

Impact Report 2025



CAROLINAS LGBT+
CHAMBER OF COMMERCE

*Non-Profit
of the Year*

Platinum
Transparency
2025

Candid.



TWIRL to
the **WORLD**

About TWIRL

Our Mission



Bringing relief and joy to the world through social advocacy and hardship assistance for vulnerable members of Charlotte's LGBTQ+ community

Our Values



- Community
- Transparency
- Accountability
- Philanthropy
- Empowerment
- Inclusivity

From the Executive Director



Dear Friends and Supporters,

Twirl to The World Foundation (TWIRL) was founded to create a safe and empowering space for Charlotte's LGBTQ+ community. As we present our 2025 Impact Report, we celebrate 18 years of service, resilience, and growth amid ongoing economic and political challenges. Your support through donations, volunteer work, and vital partnerships has made this progress possible and lays the foundation for continued stability.

As we reflect on our accomplishments, we also recognize the ongoing need for our services. The challenges facing our community are not diminishing, and we remain committed to expanding our programs and deepening our impact in the coming years. We are determined to continue fostering a community where every LGBTQ+ individual feels safe, valued, and empowered.

We invite you to read this report and witness the power of your investment. Together, we can ensure that TWIRL remains a beacon of hope and support for Charlotte's LGBTQ+ community, now and for generations to come.

With gratitude,

Zuni Johnson
Executive Director

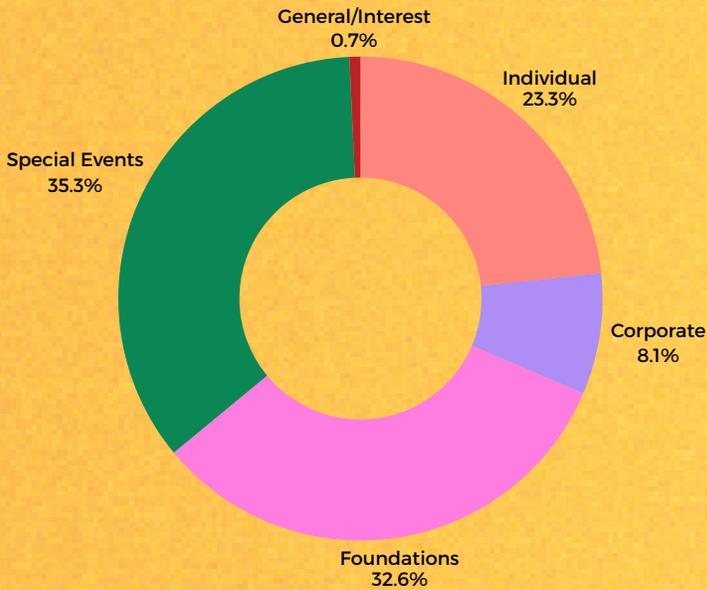


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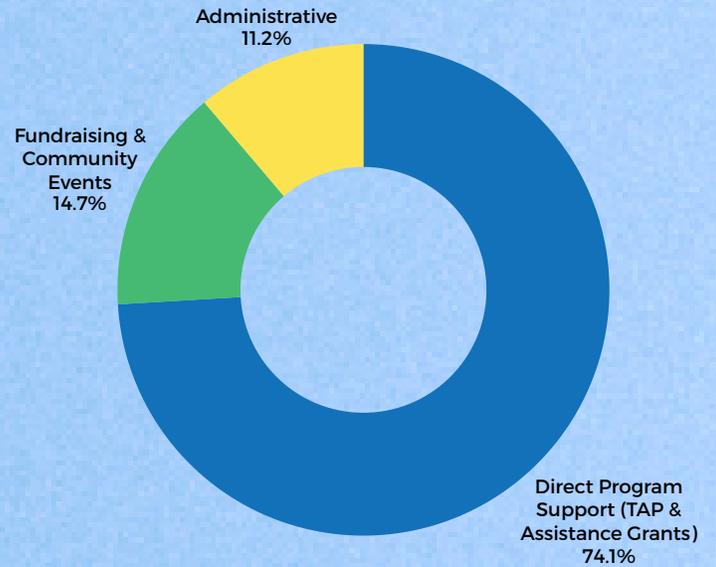


