



THE **TREVOR** PROJECT

# ANNUAL REPORT

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FISCAL YEAR 2020  
*August 1, 2019-July 31, 2020*



## We're proud to release The Trevor Project's 2020 Annual Report highlighting the organization's dramatic increase in impact for LGBTQ youth over the last year.

This report is a showcase of our major accomplishments and innovations across our key program areas, strategic partnerships, technology, fundraising initiatives, and more. These highlights tell the story of our biggest year ever of impact and growth, showing that our organization and our supporters are collectively working together towards a singular mission: to end suicide among LGBTQ young people.

As we take a look back at 2020 to celebrate the organization's achievements, it's also important to recognize 2020's impact on the world. Through a confluence of multiple crises – including a global pandemic, a massive shift in the economy, and the movement to end unjust violence against the Black community – many LGBTQ young people faced unique challenges that changed their lives, often negatively impacting their mental health.

One thing has not changed: The Trevor Project has continued to support LGBTQ youth in crisis, 24/7 and for free. The Trevor Project will always be here for LGBTQ youth and is staunchly committed to serving the more than 1.8 million LGBTQ young people who seriously consider suicide in the U.S. each year.

We also want to recognize and thank all of our volunteers, donors, strategic partners, staff, and Board members; our growth would not be possible without your support over the last 22 years. And if you are new to The Trevor Project family, we hope this snapshot of our life-saving work inspires you to become a loyal supporter of LGBTQ youth for years to come. With your partnership, we will position The Trevor Project for further impact and growth, especially at a time when our crisis services are needed more than ever.



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*

# WE ARE TREVOR

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

**Our mission: to end suicide among LGBTQ youth.**

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



**Crisis services.** Direct suicide prevention and crisis intervention services to support LGBTQ youth 24/7 via phone, text, and chat



**Peer support.** The world's largest safe space social networking community for LGBTQ youth



**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 youth and the adults who support them



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

In addition to our direct services, we invest in key program areas that help ensure LGBTQ young people never enter a state of crisis in the first place. **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 mental health.**

# OUR 2020 IMPACT

## 150,000+

Crisis contacts directly served through TrevorLifeline, TrevorChat, and TrevorText in FY20

## 786

Volunteers talking to young people

## 20

U.S. states protecting youth from conversion therapy

## 300,000+

Users on TrevorSpace.org – our free and safe social media platform for LGBTQ youth around the world to find peer community

## 40,000+

LGBTQ youth represented in our 2020 National Survey on LGBTQ Youth Mental Health  
 [<TRVR.org/survey-2020>](https://trvr.org/survey-2020)

## 37B+

Estimated media impressions of our life-saving work in FY20

### Ratings and Recognition

## 2M+

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

## 100

Charity Navigator Accountability & Transparency score

## A

Charity Watch grade

## Platinum-level

GuideStar rating



# CRISIS SERVICES

Suicide is the second leading cause of death among young people, and **LGBT youth are more than 4x more likely to attempt suicide than their peers**. For more than 22 years, The Trevor Project has worked to save young lives through our 24/7, free, and confidential crisis services, TrevorLifeline, TrevorText, and TrevorChat.

**65K** (2018)

Over the past three years, The Trevor Project has directly served **50% more crisis contacts** (*people contacting our crisis services*) year-over-year.

**98K** (2019)

**>150K** (2020)



- **48%** of youth served through our crisis services are under 18
- Nearly **35%** of our crisis contacts are youth of color
- More than **33%** of youth served identify as transgender or nonbinary
- **74%** of youth would not have or were not sure if they would have contacted another service



## How we achieve best-in-class service

- 40+ hour counselor training
- Youth satisfaction surveys
- More than 95% of young people who reach out to Trevor **experience de-escalation from suicidal thoughts.**
- Counselor handbooks
- Innovative technologies and data analysis
- Quality control & improvement plans
- Performance benchmarking and supervisor feedback
- Volunteer retention tactics

### Common topics of conversation that our counselors discussed with youth in FY20:

- Mental Health
- Relationships
- Family
- Gender Identity
- Coming Out

# INNOVATION

## *Artificial Intelligence Empowers Our Crisis Services*

The Trevor Project was selected as a Google.org AI Impact Challenge grantee — chosen as one of 20 awardees out of over 2,600 applications. Our partnership has grown into a multi-year collaboration enabled by \$2.7M in funding, hands-on help from Google employees, and the implementation of new technologies using artificial intelligence.



### Google and Trevor teamed up to use machine learning to:

- Ensure youth at the highest risk of suicide are connected to a crisis counselor most quickly
- Roll out user-experience improvements that will create a more welcoming and affirming experience for youth in crisis
- Train significantly more volunteer crisis counselors
- Exponentially grow our global community of LGBTQ youth on TrevorSpace and work to keep them safe

*Volunteers Trained*

100 per year → 100+ per month

In 2020 we launched our **asynchronous training platform** that helps us to **train 10x the number of volunteers each year** on more flexible timelines

For the latest Technology Updates  
visit our Innovation Website

[TRVR.org/Technology](https://www.trvr.org/Technology)



# TREVORSPACE

TrevorSpace is the world's largest, life-affirming social media platform for LGBTQ youth ages 13 to 24.

A moderated space protected from hate speech and discrimination, TrevorSpace fosters intersectional communities while shielding LGBTQ youth from alienation and harm through peer-to-peer support.



