



2020 IMPACT REPORT

December, 2020

If dreams could come true, this year would not have been so challenging for our community. The events that reignited the Black Lives Matter movement were a powerful reminder that our work for justice is far from complete. A contested presidential election revealed the potential fragility of our democracy, while unprecedented voter participation encouraged us to trust in its strength. Sometimes the world's problems can seem far away from our island community's culture of diversity, inclusion and cooperation. Other times they are frighteningly close.

There have been many historic benchmarks in the LGBTQIA+ timeline that have tested our unity and progress along the way, yet the heart of our community and our organization as a whole remains resilient. This year, however, COVID-19 challenged us in profoundly new ways. Pride events that affirm and connect us were cancelled or postponed globally in an effort to protect ourselves and each other from a new kind of threat and its devastating impact.

Due to the pandemic The Hawaii LGBT Legacy Foundation had to cancel all in-person events and close our community center. Yet, through these challenges, we've found opportunities to connect and serve others in need by celebrating pride through giving.

Through the unpredictability of 2020, it was crucial for us to remain agile and focused on fully executing our mission to support, empower, educate, unify and provide help to LGBTQIA+ and other nonprofit organizations assisting those in need. Through the tireless efforts of our volunteer board members and generous support from all of our sponsors, we were able to donate \$20,000 back to several community organizations during the pandemic.

We also managed to host several virtual events in lieu of our traditional Honolulu Pride celebrations, which made an even greater impact in reaching out to our largest audience ever. Deeply inspired by the love and solidarity throughout our community we'd like to highlight a few accomplishments, made possible by our sponsors, volunteers, and community members:

- Pride Through Giving: \$20,000 donated to front-line nonprofits.
- Rainbow Town Hall: our first-ever virtual LGBTQIA+ panel discussions.
- Honolulu Pride 2020: via broadcast TV, our largest audience in our history.
- Shaka And Shine: original song by Keilana, produced by Honolulu Pride.
- Virtual After Party: 3-hour live stream by the LGBTQIA+ community.

Safe spaces, always vitally important for members of our LGBTQIA+ community, have been especially challenging this year. As we experience this shifting world, technology and social media platforms have become the primary means for accelerating activism, providing a safe space for folks to gather. With technology quickly evolving, isolated individuals are now able to connect and become more visible as part of a collective.

And with this growing sense of visibility, we have strengthened our bonds and alliances, embracing intersectionality between previously separated groups. We can now call on one another to make new strides to overcome the shared challenges that we have previously faced alone. We're igniting a spark of change towards creating the future we envision for our community, and the world as a whole. We hope you'll join us.

Francine Beppu and Will Coleman
Co-Chairs | Board of Directors
Hawaii LGBT Legacy Foundation

2020 PROJECTS

- Aloha With Pride: Shaka And Shine • Honolulu Pride Virtual After Party
- Tiny Floats Parade • Rainbow Town Hall • Rainbows Over Waikiki • Pride Through Giving

CHANNELS

- [Honolulu Pride](#) • [Hawaii LGBT Legacy Foundation](#) • [Lei](#) • [KHON2](#) • [Hawaii News Now](#)

HONOLULU PRIDE MONTH (October 2020)

Impressions: 668.7K

TV: 411K Digital: 185.5K Social: 66K Email: 6.7K

Engagements: 167.5K

TV: 136K Digital: 15K Social: 16K Email: 500

Pride Through Giving

Financial and in-kind support given to nonprofits

\$10K

Gregory House Programs • HHRHC • Aloha Harvest • Hawaii Food Bank

HAWAII LGBT LEGACY FOUNDATION / HONOLULU PRIDE

Followers 15.2K

Instagram: 2.4K Facebook HLLF: 1.6K Facebook Pride: 4.9K Twitter: 1.5K Email: 4.8K

2020 HAWAII LGBT LEGACY FOUNDATION ANNUAL (Jan 1 – Dec. 1 2020)

Impressions: 1.1M

TV: 411K Digital: 250K Social: 385K Email: 8.6K

Engagements: 215.7K

TV: 136K Digital: 47K Social: 32K Email: 700

Pride Through Giving

Including donations through Honolulu Pride sponsors

\$20K

Pride Month recipients, plus the Student Grant Fund

IMPRESSIONS: maximum potential views, reach, lifetime impressions / **ENGAGEMENTS:** unique views, opens, likes, shares, comments, clicks

Aloha with Pride.

