanmateopride.org

Save the Date: Transgender Visibility Week 2025 - March 25 – 31

More details coming soon!

SMC Pride Celebration 2025

SMC Pride Celebration Saturday, June 14th 11am-5pm

SMC Pride 2025 theme: Breaking Boundaries, Shaping Futures

Interested in joining an SMC Pride subcommittee? Contact PRIDE Initiative co-chair Dana Johnson at theractivist@gmail.com for more information and meeting Zoom link.

We are actively looking for community members to join a Pride Celebration subcommittee and support with planning an amazing Pride Celebration.

Planning committees includes:

- Youth Space
- Website
- Older Adult
- Parade
- Booth Vendors
- Food Trucks
- Entertainment

Peer Support Groups

These are all virtual opportunities for community members 18+. For more information, contact Ishani.Dugar@sanmateopride.org or 650-554-1234 (text ok)

Please note: Most groups are meeting on Zoom, stay tuned for updates.

Peer Support Groups- Upcoming meeting dates

- **Parent group will now meet on the 3rd Wednesday of the month.**
- LGBTQ Parent Group- Monthly on the 3rd Wednesday from 7:30-8:30pm PST
- Upcoming meeting dates: January 15, February 19
 - Registration is required: <https://tinyurl.com/smcpc-parentsgroup>
- LGBTQ Book Club (18+) - Monthly on the 1st Wednesday from 4:30- 6pm PST
 - This group is hybrid- community members will meet onsite at the Pride Center or on Zoom.
 - Upcoming books
 - ♣ March 5: Heartstopper Volumes 1 and 2 by Alice Oseman
 - ♣ April 2: Legends and Lattes by Travis Baldree
 - Registration is required: tinyurl.com/smcpc-bookclub
- Polyamory Peer Power (18+)- Monthly on the 1st Wednesday from 7- 8:30pm PST
 - Upcoming dates: February 5, March 5
 - Registration is required: tinyurl.com/smcpc-polyampower
- Trans* Group (18+)- Monthly on the 1st Thursday from 6-7:30pm PST
 - Upcoming meeting dates: February 6, March 6
 - Registration is required: tinyurl.com/smcpc-transgroup1

- Gay Men's Group (18+)- Monthly on the 4th Tuesday from 6-7pm PST
 - Upcoming dates: January 28, February 25
 - Registration is required: tinyurl.com/smcpc-gaymensgroup
- Queer Women's Social Group (18+)- Monthly on the 4th Friday from 6-7:30pm PST
 - Upcoming dates: January 24, February 28
 - Registration is required: tinyurl.com/smcpc-queerwomensgroup

Reminders & Resources:

SMC Pride Center FY 23-24 Annual Report

We could not be more proud to share with you our most recent **Pride Center FY23-24 Annual Report!**

This year marked the first full fiscal year that Pride Center has returned to in-person (now hybrid) services. We've reached an even greater number of people than ever before, now that we're back on-site and out in the community, in addition to offering our full range of online and virtual programs and services.

Throughout each of our programs and services for FY23-24 (Clinical, Peer Groups, Trainings, Outreach, Events, etc.) we reached a staggering **12,287 individuals!** This is almost 30% more than we reached last year!

General Pride Center information:

- Resources: <https://sanmateopride.org/resources/>
- Events: <https://sanmateopride.org/events/>
- Peer Support groups: <https://sanmateopride.org/programs/peer-groups/>
- Youth Resources: <https://www.acs-teens.org/what-we-do/outlet/>