## TrevorSpace users:

Form long-distance friendships

Write stories

Share queer art

Offer advice on life circumstances

Affirm one another's gender identity or sexual orientation

Come out for the first time

**January  
2020**

The first mention of COVID-19 appears on TrevorSpace

**February-  
March**

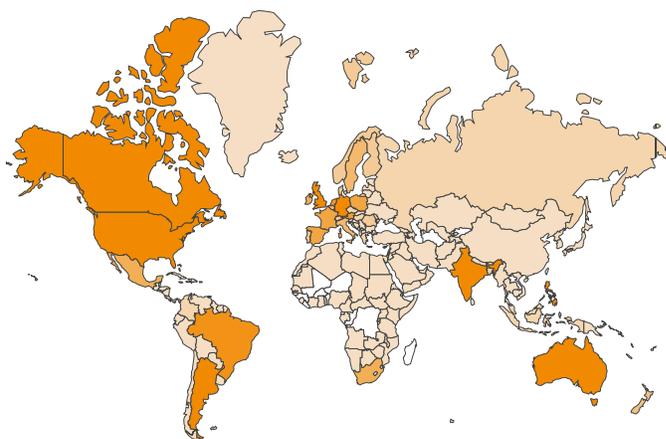
TrevorSpace experienced a **42% increase** in registered users

**April**

New registrations were **up 139%** compared to February

**In 2020, TrevorSpace had more than 300,000 users from over 100 countries, across six continents.**

[TrevorSpace.org](https://www.trevorspace.org)



# RESEARCH

Our Research team leverages internal and external data to inform public knowledge — and our own programs — bringing new insights and clinical implications to the fields of suicidology and LGBTQ youth mental health.

Our second annual **National Survey on LGBTQ Youth Mental Health** was the **largest survey of LGBTQ youth mental health ever conducted**, and provides crucial data around mental health disparities, discrimination, housing instability, barriers to accessing mental health care, conversion therapy, and suicide.

**40,000**

LGBTQ Youth experiences represented in the 2020 Survey

**350+ citations**

of the survey in press after its release during July 2020



## In FY20 our research team published

- 12 research briefs
- Four research reports
- Three peer-reviewed journal articles

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

### *Innovative & Intersectional*

Our research findings detail the real-world experiences of the most vulnerable members of the LGBTQ community, including those with marginalized and intersectional identities.

### Latinx LGBTQ Youth Suicide Risk

[<TRVR.org/RB-LatinX>](https://trvr.org/RB-LatinX)

### Suicide Attempts among LGBTQ Youth of Color

[<TRVR.org/RB-POC>](https://trvr.org/RB-POC)

### Asian/Pacific Islander LGBTQ Youth Mental Health

[<TRVR.org/RB-AAPI>](https://trvr.org/RB-AAPI)

### LGBTQ Youth Experiencing Homelessness

[<TRVR.org/RB-Homlessness>](https://trvr.org/RB-Homlessness)

# EDUCATION

Using our unique expertise in LGBTQ mental health and crisis intervention, our team provides resources for LGBTQ youth 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, build their knowledge and understanding, and explore the importance of empathy.

## Lifeguard Workshop

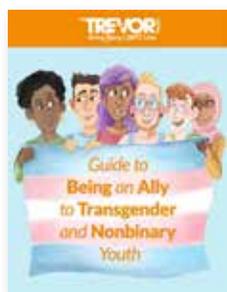
Last year, nearly 15,000 youth-serving adults and students accessed the Lifeguard training, a free online tool that provides curriculum and resources for middle school and high school classrooms to support the mental health of the LGBTQ young people in their lives.

## 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.

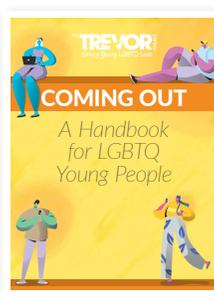
**8,000+ youth-serving adults**

directly educated through our public training programs in FY20



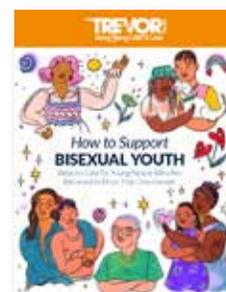
### Guide to Being an Ally to Transgender and Nonbinary Youth

[<TRVR.org/TGNBally>](https://trvr.org/TGNBally)



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

[<TRVR.org/ComingOut>](https://trvr.org/ComingOut)



### How to Support Bisexual Youth

[<TRVR.org/BiGuide>](https://trvr.org/BiGuide)

# ADVOCACY

Trevor's advocacy team ensures that LGBTQ youth are protected from dangerous, discriminatory laws and policies that can have a significant impact on their mental health.

## Protect LGBTQ Youth from the Dangers of Conversion Therapy

Trevor's Advocacy team has helped protect LGBTQ youth from conversion therapy in 20 U.S. states and Washington, D.C. Last year, we achieved two landmark victories: Virginia became the first Southern U.S. state to outlaw the harmful practice, and Utah, a state where 48% of LGBTQ youth reported suicide attempts in 2018-2019, did the same.

