



SOCIAL *Influence* FOUNDATION



## 2024 IMPACT REPORT





**SOCIAL** *Influence*  
FOUNDATION

## ***A LETTER FROM THE FOUNDER & PRESIDENT***



Since our founding in 2018, Social Influence Foundation a 501(c)3 non-profit organization created global visibility to Las Vegas' historically marginalized LGBTQ+ community. As of 2024 we have expanded our reach by being invited to be community partners with other LGBTQ+ organizations, been requested to utilize our platform to market other festivals including other large events, and invited to join prominent associations as Board Members to uplift the voices for the group we serve.

Our 3 main programs have matured, providing positive measurable impact within our community. Since 2021, The House of Love Career and Resource Fair has assisted hundreds of people of all ages to reclaim back quality of life with achieving financial sustainability, put the importance of healthcare back in the forefront, and believing themselves to continue higher education. In 2025 SIF plans to launch an online platform in January connecting community with resources nationally. Through our social media job postings our engagement surged by the thousands from people sharing and viewing our posts, and inquiries outside of our in-person events started happening more frequently. In wake of our new economic climate on the horizon, SIF's mission is to ensure our voices don't get lost in the noise. Our goal with launching an online resource center, our aspiration is to remove any mental pressures of being rejected due to our chosen lifestyle at ease. This is being accomplished by only partnering with organizations that openly support the LGBTQ+ community that they are a judgment free-zone.

In 2024, SIF advanced our advocacy work for healthcare matters by partnering with *Love Live (U=U)* to help *End the HIV Epidemic (EHE)* in the It began in 2019 and the goal is to commence by 2030 in the U.S. SIF leverages our festival program House of Vegas Pride to activate in-person mobile rapid testing at our events year-round. African-American women are disproportionately affected by HIV in Nevada this also include Black Gay men and Black Transgender people. Our websites contain information on how to locate a local testing center at anytime. This will continue to be a frontline topic to increasing awareness, preventive solutions, and find creative ways to market the EHE Plan to help bridge the gap of those that are more vulnerable to contracting HIV.

This year SIF added 2 new programs to our platform; HOVP Global Music and the House of Frequency Music Conference. Community will be able to connect directly with Culture Creators within the Entertainment Industry to advance careers. Our new record label will assist aspiring LGBTQ+ artists. Board Member Charlie Mac is leading the launch for us to provide A to Z reputable music industry resources. He produced our first track Super Twerk, which was nominated for Grammy consideration.

Yes we have a diverse portfolio of programming that helps the advancement of our marginalized community, however we are here still thriving going into our 7th year because our amazing Board of Directors, volunteers, community, sponsors, community partners, and silent supporters. Our plan is simple KEEP GOING. As long as their is one person looking for us we will continue to stand tall through it all. *"We party with a purpose."*

*Nicole Williams*

**Social Influence Foundation, Founder/President**



# TABLE OF CONTENTS

2

A MESSAGE FROM THE FOUNDER/PRESIDENT

4

ECONOMIC IMPACT REPORT

5

DEMOGRAPHICS

6

MEDIA MADNESS

7-13

RECAP OF COMMUNITY EVENTS

14

MAINTAINING MOMENTUM IN 2025

15

THANK YOU SPONSORS & PARTNERS

16

CONTACT US!



HOUSE OF VEGAS PRIDE RECEIVED THEIR 8<sup>TH</sup> PROCLAMATION FROM THE CITY OF HENDERSON DURING PRIDE MONTH

## COMMUNITY ENGAGEMENT

### PARTNERSHIPS & COLLABORATIONS

**76**

Partnering with 76 organizations and small businesses that have a message, or a resource to share to is how we expand our reach to connect or marginalized community to reputable business opportunities locally and nationally I. Networking grows community.

### SOCIAL ENGAGEMENT

**OVER 500,000**

Socially we have engaged over 500,000 people online. Whether a person is looking for a safe space event, a resource, or network with others our platform is the go to connect with the Urban LGBTQ+ community.

