



# ANNUAL REPORT

## Fiscal Year 2021

August 1, 2020 - July 31, 2021



**“The Trevor Project is us.  
They are allies, friends,  
you, me. It is like family.”**

**—Shear (LGBTQ young person)**



# A LETTER FROM OUR LEADERSHIP

As we reflect on the past year, The Trevor Project's 2021 Annual Report demonstrates the organization's increased impact for LGBTQ young people during a time when many of them experienced unique mental health challenges. 2021 was a challenging year for so many LGBTQ young people. The continued impact of a global pandemic and relentless anti-LGBTQ legislative attacks had clear impacts on the mental health and wellbeing of LGBTQ youth, making the life-saving work of The Trevor Project more urgent than ever.

Over the past year, we significantly expanded our 24/7 crisis services impact for LGBTQ youth, providing a lifeline to far more young people than ever before. We increased our work to advocate for LGBTQ youth on the national, state, and municipal levels. Our growing team of experts also continued to move the needle with groundbreaking research, best-in-class technology, influential partnerships, our safe space peer support platform, and educational programs that champion LGBTQ young people everywhere.

The Trevor Project worked tirelessly over 2021 to highlight the unique challenges of LGBTQ youth and let them know that they are not alone. We used our platform to amplify the voices of LGBTQ young people, protect them from dangerous anti-LGBTQ legislation, and raise awareness of the global public health crisis of LGBTQ youth suicide. To reinforce our commitment to LGBTQ young people, we unveiled a new brand identity – including a refreshed logo, imagery, color palette, and website – inspired by the vibrancy and resilience of LGBTQ youth. We also centered LGBTQ youth and mental health in the cultural conversation, including through collaborations with celebrities like Lil Nas X and Ariana Grande, and our inclusion on TIME's Best Inventions list and Fortune's 40 Under 40.

Over the last 24 years, The Trevor Project has remained steadfast in our mission to end suicide among LGBTQ youth. Our life-saving work would not be possible without the unwavering support of our fierce volunteers, generous donors, vocal partners, dedicated staff, and loyal Board members. We thank you, wholeheartedly, for your commitment to our mission and to LGBTQ youth. Looking ahead, The Trevor Project is excited to expand even further as we prepare to launch internationally for the first time, starting with free, 24/7 digital crisis services for LGBTQ youth in Mexico. We hope you will join us as we embark on the next chapter in The Trevor Project's journey and work tirelessly to create a safer, more inclusive world for all LGBTQ young people.



A handwritten signature in black ink that reads "Gina Muñoz".

**GINA MUÑOZ**

*Chair of the Board of Directors*



A handwritten signature in black ink that reads "Amit Paley".

**AMIT PALEY**

*CEO & Executive Director*



# BOARD OF DIRECTORS

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**WALTER FRYE**

# WHO WE ARE

The Trevor Project is the world's largest suicide prevention and mental health organization for Lesbian, Gay, Bisexual, Transgender, Queer & Questioning (LGBTQ) young people.

Our mission is to end suicide among LGBTQ youth.

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The Trevor Project aims to do this through five key programs:

**Crisis services** Direct suicide prevention and mental health services to support LGBTQ young people 24/7 via phone, text, and chat


**Peer support** The world's largest safe space social networking community for LGBTQ young people

**Research** Evaluations and external research that support The Trevor Project in significantly improving its services while maintaining preeminence in scientific inquiry

**Education and public awareness** Programs, trainings, and content promoting awareness around issues and policies relevant to LGBTQ young people and the adults who support them

**Advocacy** Advocacy at the federal, state, and local levels to fight for policies and laws that protect LGBTQ young people

This holistic strategy – driven by our subject matter expertise, data, and innovative approaches – makes The Trevor Project uniquely impactful and a world leader in LGBTQ youth mental health.



# OUR 2021 IMPACT



**201,000+**

crisis contacts directly served through TrevorLifeline, TrevorChat, and TrevorText in FY21

**2.2M+**

social following (Instagram, Facebook, Twitter, LinkedIn, Tumblr, TikTok)

**1,600+**

volunteers supporting young people

**100**

charity Navigator Accountability & Transparency score

**25**

U.S. States protecting young people from conversion therapy

**A**

CharityWatch grade

**409,000+**

users on TrevorSpace.org

**Platinum-level**

GuideStar rating

**52B+**

estimated media impressions of our life-saving work in FY21

**Over 84%**

of crisis contacts served through TrevorLifeline, TrevorChat, and TrevorText reported they were satisfied with services received from Trevor.

# CRISIS SERVICES

Suicide is the second leading cause of death among young people, and 42% of LGBTQ young people seriously considered attempting suicide in the past year. For more than 23 years, The Trevor Project has worked to save young lives through our 24/7, free, and confidential crisis services, TrevorLifeline, TrevorText, and TrevorChat.

98k → 150k+ → 201k+  
(2019) (2020) (2021)

Over the past three years, The Trevor Project has more than doubled the number of crisis contacts served (people contacting our crisis services) year-over-year.

The number of volunteers serving in Crisis Services for The Trevor Project also significantly increased, with over **1,600 volunteers** involved.

In FY21, young people served by Trevor used almost **11,500 different ways to describe the nuances of their intersectional identities, including sexual orientation, gender identity, and race/ethnicity.**

**51% of young people** served through our crisis services are **under 18.**

**Nearly 50%** of our crisis contacts identify as **people of color.**

**Nearly 31%** of young people served **identify as transgender or nonbinary.**





# HOW WE ACHIEVE BEST-IN-CLASS SERVICE



40+ hour crisis  
counselor training



Youth satisfaction  
surveys



Counselor  
handbooks



Innovative technology  
and data analysis



Quality control and  
improvement plans



Performance benchmarking  
and supervisor feedback



Volunteer  
retention tactics

Common topics of conversation that our counselors discussed with youth in FY21:

*Mental Health • Relationships • Family • Gender Identity • Coming Out*



# INNOVATION

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In 2021, The Trevor Project's Technology team continued supporting our efforts to build our capacity to serve every young person who needs us by investing in scalability and quality of our services. With three verticals – Product & User Experience, AI & Engineering, and Technical Operations – the teams collaborated with leaders across the organization to build solutions together. We're excited to strengthen those partnerships in the upcoming year as we expand internationally and support the launch of 988 as the three-digit code for the National Suicide Prevention Lifeline. We also look forward to iteratively improving the experience for the young people we serve, our counselors, and our staff who make this important work happen.

