

PCA 10 year impact report

Pride Cheerleading Association Founding Date:

Feb 29, 2016

Publish date of this 10 year impact report:

May 29, 2026. *Shortly after our 10th birthday!*

Our story

PCA was founded in 2016, date of incorporation is technically February 29, 2016 (we're a leap year baby), though the idea of charitable cheerleading to raise spirits for the LGBTQ+ community began in 1980 at the peak of the AIDS pandemic, and in its very epicenter. One team started it all - The Hayward Raw Rahs, later becoming CHEER San Francisco. This popularity and the positive impact of this team on its community inspired two more: Cheer Los Angeles and Cheer New York arrived as twin siblings in 2001. By 2004 the idea spread far and wide, and similar groups started to emerge across the US and in Canada, Germany, and Australia. It became clear that this notion needed a name, and the name "Pride Cheerleading Association" was it. By 2015, there were six teams of legal nonprofit status in the U.S.: CHEER San Francisco, Cheer Los Angeles, Cheer New York, Chicago Spirit Brigade, Cheer Salt Lake, and Cheer Seattle. Monthly meetings proceeded for about a year to officially establish what had been in coalescence since 2004, the Pride Cheerleading Association, a 501(c)(3) nonprofit and registered public charity, with clear criteria for membership and a dream to have a team in every city.

At the end of its first full year as a nonprofit, PCA had....

- *welcomed two new Member Teams - from Coast to Coast - and grown to a total of [8 Member Teams](#)*
- *onboarded 8 new individuals onto the PCA Board of Directors*
- *become a Full Member of the [Federation of Gay Games](#)*
- *launched the PCA website: pridecheerleading.org*
- *started showing up in our own [Logo Merch](#)*
- *raised its first [\\$4,075](#) of its very own!*

At the end of year five (Feb 2021) PCA had...

- *grown to include 13 teams!*
- *become chosen family to 350 performing volunCHEERleaders plus 175 Leadership & Production volunCHEERleaders!*
- *PCA and its Member Teams combined, in their lifetimes, had donated: Over 1.3 million dollars. [Watch NVW 2022 Video](#)*
- *become the governing body for Cheerleading (Culture and Sport) at the largest, quadrennial, international sports and cultural festival: [Gay Games!](#)*
- *established an annual PCA-hosted event at the largest annual multi-sport tournament and festival open to all: [Sin City Classic!](#)*
- *made key public appearances in three international LGBTQ+ events: [Gay Games 2018](#), [World Pride 2019](#), and had a [Video](#) featured in [Global Pride 2020](#) 24hr Livestream around the world*
- *started engaging participants and the public with a monthly e-newsletter. (Our fans named it "[Rally!](#)" in [June 2021](#).)*

This time in PCA history was a turning point...

We started to ask ourselves the hard questions

- What do our demographics look like and why might that be?
- What are our current numbers and what are our goals?
- Are our volunteers' identities representative of their communities?
- Have we examined our own biases as people, teams, & systems?
- What is our why? What is our vision? What are our values? How can we optimize the way PCA presents itself to express those values and to work toward that vision every day?

We innovated the first PCA Educational Summit

- Inspiration (keynote speakers), Education (subject matter expert lectures), and Perspiration (workouts, drag, and games)
- Virtual only, as this was at the beginning of the pandemic
- [STATS](#): 30 sessions, 45 Presenters, Over 100 Participants, 4 BROADWAY Stage Managers - not joking!, 27+ hours of inspiration, education, & perspiration!

We restructured and rewrote the Bylaws

- Created a bicameral model, with separate spheres for PCA organizational governance (PCA Board & Committees) and team representation (PCA Delegation)

And, at that 5yr milestone, we assigned ourselves the most monstrous goal: a FULL REBRAND!

In November 2022, after 18 months of strategy, meetings, crowdsourcing, and consultations, PCA completed the rebrand!



NEW LOGO!

[Watch](#) the Herstory and History story of the PCA logo evolution!

NEW font and color palette and new brand standards!

MISSION, VISION, PILLARS, VALUES, TONE, etc. (See [PCA Brand House](#))

TAGLINE:

A community for charitable cheerleaders, and charitable cheerleaders for every community.

We elevated and centered our unique and diverse volunCHEERleaders and Member Teams with publicity features like [Looking Inward](#), [Speaking Outward](#) posts on cultural observance days, the [Faces of PCA](#) video interviews by Dr. David Smith, Ph.D., and the [PCA's True Colors](#) video campaign.

Now upon turning 10 (Feb 2026) PCA has...

Become “the chosen family” to [743 volunCHEERleaders across the US](#)
who cheer for change in our communities!

Grown to include [15 teams!](#)

[@CHEER San Francisco](#) @cheersf
[@Cheer Los Angeles](#) @cheerlosangeles
[@Cheer New York](#) @cheernewyork
[@Chicago Spirit Brigade](#) @chicagospiritbrigade
[@Cheer Salt Lake](#) @cheersaltlake
[@Cheer Seattle](#) @cheerseattle
[@Cheer DC](#) @cheer_dc
[@CHEER Tacoma](#) @cheertacoma
[@CHEER Colorado](#) @cheercolorado
[@Cheer Austin](#) @cheeraustin
[@Cheer Portland](#) @cheerportland
[@Cheer Philadelphia](#) @cheerphiladelphia
[@Sacramento Cheer Elite](#) @scecheer
[@Cheer Miami](#) @cheermiami
[@Windy City Cheer](#) @windycitycheer

Roughly 10 more cities are actively working with PCA New Team Development consultants to build sustainable charitable cheerleading organizations as nonprofits in their communities. Two are incredibly close to the finishline—having already applied and submitted their eligibility documents for review. They are so close to their goal!