### EVENT ATTENDANCE

**5500**

We offer the LGBTQ+ community in Las Vegas a unique experience to socialize with like-minded individuals. We are the top of the list for LGBTQ+ Tourism hen visiting the city. Providing safe spaces for building lasting REALationships and helps your mental health.

# ANNUAL ECONOMIC IMPACT REPORT

Community support through fundraising, sponsorship, and event attendance is critical for SIF to continue achieve our success to organize intentional events, offer opportunities, and to mobilize important messaging for our partners to our historically marginalized community it requires financial support to activate, and to actively serve our community. As SIF grows as an organization so does the need for funding. We rely 100% on our donors and sponsors to see the urgency of monetary donations so that we can continue to meet our expansion in growth.

Our unique approach for community outreach to our target market is lead by hosting events and integrating messaging from our community partners. Creating a space for authentic visibility and engagement has afforded us for our partners to see the ROI. *Love Live (U=U)* was our title sponsor this year as one of our main focuses this year was to bring awareness to *End the HIV Epidemic (EHE)*, recruit brand ambassadors to deploy messaging, and provide opportunities for rapid mobile HIV testing at our events. Including year-round advocacy work leading up to our annual House of Vegas Pride Festival.

We continued to build our network with employers to support our in-person event the House of Love Career & Resource Fair. This year, SEIU #1107 and the LGBTQ+ Center of Southern Nevada donated their buildings for us to host our Resource Fairs.

The support has assisted us to become a household name for community to continue to reach out to us and in return e connect community to our partners for the much needed services offered. The driving focus is for community to know about you our partners to support your individualized missions to connect.

## SIF BY THE NUMBERS

**\$15  
Million**  
in LGBTQ+  
Travel & Tourism  
Economic Impact  
SINCE 2018

**\$85k**  
Funds Raised to  
support our events  
to include the  
HOVP Festival  
IN 2024

**200+**  
Employment secured  
from advertising job  
opportunities  
Doubled since 2023

**200+**  
Tested for  
HIV/STD  
Prevention  
At clinics or at  
our events

**8**  
National marketing  
campaign for traveling  
events, and advertising  
in certain markets  
that visit Las Vegas  
frequently



# DEMOGRAPHICS & OUR TARGET MARKET

Social media engagement matters and is at the top of the list where we take action to build and alert our community about everything associated within our platform to include keeping an active mailing list through our website. It gives us insight on who is engaging with us consistently. Depending on the data ensures us that we are speaking to the community we would like to impact. It also tells where we can expand our outreach marketing efforts. Instagram is our main source to reach the community. We also pull data from our website visitors.

## @HOUSEOFVEGASPRIDE ON ALL PLATFORMS



**7094 FOLLOWERS 2327 NEW FOLLOWERS SINCE 2023**

Over 500,000 shares and social engagement happened on our Instagram, Tik Tok , & Facebook this year.



**OVER 10,000 UNIQUE VISITORS TO OUR WEBSITES**

[socialinfluencefoundation.org](https://socialinfluencefoundation.org) and [vegaspridehouse.com](https://vegaspridehouse.com)