## In the past year, we:

- Rolled out a brand new Lifeline Training that brought in new volunteers and uses industry best practices. We are now welcoming training classes of 100+ each and every month at a growing cohort size.
- Optimized scheduling tools to make sure our counselors are there when young people need them.
- Began working on the platform that will help The Trevor Project serve LGBTQ youth in Mexico.
- Improved the chat and text experience for our Digital counselors who support multiple conversations during their shifts.

**Our Crisis Contact Simulator was named one of [Time Magazine's Best Inventions of 2021](#).**



# TREVORSPACE

TrevorSpace is the world's largest life-affirming online community for LGBTQ young people ages 13-24. With members across the globe, young people can explore their identity, find peer support, and make friends in a safe, moderated community intentionally designed for them.

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## TrevorSpace users:

- Form long-distance friendships
- Write stories
- Share queer art
- Affirm one another's gender identity or sexual orientation
- Come out for the first time
- Discover new hobbies and interests
- Share traditions from other cultures

In 2021, TrevorSpace had more than 400,000 users from over 100 countries.

### In FY21, TrevorSpace

- Improved AI-technology to help quickly identify and flag crisis content and improve the overall safety of users
- Users created or responded to more than 4.9 million pieces of content
- Grew their team to continue to meet the needs of TrevorSpace users



# RESEARCH

Our third annual National Survey on LGBTQ Youth Mental Health was the one of the largest and most diverse survey of LGBTQ youth mental health ever conducted and provides crucial intersectional data around mental health disparities, the impacts of Covid-19, discrimination, conversion therapy, and suicide risk.



**35,000**

LGBTQ youth experiences represented in 2021 survey including 45% LGBTQ youth of color

**2021**

Survey data cited in hundreds of news articles

**Nearly 200**

citations of our peer-reviewed manuscripts by researchers

**In FY21 our research team published:**

**12**

Research briefs

**4**

Research reports

**5**

Peer-reviewed journal articles

**Each of these explored unique risk factors for suicide among LGBTQ young people.**

Our research findings detail the real-world experiences of the most vulnerable members of the LGBTQ community, including those with marginalized and intersectional identities.  
(Links to Research reports:)

**LGBTQ Youth in The South**

**Diversity of Nonbinary Youth**

**LGBTQ Youth with a History of Foster Care**

**LGBTQ Youth Sports Participation**

# EDUCATION

Using our unique expertise in LGBTQ mental health, our team provides resources for LGBTQ young people and educates adults on LGBTQ competent suicide prevention, risk detection, and response.

## Ally Training

Provides a framework for understanding LGBTQ people and the unique challenges they face. Participants explore their own biases, expand their knowledge and understanding, and explore the importance of empathy.

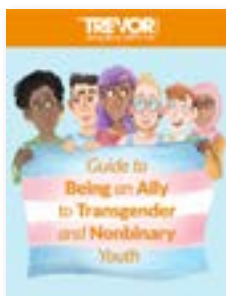
## CARE Training

Focuses on the unique mental health challenges of LGBTQ people. Attendees explore the tenets of CARE's acronym – Connect, Ask, Respond, Empower – including how to have conversations about mental health and how to spot the warning signs of suicide.

## New York City Department of Education Training

Monthly training available to school counselors and social workers within the New York City Department of Education that engages educators in becoming better informed allies to marginalized groups.

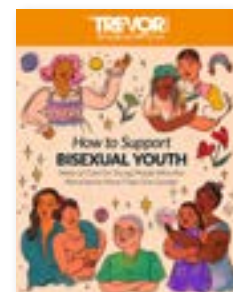
8,000+ youth-serving adults directly educated through our public training programs in FY21.



**Guide to Being an Ally to Transgender and Nonbinary Youth**



**Coming Out: A Handbook for LGBTQ Young People**



**How to Support Bisexual Youth**



# ADVOCACY

Trevor's advocacy team works to promote laws and policies that support the mental health and wellbeing of LGBTQ youth on the local, state, and national levels.

## **Protect LGBTQ Youth from the Dangers of Conversion Therapy**

Trevor's Advocacy team has helped secure protections from conversion therapy for LGBTQ youth in a majority of U.S. states. Last year, the governors of Michigan, Minnesota, and Wisconsin took a stand issuing executive orders banning the use of taxpayer dollars on these discredited practices, and dozens of cities and counties across the country passed ordinances and resolutions. Finally, with our pro bono partners, The Trevor Project brought together leading suicide prevention organizations to speak out in court with amicus briefs in defense of these vital legal protections.

## **Implement Inclusive Suicide Prevention Policies in U.S. Schools**

We work with school districts around the country to help them implement a Model School District Policy for Suicide Prevention, which includes standard and recommended prevention, intervention, and postvention policies. In FY21, we helped pass laws regarding school suicide prevention policies in Illinois and Hawaii, and introduced new model legislation in Massachusetts and New York. We have also hosted several "Volunteer Days of Service" with corporate partners focused on researching existing policies in thousands of school districts across the country.

## **Expand The Collection of Sexual Orientation and Gender Identity (SOGI) Life Data**

The Trevor Project is successfully pushing for routine and systematic collection of sexual orientation and gender identity data in government research and surveys. Data is essential to creating public health policy to serve the LGBTQ community. This is particularly true of the mortality/risk behavior data that addresses the mental health and suicide rates of the young people The Trevor Project serves. In FY21, after extensive consultation and support from Trevor's advocacy team, California passed AB1094, creating a pilot program to train and require medical examiners, death investigators, and coroners to appropriately document violent deaths in the LGBTQ community – including suicide, hate crimes, and homicide.

## **Supporting the Transformation of the National Suicide Prevention Lifeline into 988**

In October 20, 2020, the National Suicide Hotline Designation Act of 2020 became law after extensive work by Trevor Project advocates and a broad coalition of mental health organizations. Thanks to these efforts, the bill was the first LGBTQ-inclusive piece of legislation to pass with unanimous approval, and when 988 is implemented in July 2022, it will take into account the need for specialized services for LGBTQ youth.