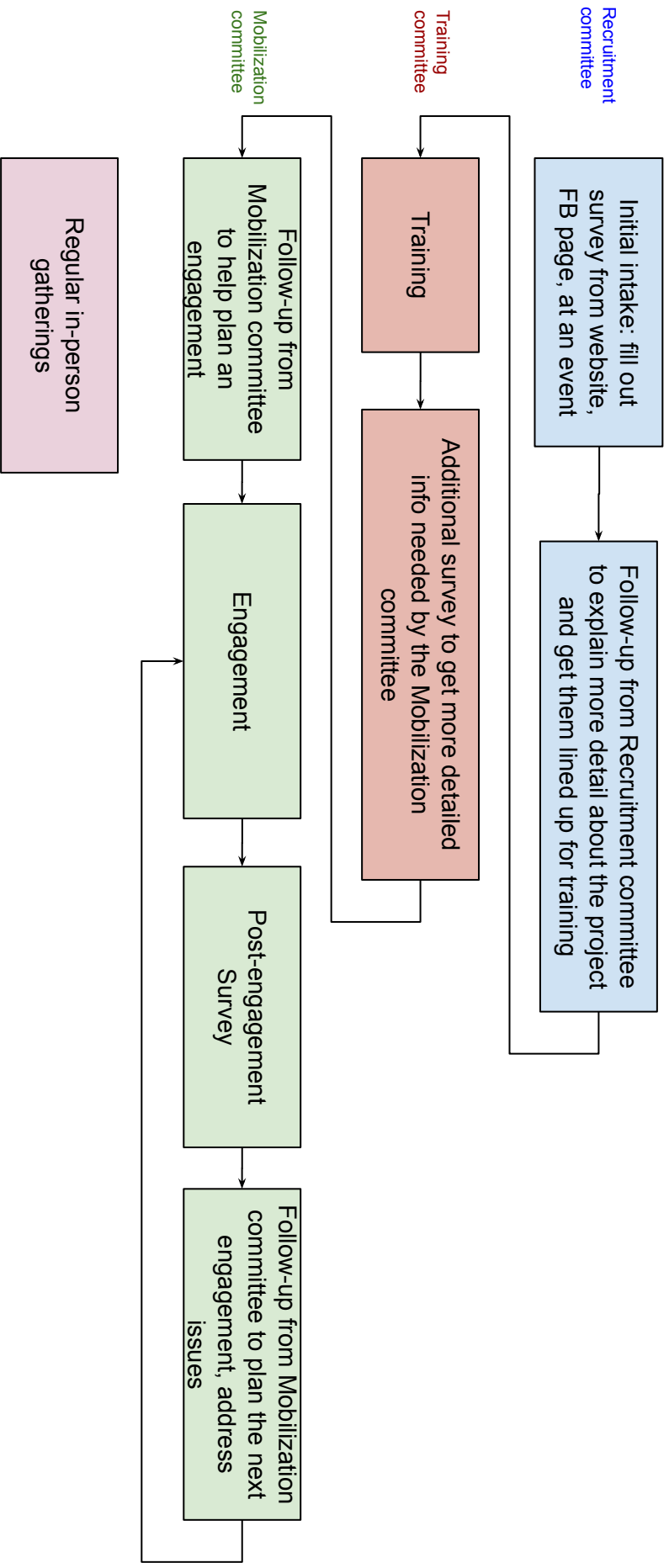
Civics 101 Topics

Civics 101 is an actual class offered by the County every year. The class meets one night per week, typically for nine weeks, from early September to late October. Class is from 6:00-8:30pm.

Proposal to have very short overview presentations on the following topics for 2025-2026. These topics are the weekly themes of Civics 101. Purpose is to give the LGBTQIA+ Commission education on how the County of San Mateo works. Please rank the topics you feel would be vital for this Commission to have in order to serve the LGBTQIA+ community.

- San Mateo County Government Overview – Communications Director
- San Mateo County Health – Health Officer (Kismet Baldwin-Santana) and/or Director of BHRS (Jei Africa)
- Human Services Agency – Collaborative Community Outcomes, Economic Self-Sufficiency, Employment Services, Children & Family Services
- Financial Overview – Treasurer-Tax Collector, Controller, Budget & Performance
- County Justice System – DA, Courts, Probation, Private Defender program
- Countywide Initiatives – Public Works, Boards & Commissions
- Community Services – Sustainability, Libraries, Dept of Emergency Services
- Sheriff's Office – Overview; Coroner's Office

This diagram represents the experience that a community member would have on the Visibility project.



To: LGBTQIA+ Commission of San Mateo County
From: Tanya Beat
Date: January 21, 2025
Subject: Director's Report

2025 Calendar

- Vote on the meeting calendar (see meeting materials). Decide now whether to cancel a meeting for a “break.”

Commission Leads

- Communication Lead: Fabricio Perez
- ICC Lead: Marilyn Hollinger
- Pride Event Leader: Dana Johnson
- Policy Lead: Chris Sturken

The idea of “Leads” is to have people and their backgrounds with availability naturally align as leads in areas where the group needs more support. They can work independently and/or facilitate discussion and projects under those topic areas during meetings. They may even start a sub-committee in those areas for people who are more interested to participate.