## 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.

[<TRVR.org/MSP>](https://trvr.org/MSP)

## Expand The Collection of Sexual Orientation and Gender Identity (SOGI) Information

Throughout the country, it is not mandatory for death records to track information about sexual orientation or gender identity – data which could be used to inform policies to save LGBTQ lives. Our team is currently working with LA county to train medical examiners, death investigators, and coroners to investigate violent deaths in the LGBTQ community – including suicide, hate crimes, and homicide.

## Protect LGBTQ Youth From Harmful Policies and Laws

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 sexual orientation or gender identity. Across the country The Trevor Project works to oppose bills seeking to block best practice medical care for trans and nonbinary youth, as well as their participation in school sports, and use of pronouns.



LGBTQ youth who underwent conversion therapy were **more than twice as likely to report having attempted suicide** and **more than 2.5 times as likely to report multiple suicide attempts in the past year.**

# COVID-19

Physical distancing and school closures have left many LGBTQ youth confined to unsupportive, rejecting, or even abusive home environments, resulting in the loss of positive social connections that can reduce the risk of suicide.

## Impact On LGBTQ Youth

Since the start of the pandemic the volume of youth reaching out to our crisis services has significantly increased, at times **spiking to more than double** volumes earlier in 2020.

Mentions of the pandemic increased 60x since shelter at home orders began, and comprised a quarter of all crisis services conversations.

## Remote Operations

In early March 2020, we acted quickly to transition from physical call centers to a completely remote lifeline for the first time in our 22-year history. We installed new technology and protocols, and invested in new equipment and a data-secure platform to protect our counselors while continuing to support the LGBTQ youth who rely on our services every day. Through the transition, our crisis services remained uninterrupted and 24/7.

## Myths

More people in the U.S. have died of suicide than COVID-19 during the pandemic.

LGBTQ youth mental health is better now, since they don't have to be in school where bullying often occurs.

Most LGBTQ youth between the ages of 13-24 live in a home that affirms their LGBTQ identity.

## Facts

Reports of depression and anxiety are high, and LGBTQ youth are reporting more challenges related to isolation and loneliness than straight/cisgender peers.

In our 2020 National Survey on LGBTQ Youth Mental Health, under 50% of LGBTQ youth ages 13-24 lived in homes that were LGBTQ-affirming.

U.S. suicide data have not been released for 2020. In the U.S. there have been over 350,000 COVID-19 deaths as of January 3rd 2020. Fewer than 50k suicide deaths occur annually in the U.S. The number of excess deaths since the start of COVID-19 is not nearly enough to make up for this difference.

## Research Brief: Evidence on COVID-19 Suicide Risk and LGBTQ Youth

# ALL BLACK LIVES MATTER

As The Trevor Project continues to support Black LGBTQ youth in crisis, last year we found that they often expressed a wide range of emotions over the senseless and unjust violence against Black Americans.

## Supporting Black LGBTQ Youth

Holding multiple marginalized identities, Black LGBTQ young people can experience increased rates of discrimination, rejection, threats, and violence – a multitude of risk factors that can lead to negative mental health outcomes.

- **Original research** on Black LGBTQ youth mental health
- **Polling data** on the mental health effects of ongoing violence against Black Americans
- **Articles and resources** to support young activists, difficult conversations, and Black LGBTQ youth mental health
- **Statement** declaring unequivocally that Black Lives Matter  [<TRVR.org/BLM>](https://www.thetrevorproject.org/BLM)

## Pride & Protest

In June 2020, The Trevor Project paused our Pride fundraising campaign to grant space to the fight for racial justice and guided our corporate partners to do the same. We also engaged in meaningful, tough, and necessary conversations about corporate social responsibility, allyship, and how to show solidarity with Black Americans.



*“Many Black LGBTQ young people have been faced with difficult conversations at the intersection of race with non-Black family, friends, colleagues, and peers.”*

—Kendra Gaunt, Data + AI Product Lead, The Trevor Project

**Supporting Black  
LGBTQ Youth  
Mental Health**

[<TRVR.org/BlackMH>](https://www.thetrevorproject.org/BlackMH)

**All Black Lives  
Matter: Mental  
Health of Black  
LGBTQ Youth**

[<TRVR.org/ALLBLM>](https://www.thetrevorproject.org/ALLBLM)