# TREVOR IN THE NEWS

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Over the last year, The Trevor Project has evolved its 360-degree communications strategy, elevating the organization's profile across a variety of media, promoting its leaders among key audiences, and keeping its mission and resources in the news.



TIME Best Inventions of 2021 list: The Trevor Project's Crisis Contact Simulator



Fast Company's Innovation by Design Award



Adweek's 2021 Brand Save Award



Fortune 40 Under 40



# PROTECTING TRANSGENDER AND NONBINARY YOUTH

All young people deserve access to safe and supportive healthcare, education, and participation in youth activities, free from harassment and discrimination on the basis of gender identity.

Across the country The Trevor Project is working hand-in-hand with local advocates and national coalition partners to oppose a nationwide wave of bills seeking to block best practice medical care for trans and nonbinary youth, as well as their participation in school sports and ability to see themselves represented in school curricula and materials.

**Informing** legislatures, courts, the press, and the public

**Original research** on trans and nonbinary youth mental health

**Polling data** on the mental health effects of ongoing politicization of LGBTQ lives

**Exploring** messages and messengers that make a difference

**Mobilizing support** from grassroots networks and corporate partners



[Understanding Gender Identities](#)

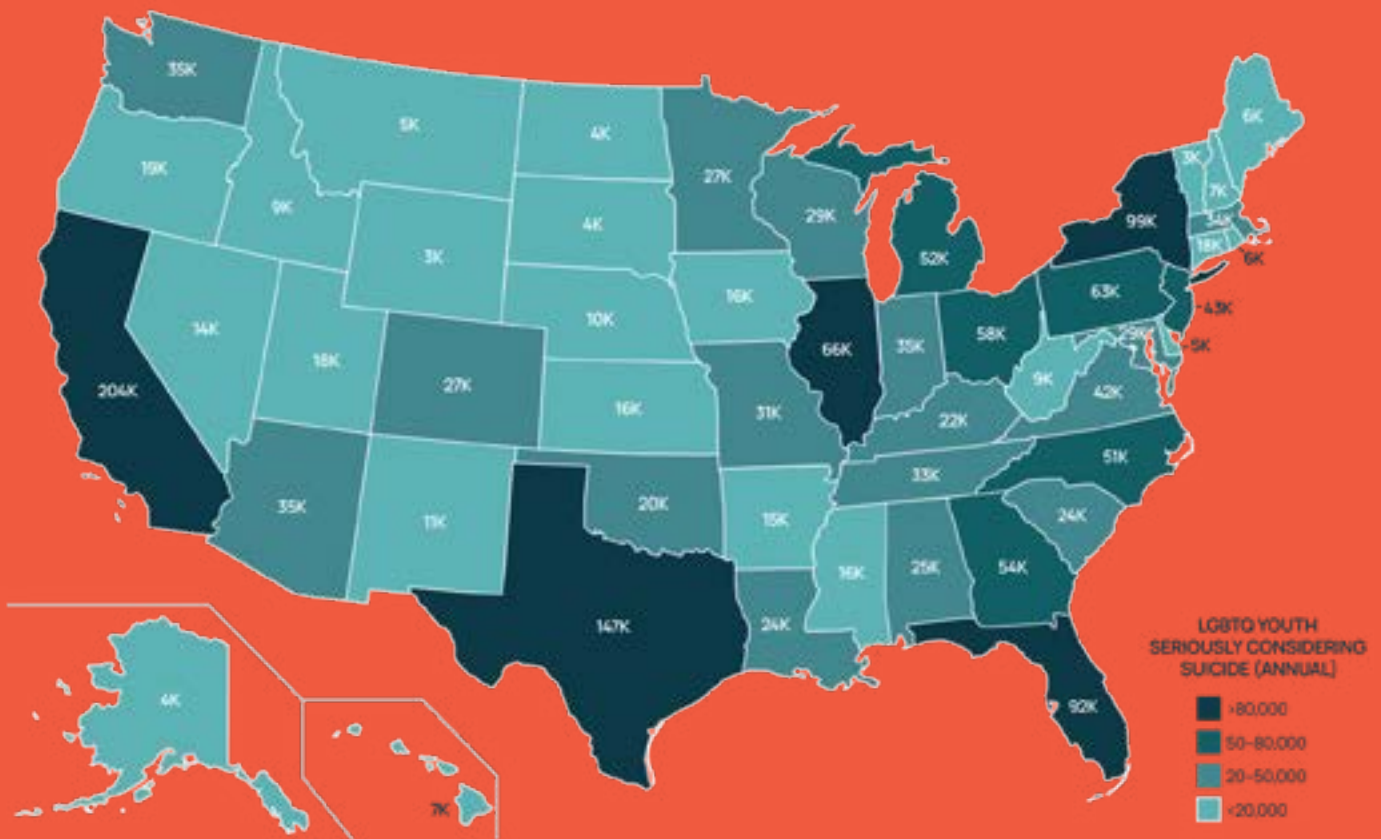


[Joint Statement by The Trevor Project and the American Foundation for Suicide Prevention Against Anti-Trans Youth Bills](#)

# STRATEGIC PLAN

In 2021, The Trevor Project was in the first year of our comprehensive 3-year strategic plan — a clear roadmap that details our goals and growth for our key program areas while defining our organization’s mission, vision, and guiding principles.

The Trevor Project’s goal is to expand our capacity to serve the **1.8 MILLION+ LGBTQ YOUNG PEOPLE** who seriously consider suicide in the U.S. every year.



## Guiding Principles

*Diversity and Inclusion • Youth-centricity • Growth  
Quality • Innovation • Best-in-class team*

[Read Our Strategic Plan](#)



# THE YEAR AHEAD: INTERNATIONAL

Trevor is poised to make an enormous difference in the lives of LGBTQ young people around the world as it plans to launch 24/7 crisis services via text and chat outside the U.S. starting in Mexico.



