

# WIGS & Waffles

## 2024 WIGS & WAFFLES MEDIA KIT





# HELLO!

As we gear up for Pride 2024, I can't help but remember that what started as a singular event, Wigs & Waffles presented by Cincy Drag Brunch, has evolved into a standalone nonprofit, Queen City Charities, with a mission to fund grants that make an impact in the Greater Cincinnati LGBTQ+ community. I am grateful to our supporters, volunteers, and Board of Directors for entrusting us to start and build this organization. What we have begun is truly amazing and we have no intention to slow down.

**Our goal? To raise \$1 million by the end of 2025.**

## **QCC BY THE NUMBERS**

**\$290k+ RAISED**

**1,800+ EVENT ATTENDEES**

**130+ VOLUNTEERS**

**22+ CAST MEMBERS**

**12 AMAZING EVENTS**

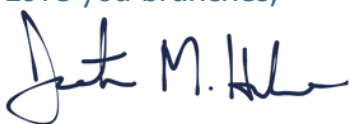
This year will look a bit different than years past. We are focused on building sustainable and scalable events, raising money through third-party events, increasing the impact of our grantmaking efforts, and providing our financial sponsors with benefits throughout the year - not just for one event.

In our brief three-year history, we have grown in ways that I could never imagine. Wigs & Waffles started a movement to make an impact in our local LGBTQ+ community. That's why we remain laser-focused on financial support because it is only through these generous gifts we can fund grants throughout our region that improve the lives of others.

Enclosed you will find more information about Queen City Charities, our grantmaking, and our 2024 events, including Wigs & Waffles.

We would greatly appreciate your consideration of covering our organization, mission, or events. As June 2024 and the celebration of Pride approaches, our organization, Board of Directors, and supporters are available to be resources for members of the media.

Love you brunches,



Justin Hucke

Founder and Board President, Queen City Charities

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# HAVE FUN. RAISE MONEY. GIVE IT AWAY.

## ABOUT QUEEN CITY CHARITIES

Queen City Charities partners with community and business leaders to raise funds and provide grants for local organizations that seek to build bridges and offer solutions to some of the most significant challenges facing Greater Cincinnati's LGBTQ+ population.

As we've grown over the last several years as "Cincy Drag Brunch," we see the demand for an organization supporting all LGBTQ+ programming in the Cincinnati community. With that, we've started our own nonprofit organization, Queen City Charities, with the sole purpose of providing grants to organizations making a direct impact on the Greater Cincinnati LGBTQ+ community.

**Our goal is to raise \$1 million by the end of 2025.**

## OUR MISSION

Queen City Charities partners with community and business leaders to raise funds and provide grants for local organizations that seek to build bridges and offer solutions to some of the most significant challenges facing Greater Cincinnati's LGBTQ+ population.

## OUR VISION

We aspire to cultivate a more inclusive and compassionate world where diversity is celebrated and every voice is heard.

## OUR VALUES

We celebrate diverse experiences, perspectives, and aspirations. We serve others, connect communities, and create safe spaces for all. We engage in conversations that foster compassion, respect, and inclusivity. We honor queer identities and empower their voices.

# OUR GRANTMAKING

## MAKING AN IMPACT ONE DOLLAR AT A TIME

Queen City Charities supports impactful organizations in the Greater Cincinnati LGBTQ+ community through financial grants. **Our mission is to facilitate positive change in our hometown by directing funds where they can make the most significant impact.**

We believe in simplicity; recognizing that impactful work often happens without a paid staff or grant application experience. Our straightforward and transparent process aims to ensure diligence and responsible stewardship of donor funds.

Further information may be found at [queencycharities.com/grantmaking](https://queencycharities.com/grantmaking).



### BASIC REQUIREMENTS

- Must be a 501(c)(3) organization in good standing or have a fiscal sponsor who is a 501(c)(3) in good standing
- Operate in the Greater Cincinnati area
- Provide at least two years of financial statements (if a newer organization, available past financial information and two years of financial projections)
- Completed application by the provided deadline
- Provide the Grant Screening Committee with any requested information or an interview, if requested



### WHAT WE FUND

- Queen City Charities directs grants exclusively toward programming, projects, or initiatives benefiting the Greater Cincinnati LGBTQ+ community.
- These funds cannot be allocated for general administrative costs within the recipient organization.
- Our focus is on fostering direct impact and supporting tangible efforts that enhance the well-being and inclusivity of the LGBTQ+ community in our area.



### 2024 IMPORTANT DATES

Below are our anticipated dates for our 2024 grant cycle. These dates are subject to change until the applications become publicly available.

