



PRIDE UNDER PRESSURE

How to Fundraise, Organize,
and Thrive in Hostile Climates

with Tina Jensen

WELCOME



Chief Development Officer,
Boys & Girls Clubs of Indian River County



IDEA Committee Chair,
AFPIR



President,
Space Coast Pride



TINA JENSEN
(she/her)

THE LANDSCAPE

- More than 1 million LGBTQIA+ people call Florida home
- Estimated 100 LGBTQIA+ rights and pride groups
- 530 U.S. Anti-LGBTQIA+ bills introduced in 2026
(12 currently being tracked in FL)



SOURCES:
MOVEMENT ADVANCEMENT PROJECT
WILLIAMS INSTITUTE ESTIMATES
EQUALITY FLORIDA
ACLU

THE LAST 5 YEARS IN LEGISLATION

2021–2023	Anti-Trans Bills	SB 1028 (2021), SB 254 (2023), HB 1521 (2023)	Restricts transgender participation in sports, limits gender-affirming care for minors, and regulates facility use based on sex designation. Increased barriers for trans visibility, healthcare access, and safe participation in public life.
2022–2023	“Don’t Say Gay”	HB 1557 (2022), HB 1069 (2023)	Limits instruction and discussion of sexual orientation and gender identity in schools; expanded restrictions over time. Created chilling effect for educators, youth programs, and LGBTQIA+ support visibility in schools.
2022	Stop WOKE Act	HB 7 (2022)	Restricted certain DEI-related instruction and workplace training in public institutions and contractors. Led to caution in how race, gender, and identity topics are discussed in institutional settings.
2023	Anti-Drag Law	SB 1438 (2023)	Regulates “adult live performances” in ways that created concern about drag shows, Pride programming, venue liability, permitting, and family-friendly LGBTQIA+ events.
2026	Anti-DEI / Local Government Restrictions	HB 1001 / SB 1134 (2026)	Restricts or prohibits local governments from funding, promoting, or supporting DEI-related programs. Potential impact on municipal Pride sponsorships, public support, and visibility of LGBTQIA+ events.

Despite Randy Fine's objections, Space Coast Pride will go on

Space Coast Pride will go on despite objections from Rep. Randy Fine. Melbourne city leaders say they have no plans to rescind a permit for...

Sep 23, 2022



Space Coast Pride vows to host festival and parade in 2023, despite political opposition

Space Coast Pride organizers said their street festival and parade last month were a success in downtown Melbourne — and they'll do it again next year...

Oct 30, 2022



'Damn right:' Florida lawmaker's controversial comments amid drag show drama

Tags: Randy Fine, Florida, Brevard County, Politics, Ron DeSantis, Florida Legislature, LGBTQ, Drag Queens. Rep Randy Fine, (R-Palm Bay pictured center with...

Apr 12, 2023



Are Pride celebrations the Florida Legislature's next target?

A bill poised to pass the Florida Senate could put LGBTQ Pride festivals in the crosshairs of a push by Republican lawmakers and Gov. Ron DeSantis to block...

Apr 7, 2023



Melbourne, Space Coast Pride reject allegations from Florida Rep. Fine

SB 1438, which would prevent children from attending "adult live performances," was passed by both chambers of the Florida Legislature.

Apr 21, 2023



Brevard strips funding from Brevard Cultural Alliance weeks after denying Pridefest grant money

Brevard County Board of County Commissioners voted against funding the Brevard Cultural Alliance for fiscal year 2023-2024 just two weeks after defunding a...

Aug 22, 2023



Gov. DeSantis signs bill banning minors from attending drag shows, 'lewd' performances

A bill designed to punish people and venues that admit kids to drag shows, burlesque performances and other types of "lewd" entertainment is now law.

May 17, 2023



Florida teacher fired after using student's chosen name, others investigated: What we know

Melissa Calhoun, a teacher at Satellite High School in Brevard County, will not have her contract renewed for the 2025-2026 school year after calling a student...