**VISITORS FROM NV, CA, TX & GA INTERNATIONALLY UK, CANADA & FRANCE**

**Asian 2% - Black 50% - Latino 20% - Native 2% - white 10%**  
**Multi Ethnic 10% - Other 3% - Ethnic Unknown 3%**

**Disability 1% Disability Unknown 99%**

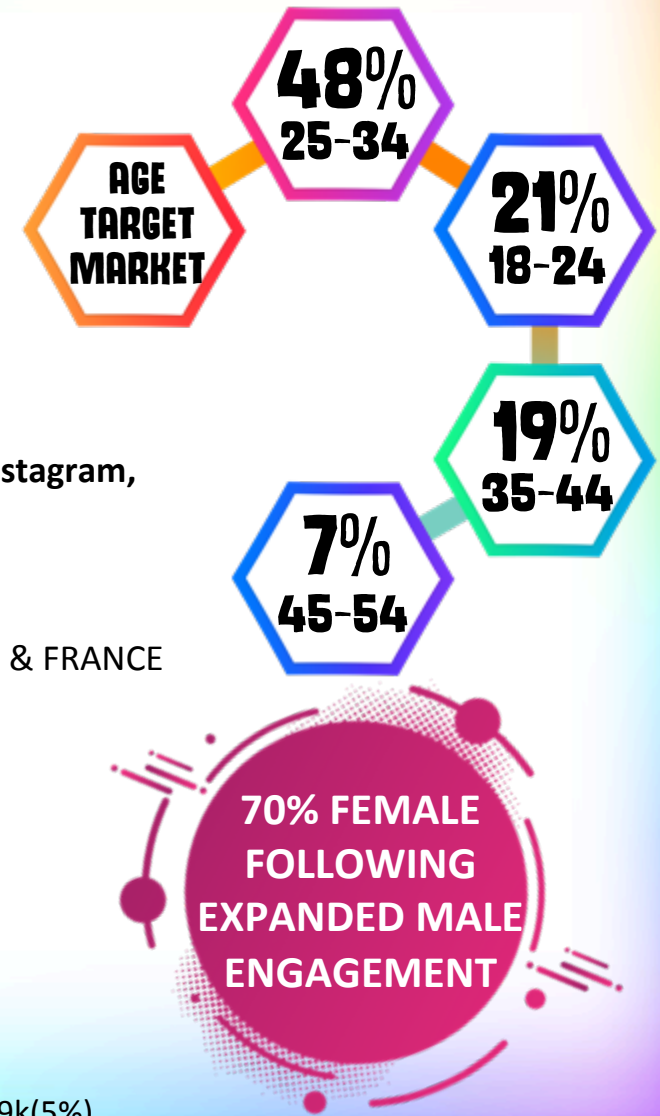
**Sexual Orientation Gay 85% Hetero 10% Unknown 5%**

**Lesbian 70% Gay 15% Transgender 10% Non-Binary 4% Gender Unknown 2%**

**Location: Locals (60%); Tourists (40%)**

**Education Level: H.S Diploma, Some College, Bachelors, Graduate**

**Household Income: \$0-24k (10%) | \$25k-49k(60%) | \$50k-74k(25%) | \$75k – 99k(5%)**



# MEDIA MADNESS

ALL INTERVIEWS SUPPORTED OUR CAMPAIGN FOR BRINGING AWARENESS TO END THE HIV EPIDEMIC (EHE). WE LEVERAGED OUR PLATFORM FOR OUR TITLE SPONSOR LOVE LIVE (U=U) AND THE WORK THEY ARE CURRENTLY CONTRIBUTING TO END CONTRACTING HIV IN HIGH NUMBERS IN THE STATE OF NEVADA

Our community advocacy work attracts news media outlets to engage, and support our messaging year after year. SIF's programming excites the City of Las Vegas and nationally to support our mission. Sponsors and partners have an added bonus by being mentioned in our interviews and receiving interest to learn about your organizations and the work you are doing within community as well.

**LOVE FREELY.  
LIVE U=U.**

UequalsULAS.com



KSNV NEWS 3



KLAS 8 NEWS



KLAS 8 NEWS



FOX 5 SPORTS



LV REVIEW JOURNAL



Promotional campaign ran on The No Homo Show based out of Atlanta. Boss Britt & DJ eXeL also provide red carpet interviews during the House of Vegas Pride Festival. Over 100,000 subscribers and syndicated on Revolt TV.

**NATIONAL PUBLICATION ADS RAN IN**

**LAS VEGAS WEEKLY MAGAZINE**

**LAS VEGAS VISITATION & CONVENTION AUTHORITY**

**LAS VEGAS PRIDE MAGAZINE**





# OUR COMMUNITY

## DECEMBER AND JANUARY

### EVENT DESCRIPTION

HOVP hosted a Glitz & Glamour New Year's Eve event at Classic Jewel Night Club  
**ATTENDANCE 200**

The HOVP team walked in the Martin Luther King Jr. Parade promoting our community events & creating visibility for our community.

