

Companies Now Pulling Funding from Pride Parade

For years, the San Francisco Pride (SF Pride) parade has been a major event, drawing over a million attendees to march in the annual event.

But this year, something is different.

Organizers are scrambling to make up for a \$300,000 shortfall after five major corporations withdrew their financial support.

SF Pride's executive director isn't shy about suspicions. "I'm very concerned. Obviously, there's pressure from the federal government," the director told a local FOX affiliate. The shift, they suggest, is part of a larger trend of businesses re-evaluating their commitment to Diversity, Equity, and Inclusion initiatives.

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"The tone has changed in this country. Businesses already hedge their bets, and I think people who, this isn't their hard-core value of their corporation, maybe they're rethinking their investment," the director added.

Indeed, some of the biggest names in corporate America: Comcast, Anheuser-Busch, Diageo and La Crema, have either reduced or pulled their sponsorship entirely. While La Crema insists it still supports the LGBTQ+ community, it admitted that it had to "scale back" its involvement.

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The shift is undeniable.

Under the leadership of President Donald Trump, DEI policies have faced unprecedented scrutiny. His administration has taken direct action, signing executive orders that cut DEI programs from federal agencies, contractors, and spending initiatives. Now, it appears corporations are following suit, with industry giants like Facebook, McDonald's, Walmart and Harley-Davidson either reducing or completely abandoning DEI efforts.

For those who have prayed for a change in the culture, this moment signals an answer from heaven. For years, Christians around the world have lifted up prayers, asking God to turn the hearts of people away from ideologies that stand in opposition to His Word.

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This isn't just about politics—it's spiritual warfare. The world's systems push for compromise, but God calls His people to stand firm.

Still, this isn't the time to be complacent. If anything, this moment proves that prayer works—but it must continue. Just as the battle is not won in a single skirmish, spiritual warfare doesn't end with one victory. The forces of darkness will always push back, but God is faithful to those who call on Him.

So, let this be a rallying cry. The tide may be turning, but the work isn't done. Keep praying. Keep standing for truth. And most of all, trust that God is moving in ways we may not yet fully see.

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