



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.

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

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.

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.

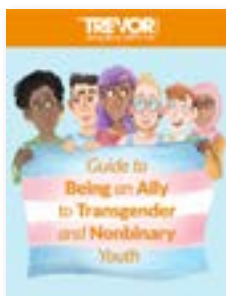
CARE Training

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.

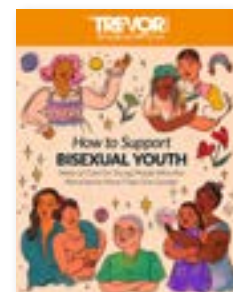
8,000+ youth-serving adults directly educated through our public training programs in FY21.



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

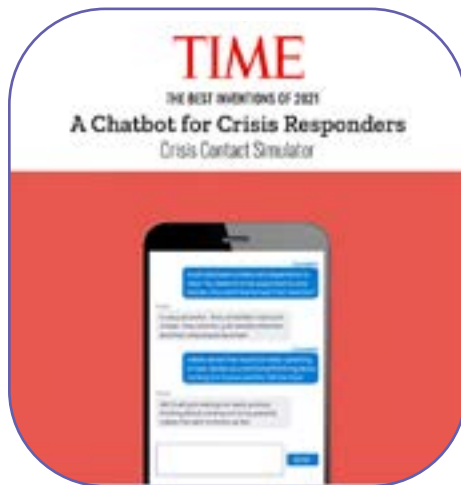
The Trevor Project is successfully pushing for routine and systematic collection of sexual orientation and gender identity data in government research and surveys. Data is essential to creating public health policy to serve the LGBTQ community. This is particularly true of the mortality/risk behavior 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