Our team joined forces with Atlanta Black Pride to cross promote at Most Litt Weekend, a destination Lesbian Pride hosted in Cancun, Mexico.  
**ATTENDANCE 150**



## FEBRUARY AND APRIL





# OUR COMMUNITY

## MAY

### EVENT DESCRIPTION

The past 3 years HOVP has been a promotional partner during the Magic City Miami Lesbian Pride. Attendance is over 50,000 for the weekend. We receive visible branding, submit giveaways for swag bags. Our team travels to pass out flyers to attendees to promote HOVP.

Social Influence Foundation hosted a community a family-friendly cook-out at Lorenzi Park. Community as able to socialize, meet our Board Members, and meet candidates running for office in Las Vegas. The food was free and open to the public.

**ATTENDANCE 80**





# OUR COMMUNITY

## JUNE AND JULY

### EVENT DESCRIPTION

The League Vegas Women's Basketball League is a bracket tournament that provides a space for players to create teams to compete. Players receive customized uniforms, swag bags & prizes for participating. TLV is the sister team to The League Atlanta.

**8 TEAM OF 3 REGISTERED**

HOVP traveled to San Diego Pride for the 4<sup>th</sup> year with our community partners Las Vegas Pride. We share a vendor booth promoting our Prides in Las Vegas. **ATTENDANCE 100,000**





# OUR COMMUNITY

## AUGUST

### HOUSE OF VEGAS PRIDE FESTIVAL

The 2024 House of Vegas Pride Festival was hosted at various venues across the Las Vegas Valley. We painted the town rainbow August 16<sup>th</sup>-18<sup>th</sup> activating 6 themed events through out the festival weekend.

Highlights for the festival weekend included; honoring community with an award ceremony, featuring artists from the U.S. and UK, launching our Music Conference, basketball tournament, and having another successful House of Love Career & Resource Fair.

Presenting Title Sponsor LOVE LIVE (U=U) activated their messaging to bring awareness to End the HIV Epidemic during the festival.



### THE HOUSE OF LOVE CAREER & RESOURCE FAIR KICKED OFF FESTIVAL WEEKEND.



HIV TESTING | RIBBON CUTTING CEREMONY | OVER 15 VENDORS | PRESENTATIONS  
FOCUSED ON MENTAL HEALTH | DRAG MAKE-UP CLOSE | VOGUING 101



KLAS Channel 8 News stopped by to cover our Resource Fair & learn more about our HIV testing campaign at The LGBTQ+ Center of Southern Nevada.



# HOUSE OF VEGAS PRIDE FESTIVAL 2024



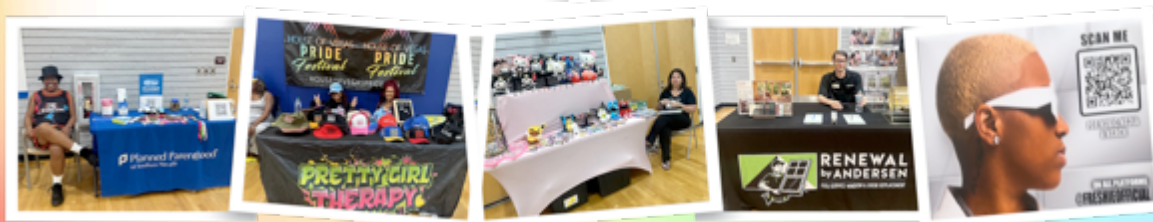
**LOVE  
FREELY.**  
*LIVE U=U.*

## WOMEN'S BASKETBALL TOURNAMENT

We held our 2<sup>nd</sup> Women's Basketball Tournament at Doolittle Community Center. There were performances & vendors. Awards for team winners was presented by Love Live (U=U).



The League Vegas pictured with the Founders of the first chapter The League Atlanta.