More About Us

How We Are Funded



Where Your Support Goes



**100% Volunteer Organization
Since 2009**



**TWIRL to
the WORLD**

Twirl Assistance Program (TAP)

The **Twirl Assistance Program (TAP)** provides direct, short-term financial support to LGBTQ+ individuals in the Charlotte area, helping stabilize urgent needs and create a path toward long-term self-sufficiency.

368 LGBTQ+ Individuals Supported

Direct Support: TAP supported **218 LGBTQ+ individuals** with **over \$70,000** in emergency assistance, provided mental health services to **30**, and enrolled **84** adults in financial literacy courses. Additionally, **36 scholarships** were awarded for Winter Awakening, a sobriety and recovery retreat.



Over \$94,200 Given

Total aid distributed was delivered in emergency assistance, mental health services, financial literacy incentives, and substance abuse support.

Program Details

TAP Emergency Assistance

- Groceries: Essential food support for individuals in crisis
- Medical RX & Copays: Assistance with prescription costs and copays
- Transportation: Help with transit needs for medical, work, and daily life



TAP Mental Health

- Individual Therapy Sessions: Expanded access to mental health care
- Trans Health Partnership: Onboarded 16 new therapists, focusing on trans and gender-diverse health needs



TAP Financial Wellness

- Financial Literacy: Education and support to improve financial stability



TAP Scholarship Support

- Recovery Retreat Scholarships: Continued support for sobriety and recovery through retreat scholarships



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TAP Impact

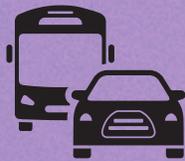
\$60,000 in groceries

Nourishing hundreds of LGBTQ+ individuals and families who faced food insecurity, ensuring they had access to nutritious meals when it mattered most.



\$7,100 in transportation assistance

Covering gas, public transit, and ride services to help LGBTQ+ individuals reach medical appointments, job opportunities, and vital community resources.



\$3,000 in medical/Rx support

Covering prescription costs and medical copays for life-saving medication and treatments to combat health disparities affecting our community.



\$9,500 in mental health therapy

Providing affirming therapy and crisis counseling to 30 local LGBTQ+ persons struggling with depression, anxiety, and trauma, because mental well-being is a right, not a privilege.



\$9,000 in substance abuse support

Offering 36 recovery and harm reduction weekend retreat scholarships to those battling addiction, ensuring access to compassionate, LGBTQ+ affirming treatment and support.



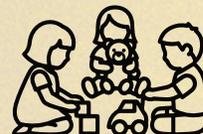
\$4,200 in financial literacy incentives

Providing grocery gift cards as financial incentives for 84 TAP recipients to encourage participation in educational programs and support long-term financial stability.



\$1,400 in books/games/toys

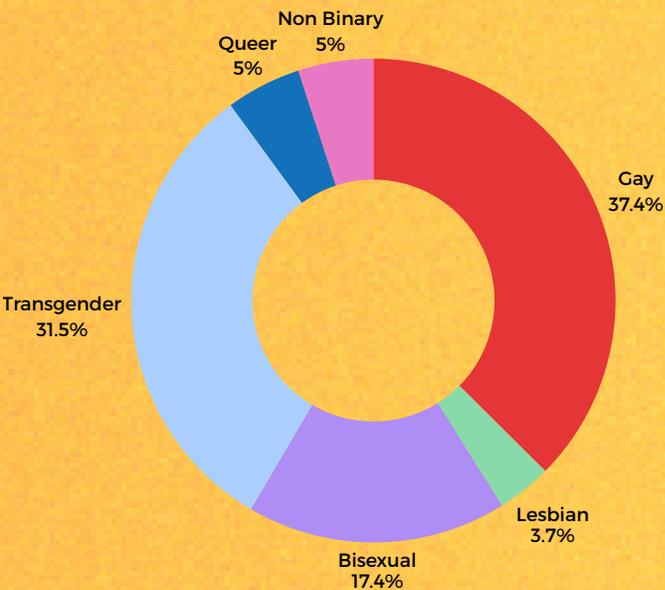
Provided 250+ toys, games, and books to support and bring joy to 200 local refugee and immigrant children in partnership with OurBridge for Kids.