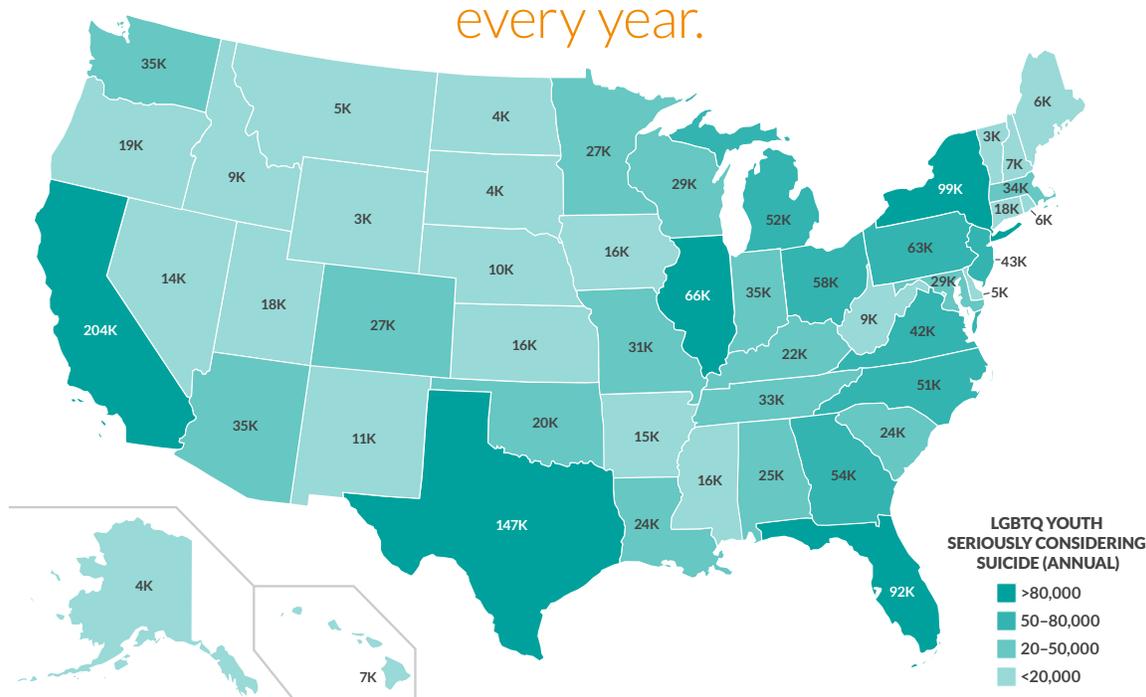
**Black and LGBTQ:  
Approaching  
Intersectional  
Conversations**

[<TRVR.org/Intersectional>](https://www.thetrevorproject.org/Intersectional)

# STRATEGIC PLAN

In 2020, The Trevor Project unveiled a 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 bold, ambitious goal is to serve  
**1.8 MILLION CRISIS CONTACTS**  
 every year.



## Guiding Principles

Diversity  
and inclusion

Youth-  
centricity

Growth

Quality

Innovation

Best-in-  
class team

Read Our Strategic Plan

[TRVR.org/StrategicPlan](https://www.thetrevorproject.org/StrategicPlan)