May 3, 2025



Space Coast Pride festival draws crowds in Melbourne despite loss of sponsors

Space Coast Pride festival draws crowds in Melbourne despite loss of sponsors WESH 2 News is your home for Florida breaking news and weather.

Sep 28, 2025



Protestors in Viera decry law banning transgender athletes

The new law — signed on the first day of Pride Month — will require public schools and universities to have athletes compete according to their...

Jun 1, 2021



Brevard County commissioners vote down funding for LGBTQ+ event, Space Coast Pride-Fest

Brevard commissioners vote down Space Coast Pride-Fest funding. The Brevard County Commission has denied a \$5,000 grant request intended to support the annual...

May 8, 2025



Florida Republican wants to ban Pride flags in public buildings

Randy Fine has previously introduced bills restricting drag show attendance and gender-affirming care for children.

Dec 17, 2024



Three more Brevard cultural grants approved, after Pridefest is removed from proposal

County commissioners OK grants for National Kidney Foundation Richard Salick Pro-Am Surf Festival, Space Coast Art Festival, Surfside Playhouse.

May 21, 2025



Orlando-based Spektrum Health closing Melbourne office, cites 'anti-trans legislation'

SPEKTRUM Health, which bills itself as the state's largest remaining clinic focusing primarily on gender-affirming care, announced Tuesday that it will close...

Feb 6, 2024



County Commission rejects fellow Commissioner Goodson's request for grant to Pridefest

Some commissioners contend that the annual event in Melbourne organized by LGBTQ+ Space Coast Pride is too political and not family-friendly.

May 7, 2025

Brevard County commissioners vote down funding for LGBTQ+ event, Space Coast Pride-Fest

Brevard commissioners vote down Space Coast Pride-Fest funding. The Brevard County Commission has denied a \$5,000 grant request intended to support the annual...

May 8, 2025



'Damn right:' Florida lawmaker's controversial comments amid drag show drama

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Apr 12, 2023





SPACE
COAST
PRIDE



Our Board

Tina Jensen
President

Mary Beth Laburda
Vice President

Justin Cercone
Secretary

Kat Cowley
Treasurer

Keith Becher
Parade Director

Diamond
Events Director

Raquel Markstone
Entertainment Director

Donna Mangeot
Health Director

Bill McKay
Community Director

Carrie Vogler
Volunteer Director

COMMITTEE LEADERS

Shelley Rodden
Youth Director

OUR MISSION

Our mission is to champion LGBTQIA+ interests in Brevard County by advancing inclusive programming, advocacy, and community connection. Through these efforts, we strengthen our community and ensure resources and opportunities are accessible to all.

OUR VISION

A Space Coast where LGBTQIA+ people thrive, are celebrated, and have equitable access to resources, opportunity, and community support.

OUR IMPACT

Each year, our work culminates into our Pridefest & Parade; a premier regional celebration that amplifies visibility, strengthens community, and drives our year-round advocacy, education, and inclusive programming.



SPACE COAST PRIDE

JOIN US FOR OUR NEW MONTHLY SOCIAL GATHERINGS!

PRIDEconnect

Community. Conversation. Connection.

JANUARY 8TH @ 6:30PM

THIS MONTH'S THEME: MEET & MINGLE

INTRACASTAL BREWING COMPANY

UPSTAIRS BREW DECK

452 W EAU GALIE BLVD, MELBOURNE

INTRACASTAL

BREWING COMPANY

SPACE COAST PRIDE

Pride

Holiday

Potluck

Thursday, December 18 | 6:30pm

Project Response

378 Babcock St, Melbourne

All are welcome!

Registration required.

SPACE COAST PRIDE

2025 PRIDE MONTH

DON'T MISS

BEACH DAY

THIS SUNDAY 12 PM

PELICAN BEACH PAVILION

SUN BUM

GET FREE PRODUCTS FROM OUR SPONSOR

Paint someone's holiday bright with pride!

HOLIDAY TOY DRIVE HAPPY HOUR!

Join Space Coast Pride's monthly happy hour and bring unwrapped gifts to support our holiday toy drive!

