

BETA GAMMA CHI FRATERNITY, INC

annual report



2021.

Beta Gamma Chi is a siblinghood that provides queer adults with a sense of belonging, community, and mentorship. We curate bold and innovative programs that center queer voices.

Our Core Beliefs

1. We believe in the right to a chosen family.
2. We believe that every member of the LGBTQ+ community should receive the support they need to survive and thrive in a heteronormative world.
3. We believe that every member of the LGBTQ+ community should have access to safe spaces that help them accept and affirm their most authentic selves.
4. We believe that our platform and voices can be tools to promote organizations, advocates, and initiatives that actively work to eliminate inequity and injustice.



What are you doing for others?

That is what Dr. Martin Luther King Jr. called life's most persistent and urgent question. My response to that call to action was to join Beta Gamma Chi Fraternity, Incorporated. Now, I have the unique privilege to assist in leading an organization that strives to empower and uplift the LGBTQ+ community. In light of what is going on in our world today, Beta Gamma Chi is working to build a better tomorrow for generations of LGBTQ+ youth to come.

As President, it has always been my goal to expand and strengthen this organization, ensure mission-driven planning, and foster long-lasting siblinghood. Our members have the unique opportunity to influence positivity and exemplify queerness in society. Our programs and presence encourage all queer folk to show up exactly how they are—unapologetically beautiful and resilient!

As members of the queer community, it is our responsibility to provide a safe haven and support system for all members of the LGBTQ+ community, and Beta does just that. We provide our siblings and community with the love, guidance, confidence, and armor needed to navigate this world. As we walk the runways of life, let's never apologize for being stilettos in a room full of flats.

Let your light shine.



Edward Good

President of the Board of Trustees



Our History

When Gerald Dessus and Dr. Khyle Wooten founded Beta on March 21, 2009, with Anthony Fluellen, they were students at Lincoln University of Pennsylvania. They sought to create an organization that would give voice and safety to queer people who struggled to experience belonging in mainstream spaces. They envisioned a fraternity where members could walk boldly in their truth and be innovative and unapologetic about their queerness.

That is why we are here. Our founders created Beta Gamma Chi because they believed in the right to a chosen family. They believed every member of the LGBTQ+ community should have access to safe spaces that affirm, validate, and humanize their experiences. They have created a siblinghood of queer people whose lives are forever interconnected and interwoven in a deep belief of love and selflessness that is difficult to capture in words.

Our Mission

The mission of Beta Gamma Chi Fraternity is to enhance the quality of life for queer people by implementing and facilitating community programs. We aim to uplift, educate, empower, love, and serve members of the LGBTQ+ community by providing ongoing membership and fellowship opportunities. And we work to promote the positive welfare of queer people on college campuses by partnering and collaborating with local LGBTQ+ service organizations.

Our Vision

Our vision is to provide LGBTQ+ youth and adults with a sense of belonging, resources, and the development they need to live authentically and courageously.

Membership

Our members come from diverse socio-economic and educational backgrounds, and we have careers in various fields. However, our fraternity has always strived to help members develop the social, emotional, and intellectual skills and competency necessary to thrive in professional spaces. We offer workshops, mentoring, and leadership training to all members at regional and national convenings.

Total Members: 39

Member States

California
Delaware
Georgia
Kentucky
Maryland
Missouri
New Jersey
New York
Ohio
Pennsylvania
South Carolina
Texas



Board of Trustees

Edward Good, President

Gerald Dessus, Co-Founder

Khyle Wooten, Co-Founder

Melissa Dietrich

Malcolm Richardson

Corey Sidney

Fraternity Leaders

Gerald Dessus
Executive Director

Malcolm Richardson
Director of Membership

Sheldon Fisher
Director of Development

Darin Earl II
Director of Programming

Erick Blake
Fraternity Education Officer

Calvin Joyner
Region Representative

Dashawn Brown
Social Chair

Our Year in Review

As I reflect upon the past year, I am reminded that Beta Gamma Chi exists because dedicated members and supporters of the queer community believe in our vision and mission. Ongoing financial support and sustained partnerships fuel our work, and for that, I am grateful.

