



IMPACT REPORT 2025

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 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:



King County Executive's Small Business Awards

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.



Scholars Celebration

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.



Trans Advocacy Day

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.

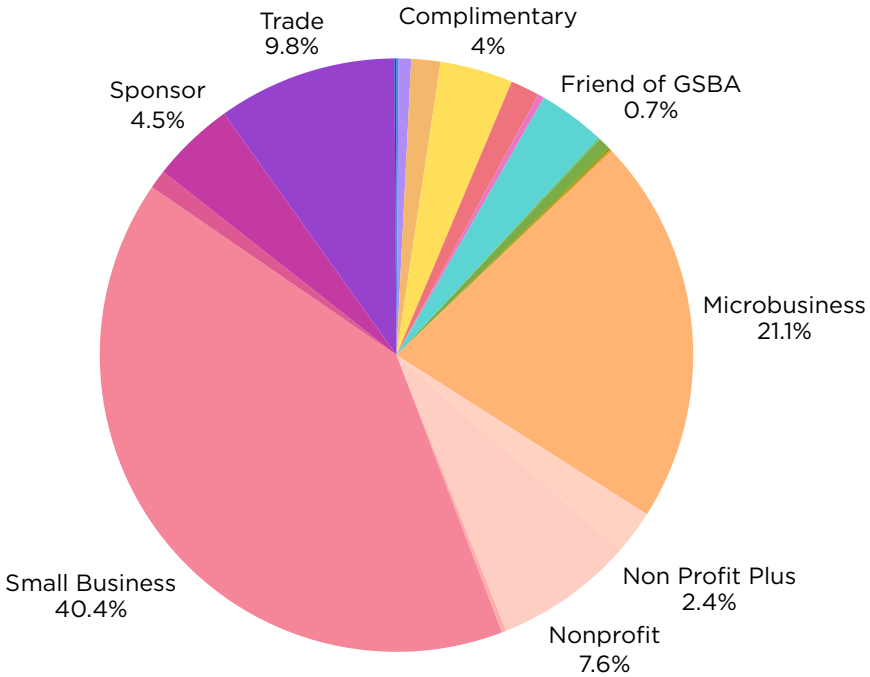
Membership Breakdown

63%

Small & micro- businesses: the majority of whom are **LGBTQ+** (70%) and/or **women-owned** (48%)



Majority of businesses served are located in the **Greater Seattle Area**



Updated Jan 2026

1,594 MEMBERS STRONG



Pitch The Baby celebrates their grand opening with a rainbow ribbon cutting!

Community Focused Events

35

GSBA delivered 35 hosted events in 2025, creating year-round opportunities for connection, learning, advocacy, leadership development, and community engagement.

1.5k

More than 1,500 registrations were recorded across GSBA-hosted events, with signature programs like the Pride Luncheon, Economic Development Conference, and Power Connects drawing some of the year's largest audiences.

Programming reached across GSBA's mission, from business education and professional networking to scholarship support, public policy conversations, neighborhood safety, and leadership development. Events brought the community together in spaces across Seattle, partnering with local businesses, cultural institutions, and community organizations while giving members new ways to build relationships and engage with GSBA.



Digital Footprint

40%

NEWSLETTER
OPEN RATE

30K+

SUBSCRIBERS &
FOLLOWERS CROSS-
PLATFORMS

85K

YEARLY
WEBSITE
VISITORS



INTRODUCING **THE LGBTQ+ LEADERSHIP INSTITUTE**



**Washington's corporate LGBTQ+ leaders asked
for more opportunities to grow.**

The GSBA Leadership Institute was our answer.

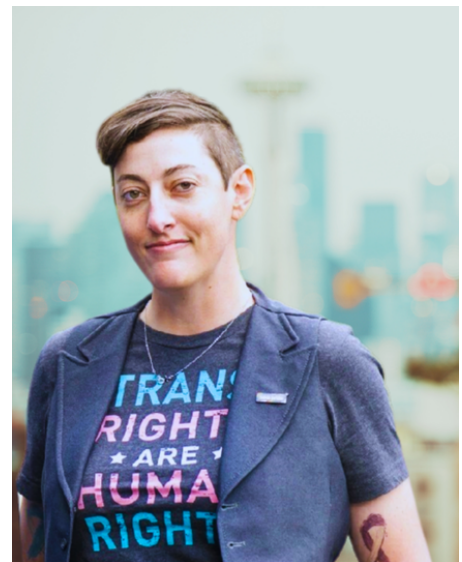
In 2025, GSBA launched the LGBTQ+ Leadership Institute, a 10-month professional development program designed to strengthen leadership across our region. Through monthly in-person sessions in Seattle, participants work with expert instructors, complete an Insights Discovery assessment, and apply practical leadership tools to real challenges in their workplaces and communities.