**LGBTQ youth suicide is a global public health crisis.**

Trevor selected Mexico as the first country for international expansion after a robust research and assessment process. Our services will soon reach the estimated 745,000 Mexican LGBTQ young people who are in crisis, and provide them the opportunity to receive support and talk about mental health challenges with highly trained counselors, 24/7, and for free.

**“This is a pivotal moment for our organization, and the first group of counselors that we train in Mexico will play a crucial role in helping establish Trevor as a trusted resource for LGBTQ youth around the world.”**

—Amit Paley, CEO & Executive Director

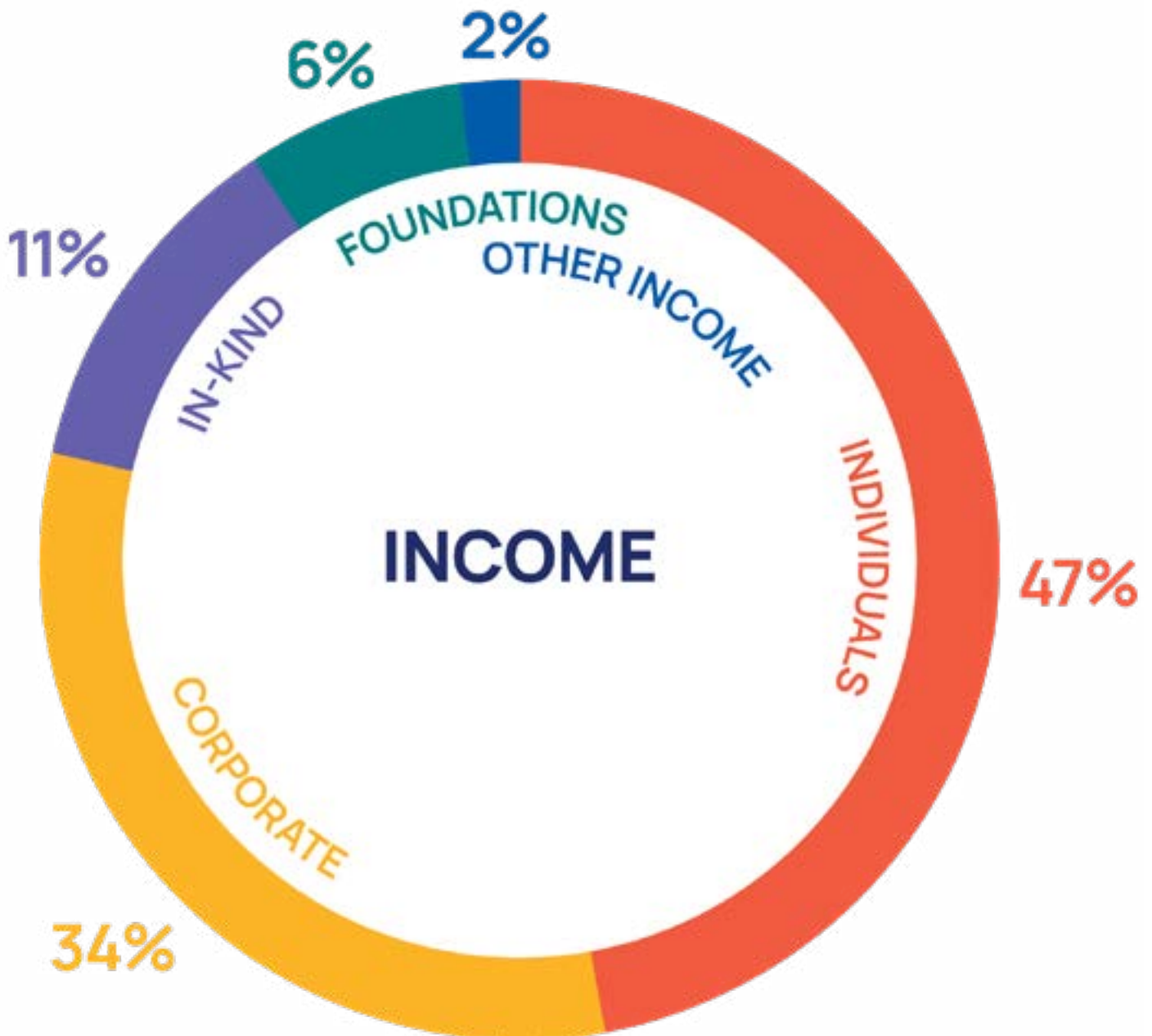


# FINANCIALS

*August 2020–July 2021*

The Trevor Project's community of individuals, corporations, foundations and other entities came together to raise nearly \$59M to invest in Trevor's life-saving work. The generosity and partnership of our community allows The Trevor Project to provide LGBTQ young people with a trained counselor to connect with 24/7 and supports our other program areas.

To view our full FY21 audited financial statement visit:  
[TRVR.org/FY21Audit](https://trvr.org/FY21Audit)

