



TWIN CITIES PRIDE

# IMPACT REPORT 2025



# NOTE FROM OUR EXECUTIVE DIRECTOR

2025 was a year to remember, that is for sure. Navigating the current social climate has been a challenge. My biggest mission this year was to keep our programming consistent so that our community had one thing they could rely on— a place or event where they could feel safe, loved, and important. With only a few minor changes, I am confident that my team and I accomplished that.

With the love and support of individuals near and far, foundations, community partners, small businesses, and our large corporate sponsors who refused to cave to the pressure, we were able to do incredible things. We launched our new Pride Cultural Arts Center, which gave LGBTQIA2S+ artists a platform to showcase their beautiful work. We expanded our Rainbow Wardrobe to make it accessible for everyone. We hosted book fairs that highlighted amazing, diverse authors.

We organized regional Pride summit that brought community members from across Minnesota together to uplift and support one another. Our Trunk or Treat event not only gave local youth a place to fully be themselves, but we also distributed 3,500 pounds of food to neighborhood families when shelves were empty and stomachs were hungry.

Each of these efforts brought joy and connection to our community, reminding people that they are not alone. While we can't solve every challenge, I am incredibly proud of what we have accomplished—and it is only possible because of people like you. As we venture into 2026, we know it may be another challenging year, but we also know that this community can do anything it sets its mind to.

**Andi Otto**  
EXECUTIVE DIRECTOR



LIVE PROUD LIVE PROUD LIVE PROUD LIVE PROUD

# STRONGER TOGETHER

We made a values-based decision, and the community responded.

When faced with difficult choices, we chose to stand by our values and our community. The Stronger Together campaign launched to ensure that Twin Cities Pride could continue its work free from compromise, **and you showed up**. Not only did you show up with your dollars, you showed up in person. We had over **5,000 march with us** as the last unit of the Twin Cities Pride Parade to show that we are stronger together.

**1,700+ donors**  
helped us raise  
**\$113,667**

When we took a stance with some sponsors our community filled the gap and affirming that our community is strong when we stand together. Your support didn't just keep the festival alive, it strengthened the heart of our movement.



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# TWIN CITIES PRIDE FESTIVAL BY THE NUMBERS

Because of that incredible outpouring of support, Twin Cities Pride not only stood firm in our values, we were able to hold true to our commitments. The 2025 Pride Festival was a living example of what happens when community shows up for community: joy filled the streets, voices were amplified, and love took center stage. Here's what we accomplished together.



## ATTENDANCE

FESTIVAL  
**475K**

**200K**  
PARADE

FAMILY FUN DAY  
**2.5K**



## ENTERTAINMENT

**4**  
STAGES

**211**  
PERFORMERS

**93%**  
IDENTIFIED AS LGBTQIA2S+

**63%**  
IDENTIFIED AS BIPOC

**86%**  
LIVE IN MN



## VOLUNTEERS

**301**  
VOLUNTEERS

**19990**  
HOURS SERVED

**12**  
EMPLOYEE RESOURCE GROUPS

**91**  
SHIFTS



## YOUTH NIGHT

**3K**  
ATTENDEES

**2,108**  
SLICES OF FREE PIZZA SERVED

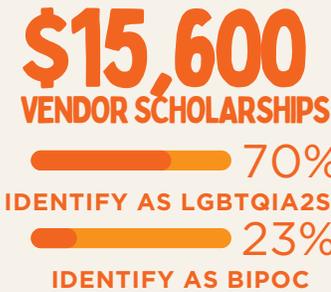
**700+**  
ARTICLES OF CLOTHING GIVEN OUT

**75**  
KIDS PARTICIPATED IN THE LIP SYNC SHOWCASE ON STAGE



## VENDORS

**648**  
VENDORS



VENDOR DEMOGRAPHICS



**18** VENDORS IN NEW  
SMALL BUSINESS TENT

**16** LGBTQIA2S+ AUTHORS  
IN QUEER WRITES TENT

**64,410**  
FOOD ITEMS SOLD

**684**  
BULL RIDES



## PARADE

**157** PARADE UNITS   **6** LARGE FLAGS   **8** PRO SPORTS TEAMS  
**36** COMMUNITY GROUPS   **2** FIRE TRUCKS   **1** METRO TRANSIT PRIDE BUS



## RAINBOW RUN 5K & KIDS DASH

The Rainbow Run 5K and Kids Dash took place along the Pride Parade route just before the Parade began. These events welcomed participants of all ages and abilities.

