



IMPACT REPORT 2023

Mission

To combine business development, leadership and social action to expand economic opportunities for the lesbian, gay, bisexual, transgender, and queer community and those who support equality for all.

Vision

A vibrant global economy strengthened through the full participation of diverse local communities.

Values

- Exchange Ideas
- Increase Visibility
- Work Collaboratively
- Celebrate Diversity
- Promote Inclusiveness
- Invest in Future Leaders

The Four Pillars of GSBA

GSBA is a powerful force for promoting equality and diversity in the workplace in Washington State. As the largest LGBTQ+ and allied chamber of commerce in North America, GSBA represents small businesses, corporations, and nonprofit organizations that share those values. Proudly connecting the community through business across the state of Washington, GSBA delivers invaluable advantages to its members, including complimentary business consulting and classes, advocating for civil rights and small business in Olympia, and investing in the next generation of leaders through The GSBA Scholarship & Education Fund. These four pillars of community, business, advocacy and philanthropy together, make up the work of GSBA:

Community



GSBA builds community by increasing visibility and providing a safe space for business owners to express ideas and connect with other resources. This year, we connected small businesses, large corporations, nonprofits, and government entities, engaged employees through virtual and in-person networking and volunteer opportunities, and provide a community for micro-businesses just starting their entrepreneurship journey.

Business



GSBA invests in small business by offering a variety of free business development workshops and courses throughout the year. Our classes include the Supplier Diversity pipeline towards LGBTBE certification, corporate inclusion training, and one-on-one consulting opportunities. In addition, we promote your business to thousands of loyal LGBTQ+ and allied visitors to our online directory and can even assist with staffing through our member job board. In 2023, we proudly partnered with Comcast to give out 40 Small Business grants through the Ready for Business program.

Advocacy



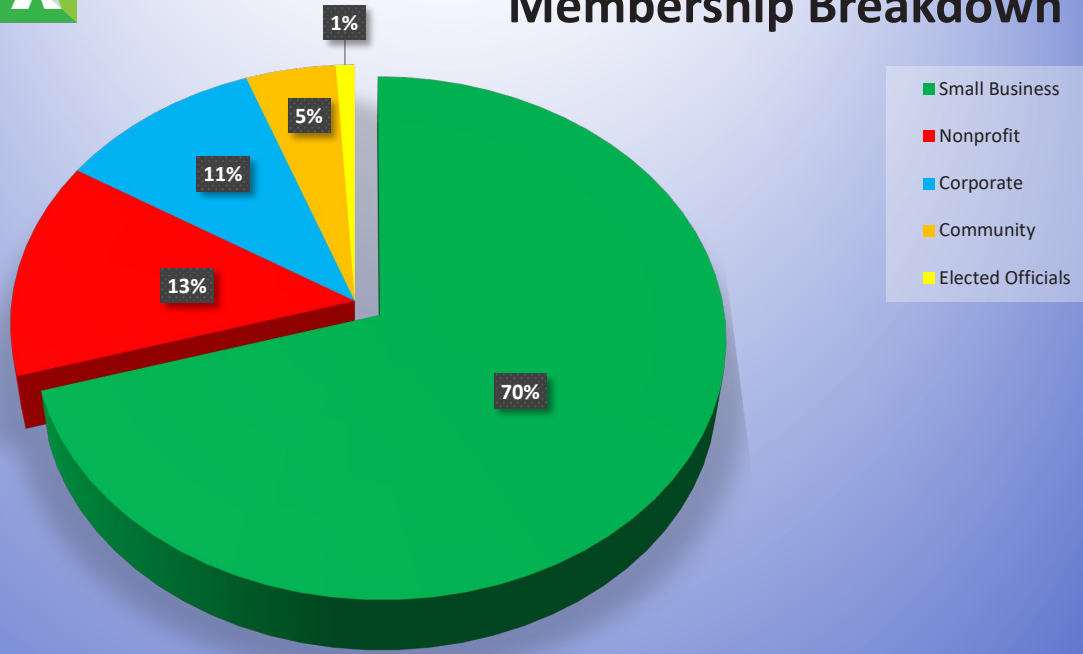
GSBA invests in advocacy by engaging with elected officials and policymakers, including our lobbyists in Olympia. We advocate for policies that benefit our members and community at the city, regional, state, and federal levels. We represent the voice of our members before elected officials and bring elected officials directly to our members. GSBA often collaborates with a wide array of community partners to advance the views of our members, the LGBTQ+ community, and small businesses.