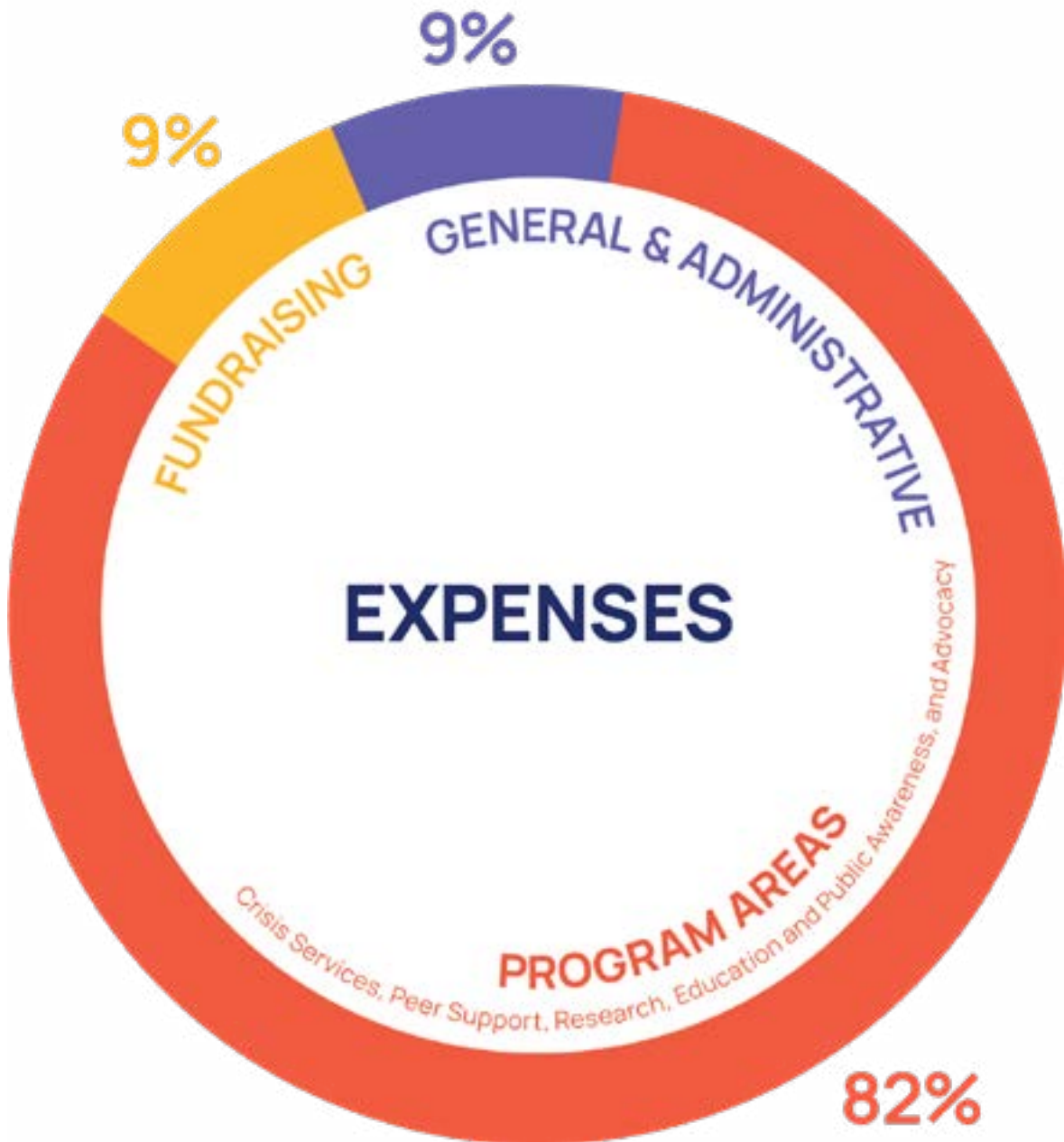


## Income

Individual Philanthropy	\$27,313,093
Corporate Partners	\$20,067,943
Foundation & Grants	\$3,336,030
Other Income	\$1,428,710
In-Kind Revenue	\$6,355,523

## Expenses

Program Services	\$31,314,369
Fundraising	\$3,525,878
General & Administrative	\$3,514,278



# OUR COMMUNITY OF SUPPORTERS

The Trevor Project has a passionate community of individual supporters who help ensure our crisis services are always free and available 24/7 for LGBTQ young people. Without devoted supporters, we wouldn't be able to continue our life-saving work, expand our key program areas, or let all LGBTQ young people know they are never alone.

## *North Stars*

James Adams · The Ariadne Getty Foundation · Erin and Doug Barth Family · Caroline and Andrew Bird · Jessica and Tyler Blevins · Allen Blue and Kira Snyder · David Clarke · Chris Coffey and Adam Riff · Alexandra and Steven Cohen · Bentley de Beyer and Dean Sharpe · James and Philip DeCarlo-Schnepper · Kathleen Donohue and David Sze · Eagle's Wing Foundation · Ferolyn T Powell Fund · Vincent Foglia · Virginia Frazier · Bill Frew · Virginia Fulton · Amy and Frank Garrison · Robert Greenblatt and Stephen Loguidice · Dominique Hiltz · Ashley Houston · Dylan Jacob · Jennifer Kellogg · Jared Hunt Kendal and Dorian Kendal · The Maloney-Burns Charitable Fund · Edith and Joseph Marotta · Catherine and Donald Marron · Emma McIlroy and Amy Taylor · Adam Miller and Thomas Kraemer · Lauren Morelli and Samira Wiley · The Murray/Reese Foundation · Carl Nassib · Laura Naylor · The Jacobs Family · Catherine Ott-Holland and Scott Sandler · Daniel Radcliffe · MacKenzie Scott · Soundwaves Art Foundation · Paddy and Jerra Spence · Leslie and Heather Stretch · Kym and Jeremy Wagner