**775** 5K RUNNERS   **46** KIDS DASHERS

# BEYOND THE FESTIVAL: YEAR-ROUND PROGRAMMING

As we entered our third year of year-round programming, 2025 became a defining moment of growth for Twin Cities Pride. Our commitment to serving the community twelve months a year deepened, leading to new partnerships, expanded offerings, and the opening of the Pride Cultural Arts Center, our first-ever dedicated space designed to highlight LGBTQIA2S+ creativity, culture, and connection.

## NEW IN 2025



Our first-ever Regional Pride Summit was a gathering built to spark ideas, deepen relationships, and strengthen our movement year-round. Pride organizers from MN and the surrounding states came together for a weekend of workshops and conversations focused on making our Pride celebrations successful, safe, and deeply resourced for our communities. The Summit's success affirmed the need for ongoing collective action and will guide our efforts in the years ahead.

**72**  
ATTENDEES  
**25**  
PRIDES PRESENT

## CAREER FAIR

Our Career Fair went beyond job connections by offering résumé reviews and mock interviews, giving participants practical tools to strengthen their confidence. In partnership with inclusive employers, the fair created an affirming space where LGBTQIA2S+ job seekers could access resources, build skills, and explore meaningful career opportunities.

**200**  
ATTENDEES

**48** MOCK INTERVIEWS

**35**  
EMPLOYERS

**117** RESUMES REVIEWED

## QUEER WRITES BOOK FAIR

Our Queer Writes Book Fairs celebrate LGBTQIA2S+ stories and voices by bringing together authors, artists, and booksellers in a welcoming, community-centered space.

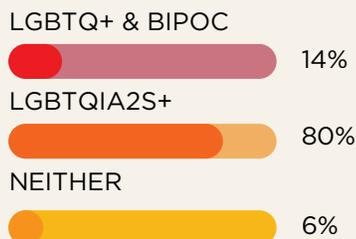
**4,000+**  
ATTENDEES

**71**  
VENDORS

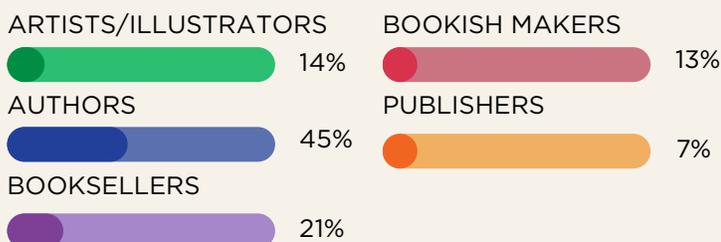
**3**  
WORKSHOPS

**2**  
PANELS

### Vendor Demographics



### Vendor Categories



## TRUNK OR TREAT

Our 3rd annual Trunk or Treat created a safe, inclusive space for families to celebrate Halloween together. Community members came together for a fun, affirming afternoon filled with costumes, candy, and connection. This year with the risk of losing SNAP benefits, we collected and distributed non-perishable foods at our event.

**3,000+** ATTENDEES

**74** PARTICIPATING TRUNKS

**2** MINI PONIES

## RAINBOW FEAST

**250** ATTENDEES

**250** MEALS SERVED

**100** TO-GO MEALS

**650** POUNDS OF FOOD GIVEN OUT AT PANTRY

Rainbow Feast was created as a space for connection and community during a time of year that can be isolating for many. Held ahead of the holidays, the event offers a warm, welcoming meal for LGBTQIA2S+ individuals and families who may not have family or friends to celebrate with. By gathering around the table together, Rainbow Feast fosters belonging, shared joy, and mutual care, reminding our community that no one has to face the holidays alone. This year we brought back our pop-up food pantry for attendees.





The launch of the Pride Cultural Arts Center marked a major step in our commitment to year-round engagement. Thanks to a grant from the Minneapolis Arts & Cultural Affairs Department through their Vibrant Storefront Initiative, along with the generous support of IKEA, who fully furnished the space, the PCAC was able to was able to open as a dedicated space for creativity, learning, and community connection. Designed for artists, storytellers, and community members, the PCAC ensures LGBTQIA2S+ culture has the visibility, support, and dedicated space it deserves throughout the year.

### PCAC BY THE NUMBERS



**3** PIANOS ON PARADE CONCERTS

**60** TC PRIDE COMMUNITY EVENTS

**7** ART SHOW OPENINGS

**7** RAINBOW WARDROBE OPEN HOUSES

**4,078** PEOPLE HAVE VISITED THE PCAC IN 2025

**16** ASL CLASSES

**5** FIELD TRIPS

**3** RAINBOW ELDER COFFEE CONNECTS

**384** BOOKS IN OUR LIBRARY

### SPACE SHARING

A core part of the PCAC's mission is creating accessible, affirming space for the community to gather, create, learn, and connect. In addition to our own programs, the PCAC has opened its doors to LGBTQIA2S+ organizations, grassroots groups, and community members through our growing space-sharing initiative. Space sharing at the PCAC extends our mission beyond programming, it transforms the Center into a true community hub.