Commission Spotlights

- Spotlight is a new Agenda Item that features one Commissioner
- 1 Slide
- 3 minutes
- You may share about your life, work, family, hobbies
- Bismay and Aaron will each model a spotlight at the January meeting



COUNTY OF SAN MATEO LGBTQIA+ COMMISSION

2025 Meeting Schedule

1. Meetings of the LGBTQ Commission are held on the third Tuesday of each month.
2. Meeting time 6:30-8:30 PM
3. County Center Redwood City & SMC Pride Center in San Mateo

January 21

February 18

March 18

April 15

May 20

June 17

July 15

August 19

September 16

October 21

November 18

No December meeting

2025 LGBTQIA+ Commission Communication Goals & Action Plan

Overview

The LGBTQIA+ Commission has the opportunity to strengthen its presence and impact in the community through strategic communication. The following goals are proposed: Collaborate to enhance our media¹ outreach, improve internal understanding of communication strategies, and establish clear, measurable goals for 2025.

Goals for 2025

- 1. Increase Community Awareness:**
Expand our presence on social media platforms to ensure the LGBTQIA+ community knows the Commission's events, initiatives, and resources.
 - 2. Promote Engagement:**
Facilitate meaningful interactions with our audience through campaigns, Q&A sessions, and collaborations with local organizations.
 - 3. Streamline Internal Communication:**
Establish a framework for clear, organized outreach efforts and ensure all commissioners are aligned on messaging strategies.
-

Proposed Action Plan

Step 1: Foundations

- **Assess Existing Communication Channels:**
Audit current media platforms, websites, and any other outreach methods. Identify strengths, weaknesses, and opportunities.
- **Assess Key Messaging:**
Collaborate with commissioners to develop a consistent tone and style that represents the Commission's mission and values.

¹ Channels of communication, including television, radio, newspapers, magazines, and digital platforms, used to disseminate information to the public. I recommend mostly/only focusing on digital channels (Social media, websites, email, newsletters)

- **Develop Training Materials:**
Create resources for commissioners to better understand outreach and promotion, including:
 - Basics of social media promotion (sharing) and engagement.
 - Examples of effective outreach campaigns.
 - Tips for tailoring messages to different audiences.

Step 2: Implementation

- **Launch Media Campaigns:**
For example, campaigns highlighting key events, community resources, and success stories. Ideas:
 - "Voices of Pride" – Spotlighting local LGBTQIA+ leaders and allies.
 - "Know Your Resources" – Promoting useful community services.
- **Build Collaborative Relationships:**
Partner with local organizations and businesses to promote events and amplify messages.
- **(Optional) Create a Content Calendar:**
Organize posts and campaigns to ensure consistent community nurturing and participation.

Step 3: Optimization and Feedback

- **Evaluate Performance:**
Track for growth, engagement, sign-ups, and attendance at events.
- **Host Community Feedback Sessions:**
Invite the public to provide input on how the Commission can better serve the community through communication.
- **Document Successes and Challenges:**
Develop a report outlining key achievements, lessons learned, and recommendations for future communication leads.

Collaboration on this proposal is highly encouraged to ensure it reflects the diverse perspectives of the LGBTQIA+ community. Ultimately, team feedback is vital to enhance our outreach and build stronger connections with those we serve.



**San Mateo County Health System
Behavioral Health and Recovery Services (BHRS)**

San Mateo County Pride Parade & Celebration June 8, 2024

San Mateo County is committed to hearing from diverse communities. Participant demographics help us understand who we reached and who we may still need to reach when engaging San Mateo County communities. Evaluation surveys help us understand satisfaction and areas for improvement.