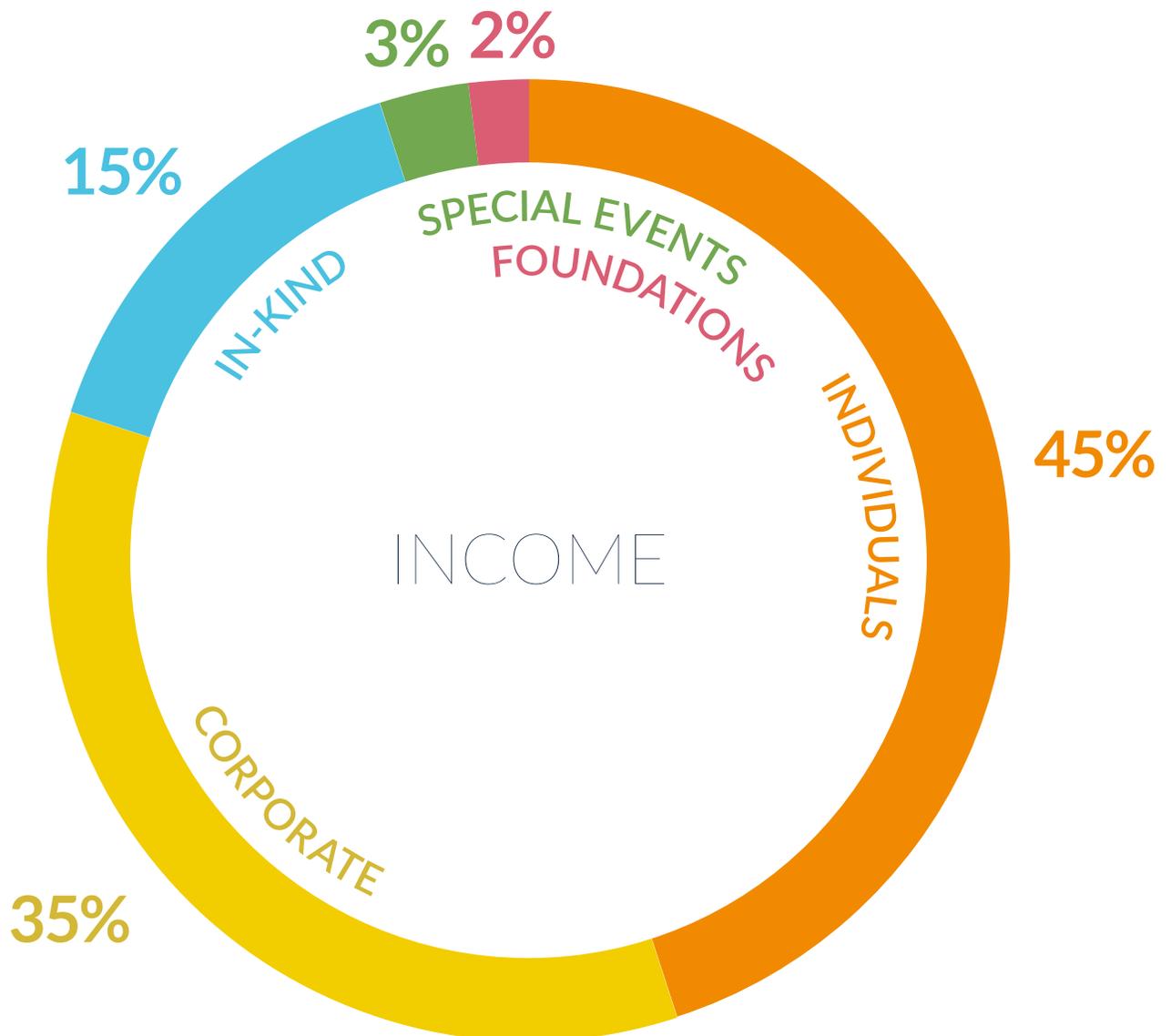
# FINANCIALS

August 2019–July 2020

The Trevor Project's community of individuals, corporations, foundations and other entities came together to raise nearly \$35M to invest in Trevor's life-saving work. The generosity and partnership of our community allows The Trevor Project to provide LGBTQ youth with a trained counselor to connect with 24/7 and supports our other program areas.

To view our full FY20 audited financial statement visit:

[TRVR.org/FY20Audit](https://www.trvr.org/FY20Audit)

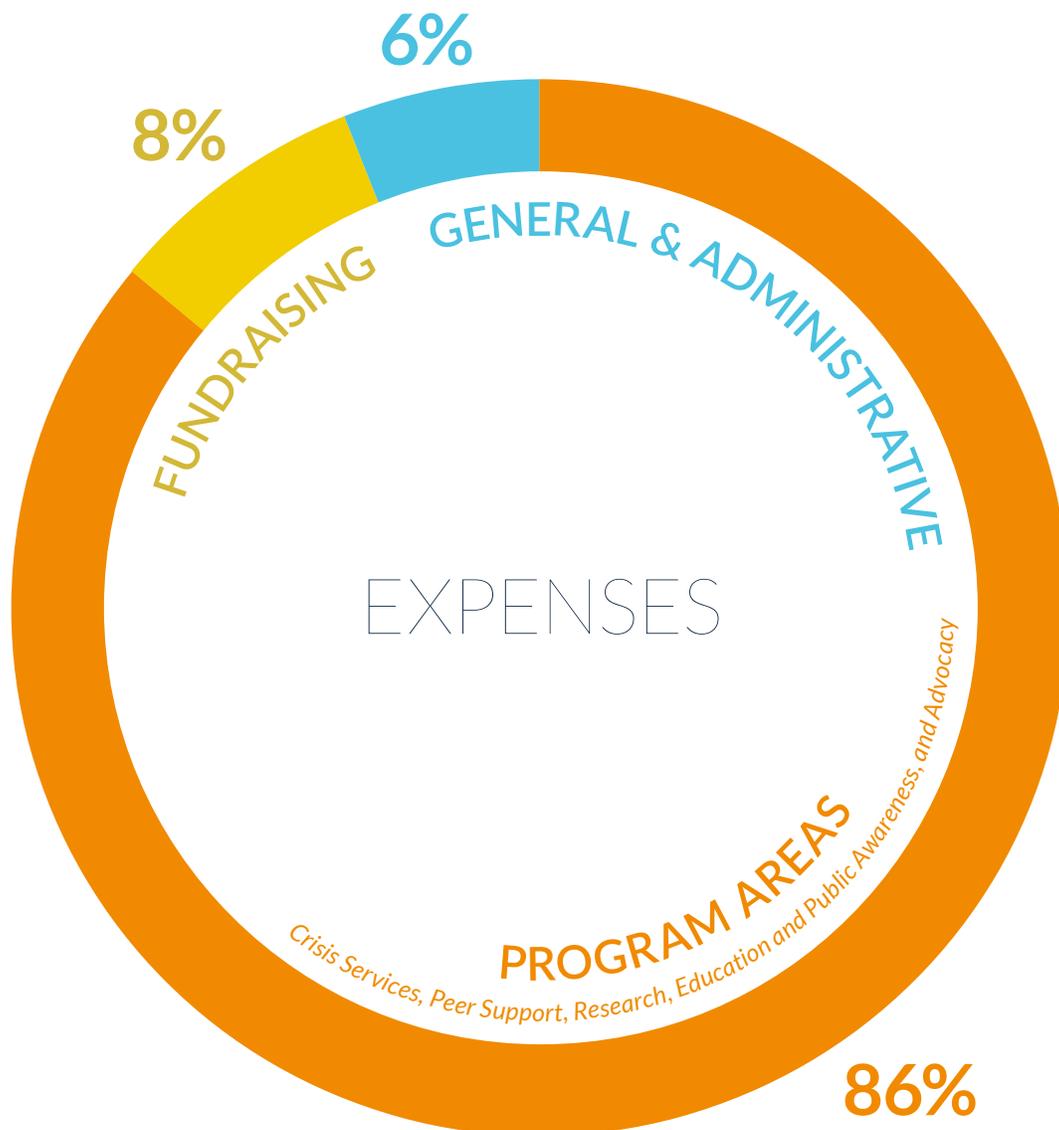


### Income

Individual Giving	\$15,652,559
Corporate	\$12,103,245
In-Kind Income	\$5,079,035
Special Events	\$946,976
Foundations	\$736,000
Government	\$85,071
Other	\$43,855

### Expenses

Program Services	\$20,656,291
Fundraising	\$2,031,937
General & Administrative	\$1,318,461



# THE YEAR AHEAD

With the generous support of our community of donors and partners, in the year ahead we plan to scale our key program areas to make an even greater impact for LGBTQ young people.



