



2025 Impact Report

Driving economic impact throughout the Commonwealth.

info@malgbtcc.org | www.malgbtcc.org | [@malgbtcc](https://www.instagram.com/malgbtcc)



Alexandria Eberhardt
Executive Director

LETTER FROM THE DIRECTOR

1

This has been a year of both challenge and momentum for LGBTQ+ people and businesses in Massachusetts. Through more than 500 hours of technical assistance, 35+ community events, and 15 LGBTQ+ training sessions, the Chamber has helped hundreds of entrepreneurs and corporate partners navigate an increasingly complex landscape.

Our membership grew to more than 440 small business and nonprofit members, with strong representation from woman-owned, Black- and Latinx-owned, trans and nonbinary-owned, and immigrant-owned businesses. Together with 40 corporate partners, we are building an ecosystem where LGBTQ+ businesses can start, grow, and thrive.

This report highlights the impact of that work: 1,700+ individuals engaged through programming, 700+ jobseekers connected to inclusive employers, and a statewide platform that continues to elevate LGBTQ+ economic power. With deeper investment, we can expand technical assistance, grow job fairs, and bring our programming to even more communities across the Commonwealth.

Thank you for standing with us and with LGBTQ+ business owners everywhere.

Alexandria Eberhardt
Executive Director

Massachusetts LGBT Chamber of Commerce Board of Directors

Susu Wong, Chair
Keith Wang, Treasurer
Chris Grasso
Liz Roberts
Maureen Nguyen
Jose Abreu
Ella Samson
Ron Molina-Brantley
Nancy Stager
Ben Perkins, Immediate Past Chair

Massachusetts LGBT Business Network Board of Directors

Josiane Martinez, Chair
Manassah Bradley, Treasurer



OUR MISSION & VALUES

Mission: Cultivating inclusive relationships between LGBTQ+-owned businesses and the corporate sector to drive economic impact throughout the Commonwealth.

Values: Connection • Growth • Knowledge • Accountability

What We Do: Provide high-touch technical assistance, statewide programming, and LGBTQ+ inclusion training that help queer-owned businesses grow while supporting corporations to be better employers and partners.





KEY PROGRAMS OVERVIEW

- **BEE Program:** Specialized guidance and technical support given to 115+ members.
- **Financial Wellness Group:** Provided members with strong financial strategy and meaningful connections.
- **Corporate Training:** Facilitated over 15 LGBTQ+ education sessions.
- **Events:** Our first annual golf outing, second business conference, 3 annual job fairs, and 20+ networking events.

IMPACT STORY

Mayrena Guerrero LMHC, CEO of Colorful Resilience, participated in the Chamber's BEE program, which provided one on one business coaching and free legal consultation.

These tools allowed our CEO to gain business skills that served as the foundation for our growth and success.

Colorful Resilience participated in the 2023 MA LGBT Chamber of Commerce pitch deck competition, and we were awarded the \$5,000 first prize.

It was thanks to the Chamber's help and guidance that we were able to secure a \$10,000 Empower Digital Grant.



Because of this grant we were able to partner with a digital marketing agency to help significantly grow and improve our social media presence, which contributed to the community gaining knowledge of our existence, which led to more clients and talent (clinicians).

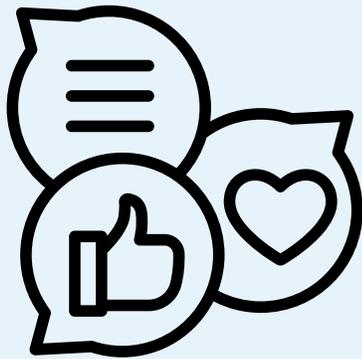
The Chamber also aided us in getting local media coverage, which improved our reach in the Western MA community.

-Colorful Resilience Staff



METRICS HIGHLIGHTS

- Instagram reach: +75% increase from last year
- Small business members: over 400
- Community members reached: 1,700+
- Corporate staff members trained: 525+



CORPORATE PROGRAMMING

"While I thought I was generally informed about the LGBTQ+ community specifically, I wasn't. Today opened my eyes to many terms and ideas I wasn't aware of."