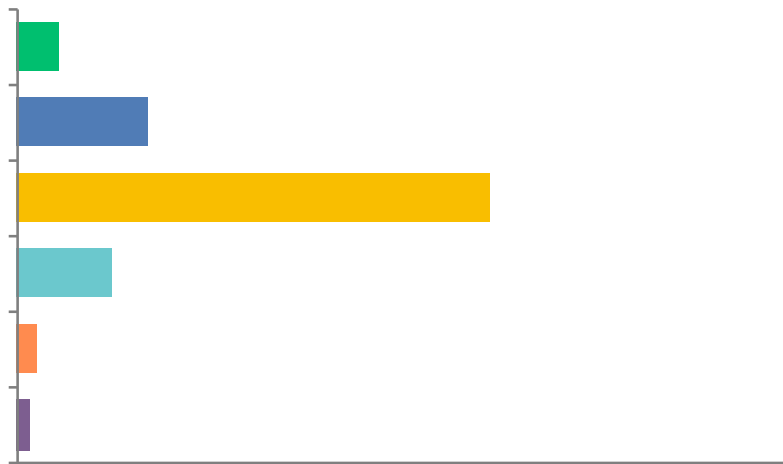
Summary:

- An estimated **6,000 people** joined the **2024 Pride Celebration** and **second-ever Pride Parade** in San Mateo County.
- **454 participants provided feedback** through a survey for this event.

Participant Demographics:

AGE RANGE

Answered: 442 Skipped: 12

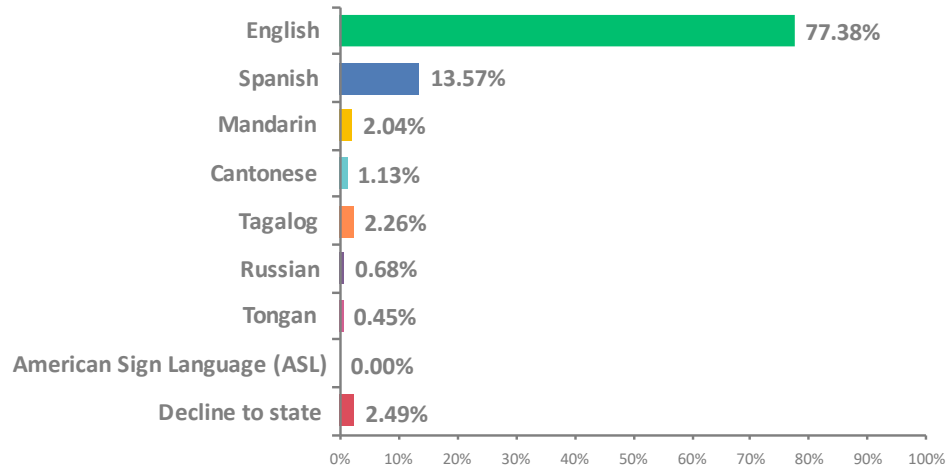




San Mateo County Health System Behavioral Health and Recovery Services (BHRS)