## Crisis Services

- Increase the capacity of our Crisis Services to provide 250,000 LGBTQ youth in crisis with free, 24/7 confidential crisis counseling by July 2021.
- Redesign and launch a new Lifeline volunteer training program.

## Peer Support

- Increase TrevorSpace's users from 300,000 to 400,000 (a growth of 33% year-over-year) by July 2021.

## Research

- Analyze and release the data from the 2021 National Survey on LGBTQ Youth Mental Health, and publish 12 total research briefs on high-impact topics over the year.

## Education & Public Training

- Conduct over 40 trainings and continue to teach our Mental Health Course to educate more youth-facing leaders and community partners about LGBTQ youth suicidality.

## Advocacy

- Advocate for legislation to be introduced protecting youth from conversion therapy in 20 total states and 50 municipalities.
- Advocate for bills to be introduced for schools to implement comprehensive suicide prevention policies in four states.
- Support the implementation and launch of The National Suicide Hotline Designation Act, which will allow Americans to simply dial '988' to reach the National Suicide Prevention Lifeline.

# 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 youth. 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.

## Rainbow

Anonymous

## Gold

Estate of Timothy Davis

Philip DeCarlo and James Schnepfer

## Silver

Rebecca and Brian Albertalli

Maxine and Philip Armstrong

Mark Aronauer

David Dechman and Michel Mercure

Foglia Family Foundation

Rachel and Dave Hollis

Thomas Kraemer and Adam Miller

Alon Matas

Emma Mcilroy and Amy Taylor

Lauren Morelli and Samira Wiley

Daniel Radcliffe

Jared Samet and Joel Spolsky

## Bronze

Anonymous

Vanessa Benavides and Sheila Bryant

Caroline and Andrew Bird

Ross Boucher

Stephen Callcott and Clifford Hopkins

Andrew and Carlo Brandon-Gordon

Jason Cole and David Ruisch

Eagle's Wing Foundation

Paul Farr

Ian Fette

Estate of Dale Fluegel

Amy and Frank Garrison

Kelly and Sergio Gasperoni

Estate of Terry Giles

Robert Greenblatt

The Murray/Reese Foundation

Dane Nelson and The Ed Cauduro Fund of

The Oregon Community Foundation

Jairo and Scott Parra-Matthews

Andrew Tanber



*“We consider The Trevor Project’s life-saving work to be essential, and so we view our support of Trevor to be an essential part of our lives, as well. It’s an honor to be involved.”*

—Lauren Morelli & Samira Wiley

## Champion

Anonymous (x6)

Kevin Alger

Angelo Family

Charitable Foundation

Liz Armstrong

Madison Beer

Antonia Belcher

Rosalind and Alfred

Berger Foundation

Orlan Boston and Tomas

Mikimzis-Boston

Bryn Brody

Jessica Case

Chris Coffey and Adam Riff

Kathleen Curry

Hank DelMonico

Mike Dillon

Roy and Patricia Disney

Family Foundation

Scott Domann

Brian Dorsey

Gregory Evans

Andrew and Martín Farach-Colton

Bill Frew

Ralph Furlo

Alexander George

Daniel Gold

Holly and Matthew Goodwin

Nathan Gunn

Jane and Simon Hallett

Kent Harvey and Barry Naik

Mel Heifetz

Skye and Mark Hoppus

Michael Icore

David H. and Barbara M.

Jacobs Charitable Trust

Lisa and Richard Jeanneret

Spencer Johnson

Family Foundation

Meredith Kadlec and

Michelle Paradise

Jennifer Kellogg

Mary Soon Lee and

Andrew Moore

Gary Lightbody

Phillip Lindow

Kimberly and Wesley McDonald

Anthony McWilliams

Judy Miles and Renata Sos

Catharon and Brian Miller

Sarah Mills

The Moxley Family Foundation

Ziva and Jack Paley

Richard Palmer

Steven Paskay

Ramon Perez Egana

Thomas Phillips and Jane Moore

Johnson Foundation

Mark Puskarich and

John Tonnison

Patricia Quick

Jacob Rabon IV

Ruben Ramirez and Felix

J.P. Sheridan

Tracy Rawl

RFI Foundation

Rubenstein and Skavish Family

Richard Russell

Luc Ryan-Schreiber

Thomas Sanchez and

Anthony Shop

Ronald Scott

The Randy Stone Family Trust

Jonathan Van Ness

Douglas Vetter

Emily and Theodore Waitt

Diana and Richard Walla

Christine Wojnowski

The Marty and Barbara

Zweig Foundation

*“A Leg Up on Life is a group of artists who came together to perform and raise funds for The Trevor Project because we know their counselors are available to any LGBTQ young person who needs to know there is a community out there who will celebrate them for who they are.”*