Innovative Programs

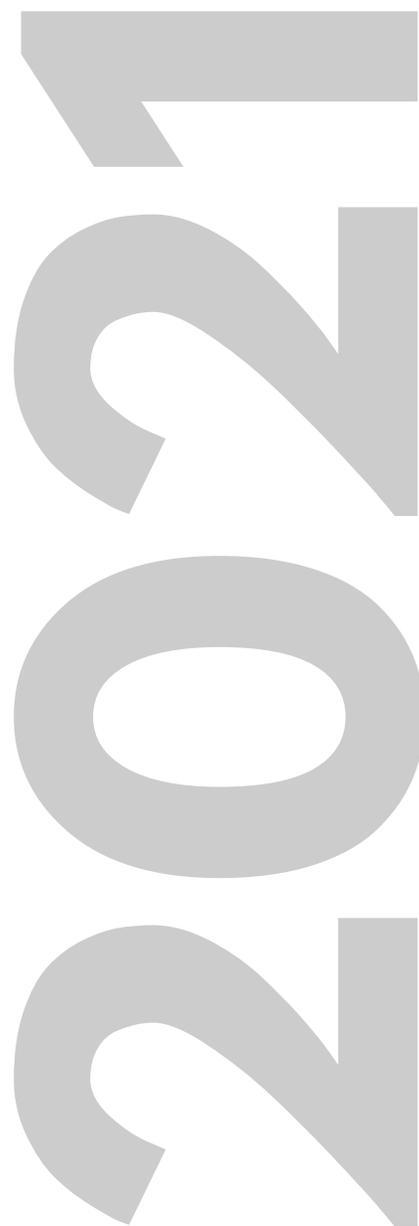
Our community continues to be our greatest strength, and at no time was this clearer than this past year. Our members mobilized to lead innovative virtual programs and strengthen the bond that unites us.

We began the year with our first national conference, Betacon. This three-day convening provided us with space to welcome our newest members, participate in workshops, and connect through discussion. Our latest members then led the charge in programming throughout the year by facilitating countless QTIP, poetry, and social events.

We ended the year with Code Red Volume II: Here and Now. This World AIDS Day benefit included panel discussions, a trivia night, a talent showcase, and original monologues. Overall, we experienced a +2,000 reach on social media and more than 1,000 views across platforms.

Growing Our Team

In 2021, our governing body continued to improve our sustainability. Our fraternity has considerably increased revenue for three consecutive years and has grown our reserves. In the years ahead, we will invest in new member and donor management systems to help us streamline our operations.



With the support of our board and president, I recruited a team of talented executive and regional officers to help grow our impact. Joining our team in 2022 is

- Sheldon Fisher, *Director of Development*
- Darin Earl II, *Director of Programming*
- Calvin Joyner, *Region Representative*
- Dashawn Brown, *Social Chair*

Our governing body also voted to extend Edward Good and Malcolm Richardson's terms as National President and Director of Membership by four years, ensuring continued growth through 2026.

Community of Giving

In a period of financial insecurity and strain, our members and supporters generously contributed to our annual fund--helping us exceed phase one of our strategic plan. Our members demonstrated the strength of their active membership by contributing \$1,000 more in yearly commitments than in 2020. In addition, we fundraised more than \$8,000 for the annual fund and our Code Red Benefit. We raised the bar in 2021!

When we look back on this time decades from now, we will look upon these years as a renaissance--a period when our community recommitted itself to our core beliefs and purpose and unapologetically led the charge in innovation.

These are exciting times for Beta Gamma Chi, and we are just getting started.