When: December 4th 6:30pm - 8:30pm

Where: Project Response: 378 N. Babcock St. Melbourne, FL

Presented by Project Response, Sherwin Williams, and Space Coast Pride

November 20th 6pm-8pm

Project Response 378 Babcock St, Melbourne, FL 32935

Speakers Poetry Honoring the memories of those we lost this year

TRANS GENDER DAY OF REMEMBRANCE

PFLAG

SPACE COAST PRIDE

YEP

SPACE COAST PRIDE

A Space Coast Pride Fundraiser

MOVIE Night

Join us for a private screening of *Bridgerton*

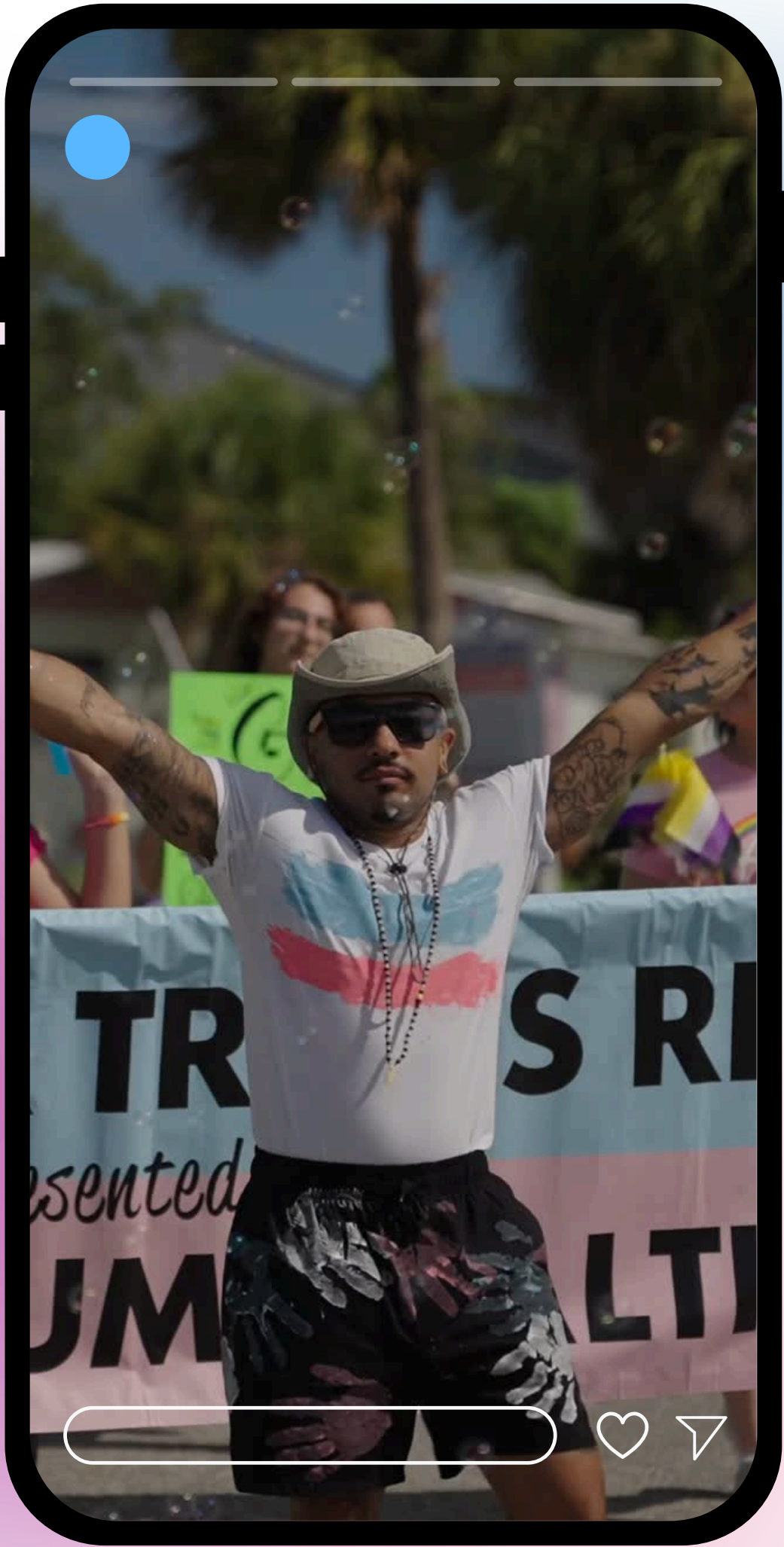
3/26/26 | \$25 | 6:45PM

Tickets include unlimited popcorn and soda with proceeds supporting Space Coast Pride

Satellite Beach Cinemas 1024 Hwy A1A, Satellite Beach, FL 32937

*Pre-purchase required

[»» CLICK HERE FOR VIDEO ««](#)



SPACE COAST PRIDE