—Daniel Gold



## Advocate

Anonymous (x4)  
 Adventure Instead  
 Sharon Agar and Richard Johnson  
 Tina Albertson  
 Cat Anderson  
 James Arrowsmith  
 Michael Baldwin  
 Lance Bass and Michael Turchin  
 Pete Beck and Dan Chapman  
 Paul Beren and Steven Blitstien  
 Joel Berlin and The Mike  
     and Michelle Berlin  
     Family Foundation  
 Robert Bethge  
 Jason Blum and Lauren  
     Schuker Blum  
 Lex Bobrow  
 Linda Braun  
 Adam Brauner  
 Ruth Bryson and Jocelyn Tseng  
 Jessica Buckley  
 Riley Buss-Drexel  
 Jess Camacho and Joshua Safran  
 The Carney Family  
     Charitable Foundation  
 Arturo Carrillo and David Mizener  
 David Castro and Renee Ridolfi  
 Hardy Chan  
 Stephen Charles  
 Chase Street Foundation  
 Clark and the Be Proud! Auction  
 Chelly and Kevin Clayton  
 Danielle Cocanougher  
 Paul Colin and Margaret Rajski  
 Colby Conner  
 Danford Fisher Hannig Foundation  
 Anne Crawford deZonia  
 James P. Digan  
 Michael DiMartino and  
     Brian Orter  
 Walter Ditto  
 Dubose Family Foundation  
 Christopher Duck  
 John Ealy  
 Katie and Bryan Eckelmann  
 David Finke  
 Susie and Michael Gelman  
 Abraham Gesser  
 Eric Green  
 Matt Gromada and Javier  
     Lopez-Molina  
 Shannon Hale  
 David Harley and Brian Selznick  
 Jon Hartmere  
 Anne Hathaway and  
     Adam Shulman  
 Connie Hendry  
 Tara and Chris Herrmann  
 Hohmann Family  
 Steven Holley  
 Tomlinson Holman  
 Josh Homme  
 Solange and Michael Hommel  
 Marianne and Jeffrey Howie  
 David Henry Jacobs Jr.  
 Jacoby Family and The Edward  
     L. Hutton Foundation  
 Jewish Federation of  
     Greater Washington  
 Blanding U. Jones  
 John Kennedy  
 Chris Kilzer and Brittany Larson  
 Heidi Klum  
 Peter and Eileen Koffler  
 Andrii Korotkov  
 Jenna Kutcher  
 Eric Lavis and Neil Vyas  
 Laurence Leive  
 David Long  
 Felicia Lowery  
 Carrie Mahan and Riley  
     Mahan Anderson  
 Major Family Foundation  
 Terrence Meck  
 Michaela Mendelsohn  
 Karen and Matthew Miller  
 Weston Milliken  
 Julian J. Moore  
 The John W. Mooty Foundation  
 Eve and Jonathan Mothner  
 Gina Muñoz  
 Eric Navar and Tim O'Keefe  
 Patrick Ness  
 Andrew and Samuel Pang  
 Scott Popkowski and Joseph Smith  
 Terry Raburn  
 Bryan Rafanelli  
 Bradley Reid  
 MJ Rodriguez  
 Martin Sellers  
 Leslie and Leonard Shapiro  
 Stephen Sheldon  
 Ketan and Tanuja Sheth  
 Geralyn S. Smith  
 Brett Somers  
 Irwin Srob  
 Darin and Patricia St Ivany  
 Anna Sullivan  
 Richard Talley  
 Susan Turner  
 George Vail  
 Andrew Wheeler  
 The Mo and Cher  
     Willems Foundation  
 The Wright-Hager Foundation  
 Steve Yeager and The Samuel  
     Sampson Charitable Trust

# FOUNDATION 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 youth don't enter a crisis in the first place. Thank you!

## Gold

New York City Council

Wellspring Philanthropic Fund

## Silver

H. Van Ameringen Foundation  
LaureL Foundation  
NoVo Foundation

S. Mark Taper Foundation  
The New York Community Trust  
The Wasily Family Foundation

## Bronze

Annenberg Foundation  
Audrey & Sydney Irmis Charitable Foundation  
Small Change Foundation

The Keith Haring Foundation  
The Rocking Moon Foundation

## Champions

Alpern Family Foundation  
B.W. Bastian Foundation  
Broadway Cares / Equity Fights AIDS  
Collingwood Foundation  
Dart Group Foundation  
David Bohnett Foundation  
David Geffen Foundation  
Lubert Family Foundation  
NIHCM  
Office of County Supervisor Sheila Kuehl  
Seedworks Fund  
The Skylight Foundation

## Advocates

AHS Foundation  
The James J. McInerney and Gary  
R. Fafard Foundation  
The Myles D. and J. Faye Sampson Foundation  
The Stanley E. Hanson Foundation



# 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; 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 during 2020's challenging events. Thank you!

## Rainbow

Google.org  
PUMA North America

PwC Charitable Foundation

## Premier

Abercrombie & Fitch  
Procter & Gamble

TikTok

## Platinum

AT&T  
Twilio

Twitch  
Wells Fargo Foundation

## Gold

AmerisourceBergen Foundation  
Bliss  
The Coca-Cola Foundation  
Diet Coke  
Ernst & Young  
Facebook  
Forever 21

Kiehl's USA  
LoveLoud Foundation  
Macy's  
NBC Universal  
Plus One Foundation  
Saks Fifth Avenue Foundation  
Williams-Sonoma, Inc.