WINNERS OF THE TOURNAMENT





# FESTIVAL WEEKEND PRESENTED BY **LOVE LIVE (U=U)**

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**HOUSE OF FREQUENCY  
MUSIC CONFERENCE**



## **FESTIVAL EVENTS**

### **STOPLIGHT EXOTIC NIGHT**

VENUE: Whitney Ranch Hall

### **SIRS & SKIRTS BRUNCH**

VENUE: We All Scream

### **GLOW NIGHT POOL PARTY**

VENUE: Linq Influence Pool

### **HOUSE OF FREQUENCY**

**MUSIC CONFERENCE**

VENUE: The Space

### **HOUSE OF FREQUENCY**

**MUSIC CONFERENCE**

VENUE: Area 15

### **LAST CALL PRIDE FINALE PARTY**

VENUE: Classic Jewel







# FESTIVAL WEEKEND PRESENTED BY LOVE LIVE (U=U)

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**HOUSE OF FREQUENCY  
MUSIC CONFERENCE**



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*LOVE FREELY.  
LIVE U=U.*  
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**HOUSE OF FREQUENCY  
MUSIC CONFERENCE**



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A circular logo with a green border and a white center, containing the year '2025' in green text.

2025


# MAINTAINING MOMENTUM

**Maintaining the Momentum:** The goal in 2025 is to just KEEP GOING! Social Influence Foundation is heading into their 8<sup>th</sup> year of programming with a proven track record through overcoming many economic challenges that we are hear to stay. It's no secret it's going to be a burdensome year with our new Government administration leading the mission to silence our voices within the LGBTQ+ community globally. In the midst of our growth as an organization we are ready to face the road ahead to keep building, keep advocating, and keep our light shining for our community.

SIF is the heartbeat for many within our community that we have a place in this world like any other human, and deserve the same opportunities to live our best lives. The demand for our culturally based programming will continue to be developed and executed. Our programming is purposeful for those seeking an organization like ours to belong to. They drive visibility, volunteering opportunities, and a platform for advertising to our targeted market. Our purposeful events will continue to provide a safe space and a sense of belonging in our society.

In 2024, we created progressive movement across the country in many industries opening many doors for opportunity to exist. In 2025, our goal is to expand our marketing outreach online so that we can provide easier accessibility to resources from our community partners as it will be needed more than ever heading into our new world that is being shaped.

In light that Pride festivals are witnessing committed sponsors in years past remove their DE&I departments and funding it will create severe challenges for smaller Prides such as ours. Our hopes is that our current sponsors and community partners see these challenges for us and continue to work with us to keep our programming sustained. Social Influence Foundation stands with our community, and will do the work to keep our organization growing and thriving.

A large, stylized teal shape resembling a wide arrow pointing downwards, located at the bottom of the page.



# Thank YOU

A heartfelt "thank you" to our annual community partners that committed to support Social Influence Foundation and our community. Our work engaging communities to activate the power of equality simply would not be possible if it weren't for the support of people from our donors. We are passionate about improving the lives of our marginalized LGBTQ+ community, uplifting our voices, and providing equitable resources to help people achieve their goals in life.

## 2024 PRESENTING TITLE SPONSOR

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## HOUSE OF VEGAS PRIDE FESTIVAL SPONSORS



**PRINCESS &  
THE BEAST**



**Wana Brands  
FOUNDATION**



## HOUSE OF VEGAS PRIDE FESTIVAL COMMUNITY PARTNERS & MEDIA SPONSORS





**SOCIAL** Influence  
FOUNDATION



To learn more about Social Influence Foundation  
501(c)3 Non-Profit, continue your sponsorship support,  
or receive details about our programs.

Visit [www.socialinfluencefoundation.org](http://www.socialinfluencefoundation.org) or  
[www.vegaspridehouse.com](http://www.vegaspridehouse.com)  
Email Us: [info@socialinfluencefoundation.org](mailto:info@socialinfluencefoundation.org)

