

\* IMPACT  
REPORT \*



POSITIVE  
IMAGES

2024-

-2025



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In moments of uncertainty, ACCESS is  
**Our Collective Strength in Action**



**Access is care. Access is resistance.**

**Access is how we keep finding joy together.**

The **2024-2025** fiscal year saw Positive Images expand our reach, deepen our roots, and reimagine what **ACCESS** can look like. In a year shaped by shifting policies and rising hostility toward marginalized identities, we met each challenge with persistence and purpose. We expanded access to care, to culture, to connection, and to each other.

With the backdrop of a turbulent election and the first few destabilizing months of this returning administration, LGBTQIA2S+ organizations across the nation faced ever-mounting challenges: **trans rights** under attack, **DEI** initiatives receiving renewed scrutiny, and the ramping of **ICE**-activity, all reignited feelings of vigilance, anger, and fear in our community. Funding disruptions tested even the strongest community programs. In this climate, even keeping our doors open became an act of defiance. Yet our community at Positive Images continued to show what's possible when we choose connection over panic and solidarity over scarcity.

We began the fiscal year on the heels of marching as the Social Justice League at **Sonoma County Pride** with the **North Bay Organizing Project**, **PFLAG**, **On the Margins**, and the **NAACP Sonoma-Santa Rosa Branch**—this day, which set the tone for the year, guided us in one truth: belonging builds strength when everyone has access to community. Moments like this reminds us that our resources, including our community, are not equitably distributed, and centering movements like language, disability, and racial justice through queer and trans liberation brings us all together.

Our first-ever **Queer Magic GAYla** offered access to something vital: celebrating creativity, self-expression, and community work—honoring our community's achievements and reminding us that joy is not frivolous, it is foundationally who we are. That same spirit of collaboration shaped our **culturally-responsive work** this year—strengthening partnerships with La Familia Sana, the Sonoma County Regional Libraries, and Sonoma County Regional Parks, all while as expanding access into nature, culture, and bilingual programming across the county and into rural community areas. We continued this energy through intersectional social and cultural events, from the **Indigi-Queer Beading Circle** to **Baile de Jotería**, where people connected through art, expression, visibility, and resistance.

Even amidst uncertain political landscapes, our work grew in scope and reach. We launched the **Queer Needs Assessment Report**, consulted with lawyers and created a free Legal Gender & Name Change Clinic during a time of uncertainty around identity documentation, and integrated our fiscally

sponsored project, **TransLife**—ensuring continuity of **essential trans-centered** programs and events. Through these milestones, we strengthened the foundations of the care and access many of our community members rely on, deepening our partnerships with collaborators like **Face to Face**, **Sonoma Community Center**, **Amor Para Todos**, **SCOE**, and schools throughout the county, we continued to weave the network of care and access our community deserves.

During this time of disquiet and change, we also took pause to reflect on a great loss to our community. We mourned together the passing of our co-founder, **Jim Foster**. Generations gathered to share a collective history and honor the **legacy** that made Positive Images' work possible. Foster's vision, that LGBTQIA2S+ people deserve spaces to exist fully and freely, continues to guide us as we reach more people than ever before. His impact reminds us that access begins with us, in the acts of community care that sustain this vision.

In the spring, we entered a new chapter of leadership. After two admirable years, **Kiki Barbosa** concluded their tenure as Executive Director. Co-interim Directors **Chase Overholt** and **Jess Carroll** provided steady guidance, honoring both PI's legacy of leadership and community-focused services.

Through every success and challenge, Positive Images has held true to its purpose: to build **belonging**, center **authenticity**, and sustain **hope**. As we look ahead, we know that access is the pathway to liberation and creating it for one another is how we will continue to thrive.

Thank you for standing with us. The future of queer access, care, and resistance is bright and it's **ours to build together**.