**April 15, 2024:** Grant Application Available

**July 1, 2024:** Grant Applications Due

**July-August 2024:** Grant Screening Committee convenes, additional information may be requested from the applicant

**September 13, 2024:** Grant Letters Awarded

**October 1, 2024:** Funds Disbursed

## A COMMUNITY IN NEED

2 IN 3

LGBTQ+ people have experienced anti-LGBTQ+ violence or abuse (Stonewall)

60%

of LGBTQ+ youth who want mental health care are not able to get it (The Trevor Project)

18%

of youth in foster care in Hamilton County, OH identify as LGBTQ (Safe and Supported Community Plan)

40%

of the homeless youth population identify as LGBTQ, while only 7% of the overall population identifies as LGBTQ (University of Chicago)

28%

of LGBTQ youth reported experiencing homelessness or housing instability at some point in their lives (The Trevor Project)

41%

of transgender individuals have experienced a hate crime or incident because of their gender identity (Stonewall)



# WIGS & WAFFLES 2024

## WIGS & WAFFLES SPONSOR NIGHT

In conjunction with our Rhinegeist Beer for Humans Pint Night, we welcome our financial sponsors to kick off Pride 2024 with us! It's an evening of celebrating these individuals, organizations, and corporations for their advocacy and support of Greater Cincinnati's LGBTQ+ community!

**DATE:** Wednesday, June 5, 2024

**TIME:** 5:00 pm-8:00 pm

**LOCATION:** Rhinegeist Brewery, 1910 Elm Street, Cincinnati, OH 45202

**EST. ATTENDANCE:** 75-100 people

**PINT NIGHT IS OPEN TO THE PUBLIC BUT THE SPONSOR AREA IS TICKETED**

## WIGS & WAFFLES 2024

With Wigs & Waffles, we shut the place down. Literally. We take over Rhinegeist Brewery for the day to present you with the region's largest and most entertaining drag brunch - all to benefit Greater Cincinnati LGBTQ+ causes. This is an event you won't want to miss! For more information about Wigs & Waffles, visit [queencitycharities.com/wigs](https://queencitycharities.com/wigs)

**DATE:** Sunday, June 9, 2024

**TIME:** 10:30 am-2:30 pm (Doors open at 10:00 am for VIP ticketholders, 10:30 am for GA)

**LOCATION:** Rhinegeist Brewery, 1910 Elm Street, Cincinnati, OH 45202

**EST. ATTENDANCE:** 600 people

**TICKETS:** A \$90 ticket includes an open bar, brunch buffet, and show - available at [queencitycharities.com/wigs](https://queencitycharities.com/wigs)

**SPONSORSHIPS:** Range from \$500-\$10,000 and can be found at [queencitycharities.com/sponsor](https://queencitycharities.com/sponsor)

## WIGS & WAFFLES AFTERPARTY

Don't let the party stop! Join us on the Rhinegeist Rooftop for the Official Wigs & Waffles Afterparty! A portion of proceeds benefit Queen City Charities.

**DATE:** Sunday, June 9, 2024

**TIME:** 10:30 am-2:30 pm (Doors open at 10:00 am for VIP ticketholders, 10:30am for GA)

**LOCATION:** Rhinegeist Brewery, 1910 Elm Street, Cincinnati, OH 45202

**FREE AND OPEN TO THE PUBLIC**

# OTHER 2024 QCC EVENTS

## TUXEDOS & TIARAS

Our first-ever black tie event! This masquerade-themed event will be intimate with only 250 guests but is set to impress and be a welcome departure from any other formal event you've attended!

**DATE:** Saturday, November 16, 2024

**TIME:** 7:00 pm-11:00 pm

**LOCATION:** The Palomar, 2622 Gilbert Avenue, Cincinnati, OH 45206

**EST. ATTENDANCE:** 250 people

**TICKETS & SPONSORSHIPS:** Launching July 2024

## SIP & SLAY

Celebrate the holiday season with us for the third year of our most festive drag brunch! It's truly a holiday event you don't want to miss – it always sells out! And don't forget, all proceeds go back to LGBTQ+ causes in Greater Cincinnati!

**DATE:** Saturday, December 14, 2024

**TIME:** 10:30 am-2:00 pm

**LOCATION:** OTR StillHouse, 2017 Branch Street, Cincinnati, OH 45214

**EST. ATTENDANCE:** 225 people

**TICKETS & SPONSORSHIPS:** Launching November 2024

## ADDITIONAL EVENTS

Queen City Charities is partnering with businesses, community organizations, and individuals on additional events throughout the year! Members of the media are always welcome but advance notice is requested.

Visit [queencitycharities.com/events](https://queencitycharities.com/events) for a listing of events benefitting Queen City Charities or contact [events@queencitycharities.com](mailto:events@queencitycharities.com) to inquire further!

# MEDIA CONTACT

## COVERAGE OPPORTUNITIES

Wigs & Waffles provides the perfect backdrop for Pride 2024 kickoff coverage, large community activities, and featuring local organizations positively impacting the Greater Cincinnati area. Ways to cover Wigs & Waffles include:

- Event promotion in the weeks leading up to the event.
- Feature on community involvement opportunities.
- Discussions around Pride 2024
- Live or pre-recorded coverage of Wigs & Waffles 2024
- Interviews with QCC's Founder, [Board Members](#), and event attendees
  - We ask that these be pre-scheduled for event day given time constraints

Our organization is happy to support your coverage of issues throughout the year including:

- Pride 2024
- LGBTQ+ issues
- Current events related to nonprofits, fundraising, LGBTQ+ issues, and more!
- Community spotlights for local nonprofit organizations
- And much more!

## CONTACTS

### **Justin Hucke**

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## MEDIA RESOURCES

[LOGO FILES](#)

[PHOTOS](#)

[ABOUT](#)

[SOCIALS](#)