SATURDAY, FEBRUARY 14TH 8PM | TIX: \$25

SEX ED TRIVIA

Valentine's Day GAY Edition

18+ Event

BACK BY POPULAR DEMAND!

Deliciously hot bites sponsored by

Arts for All STUDIO

784 N Apollo Blvd, Melbourne, FL 32935

Colorful

disc

SPACE COAST PRIDE

TRANS DAY OF VISIBILITY

Sunday March 22nd 3pm Eau Gallie Square

Speakers - Music - Vendors - Food Trucks

March Across the Causeway

SPACE COAST PRIDE

2025 PRIDE MONTH

it's time to SKATE

6-8PM SEPT 24TH

GALAXY SKATEWAY

SPACECOASTPRIDE.ORG

SPACE COAST PRIDE

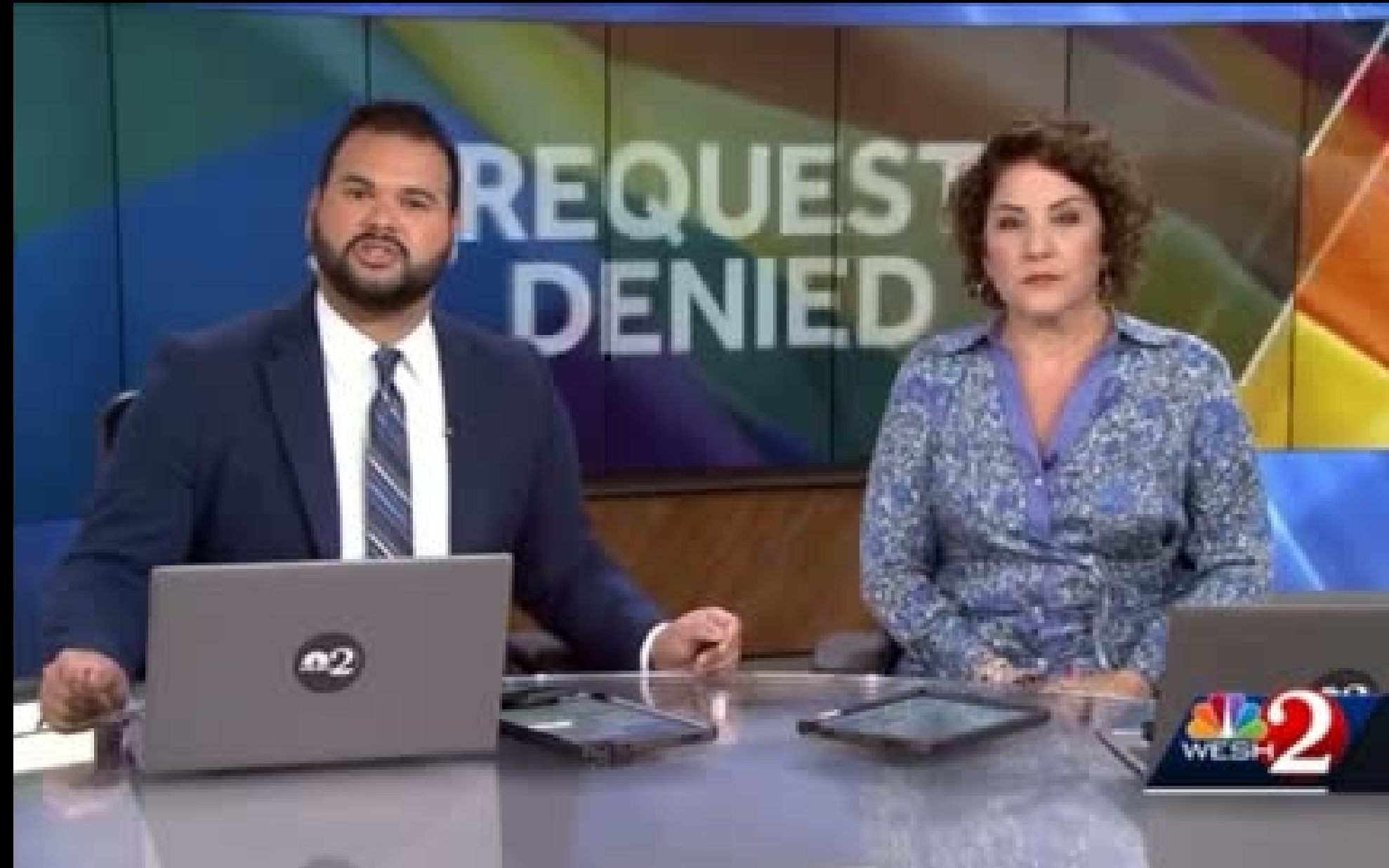
- Largest pride .org on the Space Coast
- Annual Rainbow Run 5K, parade & Pridefest
- Hosts Monthly events
- Scholarship for graduating seniors
- 20K+ attendees
- 100% volunteer powered
- Corporate, individual, local government funding sources