## *Beacons*

Anonymous (x74) · Abbey Starr Charitable Trust · Rajia Abdelaziz · Rev. Dr. Alicia and Dave Abell · Acme Account Fund · Acoustica Foundation · Scott Adams and Michael Lentz · Mark Addison · Ore Adesina · Paul Adler and David J Mortimer · The Advanced Behavioral Health, Inc. Team · The AECOM Team · Sharon Agar and Richard Johnson · Ludwig Ahgren · Sally Ainsworth · Joseph AJ Seliga · Nickey Alana · Angela Albanese · Tina Albertson · Christine Alcalay · Ijeoma Alfieri · Kevin Alger · Amanda Alger · Michael Allar · Michael Allebach · Julie Allen · Emily Allen · The LJLA Alletto Family Charitable Trust · Jeff Allison and Paul Merrell · Nicollina Amberstone · AMC Networks Team · Katarzyna Amer · Laerin Anderson · Eric Anderson · Steven Anderson · Laurel Anderson · Luann Anderson · Samantha Anderson · The Chet and Eloise Anderson Charitable Fund · Andrade Family Foundation · Erik Andress · Allison Andrews · James T Andrews · Susan Angele · Rebecca and Jesse Angelo · Angelo Family Charitable Foundation · Rosemary Antosh · Igor Antoshevski · The Apollo Base - Rebel Legion Team · The Apple Family · Cheryl Applewood and Annette Tumolo · Diana Arbaugh · Patrick Arkeveld · Liz Armstrong · Jacqui Lloyd · Helen and Jim Arrowsmith · Daphne Ashling Purpus · Michael Ashmore · James Asp and Perry Streidel · Robert Aspel · Marley Asplundh · Robert Atwell · Scott Atwood · Steven Auerbach · Anthony Augustino · John Autry · The Poulfons Community · The b: proud at Bounteous Team · Douglas Babcock · Liz & Tasha Bacus · Joe Badera · Kristen Baehr · John Bagwell · Robbie Bagwell · Stephen Bailey · Timothy Bailey · Vas Bailey · Jordan Bailiff · Patricia Baird and Joseph Herron · Rajeev Bajaj · Jerome Baker · Lucinda Baker · The Baker Family · Marian and Hans Baldauf · Marian and Hans Baldauf · Michael Baldwin · Mario Balestrieri · Christopher Ball · Annette Banca · Joseph Baran · Nathan Baranowski · Dylan Barash · Eric Barber · Nancy Barbour · Tassos Bareiss · Diego Barnes · Conor Barrett · Lee Barrett · Gina Bartasi · Michael Basala · Rachel Baskin and Elizabeth Lynch · Matthew Bassignani · Paul Bates · Mikel Bauer · Gregory Baum · Kevin Baumlin and Patrick Mahanger · Mud Bay · Bear Dog Group Fund · Pete Beck and Dan Chapman · Denise Beck and Gayle J Gibson · Kory Becker · Frank Bednar · Edward Bedock · Colleen Begley · Navid Behroozi · The Beisel Family · Antonia Belcher · Vanessa Benavides and Sheila Bryant · Keegan Bench · Susan Bennett · Andrew Benson · Gabriella Bensur · Ami BenZur · Kelley Berg and Nancy Goler · Eric Bergen · Talon Bergen · The Bergen House Community · Susanna Berger · Beth Monaghan · Colleen Berkowitz · Dani Berkowitz · Joel Berlin · The Mike & Michelle Berlin Family Foundation · Milton and Ruth Berman Family Foundation · Jeff Bernardo · Douglas and Tiffany Bernstein · Ronald Berry · Kenneth Bertram · Jeremy Best · The Jacob Best Foundation · Bardic Bestiary · George Beuchert · Christina Biehl · The Big Giant Head Team · Anne Bingham · Steven Birenbaum and Maria Schlanger · Maclaine Black · Nicole Blackham · Sofia and Peter Blanchard · Jeff and Kristi Blaschke · Laura Bliss · David S. Blitzler · Blodgett Family · Adam Blonsky · Amber Blouin · Jason Blum and Lauren Schuker Blum · Jay Blumenthal · Jay Blumenthal · Lex Bobrow · Andrea Bocchio · Debbie and Michael Bocian · Joanna and Dave Bock · Per Bokmand · Bruce Bolton and Vincent McCormick · Steve Bolton and Bob Valentine · John Bomgardner · Alison Boncha · Sarey Booth-Neades · Liana Boraas · Stephen Borboroglu · Chris Borden · Corey Bordine · Roxana Borges · A. Vincent Borja · Susan Borschel · Orlan Boston and Tomas Mikimzis-Boston · The Bounteous



## Beacons (cont'd)

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Davis and Buddy Dikman · Phil Davis · David Davis and Bradford Wilson · Lea Davis · Linda Davis · Andrew Davis · Invisible Davis · P  
A Davis · Alena Davis · Jeffrey Dawson · Mela Dayaday · Jeffrey De Korte · Alice de Roquemaurel · Ashley DeBello · Jean-Louis  
Debock · Regan Deck · Philip Deckers · James DeCoux · Daniel Dees · Joanne deFreitas · Steve Delozier · Autumn Dennis · Karen  
and Eric Dermond Foundation · The Bedroom Kandi Team · Suzanne Desforges · Christian Desjardins · Steven Dibble · Kraken  
Dice · Kerry Dietz and Eva Schocken · James P. Digan · Vanessa & Tom Dillof · Molly and Christopher Dillon · Mike Dillon · Douglas  
Dimitri · Vangelis Dimopoulos · Angelo DiPietrantonio · Kathryn Dishman · Michael Dively · Margaret Dixon · Jane and Dan Dixon  
Thomas Dodson · Chad Doerrmann · Barbara Dolen · Scott Domann · Nam Dong · Christopher Donley · Annie and Stephen  
Donofrio · Kim and William Donovan · Darren Dotson · Douglas Doty · Emily Douglas · James Douglas · Dane Dowell · Dan Downs  
David and Lena Driman · Drake Family Charitable Fund · Brittany Drye-Knight and Eric Knight · Dubose Family Foundation · Brian  
Duggan · Colby Dumas · Michael Dunitz Crisis Foundation, Inc. · Michael Dunn · Jacey Duprie · Fred Durham · Olivia Durkin · Ivana  
Durov Balesh · Dweck Charitable Fund · Judith Dworkin · Peter Dykema · Anna Dykema · Patrick Eagleman and Jim Tanselle · John  
Ealy · Daniel Eder and Dr. Laura Peracchio · The Edgewater Candles Team · John EdicMolly Edington · Will Edwards · Nicole  
Edwards · John Eggbeer · Nina Ehrlich-Foley · Johannes Eijmberts and Wiebe Tinga · Madeline Eldridge · Brian Eley · Fred Elledge  
and Mark Poe · Jen Ellinwood · Mark Elliott · Mark Ellis · Elizabeth Ellman · Diana Ellsworth · The Elnó Family Foundation · Craig  
Cerrel · Elsinger and Kent Rice · A Craig Elsinger · Brandt Elster and Roger Price · Robyn Emlen · Oliver Engebretson · Stephen  
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# INTRODUCING THE CIRCLE OF LIGHT

Our circle of volunteers, counselors, staff, and donors share a vision to help young LGBTQ people find their light and build an equitable world. As a community of care, we work to provide 24/7 support to LGBTQ young people in crisis, and help ensure that every young LGBTQ person feels seen, loved, and accepted. To advance our work and mission of ending suicide among lesbian, gay, bisexual, transgender, queer & questioning young people, The Trevor Project introduced the Circle of Light, our community of donating supporters.