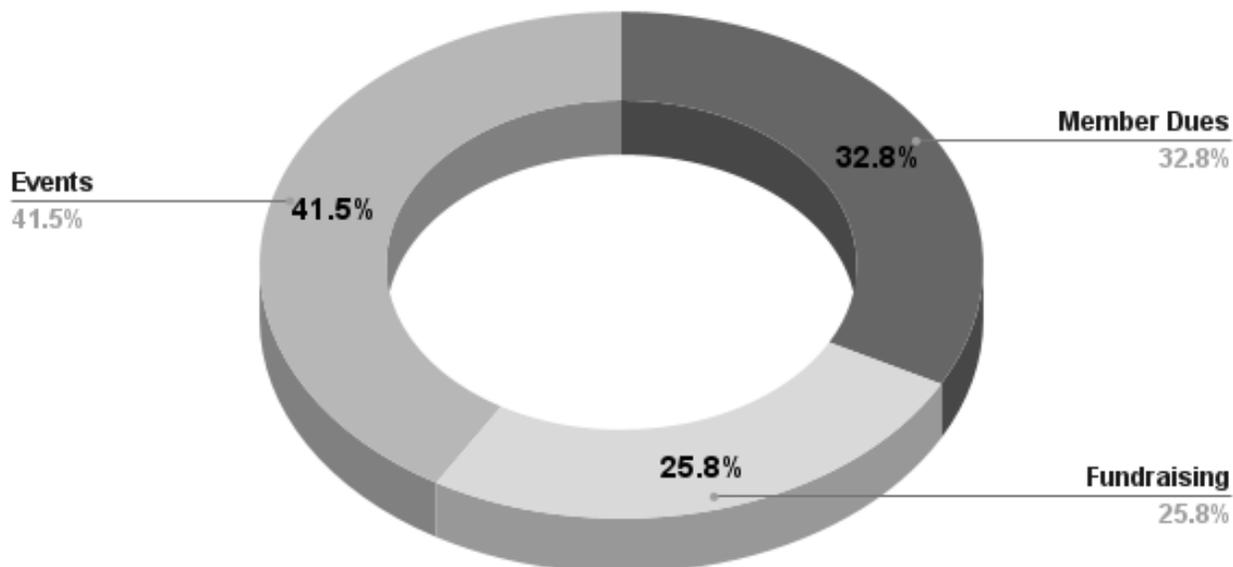
Gerald Dessus

Co-Founder & Executive Director

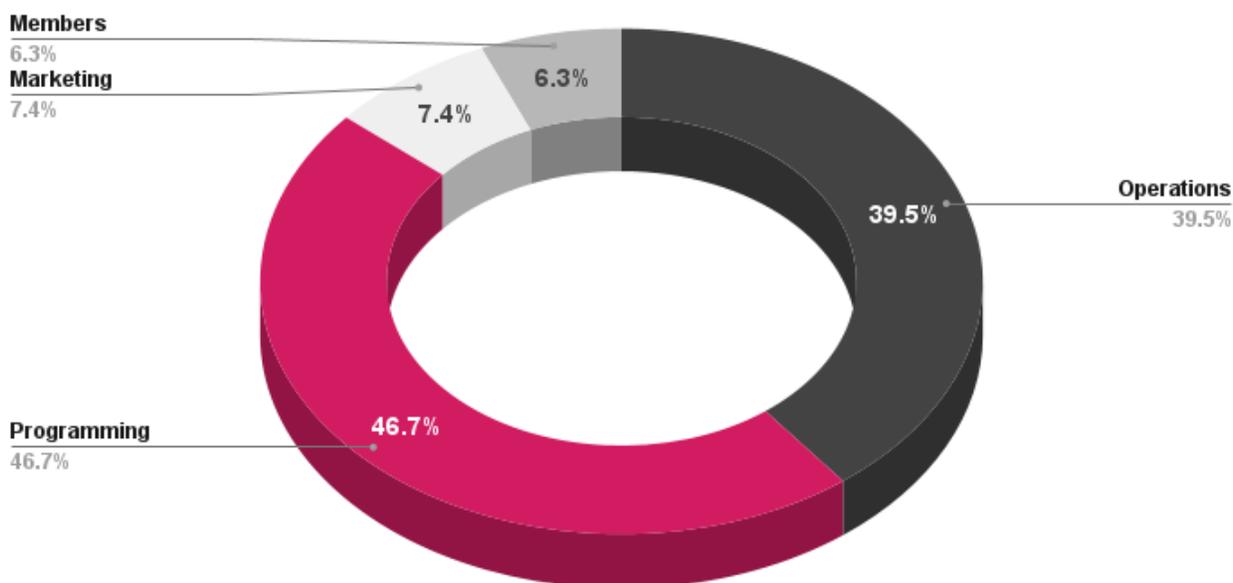


Program-Centered Funding

In 2021, we generated 67% of our revenue through fundraising and events, largely Code Red, which decreased our dependency on membership by 3%.



We allocated nearly half of our budget for programming. Creating innovative and mission-driven programs is one of our top priorities; it is our primary vehicle for fulfilling our mission. Our spending in 2021 reflects just how invested we are in growing our programming. We ended the year with a surplus of \$5,701.63.



Our budget for 2022 outlines even more robust funding for programs and additional funding for a member management system to improve operations.

Our Programs

Our repertory of programs reflects our steadfast commitment to service and highlights our innovation and mission-driven focus.