Philanthropy



GSBA promotes philanthropy by offering scholarships and leadership development programs, recognizing the importance of cultivating and fostering tomorrow's leaders. We believe that by supporting LGBTQ+ students in their academic pursuits through GSBA scholarships, we contribute to a collaborative effort towards a more equitable future. Looking ahead to 2024, we are thrilled to be welcoming our first group of Workforce Development Scholars focused on two-year degrees in the trades.

Membership Breakdown



Updated Feb 2024

1,237

2023 saw GSBA grow to 1,237 members. 70% of our membership identifies as a Small Business.



Community Focused Events

Two small business pop-up markets and luncheons were organized to celebrate both Pride and the holiday season. These events aimed to create inclusive spaces where small businesses could showcase their products and services while fostering a sense of community and celebration.

Additionally, this past year's schedule included six Power Connects, offering networking opportunities both virtually and in person, along with eight smaller CHBA events. These events ranged from in-person and virtual HillTalk networking sessions to Community Conversations. A Post-Pride Neighborhood Clean Up was also organized, emphasizing community engagement and support beyond the events themselves.

GSBA hosted TravelOUT Tourism roundtables in Skagit and Whatcom Counties. These roundtables allowed local area chambers to call on GSBA to help connect their memberships on important topics on the forefront of the LGBTQ+ business community.

In addition to GSBA's Quarterly convening of our Tourism Advisory Board, Corporate Advisory Board, and Small Business Roundtable we also held Supplier Diversity events including two virtual certification workshops, two in-person pitch clinics and a two-day hybrid Supplier Diversity Forum.

65
Events & Workshops

2500+
Event Attendees

50+
Small Businesses Featured at events

GSBA
EQUALUX
NOVEMBER 18, 2023

Equalux 2023 was an unforgettable evening full of connection, community and support for the GSBA scholars and future leaders. GSBA raised over \$875,000.00 to benefit the GSBA Scholarship & Education Fund, including both one-time and multi-year gifts!

Over 600 guests mixed and mingled with old friends and new. Attendees participated in our silent auction, live auction and unique special features like our Emerald Ticket raffle, pride mystery bags, wine grab, Car Pros Kia photo booth and finished the evening with a delicious four-course meal and entertainment from our Emcee/Host: Adra Boo; Auctioneer: Sasha Summer Cousineau; and a powerhouse performance from Seattle Choruses ensemble: The Pitch Crew.

GSBA
IMPACT AWARDS

We launched the newly branded **The GSBA Impact Awards** (Formerly the Business and Humanitarian Awards) as we honored businesses, non-profits and community leaders who exemplify the highest standards of their profession, promote diversity and inclusion in the workplace, demonstrate leadership and invest time and resources into their community in a red carpet reception and awards ceremony held at McCaw Hall in March.

Scholars Celebration

On Saturday May 13, 2023, Emcee Aleksa Manila hosted an amazing brunch celebration for our GSBA scholars at the Seattle Waterfront Marriott. Attendees got to meet our remarkable GSBA Scholars, hear their stories, and celebrate our graduating scholars with a keynote speech by Dr. Sheila Edwards Lange from UW Tacoma.

GSBA **GSBA**
SCHOLARS
Celebration
Presented by **T-Mobile**

Advocacy

This year, GSBA supported the following bills, all of which passed:

SB5465 - Tourism Marketing

Increased funding for statewide tourism to \$9 million over biennium

SB5096 - Employee Ownership Bill

Created systems to support businesses in transferring ownership to employee-owned structures

SB 5268

Addressing equity and efficiencies in public works procurement including modifying small works roster requirements.