Members of the Circle of Light are ambassadors and advocates for The Trevor Project's mission and are a part of a thriving community of generous supporters who are committed to shining a light for LGBTQ individuals. Additionally, donors are educated on the impact of their gift and invited to get an inside look at The Trevor Project's work in advocacy, research, public education, mental health services, and peer support.

Some Circle of Light donors are recognized as part of the following groups:

**Luminaries:** Supporters making monthly gifts.

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**North Stars:** Supporters investing in transformative impact.

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**For more information about the Circle of Light, contact our Community Philanthropy team at [Development@TheTrevorProject.org](mailto:Development@TheTrevorProject.org)**

"Had I not had somebody within my sphere who had the courage to share their story, I would not know my story. I would not know my true trans non binary self and be happy, self-loving, and accepting."

—Bowie (LGBTQ young person)



# FOUNDATIONS AND GOVERNMENT FUNDERS

The Trevor Project is grateful for our foundation and government partners that ensure our crisis services are able to operate 24/7. Their support also powers our other key program areas – research, advocacy, education & public awareness, and peer support – to ensure that LGBTQ young people don't enter a crisis in the first place. Thank you!

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Audrey & Sydney Irmis Charitable Foundation  
B.W. Bastian Foundation  
Broadway Cares / Equity Fights AIDS  
Collingwood Foundation  
Cranaleith Foundation  
Dart Group Foundation

National Institute for Health Care  
Management Foundation (NIHCM)  
Nutter, McClennen & Fish LLP  
Sparkjoy Foundation  
Ten Fingers Private Foundation  
The Helene Foundation  
The Skylight Foundation  
Warner Fund

# CORPORATE PARTNERS

The Trevor Project partners with some of the world's most influential companies across industries – from technology, social media, and entertainment to retail, healthcare, and financial services – to ensure our growth is sustainable, innovative, and cost-effective. Our Corporate Partners, whether industry disruptors or small-but-mighty businesses, drive awareness of our life-saving programs locally and nationally. They help to provide adult-age employees with competency trainings in LGBTQ identity and suicide prevention; and promote love, acceptance, and hope through award-winning cause marketing campaigns. We are grateful to our Corporate Partners for their unwavering commitment to LGBTQ youth all throughout 2021. Thank you!

## *Rainbow*

Google.org  
Lululemon Athletica Canada Inc.

Macy's Corporate Services  
PwC Charitable Foundation

## *Premier*

Abercrombie & Fitch Management Company  
AT&T  
Bristol-Myers Squibb

Kohlberg Kravis Roberts & Co  
PUMA North America

## *Platinum*

General Motors  
Harry's Inc.  
H&M  
State Farm Insurance

The Pokemon Company International  
Wells Fargo Foundation  
Williams-Sonoma, Inc.  
YouTube

## *Gold*

Amazon Studios  
AmerisourceBergen Foundation  
Badia Spices  
Booking Holdings Inc.  
Calvin Klein  
Coca-Cola  
Jimmy Choo  
Journeys  
Kohl's  
Sozosei Foundation  
Petco  
Saks Fifth Avenue

Shein  
Thatgamecompany  
United Airlines  
Herbivore  
Netflix  
Toyota  
Lemonade  
Kate Spade New York  
Boy Smells  
Hot Topic  
Kiehl's USA  
Cigna Foundation

Dr. Martens AIRWAIR LLC  
Dutch Bros  
Penzeys Spices  
Gilead  
McKinsey & Company  
Twilio  
Forever 21  
Morphe Cosmetics  
National Football League  
Warner Bros. Studios

# CORPORATE PARTNERS

*(Continued)*

## *Silver*

Alliance Data  
Bank of America  
Beach Riot  
Becca Cosmetics  
Cara Delevingne Foundation  
CNA Insurance  
COS Communications  
Dolce Vita  
Huda Beauty  
Instagram  
Give With Bing  
NASCAR

Panasonic  
Rare Beauty  
rue21  
Sam's Club  
Sephora  
Shake Shack Enterprises, LLC  
SteelSeries  
Cloak Brand  
Bliss  
Verizon  
Happy Socks  
Jefferies LLC

Ernst & Young  
WarnerMedia  
EyeBuyDirect  
FedEx  
Helen of Troy  
Okta  
Pair of Thieves  
Anthem  
Disney/Disney ABC  
Television Group  
TikTok

## *Bronze*

Aaron's Inc  
Alexion  
American Express  
Apple  
Best Buy  
Brew Dr. Kombucha  
Chubbies  
Church & Dwight  
Curology  
Fiserv  
Fossil Inc.  
GUESS Watches  
Invisibobble  
JCPenney  
Johnson & Johnson  
Kaiser Permanente  
KWP Studios

Lovepop Cards  
Lucky Brands  
Maison Kitsuné  
Medallia  
Microsoft Corporation  
National Hockey League  
Nautica  
Newport Healthcare  
OLLY  
Optum Services Inc  
Paramount  
Peace Out Inc  
Q2  
Quicksilver Fund  
Shiseido  
Snap Inc.  
Suffolk

Vessi  
Western Digital  
Wetbrush  
Taimi  
Last Week Tonight with  
John Oliver  
Kum & Go  
Everyone  
CVS Health  
Puff Co  
Cloudflare  
BMWUSA  
Target  
CREDO Mobile  
Ranger Plant Constructional  
Company Inc  
Zox

# CORPORATE PARTNERS

*(Continued)*

## *Champion*

American Tower Foundation  
Atelier Cologne  
Audible, Inc.  
Bartaco  
BH Cosmetics  
Bigo  
Blue Suit Strategies, LLC  
BMO Harris Bank  
BoxFox  
Brunswick  
Caroo  
Cool Hunting  
Couchbase  
Dickies  
Five Below  
Foot Locker  
Gilt  
GLG - Gerson Lehrman Group  
JanSport  
Japanime Games  
L'oreal USA  
Lantana  
MHBC Cumming  
Mindbody Inc.  
Mindful Therapy Group  
Minted  
Munger, Tolles & Olson LLP  
Nature's Path Organic Foods  
Neiman Marcus  
New York Life  
Insurance Company