**THE SETBACK
THAT SPARKED
A COMEBACK**

BREVARD COUNTY COMMISSIONERS

>> CLICK HERE TO
WATCH VIDEO <<



**ONLY 3
TICKETS
SOLD**

MAY 30TH	THE QUEEN OF TRANS SOUL MISS KELLI LIVE ON STAGE!	8PM \$40
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*Hosted by
Sky Lemay!*

*with special
performances
by Dainty Taint!*



**A Girls, Gays, and
Theys Night Out
Fundraiser for
Space Coast Pride!**









TITUSVILLE PLAYHOUSE, STAGE 2 | 316 S PALM AVE. TITUSVILLE, FL

THE POWER OF THE POST





Pride isn't just a party. It's a stand. And we need your help.

This year, Brevard County Commissioners rejected a \$5,000 cultural grant for Pridefest. Why? Because Pride makes them uncomfortable. But we know that visibility, inclusion, and love are not optional. They're essential.

Let's turn their "no" into fuel for our "HELL YES."

We're raising those funds ourselves...and then some. Because our community is louder, prouder, and stronger than fear and small-mindedness.

Join us for a special Girls, Gays, and Theys Night Out concert fundraiser featuring @misskellisings, @sky.lemay, and @itsdaintytaint 🎤✨ to keep Pridefest thriving. Come for the music, stay for the mission and show that we won't be silenced.

🕒 When: May 30, 2025, at 8 PM

📍 Where: Titusville Playhouse, Stage 2

🎫 Grab your tickets NOW: [tinyurl.com/scpmiskelli]

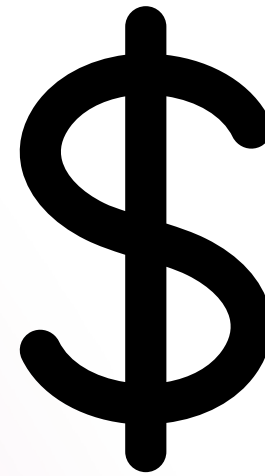
Let's show the world what happens when a community shows up for itself. Can't come? Please share/buy a ticket and pass it on!