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

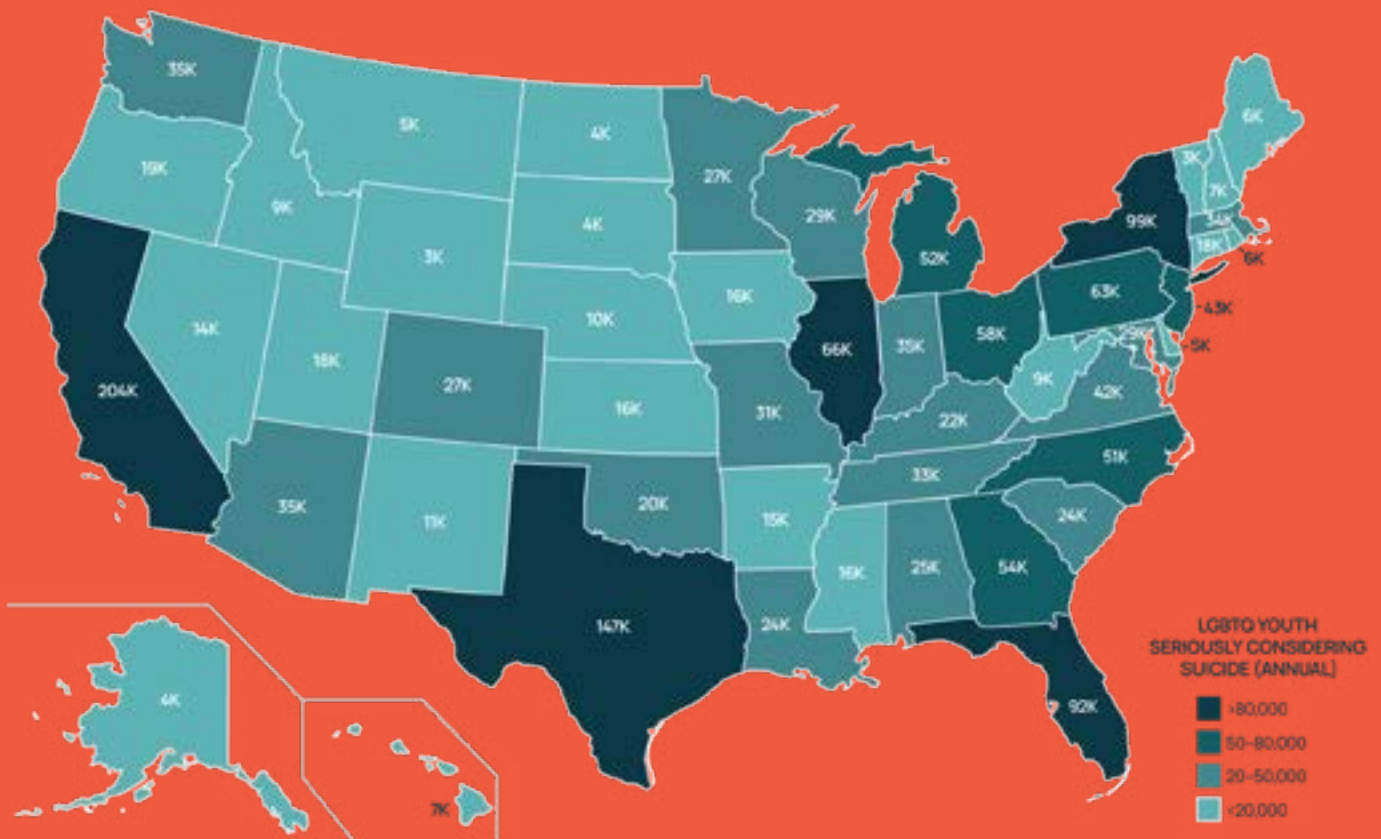


Joint Statement by The Trevor Project and the American Foundation for Suicide Prevention Against Anti-Trans Youth Bills