Back to School Drive

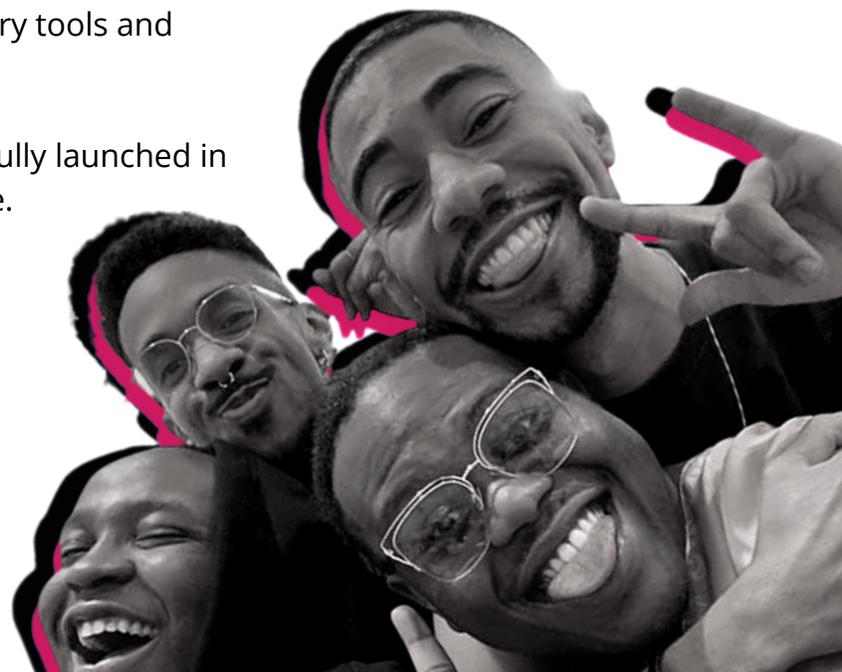
Each year, we organize a back-to-school drive as a part of our philanthropy program. This initiative aims to assist schools in achieving equity in education by providing resources for the most marginalized students in a school community--homeless LGBTQ+ youth. This directly advances our vision by providing resources to LGBTQ+ youth and supporting community centers in actively meeting their needs.

Since 2017, we have directly impacted youth from several organizations, including GLSEN-Greater Cincinnati Chapter (OH), GLSEN-Atlanta (GA), New Alternatives (NY), Sinclair Community College (OH), The Ali Forney Center (NY), and Trinity Place Shelter (NY). Last year, we donated \$100+ in resources to Tree House Books in Philadelphia, PA.

Beyond the Binary

To bring harmony to our community, we strive to ensure that an opportunity exists for education, development, and exploration of understanding what our community consists of and how we coexist. Beyond the Binary centers gender-non-conforming individuals and their experiences to create a safe space to identify, affirm, and commune while also illuminating the spectrum of gender identity. With a comfortable, conversational atmosphere, this program allows cisgender members to become better allies and gender-non-conforming folx to equip themselves with the necessary tools and resources to thrive beyond the binary.

This program was conceived in 2021 but fully launched in March 2022 during our annual conference.



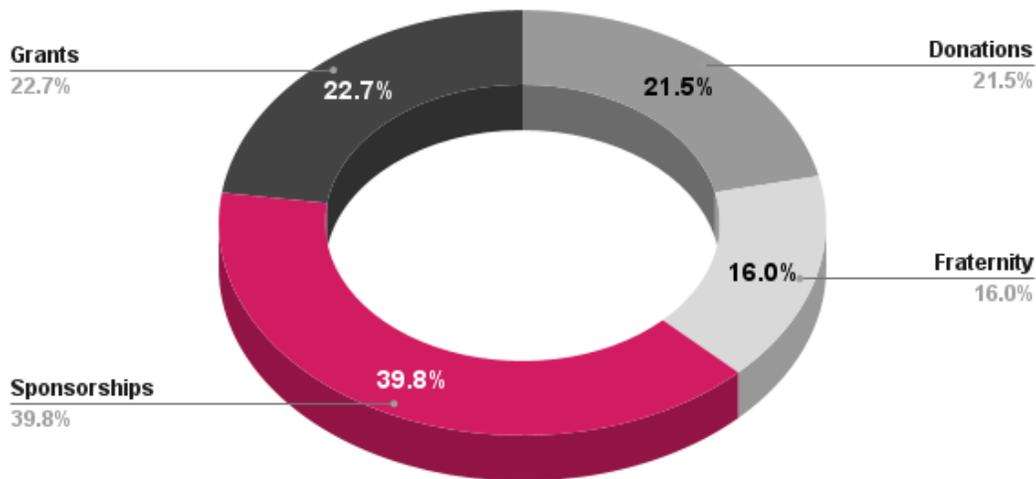


Code Red

Our annual World AIDS Day benefit, Code Red, was created to spread awareness, celebrate the lives of those living with HIV, and raise funds for HIV & AIDS research. This program also aims to fortify the pre-existing network of organizations aligned with their causes and shine a necessary spotlight on the communities requiring support for their incredible work for decades.

