



MAMA DRAGONS

# ANNUAL REPORT 2024

# TABLE OF CONTENTS

1	Year in Review
2	Our Story
3	Parachute
4	QPR
5	Lift
6	Main Support Group
7	Support Subgroups
8	Paper Hugs
9	Wrapped in Hugs
10	Embracelets
11	Finances



***“There are years that ask questions and years that answer.” — Zora Neale Hurston***

2024 was a year of asking many questions at Mama Dragons.

Over the past decade, Mama Dragons has grown steadily from a small group of LDS moms supporting their LGBTQ+ children to a thriving organization whose membership now spans all 50 states, Washington, D.C., Puerto Rico, Canada, the UK/EU, and several South Pacific countries.

This past year, we asked ourselves: How do we find and support new moms of LGBTQ+ children? How do we build capacity to handle this growth? Are our current programs fulfilling our mission of supporting, educating, and empowering mothers—especially in a time when political and ideological forces directly impact our families? How do we keep our children safe and advocate for them in the places where decisions are made? And most importantly, how do we transform Mama Dragons into a nationwide force for the good of all LGBTQ+ children?

To help answer these questions, Mama Dragons conducted a national search and welcomed a new Executive Director with deep ties to the LGBTQ+ community and over a decade of experience in advocacy, movement-building, and community development. After a thoughtful pause and careful examination of our programs and community, it became clear that Mama Dragons has been built with deep intentionality. Our culture is strong, and our programs are making a meaningful impact.

#### **SUPPORT**

Our peer-to-peer support groups provide a compassionate space for learning, healing, and fierce advocacy. Our regional and affinity groups offer a more personal, localized support system. Through our Give Back Programs—Paper Hugs, Wrapped in Hugs, and Embracelets—we provide tangible support. Our LIFT program ensures mothers have access to therapeutic group sessions when their children are in crisis.

#### **EDUCATION**

We empower mothers with tools like QPR suicide prevention training, equipping them to recognize and prevent suicide before intervention is necessary. Our Parachute online learning program continues to be a vital first step for mothers whose children have come out, providing immediate guidance on understanding the LGBTQ+ experience. Additionally, our first national convention featured over 30 classes led by national and local advocates, covering everything from self-care to the transformative power of creating joy.

#### **EMPOWERMENT**

We launched our Courageous Conversations training at the LUV Conference, with a full year of advocacy, media relations, messaging, and allyship training planned for 2025.

Mama Dragons also made a significant move by transitioning over 50 private Facebook groups to our own secure, private online network, allowing us to more effectively educate, organize, and connect with our community of supportive moms.

As we step into 2025, I look forward to sharing the answers to the questions we asked in 2024. Together, we will continue to reach out, build, and strengthen the Mama Dragons community—creating more affirming homes for LGBTQ+ youth and fostering a powerful, well-supported network of mothers ready to stand up and speak out.

In solidarity,

*Liz Welch*

Mama Dragons Executive Director

# OUR STORY SO FAR



## Our Mission

We support, educate, and empower mothers of LGBTQ+ children. We envision a world in which all mothers fiercely love, affirm, and advocate for their LGBTQ+ children.

Our mission is supported by our education, peer-led communities, and programs:

- Online and regional community groups
- Parachute eLearning courses, and QPR suicide prevention trainings
- Paper Hugs, Wrapped in Hugs, and Embracelets
- LIFT Group Therapy for parents

The programs offered by Mama Dragons are made possible through generous donations from community members and countless hours of work from 170+ volunteers.