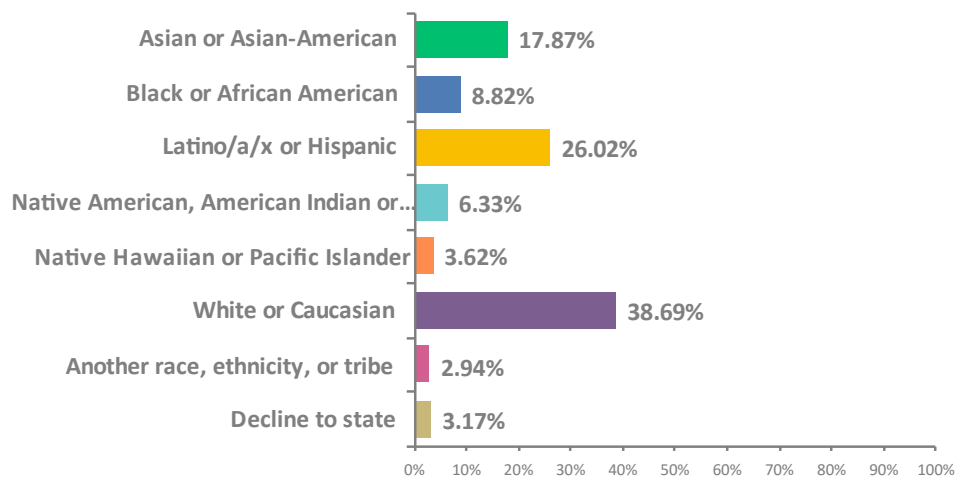
PRIMARY LANGUAGE SPOKEN AT HOME

Answered: 442 Skipped: 12



RACIAL / ETHNIC IDENTITIES

Answered: 442 Skipped: 12

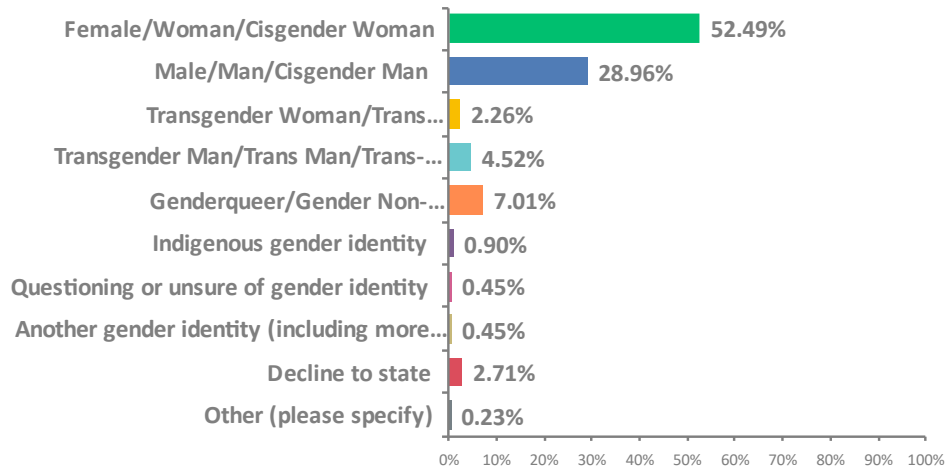




San Mateo County Health System Behavioral Health and Recovery Services (BHRS)