In 2021, we hosted six HIV awareness events and engaged 2,311 participants virtually, with our top attendee population reflecting Georgia, New Jersey, New York, Pennsylvania, and Texas. Through our efforts last year, we provided a \$2,000 grant to Rutgers University's Research With A Heart.

We grew this program by generating revenue through multiple avenues, creating a \$6,500+ budget.



2021 Partners

He is Valuable
Keeping Ballroom Community Alive Network
Mobilizing Our Brother Initiative
Party Pack DC
PL Entertainment
Rutgers New Jersey Medical School -
Research with a Heart
TSquared Production Company

2021 Sponsors

Action Theatre Conservatory
Austin Black Pride
Beat The Bomb
Delta Sigma Theta Sorority Inc. -
North Jersey Alumnae Chapter
Gilead Sciences, Inc.
In Death's Company Theater
Lambda Lounge
Mazzoni Center
Until There's A Cure
United Arts Experience

Don't Let It Break You

Don't Let It Break You is a series of open mic workshops and performances centered around mental health awareness. Launched in 2017, we designed Don't Let It Break You to provide a safe space for LGBTQ+ folx and allies to discuss mental health without stigma or judgment. We partner with local artists and community centers, like the Attic Youth Center, to engage in mental wellness conversations and provide support and resources through this program. In 2021, we facilitated two virtual poetry workshops.

Holiday Food Drive

Our annual Holiday Food Drive creates the opportunity for our members to engage in philanthropy with community members to support homeless LGBTQ+ youth. Because we know that one box of non-perishable items can provide 25 meals, we believe it is a duty each holiday season to contribute. This initiative directly advances our fraternity's mission to enhance the quality of life for queer people through service programming. It also promotes our vision by providing resources to LGBTQ+ youth and supporting community centers in actively meeting their needs. Although we did not host a food drive in 2021, we laid the foundation to expand this initiative to St. Louis in 2022.

Queers in Demand

Queers in Demand is a web series where we spotlight queer-identifying folk who are making an impact in their respective fields. This program serves as a vehicle to amplify queer entrepreneurs, community leaders, and creatives by allowing them to promote their work. We aim to generate partnerships and establish an autonomous network of leaders and a pipeline for mentorship through this program. With the intent to put the impact they're making at the forefront of the conversation, we also aim to inspire the youth who may not necessarily see like-minded skinfolk who are also chasing their dreams.

Queers Talking in Private

Created in 2019, Queers Talking in Private (QTIP) is our fraternity's flagship community program. We designed QTIP to cultivate safe, intimate spaces for LGBTQ+ community members to engage in discussions about various topics. With QTIP, we have the opportunity to use discussions as a method of providing LGBTQ+ adults with an outlet to share experiences that they may not have in other spaces. Within the first three years of this program, we have served over 3,000 queer people and allies on virtual and in-person platforms.

2021 QTIP Partners

Austin Black Pride

Rutgers NJ Medical School - Research with a Heart

GoldMINES Productions, LLC

Redefined LLC & Redefining Empowerment Center Inc

Keep Livin' with Jé Exodus Hooper

2021 Digital Impressions

 **Website**

Site Visits	Unique Visitors
2,000	700

Top Traffic Sources



1,300	Direct
300	Facebook
250	Google
150	Instagram

Facebook Page Reach*

48,708

*Reach refers to the number of people who saw any content from our or about your Page.

Instagram Reach

6,190

 **Followers**

662

 **Followers**

301

Ways to Get Involved

Service and fellowship are at the heart of what we do. We welcome every opportunity for non-members to engage in community with us. There are four ways to get involved in 2022.

Become a Member

Joining Beta Gamma Chi is a lifelong commitment. We are a family of siblings whose lives are forever interconnected and interwoven in a deep belief in love and selflessness. To learn more about joining Beta, visit www.betagammachi.org/apply.

Become a Board Member

Our Board of Trustees is comprised of members and non-members, whom we refer to as community board members. Community board members appoint officers to carry out the organization's day-to-day activities and work collaboratively to execute our strategic plan. With a two-year commitment, community board members make a sizable donation each year and fundraise on behalf of the fraternity.