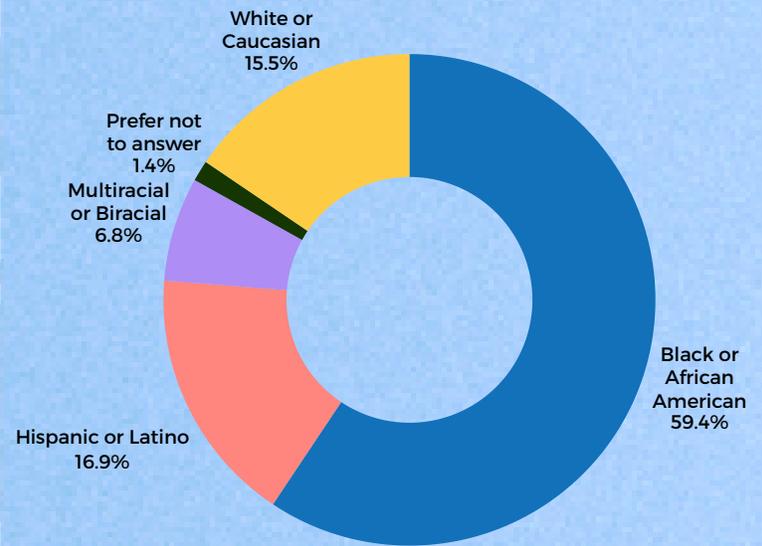
TAP Recipients

Emergency Assistance Only

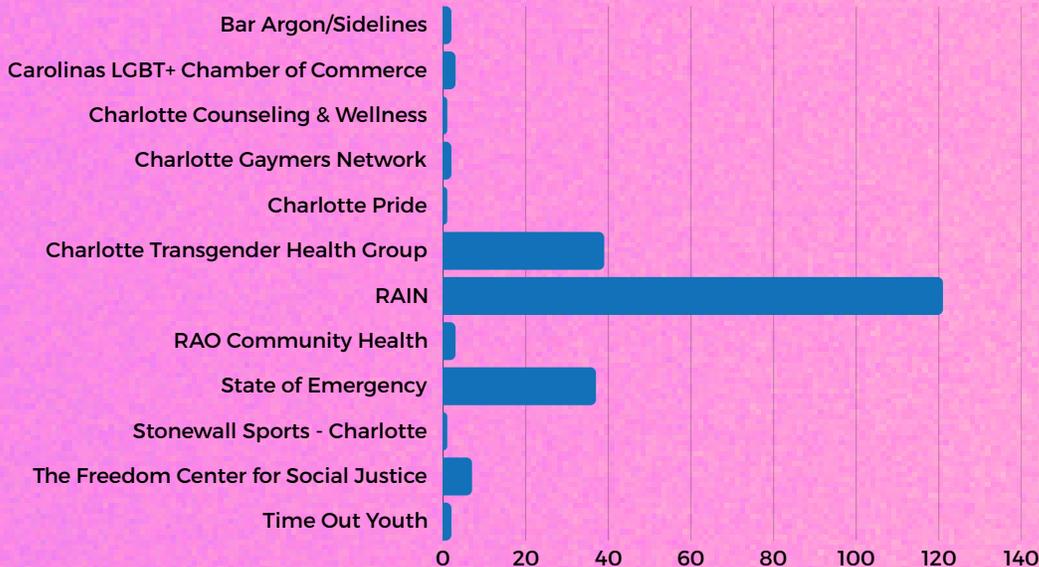
LGBTQ+ Self-Identification



Race or Ethnicity



Number of Recipients by TAP Partner



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TAP Referral Partners

Emergency Assistance



Mental Health



- Amanda Hypes
- Bethany Otten
- Cano Family Services
- ChangeWell Psych
- Create Your Calm
- Greene Counseling
- Healing Pathways
- Luke Hirst Therapy
- Move. Talk. Zen
- RAO Community Health



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Community & Events

New in 2025

SANTA SPEEDO RUN

CHARLOTTE 2025



Inaugural Santa Speedo Run - Charlotte raised over \$63,000 for TAP!



Team TWIRL raised \$4,400 for RAIN's AIDS Walk



Hydration Station's Pride Mimosas



Bringing partners together at the TAP Summit



Farewell to Summer's White Party

Awards & Recognition



Carolinas LGBT+ Chamber Non-Profit of the Year Award



Stonewall Sports Bowling League 2nd Place Team



Drag With Purpose Community Advocate Award



Inaugural Visibility Award presented to Justine Lindsay

Accountability and Transparency

Earning Candid's Platinum Transparency Seal for the **sixth** consecutive year reflects TWIRL's commitment to financial responsibility and openness, giving supporters clear insight into how funds are used. This commitment builds donor trust and reinforces TWIRL's impact as a trusted leader in the Charlotte area and LGBTQ+ community.

Platinum
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Giving & Support

Your Support Matters Now More Than Ever!

We made significant strides in 2025, but the journey to a thriving and equitable LGBTQ+ community in Charlotte is ongoing. Your support matters and can create lasting change.

Individual

- **Attend a TWIRL Event** – Join us for fundraising and community engagement.
- **Become a Monthly Donor** – Your recurring donation sustains long-term impact. A \$500 monthly gift provides ongoing emergency assistance for the most vulnerable LGBTQ+ residents.