*In community,  
TEAM PI*



# OUTREACH

9610

Outreach Contacts

2381  
Training Contacts.

99  
Trainings

818  
Drop-In Contacts

1170  
Drop-In Hours Held

6552

Positive Images Event Attendance

3058

Additional Outreach Contacts

1481

Social Event Contacts

371

Total Programs Held

1145  
Support Group Contacts

117  
Support Groups

23  
Therapy Clients

218  
Therapy Sessions

# IMPACT



ACROSS PROGRAMMING, PARTICIPANTS LINKED POSITIVE IMAGES WITH CONNECTION TO SELF AND COMMUNITY, NAMING THE CONSISTENCY AND SAFETY OF OUR CARE AS ESSENTIAL TO THEIR EMOTIONAL RESILIENCE AND ABILITY TO CONNECT WITH OTHERS. THE DROP-IN CENTER, IN PARTICULAR, REMAINS A VITAL COMMUNITY ANCHOR POINT – MOST EVIDENT ON NOV. 6, 2024, WHEN ATTENDANCE SURGED OVER 5X OUR DAILY AVERAGE IN THE AFTERMATH OF THE U.S. PRESIDENTIAL ELECTION. AS A COMMUNITY, WE SEEK ONE ANOTHER FOR SUPPORT, GROUNDING, AND HEALING. THAT SPIKE REFLECTED OUR COMMUNITY'S STRENGTH, IN COMING TOGETHER, IN PROVIDING LIFELINES FOR EACH OTHER – BECAUSE PROVING COLLECTIVE CARE IS OUR BEST PROTECTION IN TIMES OF GREAT NEED. THIS STRENGTH IS AT THE ROOT OF OUR COMMUNITY-DRIVEN, CULTURALLY-RESPONSIVE PROGRAMMING. THESE EVENTS WHICH CENTER JOY, IDENTITY, JUSTICE, ACCESS, AND MUTUAL CARE, ARE SPACES WE CAN PROUDLY SAY YOU ALL HELPED CREATE.



## TESTIMONIALS & #'S BREAKDOWN

**“Estar con otra gente que es queer y latine me encantó conocer más personas y expresarme en español.”**

*Being with other queer Latinx people, I loved meeting more people and expressing myself in Spanish.*

→ Grupo de Apoyo

**“Coming to the QTBIPOC night fills in missing holes in my soul that I don't realize are there until I spend time with other QTBIPOCs.”**

→ QTBIPOC Hangout

**“Me han ayudado a conocer a otras personas y estar en comunidad”**

*They have helped me meet other people & be part of a community.*

→ Grupo de Apoyo

**“I look forward to group every week. It really gives me a place where I know that I will be accepted and loved no matter what.”**

→ Support Group participant

**“It helps me feel less alone and less depressed overall by being in community.”**

→ Hora Social participant

**“It feels great to be able to chismear with others who relate to me and have similar shared experiences. My feelings were validated and I felt heard.”**

→ QTBIPOC Hangout participant



**“Having access to supportive community has saved my life – thanks for being there.”**

→ Support Group participant

**“Coming to drop-ins has helped me feel connected & less alone. Sometimes it's the only time I talk with people in real life.”**

→ Drop-in Center participant

**“Pl is a hub of community for me... Having staff to talk to who always support me has saved my life.”**

→ Drop-in Center participant

**“Being around other queer brown people gives me a sense of joy & belonging.”**

→ QTBIPOC Hangout

**“I look forward to group every week. It really gives me a place where I know I will be accepted and loved no matter what.”**

→ Support Group participant

**“Sentir que pertenezco a una comunidad igual a mis gustos y preferencias.”**

*Feeling that I belong to a community that shares my values and preferences*

→ Grupo de Apoyo participant

**“Feeling connected to folks like me and who speak my language reminds me that I'm not alone in this world... Feeling like there are others here to support me helps me feel able to keep going.”**

→ Hora Social participant

# INVESTING IN OUR COMMUNITY

## INCOME

\$1,320,645

HOW OUR  
WORK IS  
SUPPORTED

Government - 20%

From the Community - 12.6%

Earned Income - 5%

Foundations - 62.4%

## EXPENSE

\$1,221,097

60.1% - Programs & Community Support

1.1% - Professional Development

6.3% - Facilities & Operations

8.2% - Organizational Development

24.3% - Administration

HOW  
SUPPORT  
MAKES AN  
IMPACT



## MILESTONES

This Year, We Didn't Just Show Up.  
We Shifted the Landscape.