HB 1155

Increasing protections for the collection, sharing, and selling of consumer health data.

HB1469 - Shield Law

Protections to allow youth who seek access to gender or reproductive health care to be placed into the care of DCYF

SB5028 - Name Change Protections

Created a pathway for people to shield information about their name change from public record



Member-focused Advocacy Efforts

In addition to assisting members in connecting with stakeholders on specific issues, this is some of the work GSBA has undertaken in local advocacy:

1. Appointed by Seattle City Council to serve on the JumpStart plan community oversight board
2. Joined the Steering Committee of Coalition for Change, a local advocacy group geared towards broadening economic equity
3. Supported grant outreach for LGBTQ+ serving organizations

This year GSBA also supported:

- Renewal of the Midtown Improvement District
- Renewed Funding for Seattle Parks Programming
- Seattle legislation to cap the minimum credit guarantee that small businesses need for commercial leases
- In support of King County Minimum Wage minimum compensation amounts for tipped employees



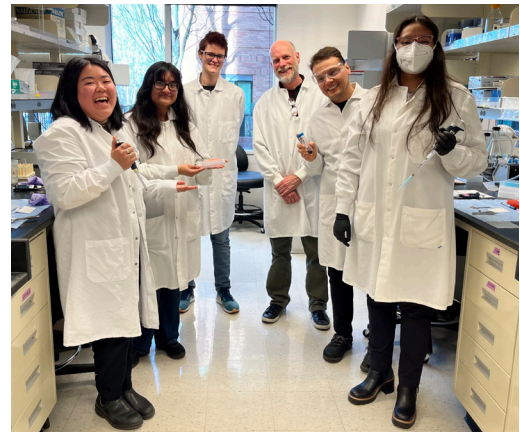
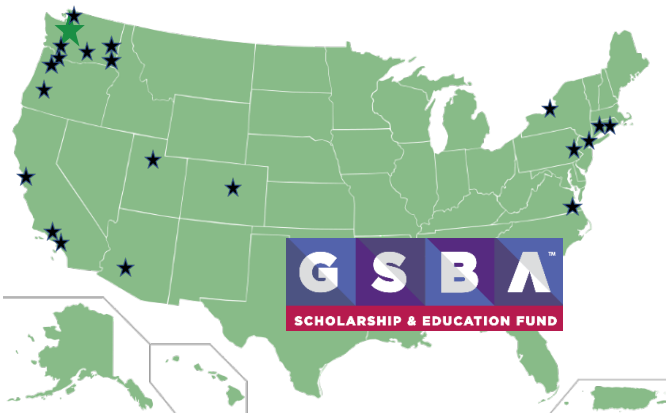
Scholarship & Education

Since 1991, 6 million dollars have been invested in 535 scholars!

Scholars by the numbers:

We are currently supporting 52 scholars, who all identify as LGBTQIA, and also are an intersection of several identities.

- 4 (8%) are Indigenous/First Peoples.
- 17 (33%) experience great financial need.
- 18 (35%) are from rural communities lacking infrastructure for LGBTQIA folks.
- 22 (42%) persist through their schooling with disabilities.
- 24 (46%) are first generation college students.
- 36 (69%) are transgender/gender diverse/gender non-conforming.
- 40 (77%) are BIPOC.



GSBA scholars on a field trip to Fred Hutch for some hands-on experience



GSBA scholars at the 2023 Immersion Weekend

**Though from WA,
scholars attend
post-secondary
schools across
the US.**

INTRODUCING The Workforce Development Scholarship

Across Washington, the need for folks in medical services, nursing, manufacturing, construction, rail & watercraft engineering, air traffic control & pilots is growing, and often is a more direct route into a living wage. However, the idea that this is an affordable route is simply not true. Once tuition, fees, books & supplies are added up, it can be just as expensive, if not more, than a local university. GSBA can rise to the occasion & encourage, support & most importantly, DIVERSIFY these industries in our state.

Our goal is to increase the number of scholars we serve in academia & in the trades with the launch of our new Workforce Development Scholarship. This special fund was launched at our annual fundraiser, Equalux, and already has a commitment of \$154,000 which is 14 scholarships for 2024 & 2025.