## Silver

AbbVie Foundation  
Allergan Foundation  
Apple  
Bank of America Charitable  
Foundation, Inc.  
Blizzard Entertainment  
Dolce Vita  
FedEx  
Gilead

Harry's Inc.  
Hot Topic  
Instagram  
Jackson Lewis P.C.  
Lululemon Athletica Canada Inc.  
Morphe Cosmetics  
Netflix  
Panera Bread  
Playboy

Quay Australia  
Ready Go Ventures  
SoulCycle  
SteelSeries  
Toyota  
Verizon  
WarnerMedia  
World of Wonder Productions  
YouTube

## Bronze

American Express  
 BMW USA  
 Boy Smells  
 Brew Dr. Kombucha  
 Capital Group  
 Cloak Brand  
 COS Communications  
 Dolce & Gabbana  
 Dr Martens AIRWAIR LLC  
 Empire Distribution  
 HBO

Herbivore  
 HOLDEN  
 Kate Spade New York  
 Kimpton Hotels & Restaurants  
 Kohl's  
 Mission Road Entertainment  
 Omnicom Media Group  
 Otsuka Pharmaceutical  
 Development &  
 Commercialization, Inc.  
 PwC

Salesforce.org  
 The Shop Forward  
 State Farm Insurance  
 Triple Threat Productions, Inc.  
 The Walt Disney Company  
 Wetbrush  
 Zox

## Champion

ADP Foundation  
 Aether  
 AMC Cares Charitable Fund  
 American Tower Foundation  
 As You Are Fund  
 Battery Powered  
 Blackstone Charitable Foundation  
 Chubbies  
 Conscious Step  
 Deep Silver Volition  
 Depop  
 Epic Games  
 ExtraSolar Zine  
 EyeBuyDirect  
 Fool and Scholar Productions LLC  
 Gilt  
 GLAMCOR  
 Golden Coast Track Club  
 Gulfstream Park Racing  
 Association, Inc.  
 Happy Socks  
 Home Shopping Network  
 HSBC  
 IPSY  
 Jake Resnicow Events  
 JanSport

KimChi Chic Beauty LLC  
 King and Spalding  
 Komar Brands  
 Last Week Tonight with  
 John Oliver  
 Lemonade  
 Levi Strauss  
 Los Angeles Lakers, Inc.  
 Lovepop Cards  
 Lundbeck Pharmaceuticals LLC  
 Makeup Museum  
 Mansur Gavriel  
 Marine Layer Inc.  
 Mark & Graham  
 ModCloth  
 New York Sports Clubs  
 NIKE, Inc.  
 Nix Hydra Games, Inc.  
 Oaktree Capital Management, L.P.  
 OneHope Wines  
 OneMain Financial  
 Pager Duty  
 The Piada Group  
 PopSockets  
 Pottery Barn  
 Pottery Barn Teen

Quick Silver Fund  
 Qurate Retail Group  
 Regeneron Pharmaceuticals, Inc.  
 Rhone  
 Rejuvenation  
 Shiseido  
 Shutterfly  
 SockSmith  
 Solid and Striped LLC  
 Sony Pictures Ent. Inc.  
 Sugar Bear Hair  
 Synchrony Financial  
 TeeTurtle  
 Thirstystone  
 U.S. Games Systems, Inc.  
 Ultimate Software Group, Inc  
 UNIQLO  
 UrbanStems  
 Viacom  
 Vineyard Vines  
 Warby Parker  
 Warner Brothers  
 West Elm  
 Western Digital  
 Yardi Systems, Inc.



In 2020, Engage For Good, a leading nonprofit industry group, shortlisted The Trevor Project for four Halo Awards, which recognizes the year's most impactful social impact campaigns. The Trevor Project's Pride 2019 campaigns with Macy's and Abercrombie & Fitch won their respective categories: Best Consumer Donation Campaign and Best Inclusion Campaign!



# CELEBRITY SUPPORT

The Trevor Project's team works with celebrities, influencers, and content creators to use their platforms to champion our life-saving work, educate people about Trevor's mission, our crisis services, and encourage donations from their fans all around the world.



## Demi Lovato Celebrates Pride Everywhere

Demi Lovato's voice led our 2020 Pride campaign, Pride Everywhere, in a video recognizing how Pride looked different in the wake of COVID-19.



## Transgender Day of Visibility

We published our *Guide to Being an Ally to Transgender and Nonbinary Youth*, a resource that was widely shared by talent such as Miles McKenna, Jazz Jennings, Alexandra Billings, and more.



## Dua Lipa on the TODAY Show

Pop star Dua Lipa appeared on NBC's TODAY Show to prominently feature The Trevor Project in the national morning show's coveted second-hour slot.



## Daniel Radcliffe Supports Trans Youth

We worked with Daniel Radcliffe to release his heartfelt response to J.K. Rowling's harmful tweets about gender identity.

# TAKE ACTION

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

*As a supporter of LGBTQ youth, I commit to:*



## AFFIRM

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



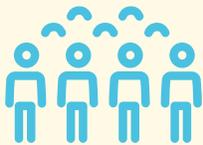
## SHARE

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 youth: TrevorLifeline, TrevorChat, and TrevorText.  
<[TRVR.org/Volunteer](https://www.trvr.org/volunteer)>



## PROTECT

LGBTQ youth by joining 50 Bills in 50 States, The Trevor Project's campaign to end conversion therapy nationwide. Text START to 678-678.



## GIVE

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



## JOIN

our team. For the latest jobs and career opportunities please visit  
<[TRVR.org/Jobs](https://www.trvr.org/jobs)>



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

    
@TheTrevorProject

     
@TrevorProject