



MAMA DRAGONS

ANNUAL REPORT 2022

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YEAR IN REVIEW

In 2022, Mama Dragons continued to increase parents' acceptance of their LGBTQ children by offering education programs and teaching affirming parenting behaviors in supportive environments. As a growing nonprofit, Mama Dragons' primary goal in 2022 was to expand Mama Dragons' education programs and reach. Through the support of Facebook and Global Giving we were able to complete building our first four Parachute classes by translating them into Spanish and making them more accessible by adding video subtitles and audio.

We were also able to test and expand QPR suicide prevention training by providing more courses and expanding suicide prevention to all parents by offering public classes for a small fee. In 2022, we began providing weekly online QPR courses and provided courses to 238 mothers and parents.

Mama Dragons expanded participation in Pride and mental health events across the United States. We were able to participate in 35 events from Seattle, WA and Sacramento, CA to Orlando, FL, Atlanta GA, and our first official event in Canada. Through these events we were able to reach new mothers and engage with our many members throughout North America.

We were able to build more financial stability through monetization, fundraising, partnerships, product sales, affiliates, and grants. Through a redesign and new fulfillment method, the Mama Dragons store was able to begin functioning as an income generating source. The launch of monthly limited edition items showed early success. Mama Dragons was able to further our needed diversity work and launched a Mamas of Color support group designed for black and brown mothers of LGBTQ children to create a space for our mothers to discuss the nuances of raising children with multiple intersections of race, gender, and/or sexuality.

Mama Dragons' membership continued its trend of fast pace growth, expanding 16% from 7,701 members in 2021 to 9,193 members by the end of 2022.

Mama Dragons continues its work to build education programs and support communities to support mothers of LGBTQ children, specializing in working with mothers who come from non-affirming cultures. We know this work can't be done without our amazing mothers, our 160 volunteers, and our charity partners and donors.

Sending all the Mama Dragons Love,



A. Celeste Carolin (she/her)
Executive Director - Mama Dragons



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, Support, and Give Back Programs:

- Online Facebook and regional support groups
- Parachute eLearning courses, and QPR suicide prevention trainings
- Paper Hugs, Wrapped in Hugs, and Embracelets

The programs offered by Mama Dragons are made possible through generous donations from community members and countless hours of work from 160 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 9,200 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.

9,200+

**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.



2022

4

COURSES

3,300

ENROLLMENTS

Current courses:

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

Upcoming course topics:

- Advanced Suicide Prevention
- Introduction to Gender
- Parenting LGBTQ Teens

2024

GOALS

12

COURSES

10,000

ENROLLMENTS

Mama Dragons has a plan to expand Parachute from 4 courses to 12 courses by the end of 2024.



Learn more at parachute.mamadragons.org.

QPR

SUICIDE PREVENTION TRAINING



238

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.

42

CLASSES OFFERED



Learn more at mamadragons.org/suicide-prevention-training

MAIN FACEBOOK SUPPORT 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.

9,193

MAMA DRAGONS MEMBERS

+1,606

NEW MEMBERS IN 2022



Learn more at www.mamadragons.org/support-groups

SUPPORT SUBGROUPS



REGIONAL GROUPS

Mama Dragons offers 20 Facebook subgroups that cover various geographical areas providing opportunity to connect with members in their local area and share local LGBTQ- friendly resources.

5,234

TOTAL MEMBERS

+996

NEW MEMBERS

Affinity subgroups

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.

6,843

TOTAL MEMBERS

+1918

NEW MEMBERS



Learn more at www.mamadragons.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.

17,969
PAPER HUGS SENT IN
2022

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.mamadragons.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 661 blankets have been placed since the program was launched in 2020.

159
BLANKETS PLACED
IN 2022

"We all love and fight for our dragons daily. It's so important that we are loved and supported too. Sometimes we forget to focus on ourselves. "

-Amy (Mama Dragon)



Learn more at 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.

2,980

**EMBRACELETS GIVEN
IN 2022**

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.



Learn more at www.mamadragons.org/Embracelets

PROGRAM EXPENSES

The programs offered by Mama Dragons are made possible through generous donations from community members and countless hours of work from 160 volunteers.

REVENUE

Individual Donations	\$55,201
Corporate Donations	\$7,821
Indirect Donations	\$33,542
Facebook Accelerator Grant	\$40,000
Foundation and Trust Grants	\$20,000
Donations for Programs	\$17,000
Merchandise Sales	\$6,632
Parachute Sales	\$727
Suicide Prevention Training Sales	\$85
TOTAL NET INCOME	\$181,008

EXPENSES

Parachute eLearning Program	\$87,010
Facebook Support Groups	\$16,357
QPR Suicide Prevention	\$1,755
Wrapped in Hugs	\$2,258
Paper Hugs	\$3,446
Embracelets	\$2,513
Operations & Administration	\$14,828
Fundraising Expenses	\$2,717
Marketing & Events	\$15,337
TOTAL EXPENSES	\$146,221



MAMA DRAGONS

MAMA DRAGONS

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WE THANK YOU
FOR YOUR CONTINUED SUPPORT FOR
OUR PROGRAMS