Nuance Communications  
Openfit  
Orbitz  
Out of Print Clothing  
PhRMA  
Procter & Gamble  
Prose  
Pura Vida  
Qurate Retail Group  
Recharge  
Samsung Electronics  
North America  
Rinna Beauty  
Signet Jewelers  
Sony Pictures Entertainment  
Southern Telecom  
TCGPlayer  
TEMPTU  
The Meet Group  
Timberland  
U.S. Games Systems, Inc.  
UBS  
UrbanStems  
Vi Living  
Warby Parker  
Waters Corporation  
Each & Every  
Communal Coffee  
ACURE  
Centric Brands  
Stroock & Stroock & Lavan LLP

PitViper  
Zam Network, LLC  
Allergan  
Braze  
Nature's Remedy of  
Massachusetts, Inc.  
Xbox  
ADP Foundation  
ALEX AND ANI  
Caesars Entertainment  
Conscious Step  
Enbridge  
HSBC  
Oaktree Capital Management,  
L.P.  
Realtors.com  
TD Ameritrade  
Vital Proteins  
Walgreens  
Youtooz  
Duff & Phelps  
Charles River Laboratories  
Eli Lilly and Company  
Blue Shield of California  
Cello Health LLC  
Delta Airlines  
Lokai  
Plexus Worldwide  
Charitybuzz  
Jennifer Cleveland Household  
KimChi Chic Beauty LLC



# CORPORATE CASE STUDIES

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Trevor collaborates year-round with our partners on external marketing campaigns, employee education and volunteerism, and programmatic support. We've seen amazing success in helping our corporate partners increase their brand value, engage their employees, and further Diversity & Inclusion goals – all while helping Trevor save more young LGBTQ lives.

Our award-winning partnerships are leading the way in building innovative, engaging, and meaningful campaigns. In 2021, The Trevor Project and Google received the Best of the Best Halo Award for our partnership leveraging AI for Social Impact work. This campaign also received the Gold Halo Award for the Best Employee Engagement Initiative. Trevor was also recognized alongside Harry's for the Shave with Pride campaign, which received the Gold Halo Award for Best Inclusion Initiative.

**Trevor's partnerships intentionally align our partners' business goals with advancing our mission. A few highlights from this year:**

- Our multi-year partnership with PwC engaged their consultants in pro bono work that has transformed our crisis counselor experience by enhancing our artificial intelligence and machine learning technology, building out a self-paced training program for our volunteers, and developing a more efficient volunteer management system.
- We raised over \$690K with YouTube through an exclusive Pride event, giving challenge, and YouTube gaming competition that brought fans and Creators together around our mission.
- With Macy's, we partnered on our largest Pride campaign yet, involving customer round-ups, a product collection, and a PSA featuring actor and singer Ben Platt. This campaign raised over \$1.7M for our life-saving work.

In addition, The Trevor Project continued to build collaborations across our corporate partners through our Corporate Member Network, a group that includes many of our largest and most strategic corporate partners. We held quarterly meetings so our members could engage in Trevor's work and network with each other to more effectively support LGBTQ youth. The 2021 Corporate Member Network included Abercrombie & Fitch, AT&T, the Coca-Cola Foundation, EY, Google, Harry's, Macy's, Otsuka, Procter & Gamble, PUMA, PwC, TikTok, Twilio, Twitch, United, and Wells Fargo.

**“Community is important because you need love. Love and freedom and happiness without discrimination, without judgment.”**

**—Jahami (LGBTQ young person)**



# CELEBRITY SUPPORT

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## Carl Nassib

We worked with NFL player Carl Nassib on his coming out journey—advising his coming out, educating him about Trevor’s work, sharing our resources, which resulted in a video and \$100K donation from Carl.

## Lil Nas X/Suicide Prevention Advocate of the Year

For National Suicide Prevention Awareness Month in September, we honored Grammy Award-winning artist Lil Nas X as Trevor’s inaugural “Suicide Prevention Advocate of the Year,” Trevor’s first-ever digital award.

## Every Single One Campaign

We worked with Lil Nas X, Tegan & Sara, Billy Porter, and Gigi Gorgeous & Nats Getty to write letters to their younger selves. We also created a resource for youth that was posted by Ariana Grande, Jameela Jamil, Tommy Dorfman, Eugene Lee Yang, and more.

## Comic Strip Series

Working with award-winning cartoonist Julia Kaye, we created a four-part comic strip series to showcase our lifeline, chat, and text crisis services, as well as TrevorSpace.

## Social Media Accounts

**Transgender Day of Visibility**—Trevor hosted an Instagram Live discussion with RuPaul’s Drag Race season 13 finalist Gottmik, discussing ways to foster gender-affirming spaces for transgender and nonbinary youth.

**Mental Health Awareness Month**—We asked creators and influencers to use our research to create unique content for TikTok, Instagram, and Twitter. Elvis Duran, Michael Sam, Aly & AJ and more shared our campaign graphics to their own social media channels throughout the month.





# TAKE ACTION

**One accepting adult can decrease an LGBTQ young person's risk of suicide by up to 40%.**

As a supporter of LGBTQ young people, I commit to:

**Affirm** LGBTQ young people to make sure they know they are loved, valued, and never alone.

**Share** The Trevor Project's impact with my family, friends, and colleagues.

**Volunteer** as a crisis counselor for The Trevor Project's free and confidential services for LGBTQ young people: TrevorLifeLine, TrevorChat, and TrevorText. [TRVR.org/Volunteer](https://www.thetrevorproject.org/volunteer)

**Protect** transgender and nonbinary young people by joining The Trevor Project's campaign to fight anti-trans bills and policies. Text TREVOR to 40649 to join our action team.

**Give** to The Trevor Project to help fund its largest expansion in crisis services and save LGBTQ young lives.

**Join** our growing team. [TRVR.org/Jobs](https://www.thetrevorproject.org/jobs)



# THANK YOU

Thank you to every volunteer, counselor, staff member, donor, and supporter who powers our life-saving and life-affirming work. It is because of your commitment to young LGBTQ folks that we are able to continue our work, providing 24/7 support to those in crisis and creating a world where every young LGBTQ person is able to survive and thrive.



# THE **TREVOR** PROJECT



The Trevor Project is the world's largest suicide prevention and mental health organization for lesbian, gay, bisexual, transgender, queer, and questioning young people.