- Training Participant

40

Corporate partners

525+

LGBTQ+ training attendees

12

Panels and speaking engagements

Project	Details	Outcome
Corporate Roundtables	Virtual meetings with partners focused on key topics	<ul style="list-style-type: none"> • Provided better insights on what our partners are experiencing or in need of. • Impacted the direction of major events and programming for this year & next.
Annual Job Fairs	3 annual job fairs, partners were the registered employers	<ul style="list-style-type: none"> • Over 700 jobseekers in attendance to work with inclusive employers. • 50+ employers received LGBTQ+ training in preparation for attendance.
LGBTQ+ Trainings	Trainings were facilitated by our Director of Research & Education on several topics	<ul style="list-style-type: none"> • Over 500 participants attended one of 15+ trainings. • Several partners requested more than one personalized training & would recommend to others.

CONFERENCE HIGHLIGHTS

- 180+ guests in attendance, including LGBTQ+ business owners, corporate partners, and community leaders.
- 8 panels featuring 35+ speakers sharing strategies on growth, capital access, and inclusive procurement.
- Post-event survey showed a 90% satisfaction rate, with attendees reporting new business leads, collaborations, and concrete next steps.
- At least one documented member-to-member collaboration and multiple corporate introductions originated at the conference, demonstrating the event's role as a deal-making and relationship-building space.



Powering Progress Through Partnership 2025

Photo: Autumn Phoenix Photography

SOCIAL MEDIA & COMMUNICATIONS

@MALGBTCC
metrics for Jan 1, 2025 - Dec 15, 2025

Followers Growth

+1.3K Total Increase
*Industry Average 10-15%
23%

7K Total Followers
across IG, FB, LinkedIn

In 2025, the Chamber's digital reach continued to grow entirely organically, with 220k content views across LinkedIn, Instagram, and Facebook, 1,300+ new followers, and 3,300 email subscribers. This above-average growth reflects a strategic focus on showcasing member businesses, promoting events, and amplifying corporate partner initiatives—expanding visibility for the entire ecosystem.

Engagement Metrics

Likes, Comments, Shares

6.6k

Content Views

220k

Instagram Reach



23.1K
Total Reach

+75%
Total Increase

LinkedIn Demographics

Higher Education · 187 (8.6%)

Non-profit Organizations · 106 (4.9%)

Business Consulting and Services · 66 (3%)

Civic and Social Organizations · 65 (3%)

Government Administration · 65 (3%)

Top 5 Follower Industries:

Higher Education, Non-profit Organizations, Business Consulting and Services, Civic and Social Organizations, Government Administration

Constant Contact

Email Open Rate
*Industry Average 40%



52%

Number of Subscribers
3,300

Social Media Campaigns

26

Member Monday Features

10

Holiday Spotlights

5

Reasons to Join

3 Top Posts



Instagram



LinkedIn



Facebook

GOLF OUTING HIGHLIGHTS

- Guests in attendance: 100+
- Members were hired as vendors, including Boston Chair Massage and DJ Diggity Dom
- Drag queen entertainment dazzled and fostered an exciting community environment
- Silent auction & raffle items donated by small business members, showcasing their products