## Who we are

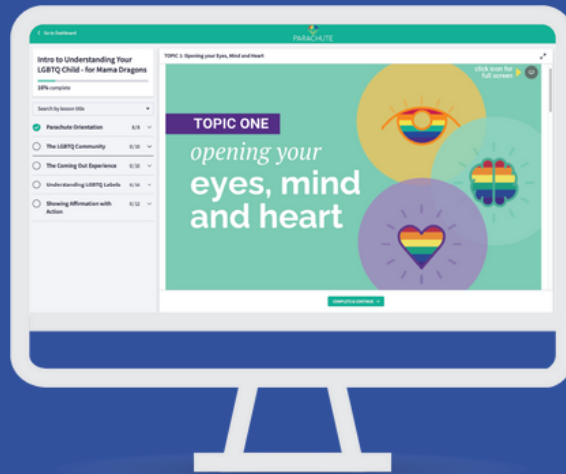
Mama Dragons is a nonprofit 501(c)3 organization that supports, educates, and empowers mothers of LGBTQ+ children. Since 2013, it has grown from just a handful of moms to an organization that now supports over 11,00 mothers. Mama Dragons provides safe online spaces and educational programs where mothers can learn and connect with other mothers as they learn accepting and affirming parenting practices that can help prevent LGBTQ+ youth suicide, depression, and homelessness.

# 11,000+

## MAMA DRAGONS AND GROWING

# PARACHUTE ELEARNING

An eLearning program that offers a series of comprehensive, research-based courses for parents, families, and communities. Parachute provides the knowledge, tools, and resources needed to understand, affirm, support, and celebrate LGBTQ+ children.



## 2024

# 4

COURSES

# 1,790

ENROLLMENTS

### Current courses:

- The LGBTQ+ Community
- The Coming Out Experience
- Understanding LGBTQ+ Labels
- Showing Affirmation with Action

### Upcoming course topics:

- Introduction to Gender

## 2025

GOALS

# 5

COURSES

# 4,000

ENROLLMENTS



Learn more at [parachute.mamadragons.org](https://parachute.mamadragons.org).

# QPR

## SUICIDE PREVENTION TRAINING



8

PEOPLE TRAINED

86%

of Mama Dragons QPR participants "Strongly Agree" that as a result of the training, they have increased their knowledge of suicide prevention.

14

CERTIFIED QPR TRAINERS

83%

of Mama Dragons QPR participants "Strongly Agree" as a result of the training, they are more confident that they can refer someone, thinking of suicide, for help.

7

CLASSES OFFERED



Learn more at [mamadragons.org/suicide-prevention-training](https://mamadragons.org/suicide-prevention-training)

# LIFT

Launched in November 2023, LIFT supports parents as they help their kids navigate mental health crises. LIFT provides parents with the knowledge and coping strategies to support their kids until they can see a mental health professional. We partner with Flourish Therapy, which provides licensed therapists for these sessions.

## GROUP THERAPY FOR PARENTS OF LGBTQ+ KIDS



# 54

REGISTRATIONS

# 22

SESSIONS OFFERED



Learn more at [mamadragons.org/suicide-prevention-training](https://mamadragons.org/suicide-prevention-training)

# MAIN FACEBOOK GROUP



The Mama Dragons private Facebook community provides a space where mothers of LGBTQ+ children can find support and education in their journey to become an affirming parent. This community strives to be a space free of judgment between members and one that creates a safe place for conversation and support for individuals regardless of cultural or religious backgrounds.

# 11,060

MAMA DRAGONS MEMBERS

# +766

NEW MEMBERS IN 2024

Learn more at [www.mamadragons.org/support-groups](http://www.mamadragons.org/support-groups)





# AFFINITY GROUPS



## REGIONAL GROUPS

Mama Dragons offers 21 Facebook affinity groups that cover various geographical areas providing an opportunity to connect with members in their local area and share local LGBTQ+ friendly resources.

# 6,080

TOTAL MEMBERS

## Affinity groups

### MAMAS OF TRANSGENDER CHILDREN

Specific support for the unique aspects of raising a transgender or gender-diverse child.

### RELIGION SUBGROUPS

Religion-themed support subgroups for moms who need support as they navigate the intersection of religion and raising LGBTQ+ children.

### MADRES DRAGONES

Provides Spanish-speaking mothers with a safe place to discuss the intersectionality of raising children who are LGBTQ+ and Hispanic/Latinx within the context of their primary language.

### MAMAS OF CHILDREN WITH SPECIAL NEEDS

For mothers who face the intersectionality of raising LGBTQ+ children with special needs.

