San Diego Pride
3620 30th Street
San Diego, CA 92104

October 9, 2026

RE: STATEMENT FROM THE SAN DIEGO PRIDE BOARD OF DIRECTORS

For more than five decades, San Diego Pride has brought our community together through celebration, protest, visibility and belonging. We remain deeply committed to that mission and to the future of Pride in San Diego.

San Diego Pride is currently facing significant financial challenges that require us to make difficult decisions about how the organization operates. Like many nonprofit organizations, we are navigating a changing financial environment, rising costs and increasing pressure on revenue.

We recognize that our organization must adapt. The Board and executive leadership are taking responsibility for addressing these challenges and are moving forward with a restructuring and stabilization effort designed to create a more sustainable organization for the future.

As part of this work, we are evaluating our operations, programs, revenue model and organizational structure to ensure that San Diego Pride is operating at a sustainable level. We will share more about this work with our community in the coming weeks and create opportunities for community members, partners and supporters to engage in the future of Pride.

Our immediate focus is on strengthening San Diego Pride's financial position, aligning our operations with available resources, and protecting the traditions that are central to our mission—including the Parade, Festival and year-round community impact.

These decisions are not easy, and we recognize that organizational change affects our staff, volunteers, partners and the broader community. We are committed to approaching this process with care, transparency and respect for the people who make San Diego Pride possible.

San Diego Pride has endured for more than 50 years because generations of people have believed in its importance and invested in its future. We believe deeply in that future.

The Board and executive leadership are committed to making the decisions necessary to ensure Pride continues to serve, unite and advocate for our community for generations to come.

San Diego Pride Board of Directors
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