- **Sponsor a TAP Grant** – \$1,000 provides mental health support for an LGBTQ+ person in crisis.

Corporate

- **Sponsor a Signature Event** – Become a headline sponsor for TWIRL's events.
- **Corporate Partnership Opportunities** – Align your brand with LGBTQ+ inclusion and community impact. A \$25,000 annual corporate sponsorship will directly fund 100+ LGBTQ+ individuals receiving emergency assistance and expand critical mental health and needed financial literacy support.



DONATE NOW



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Sponsorships

Featured Corporate Sponsors

Support local LGBTQ+ individuals through emergency assistance, financial literacy, and mental health services.

All Sponsors Receive

- Recognition on website + social media
- Inclusion in promotional materials
- Invitation to Sponsor Appreciation events

Sponsorship Tiers

Tier	Annual	Key Differentiator
Visionary	\$100,000	Highest visibility
Legacy	\$50,000	Major sponsor
Catalyst	\$25,000	Event-level impact
Presenting	\$15,000	Naming rights
Diamond	\$6,000	Top standard tier
Platinum	\$2,400	Spotlight partner
Gold	\$1,200	Sustaining partner
Silver	\$600	Community partner
Bronze	\$300	Supporting partner
Emerald (In-Kind)	Varies	Goods/services

Key Differences

- Higher tiers include naming rights and full-event visibility
- Ticket quantities scale by tier
- Corporate tiers receive expanded brand exposure



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With Gratitude

Celebrating the Partners and Advocates Behind Our Impact!

TWIRL's vital work would not be possible without our incredible **referral partners**. Their commitment to equality and generous support power our programs and strengthen the LGBTQ+ community in Charlotte.

Shout out to our **donors, volunteers, committee members, board members, and their significant others** for being an essential part of this impact.



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