Grounded in equity and inclusion, the Institute builds key leadership skills—including communication, team engagement, decision-making, and financial literacy—while fostering sustainable leadership practices. Graduates join a growing alumni network of LGBTQ+ and allied leaders committed to supporting one another and strengthening the broader community.



Advocacy

GSBA's advocacy work makes sure LGBTQ+ and allied businesses are not only represented, but heard where decisions are made. By building relationships with policymakers, organizing businesses around shared priorities, and bringing real community experiences into policy conversations, we work to shape a more equitable economic environment where small businesses can grow, adapt, and remain part of the communities they serve.



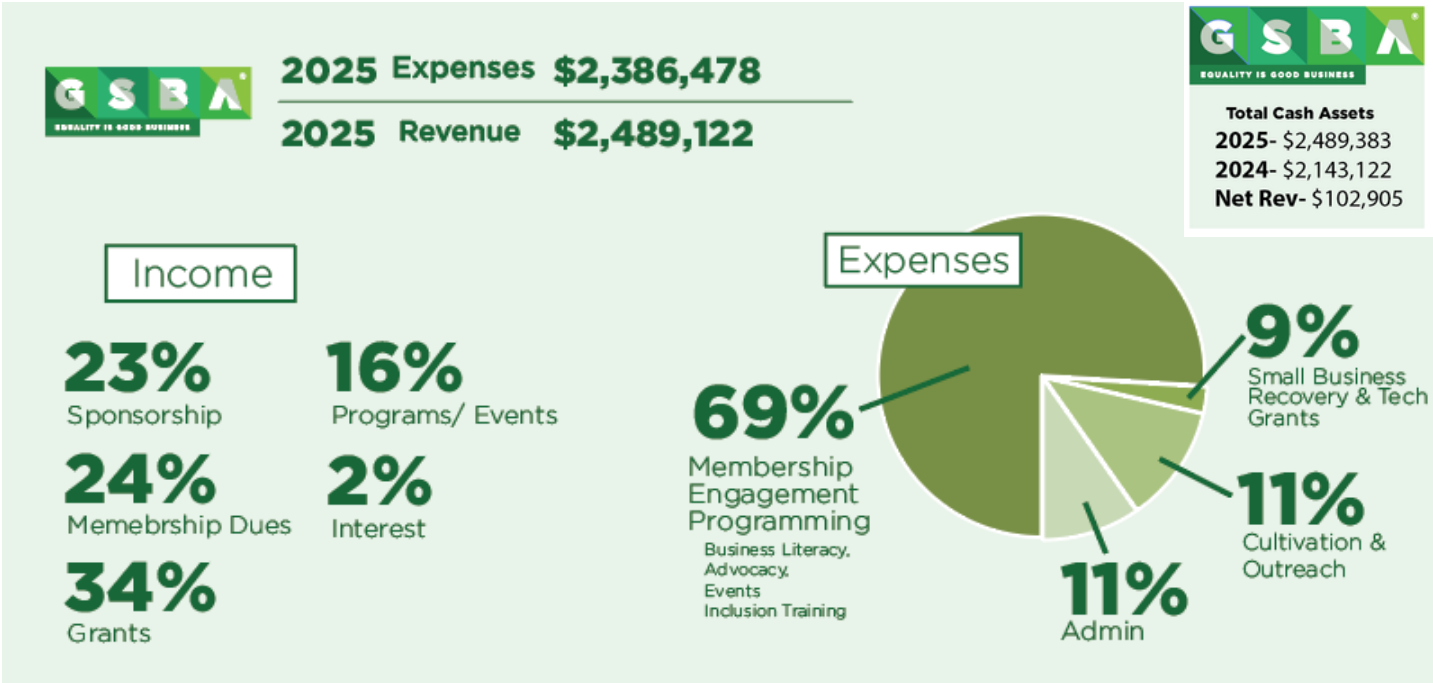
Jen Carl

We welcomed Jen Carl as GSBA's Neighborhood Safety Coordinator, strengthening our work on Capitol Hill with a dedicated focus on safety, connection, and practical support for local businesses. Jen works directly with business owners, community partners, and public agencies to identify challenges, build relationships, and help create a safer, stronger neighborhood.