### ◆ JOY AS STRATEGY

- WE THREW OUR FIRST-EVER QUEER MAGIC GAYLA, CENTERING QUEER JOY, SPECTACLE, AND COLLECTIVE CARE. IT WASN'T JUST A NIGHT OUT. IT WAS A STATEMENT.
- TWENTY-NINE ORGANIZATIONS. ONE PRIDE CAMPAIGN. A VISIBLE REMINDER THAT QUEER LIBERATION IS A COLLECTIVE EFFORT AND THAT IT'S STRONGER TOGETHER.

### ◆ LANGUAGE IS ACCESS

- MOVEMENT. CULTURE. RESISTANCE. BAILE DE JOTERÍA CELEBRATED QUEER LATINE JOY AS SOMETHING POWERFUL, PUBLIC, AND UNAPOLOGETIC.
- A FULL YEAR OF SUSTAINED BB PROGRAMMING—PROOF THAT CULTURALLY ROOTED WORK ISN'T SUPPLEMENTAL. IT'S ESSENTIAL.

### ◆ SYSTEMS, REWRITTEN

- FREE LEGAL GENDER & NAME CHANGE CLINIC. WE REMOVED LEGAL AND FINANCIAL BARRIERS FOR TRANS AND NONBINARY

COMMUNITY MEMBERS THROUGH A FREE CLINIC, SETTING A NEW STANDARD FOR WHAT ACCESS SHOULD LOOK LIKE.

- WE RELEASED OUR FIRST QUEER NEEDS ASSESSMENT REPORT, TURNING LIVED EXPERIENCE INTO DATA, AND DATA INTO ACTION.

### ◆ VISIBILITY IN THE OPEN

- IN PARTNERSHIP WITH LGBTQ CONNECTION, NAACP, SONOMA COUNTY REGIONAL PARKS, AND DISTRICT 5 OF SONOMA COUNTY, WE CLAIMED PUBLIC SPACE FOR TRANS DAY OF VISIBILITY AT RAGLE RANCH, CENTERING SAFETY AND JOY.

### ◆ LEGACY & MOMENTUM

- WE LOST OUR FOUNDER, JIM FOSTER. HIS VISION CONTINUES TO SHAPE EVERYTHING WE BUILD AND EVERYTHING WE REFUSE TO COMPROMISE.
- NORTH BAY JOBS WITH JUSTICE NAMED US A COMMUNITY RISING AWARD RECIPIENT, RECOGNIZING LEADERSHIP GROUNDED IN EQUITY, CARE, AND COLLECTIVE POWER.



IN 2024, POSITIVE IMAGES LAUNCHED A FIRST OF IT'S KIND COUNTY-WIDE QUEER NEEDS ASSESSMENT THAT SOUGHT TO ADDRESS THE INFORMATION GAP THAT WAS PREVENTING OUR COMMUNITY FROM RECEIVING THE CARE AND ATTENTION IT DESERVES.

- 72% of respondents named community as a top need in Sonoma County.
- Roughly 1 in 5 participants reported poor access to mental health care.
- 22% named safety as a top need – citing discrimination in housing, schools, and public spaces
- QTBIPOC respondents consistently reported greater isolation within Sonoma County's queer spaces

According to our survey respondents, **community is the foundation of wellbeing**, often written alongside needs such as safety, advocacy, for more QTBIPOC spaces, and access to life-saving resources.

Access must be built together and not assumed. Barriers in housing, affirming healthcare, food, and transportation remain widespread throughout the county but can be reduced through intentional design and outreach.

## ACCESS IS POWER

Your voice, your story, your needs—these shape the future of LGBTQIA2S+ care in Sonoma County. Scan the QR code to read our Needs Assessment and join the movement for equitable access. Go to [posimages.org/NAReport](http://posimages.org/NAReport) today!



We need community so we can thrive. Representation drives trust, not just in data, but out in the community as well. We need more Queer and Trans leaders and allies out there at every level, providing culturally-responsive and effective services to ensure our community's wellbeing.

Data is only powerful when action is taken. Collecting these stories is only the beginning and implementing change will be the real measure of impact. How will you get involved in the next steps?