HERE'S WHAT HAPPENED





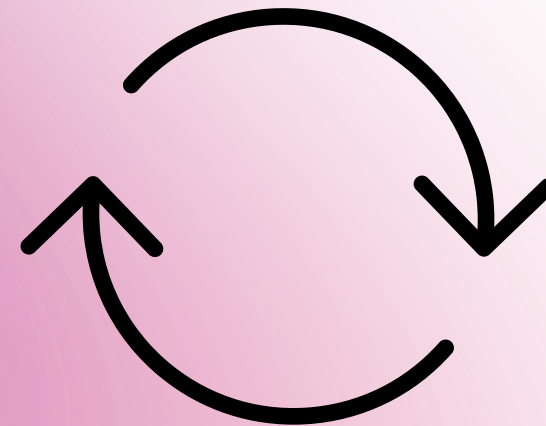
Post went micro-viral



Raised \$20,731



Sold 125 tickets

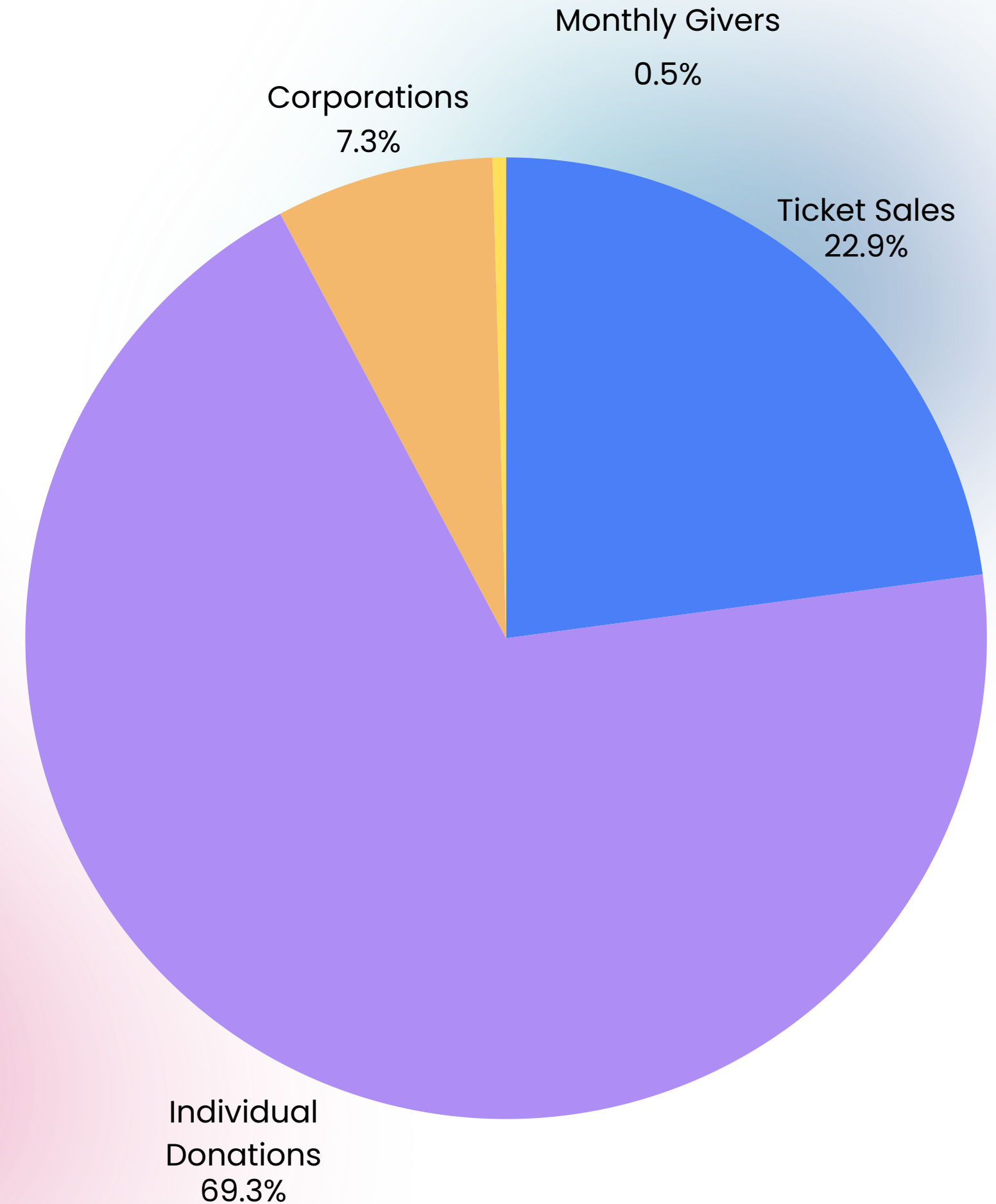


Gained monthly donors



LET'S BREAK IT DOWN

- Raised 4 x the original grant amount
- Nearly 10K came from outside of Brevard County



WHEN THE PRESSURE IS TO SHRINK, THE MISSION DEMANDS YOU GROW.

The goal of the original grant funding was to attract new dollars into our local economy. That is exactly what Pride did. We brought outside support into Brevard, and proved the impact could grow even without traditional funding.



RAGE GIVING

The act of making immediate charitable donations in response to events that trigger strong emotions like anger, frustration, or injustice.

FRAMEWORK FOR CAPTURING MOMENTUM

- ➔ **Velocity & Flexibility:** *Move quickly when challenges arise, and be willing to adapt in real time as conditions shift.*