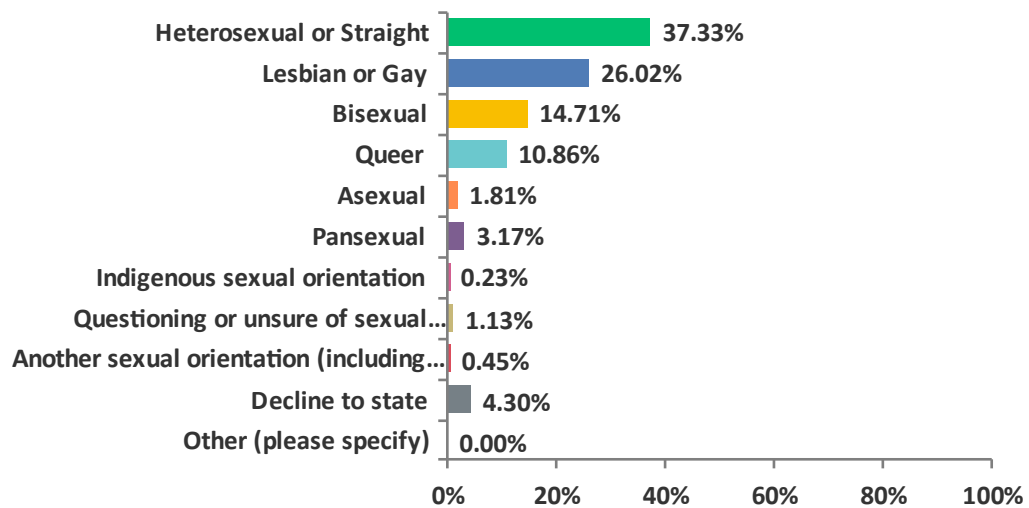
GENDER IDENTITY

Answered: 442 Skipped: 12



SEXUAL ORIENTATION

Answered: 442 Skipped: 12

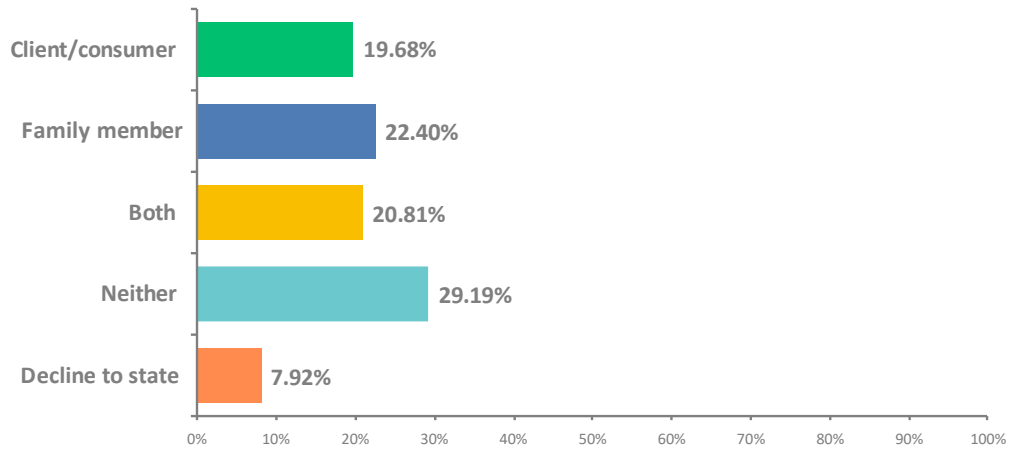




San Mateo County Health System Behavioral Health and Recovery Services (BHRS)

Identify as Behavioral Health Client/Consumer or Family Member

Answered: 442 Skipped: 12





San Mateo County Health System Behavioral Health and Recovery Services (BHRS)

Pride attendees came from various cities throughout San Mateo County and beyond.





**San Mateo County Health System
Behavioral Health and Recovery Services (BHRS)**

Pride 2024 participants were asked to rate their experience on a scale of 1-10, related to the following statements:

(1 being “strongly disagree”, 5 “neutral”, and 10 “strongly agree”)

1. Through my participation in this event/program/training, I have learned knowledge and skills that I can use to access behavioral health services.

- **Average Rating: 8.7**

2. I feel like my identity, cultural background, and experiences (race, ethnicity, gender, religion, etc.) were affirmed by this program/training/event.

- **Average Rating: 9.1**

3. Due to my participation in this program/training/event, I feel more confident in my ability to create change in my community.

- **Average Rating: 8.8**

4. This program/training/event affirmed that people with mental illness are capable and able to make positive contributions to society.

- **Average Rating: 8.9**

5. Due to this program/training/event, I feel more comfortable talking about my mental health and/or substance use.

- **Average Rating: 8.7**

6. Due to my participation in this program/training/event, I am more confident in my ability to advocate for the behavioral health needs of myself and/or my child/ren and/or another family member.

- **Average Rating: 8.9**

SMC PRIDE 2025 Report

Event Theme: *“Breaking Boundaries, Shaping Futures”*

LGBTQIA+ Commission Meeting, Tuesday January 21st at 6:30pm

SMC Pride 2025 Details

- **Saturday, June 14, 2025**
- **Approximately 9:30am-11am (Parade) {Downtown San Mateo, Ending at San Mateo Central Park}**
- **SMC Pride Celebration- 11am-5pm (San Mateo Central Park)**

Greetings LGBTQIA+ Commissioners,

Hoping all is well.

As we move forward with the planning of the SMC Pride 2025 celebration, I wanted to invite you to our upcoming planning meetings and share the key topics we will be discussing. Your involvement and support are invaluable to making this event a success.

Upcoming Planning Meetings (virtual):

- January 17th
- January 31st
- February 14th
- February 28th

All meetings will be held from 12:00 PM to 1:00 PM.

Please join us as we continue to shape and organize this exciting event!

Pride Planning Committees:

- Volunteer/outreach - Kai + Devin
- Child/Youth Space - Outlet + Kinsey/Eliana + SMC Arts Commission
- Older Adult – Tanya Beat + Jordan + Coast Pride
- Parade - Lowellyn + Kalimah + Clayton + Devin + Chris Sturken
- Booths - Susan + Dana + Tia + Tanya Beat + Rubi Garcia
- Food Trucks - Kai + Tanya Beat + jo (5 food trucks)
- Entertainment - Elana + Dana + Regina + Kalimah

Key Topics for Discussion In the Commission Meeting :

1. Sponsorship Packets

We will be reviewing the Pride 2025 sponsorship packets. We are asking each of you to network within your professional and personal circles to help secure sponsors who can contribute financially or assist with event-related costs (e.g., entertainment, parade, stage, etc.).

2. Save the Date Flyer

Please share the Save the Date flyer, we encourage everyone to distribute it widely within your networks and to community members to raise awareness about the upcoming event.

3. Action Plan for Commission Support

We will discuss and create a clear action plan for how the Commission can directly support SMC Pride 2025. This may include fundraising, volunteering, outreach, and other key contributions.