Business Academy

GSBA Business Academy continues to grow with 118 total business served in 2023.

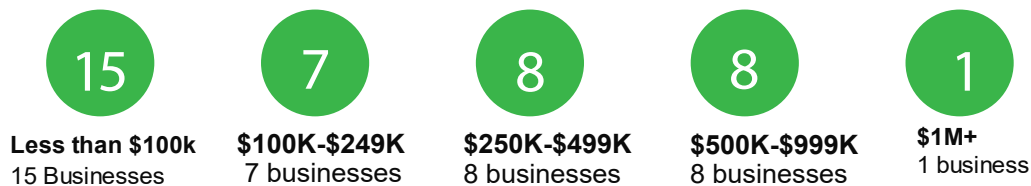
There were a comprehensive 84 hours of instruction given, 154 contacts reached, and 93 Business Accelerator participants.



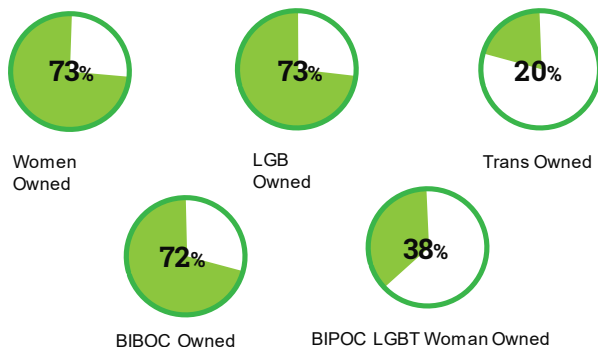
Ready For Business

The GSBA Ready For Business Program had 102 applicants from a pool of past recipients. From the 102 applicants, a selection committee chose the 40 finalists for the grant, who were given the opportunity to sign up for workshops around Marketing in a Digital World, Cash Flow, or Quickbooks Onboarding, as well as wrap around services including membership to GSBA and additional one-on-one business consulting with GSBA staff.

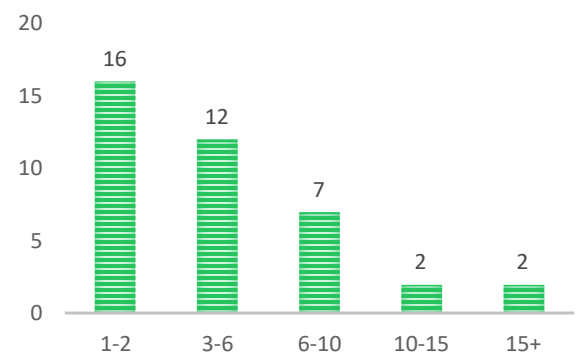
Grantee Annual Revenue:



Grantee Demographics and Intersectionality:



