Google.org

Check out this case study to see how Google.org has helped The Trevor Project advance its mission through a direct programmatic investment in Trevor's technology and skills-based volunteering from Google employees.

Why Google.org and The Trevor Project?

Both Google.org and The Trevor Project are driven to solve some of the world's biggest challenges. Our collaboration began through a mutual desire to leverage technology in order to advance Trevor's mission to end suicide among LGBTQ young people.

Google.org was eager to give back to its community, enable its employees to apply their technological expertise to a nonprofit, and demonstrate the benefits AI technology could provide in advancing nonprofit missions. At the same time, The Trevor Project was serving more LGBTQ young people than ever before and saw an opportunity to scale our services with the assistance of innovative technology in order to serve every LGBTQ young person who reached out in crisis. Through a collaboration, we could both achieve our aligned goals and save young LGBTQ lives.

The Collaboration

Together, we have been able to create change and lasting impact for both of our organizations by leveraging Google.org's technical expertise and experience to tackle some of Trevor's largest challenges.

Google.org's expert understanding of AI and technology systems helped Trevor develop a best-in-class technology infrastructure, which has allowed us to serve more LGBTQ youth at quicker rates. Through two Google.org grants, Google.org has provided more than $2.7 million in funding to support Trevor. These transformative funds from Google.org have enabled Trevor to continue to grow our services and our technology team. Moreover, through the Google.org Fellowship, a pro-bono program that matches teams of Google employees with Google.org grantees for up to six months, 26 Google employees worked full-time to support The Trevor Project's work. These Google.org employees had the opportunity to work directly with Team Trevor to help design and implement new technologies, including an AI-based queueing system that has optimized Trevor's prioritization process in order to connect LGBTQ youth at highest risk of suicide with a counselor more quickly.

Our Joint Impact

The Trevor Project & Google.org collaboration exemplifies how our corporate supporters can create lasting value at The Trevor Project through leveraging their unique company assets and areas of expertise. Our collaboration has empowered Trevor to leverage technology in new ways to serve more

young people who need us. Simultaneously, it has showcased the tangible impact of technology on nonprofits and how other nonprofits may benefit from using AI to advance their missions. The success of this work highlights Google's unique ability to have social impact, while providing opportunities for Google employees to engage in meaningful, highly-integrated, skills-based pro bono work. Our work together has also generated extensive positive press coverage for Trevor and Google.org – in recognized tech and mainstream media outlets like VentureBeat, Fast Company, and MIT Tech Review – and even won the 2021 Best of the Best Halo Award! Together we brought to life key technological innovations that have helped Trevor save more young LGTBQ lives by providing constant acceptance and support whenever they need it.