**32** COMMUNITY GROUPS HAVE USED THE SPACE

**136** EVENTS HAVE BEEN HOSTED



## ARTIST - IN - RESIDENCE

Our Artist-in-Residence program flourished this year thanks to its new home at the Pride Cultural Arts Center. With beautifully furnished studios provided at no cost to the artists, we created space for creativity to thrive. Each artist hosted their own solo exhibition in the PCAC gallery, and together they collaborated on two joint shows that brought their collective voices to life. The expanded program has become a cornerstone of our commitment to nurturing LGBTQIA2S+ art and culture.



**5**

ARTISTS -IN- RESIDENCE

**220+**

ART PIECES DISPLAYED

**306**

ATTENDED ART SHOW OPENINGS

**4**

JR ARTISTS-IN-RESIDENCE

## RAINBOW WARDROBE

With the Rainbow Wardrobe now housed in the PCAC, we were able to significantly expand both our capacity and our impact. The dedicated space allowed us to increase operating hours, grow our inventory, and welcome more individuals and families than ever before. This new home has transformed Rainbow Wardrobe into a robust, year-round resource where community members can access affirming clothing, gear, and essentials in a safe, supportive environment.



**1,071**

APPOINTMENTS

**\$36,779**

SPENT ON GENDER AFFIRMING UNDER GARMENTS

**920**

GENDER AFFIRMING UNDERGARMENTS GIVEN OUT FOR FREE

**1,256**

ATTENDED OUR OPEN HOUSES

VOLUNTEERS **24**

**107**

FREE GENDER AFFIRMING HAIRCUTS

## COMMUNITY IMPACT

In 2025, we reinvested significant resources back into our community, from financial support to thousands of pounds of food and essential items. These efforts reflect our ongoing commitment to meeting real needs and uplifting the LGBTQIA2S+ community year-round.

**\$45,000** DIRECT FUNDING INTO THE COMMUNITY

**\$42,000** IN KIND DONATIONS TO LOCAL NONPROFITS & COMMUNITY GROUPS

**\$21,353** DIRECT FUNDING TO REGIONAL PRIDE'S

**10000+** POUNDS OF FOOD COLLECTED AND REDISTRIBUTED AT COMMUNITY EVENTS

**2,635** FREE MEALS SERVED TO THE COMMUNITY AT FAMILY FUN DAY



## COMMUNITY PARTNERS

We are deeply grateful to our community partners for their year-round support and collaboration. Your commitment strengthens our programs, expands our reach, and helps us better serve the LGBTQIA2S+ community every day.

CITY OF MINNEAPOLIS

LUSH LEGACY FOUNDATION

MEET MINNEAPOLIS

NHL PLAYER INCLUSION COALITION

MINNEAPOLIS FOUNDATION

RARE PRODUCTIONS

MINNESOTA WILD

LULULEMON

MINNESOTA TWINS

PFUND

MINNESOTA LYNX/TIMBERWOLVES

TWIN CITIES IN MOTION

MN UNITED

FAIRVIEW PRIDE ALLIANCE GROUP

VEG ER FOR PETS

SOCIABLE CIDER WERKS

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The impact of Twin Cities Pride is strengthened by the dedicated partners who invest in our mission. Your sponsorship makes our programming, festival, and community resources possible. We are grateful for your continued support and belief in our work.



DELTA



IKEA Minneapolis



MAYO CLINIC



Wedge COMMUNITY CO-OPS



AVEDA

JPMorganChase

WALSER



SHERATON Minneapolis Downtown Convention Center



Becoming Together Therapy and Wellness

Medtronic



Boston Scientific



MORRIE'S Auto Group



EXPECT something MORE



NORDSTROM



SNOW KREILICH ARCHITECTS



Children's MINNESOTA



DORSEY DORSEY WHITNEY LLP



WHITE BEAR MITSUBISHI

sleep number



Memorial Blood Centers



CARLSON



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PROUD LIVE PROUD LIVE PROUD LIVE PROUD LIVE PROUD LIVE



The mission of Twin Cities Pride is to empower every LGBTQIA2S+ person to live as their true self. We envision a future where all LGBTQIA2S+ people are valued and celebrated for who they are.

WWW.TCPRIDE.ORG  
INFO@TCPRIDE.ORG



DONATE



VOLUNTEER



SUBSCRIBE

Twin Cities Pride is a Minnesota 501(c)(3) charitable nonprofit organization and an Equal Opportunity employer.



TWIN CITIES PRIDE  
1618 HARMON PLACE  
MINNEAPOLIS, MN  
55403

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