- ➔ **Strategic & Direct Messaging:** *Prepare strong, clear messaging. Be honest, specific, and action-oriented when the moment arrives.*
- ➔ **Transparency:** *Sharing challenges does not weaken your organization. It builds trust, strengthens credibility, and deepens connection with your audience.*
- ➔ **Be Prepared to Scale & Steward:** *Plan ahead for what happens after donations arrive. Strong stewardship turns one-time urgency into long-term trust.*



DOUBLING DOWN WITH PROJECT RESPONSE



**KNOWING
YOUR STATUS
IS YOUR
POWER**

 **PROJECT
RESPONSE, INC.**

Call Today to Learn More
321.724.1177
www.projectresponse.org



Mission:

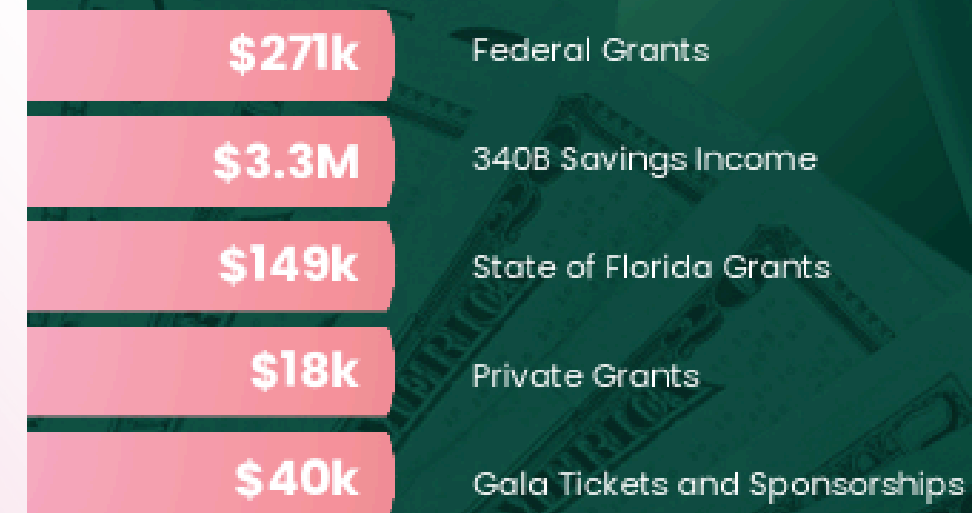
Project Response is a compassionate Healthcare Organization dedicated to serve our diverse community through respect and empathy as together we eliminate HIV in our community.