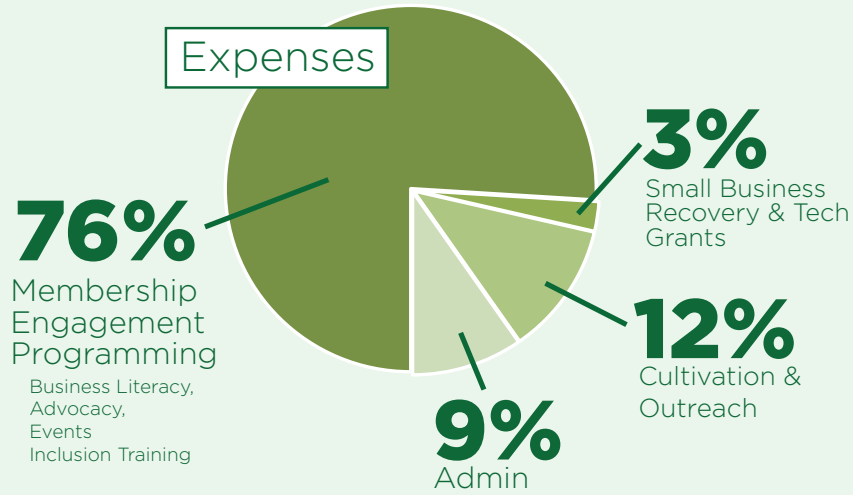
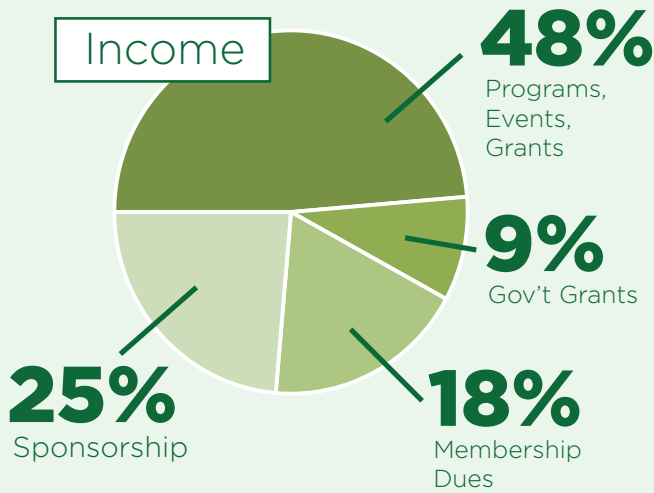
Number of Employees:





2023 Expenses \$ 2,077,689

2023 Revenue \$ 2,146,363



Total Cash Assets
 2022- \$1,913,504
 2023- \$1,900,429
 Net Rev- \$68,631

2023 Finance Income Statement



Total Cash Assets
 2022- \$3,850,308
 2023- \$4,354,824
 Net Rev- \$562,648*
 *before scholarships awarded

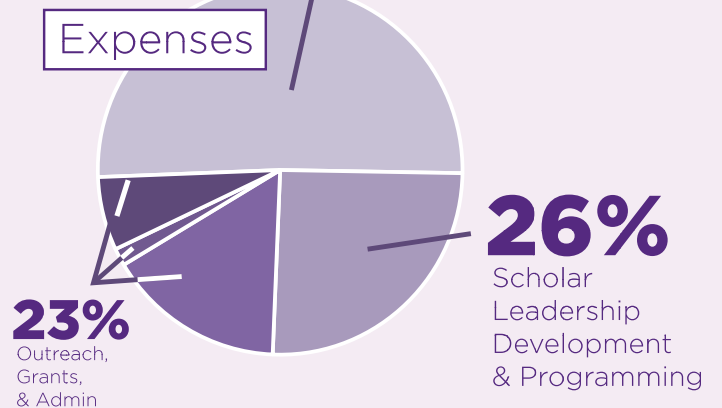
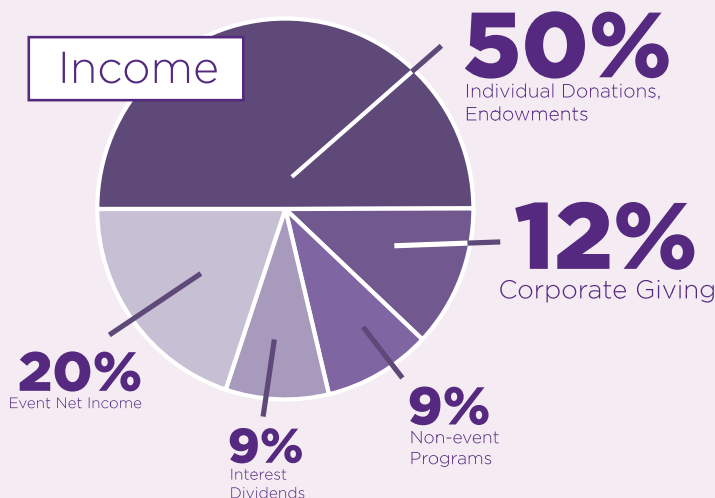


2023 Expenses \$ 945,515
(not including awarded scholarships)

2023 Revenue \$ 1,508,163

51% Scholarships

That's \$500,000!



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