Hosted 7 Sin City Classic events and 2 Gay Games Events

<u>GG 2018</u>	<u>SCC 2022</u>	<u>SCC 2024</u>
<u>SCC 2019</u>	<u>SCC 2023</u>	<u>SCC 2025</u>
<u>SCC 2020</u>	<u>GG 2023</u>	<u>SCC 2026</u>

Established strategic partnerships:

- [Federation of Gay Games](#)
- [Compete Network](#)
- [Pride Bands Alliance](#)
- [GALA Choruses](#)
- [Sin City Classic](#)
- [Imperial Royal Sovereign Court of the Desert Empire Inc.](#)
- [Stonewall Performance](#)
- [Photos by Tenzin](#)
- [Special Olympics Cheer](#)
- [ParaCheer Spirit](#)
- [Safe Space Alliance](#)
- [FSP Designs](#)
- [Marathon Sportswear](#)
- [Cheer Mix A Lot](#)
- And many more!*

Prioritized the health, safety, and wellbeing of our participants and member team volunteers by

- Developing up-to-date, event-specific, and comprehensive [public health policies](#) that prioritize inclusion and protect our most vulnerable populations.
- Sourcing reliable, trained and credentialed, HIPAA-protected Athletic Trainer services, and offering reimbursement to teams that do the same.

Streamlined and refreshed our inter-team communications structure, tools, and user knowledge and skills to optimize relevance, functionality, and privacy:

- Made a strategic shift from Facebook to Band
- Began providing direct, 1:1 Band and Google Workspace training for every delegate upon onboarding.
- Developed regular delegation meeting cadence and consistent delegation leadership.

We proudly define our success by the collective efforts of our whole PCA family and the aggregate impact of our Member Teams:

PCA & Member Teams reach a digital audience of

[Over 115,000 accounts on social media](#)

Member Teams appear in community at ~70 different #PCAPrideTour events each Pride Season, March to November, to elevate and center the message of LGBTQ+ Pride during critical moments where people assemble for this purpose, and continue to shout the message throughout the year.

PCA & Member Teams have amassed valuable resources and shareable educational tools from:

- The “virtual weekend conference” style Summit 2021
- The “hybrid” style (virtual synchronous and asynchronous) Summit 2022

- Delegation meetings, shared drive folders, and chat forums where the learning and sharing can be spontaneous, ongoing, equally accessible across all teams, and preserved for posterity
- Internal subject matter experts from across our Member Teams
- External subject matter experts and thought leaders who have been invited to educate and inspire our leaders and participants
- Topics have included but are not limited to:
 - DEI trainings
 - Federal 501c3 regulations and state charitable regulations
 - Advocacy aptitude of nonprofits - what is high risk, low risk, and when it's worth it to take a risk!
 - Inclusive and united approaches to improve safety and belonging for cheerleaders with Disabilities, and cheerleaders of all abilities
 - Town Hall-style sharing of lived experiences of historically underrepresented and marginalized groups.
 - Workshop-style group sharing of fundraising models and innovative revenue streams
 - Focus Groups that evolve organically to serve specific interests, i.e., 1) financial management strategies, bookkeeping and accounting tools, 2) leadership transition challenges and solutions
 - Mental health, managing performance anxiety, and our unique responsibilities and opportunities when we are perceived as the beacons of cheer and hope in communities disproportionately affected by mental health issues and suicide.

PCA & Member Teams have cheerfully supported local and likeminded beneficiaries, advancing potential through positive partnerships, amplified voices, cross-promotion, collaborative volunteering, and, of course, tangibly impactful monetary contributions.

Together, PCA and its Member Teams have donated **over 2 million dollars** to beneficiaries in the communities in which we perform. We reveal our new and growing Lifetime Giving Totals each year to celebrate the hard work of our volunteers on National Volunteer Week in April of the following year:

Year End	Lifetime Giving Total	Video	% increase
2019	"Over \$900,000 "	NVW 2020	
2020	\$1,154,525.86	NVW 2021	28.28%
2021	1,331,407.87	NVW 2022	15.32%
2022	1,438,905	NVW 2023	8.07%
2023	1, 629,921	NVW 2024	13.28%
2024	1,802,181	NVW 2025	10.57%
2025	2,022,416	NVW 2026	12.22%
			<i>Avg 14.62% increase /year</i>

In the next five years PCA expects to:

- **Take the mission across the pond to [Gay Games València 2026](#)** to support a worldwide family of LGBTQ+ athletes – including our own competitive stunters & dancers – as they compete and fundraise for [local](#) and [like-minded](#) causes.
- **Take the mission around the world to Perth, Australia (2030)** for [Gay Games 13](#) and raise EVEN MORE spirits, awareness, and funds!
- **Continue and grow our annual presence and impact in Las Vegas** each January as we support LGBTQ+ athletes at the Sin City Classic. Draw more participants through more volunteer experience incentives, raise more money through more flexible crowdfunding approaches, and when we start raising significantly more we can diversify to donate to multiple beneficiaries.
- **Advance development and fundraising efforts** to grow our internal investments and maximize our outward-facing impact.
- **Expand our membership to include more teams in more cities** – expected and unexpected cities – targeting both those cities where we know we can establish and activate quickly, and those cities where we will have to break barriers, combat stigma, and disrupt systems to do so, because *that* is where PCA cheerleaders are needed the most.