### MAMAS OF COLOR

For mamas with a shared experience different from our majority white membership.

### \*GENDER DIVERSE PARENTS

For members who do not identify as cis-female to engage in discussions with their peers.

### \*POLITICAL ADVOCACY

For in-depth political and advocacy discussions away from the main groups.

# 8,540

TOTAL MEMBERS

\* NEW AFFINITY GROUPS IN 2024



# +696

NEW MEMBERS

Learn more at [www.mamadrasons.org/support-groups](http://www.mamadrasons.org/support-groups)

# PAPER HUGS

Paper Hugs is a volunteer program where Mama Dragons send cards to their fellow Mama Dragons and their LGBTQ+ children who are in need of support.

**7,057**  
**PAPER HUGS SENT IN**  
**2024**

## WELCOME HUGS

was created to welcome new Mama Dragons to our organization, adding a personal touch to their experience as a new Mama Dragon.

## STAT HUGS

was developed in response to Mama Dragons' posts in the main Facebook group expressing struggles with their LGBTQ+ children's suicidal ideation, attempts, and hospitalizations.

## BIRTHDAY & GRAD HUGS

were created to support Mama Dragons whose children have birthday and graduation celebrations.



Learn more at [www.mamadrasons.org/paper-hugs](http://www.mamadrasons.org/paper-hugs)

# WRAPPED IN HUGS

Wrapped in Hugs is a program created by Mama Dragons to support other mothers with the physical warmth and “hug” of a blanket. Over 12,039 blankets have been placed since the program was launched in 2020.

**286**  
**BLANKETS MADE AND  
PLACED IN 2024**

**"I have felt alone in so many ways processing and foraging a path for us. When it gets too much and I need a cry, or wish I had someone to really sit down and talk to, wrapping up in this is just perfect. "**  
**-Katherine (Mama Dragon)**



Learn more at [www.mamadragons.org/wrapped-in-hugs](http://www.mamadragons.org/wrapped-in-hugs)

# EMBRACELETS

The Embracelets program was started in July 2022 as a way for Mamas to become involved in events by making simple bracelets to be handed out at the events at which Mama Dragons participates. In January 2023, the program became available to anyone wanting to support the LGBTQ+ community.

**3,616+**  
**EMBRACELETS GIVEN  
IN 2024**

**By making an Embracelet, you are sending love to those that seek us out at events. Individuals feel that they have received a special "hug" from the Mama Dragons. Each Embracelet is as unique as the person who makes it.**



# PROGRAM EXPENSES

The programs offered by Mama Dragons are made possible through generous donations from community members and over 15,000 hours of work from 160+ volunteers.

## REVENUE

Direct Donations		\$47,451.316
Indirect Donations		\$30,832.89
Grants		\$174,000.00
Merchandise Income		\$22,180.27
Parachute Income		\$546.762
Special Events Income		\$13,576.78
<b>TOTAL FOR INCOME</b>		<b>\$288,588.01</b>

## COST OF SALES

Cost of goods sold		15,616.41
Total for Cost of Sales		\$15,616.41
<b>Gross Profit</b>		<b>\$272,971.60</b>

## EXPENSES

Conference		\$63,868.41
Parachute eLearning Program		\$7,021.197
Facebook Support Groups		\$19,438.56
LIFT & QPR Suicide Prevention		\$6,067.19
Wrapped in Hugs		\$5,542.42
Paper Hugs		\$5,684.90
Embracelets		\$3,640.31
Operations		\$51,921.97
Fundraising/PR		\$19,909.06
Marketing		\$2,762.32
Podcast		\$10,004.51
Pride Events		\$3,031.27
Not specified		-0.01
<b>TOTAL EXPENSES</b>		<b>\$210,875.70</b>



MAMA DRAGONS

**MAMA DRAGONS**

PO Box 20035

Billings, MT

59104

[www.mamadrasons.org](http://www.mamadrasons.org)

[info@mamadrasons.org](mailto:info@mamadrasons.org)

**WE THANK YOU**  
**FOR YOUR CONTINUED SUPPORT FOR**  
**OUR PROGRAMS**