It's our inspiration and our strength as a community. 2020 has been an incredibly challenging year for everyone. Yet, in the face of hardship, we witnessed real creativity, generosity and resilience.



JANUARY



LGBTQIA+ COMMUNITY SURVEY

- 60 respondents from across the community
- 85% approval of our programs
- Highlighted need for increased connection



Building on our shared history of aloha, we reached out to one another. We're proud to be part of a community that embraces and acts on the values of diversity, inclusion and solidarity.

COVID-19 kept us apart this year, in some cases increasing LGBTQIA+ people's sense of isolation. We hoped our closure of our gathering place, the **LGBTQ Center Honolulu**, would be temporary. Due to health concerns, it remains closed.



FEBRUARY



PROTECTING OUR COMMUNITY

- Built on community's bonds of care
- Shared COVID-19 info. from trusted sources
- Emphasized individual and group safety



We pivoted our messaging in our email newsletters, website and social media: providing COVID-19 resources, promoting "Get Out The Vote" efforts, the 2020 Census, and online action projects.

Our **Community Calendar** of virtual educational, cultural and social justice events and programs, and our **Community Resources** listings, became the second and third most visited pages on the Hawaii LGBT Legacy Foundation / Honolulu Pride website.



MARCH



VITAL COMMUNITY RESOURCE

- 72,591 website pageviews
- 4,882 newsletter subscribers
- 10,400 social media followers



Via Zoom meetings, the Board considered postponing, or even canceling, three of our most popular, diverse and joyous community gatherings and important fundraisers that usually take place during spring and summer.

For public safety, we cancelled the **Vision Without Limits Gala** and our National Pride Month events **Splash** and the **Community Picnic**, losing opportunities for fundraising and for our community to gather, reconnect and celebrate.



APRIL - JUNE



COMMUNITY EVENTS CANCELLED

- Annual Gala [Justice Levinson honoree]
- National Pride Month June events cancelled
- Attended by more than 1,500 in past years



With a significantly reduced budget and a need for continued social distancing, the Board, with input from nonprofit partners, volunteers and sponsors, began to transform its approach to serving the community in 2020.

As June Pride events everywhere went virtual, we were invited to participate in the 24-hour online **Global Pride**, hosted by Todrick Hall with educational and cultural contributions from across the globe.



JUNE



GLOBAL PRIDE TELETHON

- Honolulu Pride produced 30 min segment
- Hawaii joined the global Pride community
- Global Pride seen by 57 million viewers



Honolulu Pride's segment for Global Pride featured performances sharing Hawaii's unique contemporary culture, and our 30-minute video was seen by viewers around the world.

We launched our **Pride Through Giving** campaign, supporting nonprofits providing critical assistance as the pandemic continued. In its first phase we contributed more than \$10,000 in financial support and services.



JULY - AUGUST



PRIDE THROUGH GIVING

- \$10,000 financial & in-kind donations
- Given to groups addressing impact of COVID-19
- 100% board participation



Recipients included Aloha Harvest, Hawaii Food Bank, Gregory House and the Hawaii Health and Harm Reduction Center. Board members volunteered for Food Drops and other programs across Oahu throughout the summer.

The Honolulu Pride team's new theme for **2020 Honolulu Pride: "Shaka And Shine"** was prescient, encouraging aloha from a distance; the unique way that people in Hawaii share love with friends, family and the larger community.



SEPTEMBER



SHAKA AND SHINE

- Heartfelt way for people to connect and share
- Message carried across Honolulu Pride programs
- Adopted with enthusiasm by partners and sponsors



The **Shaka And Shine** tagline was embraced by our sponsors, nonprofit partners and by the LGBTQIA+ community. They responded to our open call for content and sent over 80 short videos that were included in the **Honolulu Pride Virtual After Party** live stream.