In 2025 GSBA:

- Advocated for LGBTQ+ protections at the state level, engaging policymakers on trans student privacy, access to gender-affirming care, Washington's Shield Law, and other legislation impacting LGBTQ+ communities.
- Advanced small business priorities in Seattle, including corner-store legislation, business tax reform, neighborhood investment, and policies designed to strengthen local commercial districts.
- Helped expand economic opportunity for LGBTQ+ entrepreneurs, supporting supplier diversity efforts and the advancement of LGBTQ+ business certification in Washington.
- Mobilized GSBA's voice on federal policy threats to nonprofits and LGBTQ+ organizations, joining national partners to protect charitable giving, scholarship programs, and nonprofit advocacy.
- Strengthened Capitol Hill public safety advocacy, connecting businesses with resources, supporting safety investments, and elevating neighborhood concerns with City partners.

GSBA Financials



Scholarship Financials



\$565,000
Given in direct Scholarships

Individual Donations	79.20%	\$884,567
Corporate/Foundation Giving	4.73%	\$52,872
Programs (excluding events)	4.84%	\$54,006
Interest & Dividends	2.96%	\$33,076
Net Event Income	8.27%	\$92,387

Scholarship & Education

For 35 years, the GSBA Scholarship & Education Fund has helped LGBTQ+ and allied scholars pursue education, build careers, and create new opportunities. Beyond financial support, scholars gain access to mentorship, professional development, and a community invested in their success across college, workforce development, and skilled trades.

- **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.



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



Individual Donors

Our scholars' success is made possible by a community that believes in their potential. We are deeply grateful to every donor who invests in their education, their goals, and the opportunities ahead.

Royal Scot Hotel & Suites	Vanessa Ausmus	Taylor Benavente
Ashley Adair	Adrian Ayala	Geoff Bender
Bradley Adams	Samantha Ayers	Nathan Benedict
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Kim Bogucki	Christopher Canlas	Michael Chong
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Chris Burkett	Leda Chahim	Emily Cotterman
Edward Busch	John Chaney	Leah Crane
Cam Byers	Joey Chapman	Alicia Crank
Brendan Byron	Jennifer Chastain	Alicia Crank
Letitia Cain	Jacky-Vy Chau	Gregory Crick
Ismael Calderon	Carlos Chavez	Daniel Cross
Kooper Campbell	Josie Chen	Alysha Curry
Heidi Campo	Louise Chernin	Alysha Curry

Miri Cypers	Austin Durflinger	Sarah Fleming
Miri Cypers	Roz Edison	Erika Flin
Stephanie Dallas	Lesley Egbert	Mesha Florentino
Matthew Dario	Tal Eidelman	Daniel Flores
Julio Davila	Yoseph Elaameir	Anne Flores
Cathy and Robb Davila	Kristi Ellefson	Aline Flower
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Dan Goodman	George Hampton Jr	Dena Herbolich
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Tom Hubbard	Sasha Jones	Sarah Ko
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Named Funds

Named Funds create a lasting connection between generosity and opportunity. Established by individuals, families, and community partners, these funds honor meaningful stories and values while providing direct support to GSBA scholars year after year.

6th Pillar

Andrew Lee Wong
Memorial

Beeks Family Law

Beeks Family Legacy

Beeks Open Arms Fund
(Emergency Fund)

Benedict-Higbee
(Leadership Conference
Fund)

Built with Pride

C Wight Reade

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Scholarship for Political
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David Barzilai Memorial

Food is Love

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Fund

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Rachelle Mileur Memorial

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Sandy Peterson
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GSBA ANNUAL MAGAZINE

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