4. Setting Goals for Support

The hope is that we, as a Commission, can set measurable goals for next steps in supporting the Pride celebration. Each meeting will be an opportunity to track our progress and ensure we are taking concrete actions toward a successful event.

Moving forward, we will gather at our monthly Commission meetings to check in on how we are collectively taking action to support the planning and execution of SMC Pride 2025.

Your presence and input are crucial to making this event a meaningful and impactful celebration for the community. I look forward to seeing you at the upcoming meetings and working together to make SMC Pride 2025 a huge success!



Greetings,

The San Mateo County (SMC) PRIDE Initiative is excited to welcome you to the **13th Annual San Mateo County LGBTQIA+ Pride Celebration "Breaking Boundaries, Shaping Futures"** Celebrating **13 YEARS of PRIDE on the Peninsula!** Our **2025 celebration** will begin with the 3rd Annual Pride Parade on **Saturday, June 14, 2025, and continue with festivities and celebration from 11am-5pm at San Mateo Central Park.**

The *SMC PRIDE Initiative* is composed of a passionate group of folks who were brought together to foster a welcoming environment for the LGBTQIA+ communities living and working in San Mateo County. It has been over 14 years since the SMC PRIDE Initiative marched in the San Francisco Pride Parade; it was inspirational. This empowering experience was instrumental in the vision and planning for San Mateo County's own commemoration. Of course, the SMC PRIDE Initiative couldn't put together this event without partners and collaborators like San Mateo Park & Recreation, the San Mateo County Pride Center, Outlet Adolescent Counseling Services, the San Mateo County LGBTQIA+ Commission, San Mateo County Behavioral Health & Recovery Services-Office of Diversity & Equity, multiple community partners and **YOU!**

We invite you to become a sponsor. Your contribution helps us to create an amazing and safe environment for the diverse members of our community. Help create the stories for a new generation of LGBTQIA+ members in San Mateo County. ***Sponsorship funds cover the cost of the venue, food, advertising, marketing, entertainment, supporting the 3rd Annual SMC Pride Parade, and other event activities.*** For the past five years, we persevered through the dreadful restraints of the COVID-19 pandemic after connecting remotely for Pride for two years (in 2020 and 2021). We gathered last year for an in-person Pride Celebration and had approximately 6,000 community members in attendance. Now as we work on gathering in person again, we hope to get your help to bring the Pride back into the Pride Celebration for our LGBTQIA+ San Mateo County community. With even greater support and wider advertising and marketing efforts, we could bring a safe and interactive event to the community! Review the following pages to find the varying levels of sponsorship with corresponding recognition and exposure. This is a great opportunity to support the LGBTQIA+ community and raise the public's awareness of your organization's mission and its effort to support diversity and inclusion.

We welcome and appreciate support at any level!

Any questions please reach out to Dana "TheActivist" Johnson (they/ he) at smcpridecelebration@gmail.com

This event is being coordinated by the SMC PRIDE Initiative in collaboration with multiple community partners. The SMC PRIDE Initiative is led by SMC Behavioral Health & Recovery Services (BHRS)'s Office of Diversity and Equity (ODE) and is partially funded through the Mental Health Services Act (MHSA).



JOIN US for the
13th Annual San Mateo County (SMC) LGBTQIA+ Pride Celebration
" Breaking Boundaries, Shaping Futures!"
CELEBRATING 13 YEARS of PRIDE on the Peninsula!!
Your generosity makes all the difference in supporting our
San Mateo County LGBTQIA+ Community.

Sponsorship Levels

Rainbow Sponsor: \$10,000

- Pride Initiative Co-Chairs will give acknowledgment of the agency/individual on stage.
- Logo on SMC Pride 2025 Main Stage Banner and Event Banner
- Logo on SMC Pride 2025 poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name and logo on Pride Initiative Facebook page and Instagram Page
- Name and logo on SMC Pride Celebration website
- Name and logo on SMC Pride Celebration Facebook page and Instagram Page
- Framed Certificate of Appreciation from SMC Pride Celebration Co-Chairs
- (1) SMC Pride Celebration 2025 Gift Basket
- Parade Contingent

Advocate Sponsor: \$5,000

- Pride Initiative Co-Chairs will give acknowledgment of agency/individual on stage
- Logo on SMC Pride 2025 poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name and logo on Pride Initiative's Facebook and Instagram page
- Name and logo on SMC Pride Celebration Website, Facebook page, and Instagram Page
- Framed Certificate of Appreciation from SMC Pride Celebration Co-Chairs
- (1) SMC Pride Celebration 2025 Gift Basket
- Parade Contingent