MEMBERSHIP DEVELOPMENT



Membership Growth

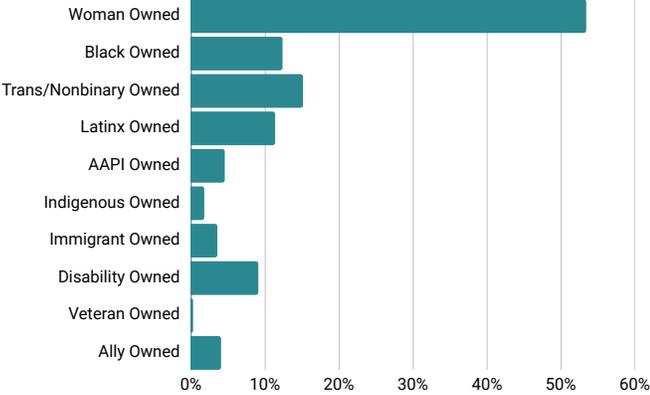
440 **86** **25%**

Active Members New Members Total Increase

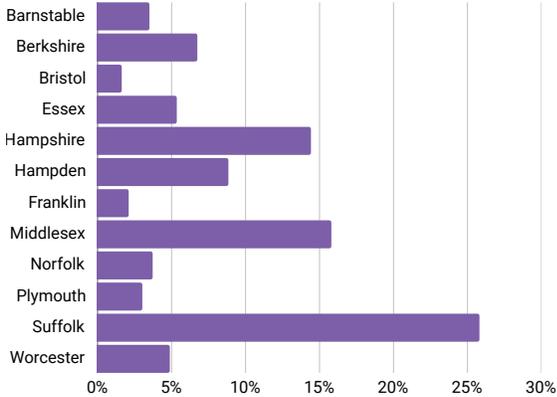
This year, our membership grew to **over 400 members**, marking a **25% increase** from last year and reflecting the continued strength and reach of our LGBTQ+ business community across Massachusetts.

Membership Metrics

Business Owner Demographics



Business County



Member-Led Events

13 **20+**

Member Hosted Webinars Member Networking Events

We renamed our webinar series to *The Knowledge Exchange*, offering practical insights and resources for LGBTQ+ business owners, from LGBTQ+ business owners. We also hosted networking events across Massachusetts, connecting members and fostering community statewide.

Programs & Support

118 **500+**

BEE Small Business Program Participants Hours of Technical Support Provided

10+ **27%**

Financial Wellness Group Sessions NGLCC Certified Businesses

ACKNOWLEDGEMENTS

Board of Directors

We extend our sincere gratitude to the Massachusetts LGBT Chamber of Commerce Board of Directors for their leadership, strategic guidance, and unwavering commitment throughout the past year. During a period of significant challenge for LGBTQ+ communities and organizations, the Board dedicated countless hours to governance, planning, and oversight to ensure the Chamber remained resilient and mission-driven. In addition to their time and expertise, many Board members also contributed financially and served as ambassadors for the Chamber, strengthening our work and expanding our impact across the Commonwealth.

Corporate Partners

We are deeply grateful to our corporate partners who stood with us during an especially difficult time for LGBTQ+ people, businesses, and rights. Your continued partnership demonstrated leadership and a meaningful commitment to equity and economic inclusion, even as external pressures led many organizations to step back. Through your support, the Chamber was able to continue delivering programs, convening community, and providing critical resources to LGBTQ+ entrepreneurs and professionals across Massachusetts.

Members

Our heartfelt thanks go to our members, who remain the foundation of the Chamber and the driving force behind our work. This year was shaped by your collaboration, shared events, and willingness to invest time and expertise in building a stronger LGBTQ+ business community. Your continued membership and engagement reflect a deep commitment to collective growth, mutual support, and the long-term success of LGBTQ+-owned and allied businesses across the state.

Elected Officials

We extend our sincere appreciation to the elected officials who stood with the Chamber and our community throughout the year and helped defend and advance the rights of LGBTQ+ people. At a time when hard-won protections and freedoms faced renewed threats, your leadership, advocacy, and willingness to listen made a meaningful difference. Through partnership, policy leadership, and public support, you helped create a more inclusive and equitable environment for LGBTQ+ individuals, families, and businesses across Massachusetts.

WE THANK YOU FOR YOUR CONTINUED SUPPORT IN OUR PROGRAMS



MASSACHUSETTS LGBT
CHAMBER OF COMMERCE



Help Us Continue This Work in 2026



Visit bit.ly/donate-malgbt
to make a charitable
donation that directly
benefits the Chamber.
Make an impact today!

*“Inclusion isn’t just a belief here; it’s embedded in our programs,
our culture, and in what we do every day.” - Alex Eberhardt*



Contact Us

- 50 Milk St, Boston, MA
- www.malgbtcc.org
- @malgbtcc
- info@malgbtcc.org