Through media partnerships, like our collaboration with LEI Magazine, KHON2 and KHII, we exponentially expanded presence, reaching out to our largest audience in Honolulu Pride's history.



OCTOBER



ALOHA WITH PRIDE

- Original new program premiered on KHON2
 - Premiere: 63,000 viewers / 4.97 rating
 - 157,000 total views on KHON2 & KHII



A highlight was the broadcast program **"Aloha With Pride: Shaka And Shine."** It explored the history of LGBTQIA+ culture in Hawaii, profiled contemporary trailblazers, and featured a new song by Keilana. Archived on our website.

Though the official **2020 Honolulu Pride** events were virtual, we sponsored the physical installation of **Rainbows Over Waikiki**: more than 120 rainbow banners along Ala Moana Blvd. and Kalakaua Ave. from Oct. 10 – 24.



OCTOBER



RAINBOWS OVER WAIKIKI

- Sponsored by Hawaii LGBT Legacy Foundation
 - Signs of inspiration and encouragement
 - Over 120 banners in the heart of Waikiki



We hoped these signs emphasized LGBTQIA+ Pride and Aloha as a vital part of Hawaii's diverse and inclusive culture. And that they were encouraging and inspiring reminders that even though physically apart, we remain visible and proud members of our communities.

On October 17, the inaugural **Honolulu Pride Virtual After Party** was live streamed on our website. Hosted by Candi Shell and DJ My Friend George, it conveyed the excitement, spontaneity and improvised humor of their live performances.



OCTOBER



VIRTUAL AFTER PARTY

- Content created by the LGBTQ+ community
- 84 performance videos and 51 Tiny Floats
- Views: 1,398 live / 3,455 on web & social



The 180-minute program featured video contributions from the community -- performances, shout outs, and our first ever **Tiny Float Parade** with miniature mobile creations from our sponsors, nonprofits, businesses, families, hui and more. Archived on our website.

In honor of Honolulu Pride Month, we presented **Rainbow Town Hall**, a series of online panel discussions exploring solutions to the challenges LGBTQIA+ people face in education, criminal justice, housing, business and healthcare.



OCTOBER



RAINBOW TOWN HALL

- 25 panelists & 10 hours of programming
- Streamed on our Facebook channel
- Engagement: 1,175 / Reach: 7,722



Panelists included educators, health care providers, business owners, and community activists on the front lines. Broad in scope, intersectional in approach, and extremely well-received by the community. Archived on our website.

Our **Pride Through Giving** campaign continued with our new sponsorship paradigm: A percent of each sponsorship to Honolulu Pride goes to a nonprofit of their choice. Our **Visionary Sponsors** alone make possible \$10,000 in new donations to community organizations.



NOVEMBER - DECEMBER



SPONSORS GIVE BACK

- A unique partnership with our sponsors
- Up to 40% of their contribution goes to nonprofits
- Over \$20,000 total donations for 2020



In addition to the groups that benefited during Pride Month, a new Student Grant Fund is established to assist LGBTQIA+ students. Mahalo KHON2, Hawaiian Airlines, Bank of Hawaii, Alaska Airlines and First Hawaiian Bank, and to all our 2020 sponsors.

U N I F Y

E D U C A T E

S U P P O R T

F A C I L I T A T E

E M P O W E R

VISIONARY



PLATINUM



GOLD



SILVER



BRONZE



PARTNER





2020 Members of the Board

Francine Beppu
Joe Bock
David Brustein
Will Coleman
DJ Dole
TJ Jones
Scott Larimer
Jennifer Li
Andrew Ogata
Gil Rodriguez
Delia Romano
Shannon Smith
Randy Soriano

2020 Honolulu Pride Committee

Members of the Board
+
Cheryl Abrena
Sean Barret
Harry Kammerman
Joshua Laguana
Sandy Livingston
George Oh
Joe Ordinario
Gary Permenter
Dan Paul Roberts
Crystal Rogers

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