Partner Sponsor: \$2,500

- Pride Initiative Co-Chairs will give acknowledgment of the agency/individual on stage.
- Logo on SMC Pride 2025 poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name and logo on SMC Pride Celebration Website, Facebook page, and Instagram page
- Framed Certificate of Appreciation from SMC Pride Celebration Co-Chairs
- Parade Contingent

Supporter Sponsor: \$1000

- Logo on SMC Pride 2025 Poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name on SMC Pride Celebration Facebook, Instagram, and SMC Pride Celebration website
- Parade Contingent

Ally Sponsor: \$500

- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name on Pride Initiative Instagram, Facebook, and SMC Pride Celebration Website
- Parade Contingent

SPONSOR AND DONATION COMMITMENT FORM

CONTACT INFORMATION

Individual or Business Name:

Main Contact:

Email:

Phone:

Fax:

Address:

City:

State:

Zip:

SPONSORSHIP LEVEL

Rainbow- \$10,000 Advocate -\$5000 Partner -\$2500 Supporter -\$1000 Ally -\$500

Other: \$ _____ Our organization is declining a resource Booth at the event

Please Check Here if your agency would like to participate in the Pride Parade so we can send you the
Registration Link: _____

PAYMENT INFORMATION

Check for \$ _____ Mailed on _____

***** Please submit payment with this form by Saturday, May 24, 2025.**

Please Make checks payable to: Star Vista-Pride Initiative

Please write "Pride Initiative" in the memo section of the check (If needing to pay electronically please reach out to Dana TherActivist Johnson (they/ he) at smcpridecelebration@gmail.com)

Mail Checks/ Payment to:

San Mateo County Pride Initiative

c/o Dana Johnson

3182 Campus Drive #343

San Mateo, CA. 94403

Your check will be submitted to our fiscal sponsor, San Mateo County Pride Center, a program of Star Vista, a tax-exempt 501(c)(3) organization. Donations are tax-deductible under IRS guidelines. You will receive a sponsorship letter with the tax information, including Tax Id number, for your records.

LOGO ART AND ADVERTISING

Please list the person at your organization who will supply logo art and/or advertising materials.

Main Contact:

Phone:

Email:

Thank you!

SAVE THE DATE!

PRIDE 2025

**“BREAKING BOUNDARIES,
SHAPING FUTURES”**



SATURDAY JUNE 14TH

PARADE IN DOWNTOWN SAN MATEO

CELEBRATION IN SAN MATEO CENTRAL PARK

ALL DAY



SMCPRIDECELEBRATION.COM

Scan for more info
or to donate:





San Mateo County PRIDE Initiative Report

**From: Dana Johnson (they/ them/ theirs)- PRIDE Initiative co-chair
LGBTQIA+ Commission Meeting- Tuesday, January 21, 2025 at 6:30pm**

HAPPY NEW YEAR!!

- ❖ **About the PRIDE Initiative:** The PRIDE Initiative is committed to creating welcoming and inclusive environments grounded in equality and parity for LGBTQ+ community members living and working in San Mateo County. By adopting an interdisciplinary and inclusive approach to collaborating, the PRIDE Initiative looks to partner with individuals, organizations, and providers that work to ensure that services are sensitive and respectful of LGBTQ+ issues.
 - **Join us at the next Pride Initiative meetings (via virtually) on
***Wednesday, February 12th from 4:30-6pm**
 - PRIDE Initiative and local LGBTQIA+ updates
 -
- ❖ **Join us for SMC Pride 2025 Planning Meetings**
 - **We are in need for LGBTQIA+ Commissioners support and advocacy for SMC Pride 2025**
 - **Next Planning Meetings:**
 - Friday January 17th from 12 noon-1pm
 - Friday January 31st from 12pm-1pm
 - Friday February 14th from 12pm-1pm

➤ **Join the PRIDE Initiative Zoom Meeting on 2-12-25 at 4:30pm. Join using the link below**

<https://us02web.zoom.us/j/81510844451>

Meeting ID: 815 1084 4451

Passcode: PRIDEBHRS **(PLEASE NOTE: Password is now required to join)**