FINANCIALS

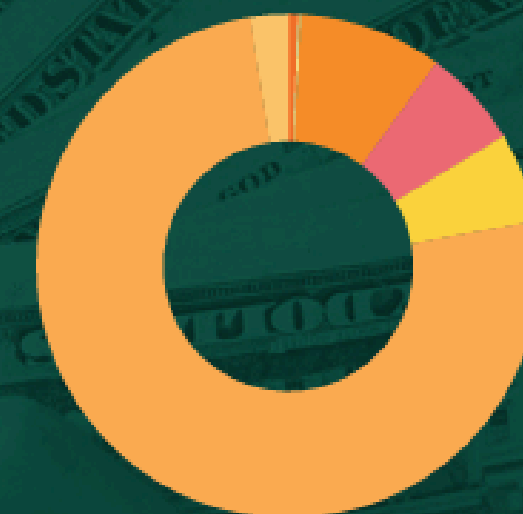
\$18.116M

AGENCY OPERATING BUDGET
DURING FISCAL YEAR 2025

REVENUE



EXPENSES





HealthExec

<https://healthexec.com> › topics › healthcare-policy › re... ⋮

Report: DOGE to cut federal HIV prevention program

Mar 19, 2025 — The US Department of Health and Human Services (HHS) may be planning to eliminate federal funding used to treat and prevent HIV and AIDS domestically.



Sun Sentinel

<https://www.sun-sentinel.com> › 2025 › 04 › 06 ⋮

Federal cuts for HIV research, prevention and treatment ...

Apr 6, 2025 — As of March 24, the Florida Department of Health had been slated to lose \$495 million in budgeted funds provided to the state to detect, prevent ... [Read more](#)

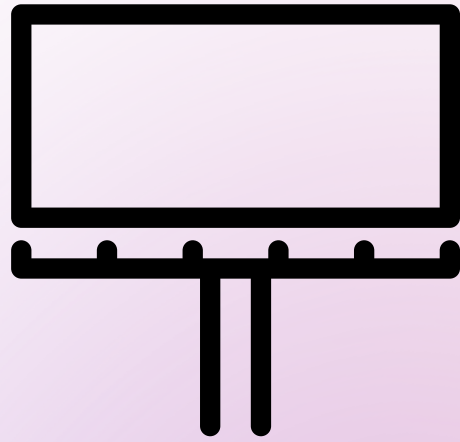
2025: Lost \$125K HIP (High Impact Prevention) Grant (CDC-funded)

- Funded outreach, education & rapid HIV testing

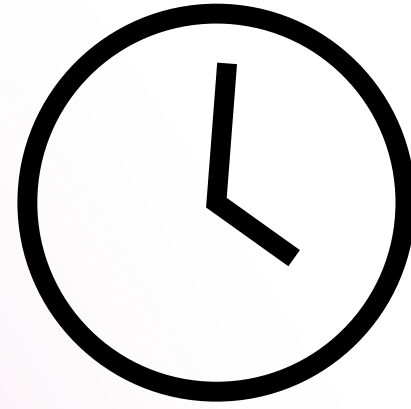
Florida Department of Health cuts impacted:

- HIV testing supplies
- Prevention materials
- Client transportation support





5 Digital Billboards



6 Month Contract



Clinic Visits Doubled

FREE HIV TESTING

**100% CONFIDENTIAL
HABLAMOS ESPAÑOL**



**PROJECT
RESPONSE**, INC.

PRIMARY CARE AVAILABLE

Know Your Status!

378 Babcock St • Melbourne

***We could not surrender
the mission because the
funding changed. We
adapted, invested, and
grew the impact.***

–Erik Hendrickson Cruz, CEO
Project Response, Inc.



PEER EXCHANGE

Every organization has faced a moment of uncertainty, disruption, or adversity.

Share:

- What challenge did your organization face?
- How did you respond?
- What did you learn that could help someone else?

Then we'll open the room:

Share a story. Ask a question. Borrow an idea.





***What we build in
response to challenge
becomes our legacy.***

-Tina Jensen

THANK YOU

Let's Connect!

Email: President@SpaceCoastPride.org

LinkedIn: Tina Jensen ↓