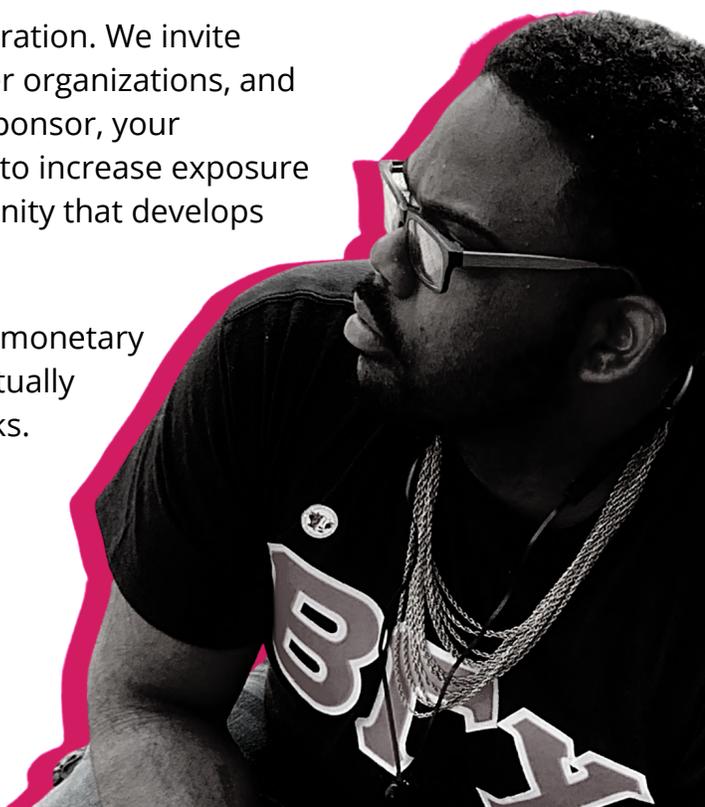
Become a Donor

Invest in all our programs by making a monthly contribution. When you donate to Beta, your gift supports the development, facilitation, and maintenance of programs that center and uplift LGBTQ+ voices.

Become a Sponsor

Beta Gamma Chi thrives in partnership and collaboration. We invite entrepreneurs, small businesses, corporations, peer organizations, and fellow non-profits to invest in our programs. As a sponsor, your investment is an opportunity for your organization to increase exposure and develop a community partnership with a fraternity that develops innovative programs for the LGBTQ+ community.

When you sponsor one of our programs through a monetary or in-kind donation, we work hard to develop a mutually beneficial partnership with you, offering tiered perks.



Sponsorship Levels

Ally Tier

\$250+

- Your logo on the main page of our website
- Recognition on our social media platforms
- Your logo in our monthly newsletter for one fiscal quarter

Rainbow Tier

\$500+

- Your logo on the main page of our website
- Recognition on our social media platforms
- Your logo in our monthly newsletter for two fiscal quarters
- Your company featured in our Queers in Demand series
- Your business advertised in an e-blast to our network of 350+ supports for one fiscal quarter

Flamingo Tier

\$1,000+

- Your logo on the main page of our website
- Recognition on our social media platforms
- Your logo in our monthly newsletter for three fiscal quarters
- Your company featured in our Queers in Demand series
- Your business advertised in an e-blast to our network of 350+ supports for two fiscal quarters

Pride Tier

\$2,000+

- Your logo on the main page of our website
- Recognition on our social media platforms
- Your logo in our monthly newsletter for a year
- Your company featured in our Queers in Demand series
- Your business advertised in an e-blast to our network of 350+ supports for a year
- A testimonial video review of your products or service

Thank you to our 2021 donors.

Alecia White
Alli Hartley-Kong
Amanda Sage Comerford
Ashlyn Pierre
Brian McManus
Brigid Amod
Charles Hooper
Cheryl Katz
Elijah Lawrence
Erica Hitchens
Gerald Dessus
Jarrod Williams
Jevon Reese
Joe Braxton
Kate Pelia
Katie Blandford-Levy

Malcolm Richardson
Marie Klonowski
Melissa Dietrich
Michelle Whimp
Natalie Zaman
Noelle Hartevelde
Phillip Lewis
Samuel Green
Sheldon Fisher
Sherree Washington
Sonia Datta
Stuart Holt
Travis Pauls
Wil Notto
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*and 40+ community members who
participated in our Double Good Fundraiser*

*Special acknowledgments for the development of this report are made
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Sheldon Fisher, Director of Development

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