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

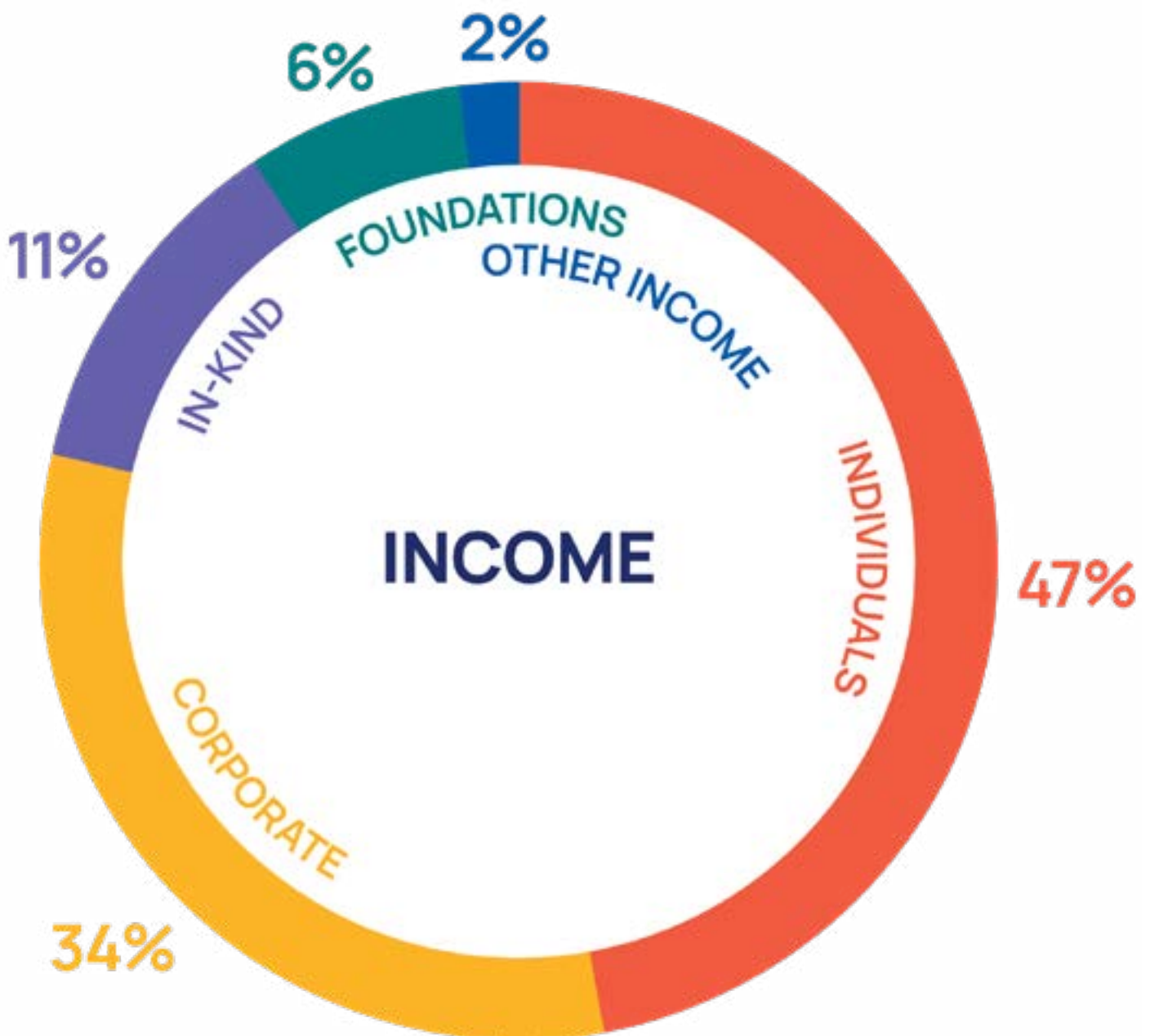


FINANCIALS

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

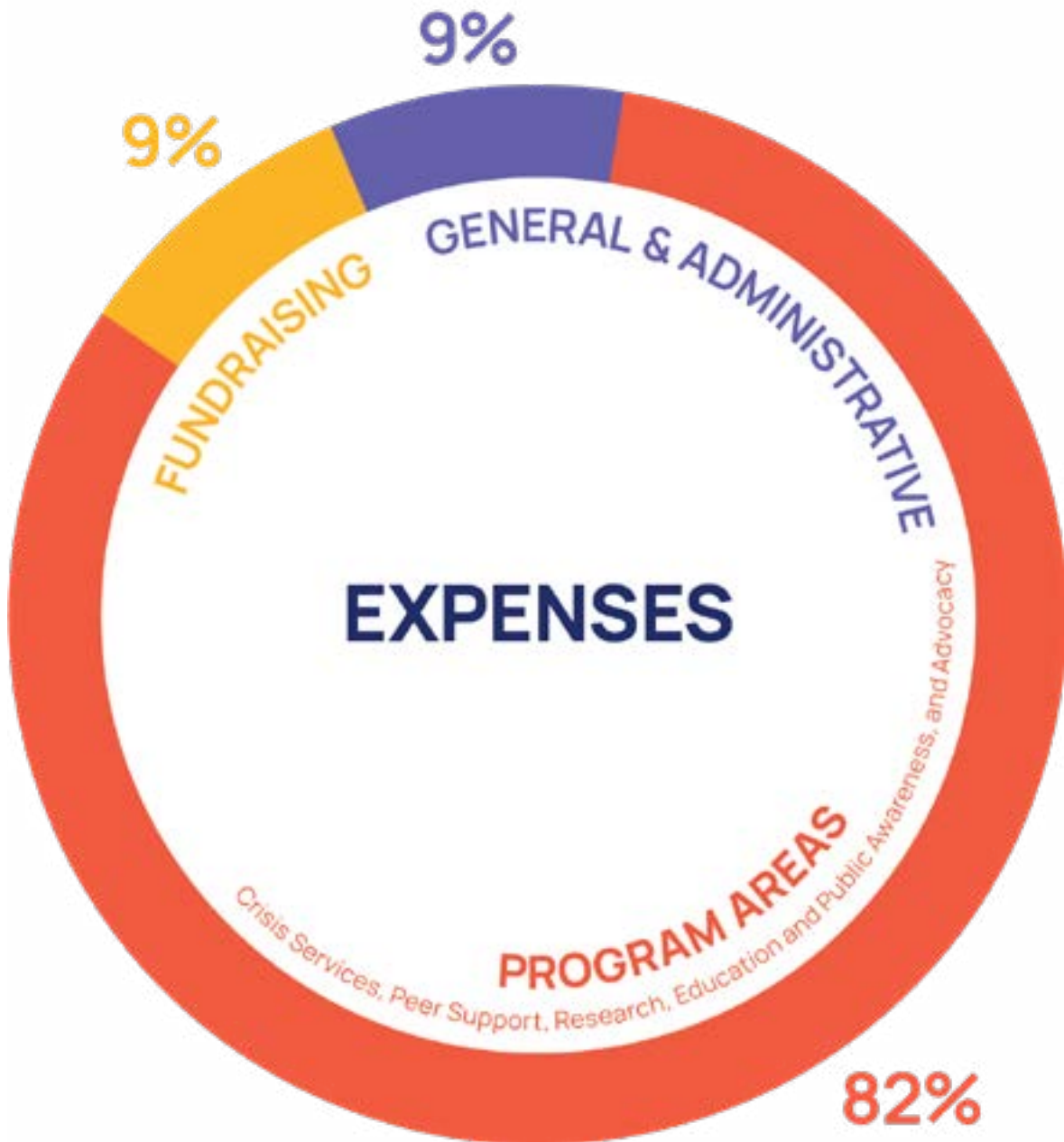


Income

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

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Beacons (cont'd)

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Bratten · John Braun and Jay Stone · Melissa Braun · Vance Bray · Alan Breckenridge · Donna Breedlove · Killian Brennan · Haley
Brewer · Aundrea Bricker · John Bridges · Donald Briggs · Christian Brinegar · Samantha Bringas · David Brinkerhoff & Dan Meiners
Judith Briskin · Nicholas Broad · Rob Brofman · Beth Brooke · Lauren Blakely Books · Diana Brooks · George Brooks and Emily Klion
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Daniels Donor Account · Amy Danis and Mark Johannes · Mary Jane H. & Peter Dapuzzo Family Foundation · Kim Dare · Adam
Dart · Joe Darwin · Altí Dasilveira · Paul Daversa · Vaughan Davies and Barry Wiener · Anastasia Davis · Christopher Davis · Chuck
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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
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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
Enochson · Amber Ensign · Enterprise Holdings Foundation · Rob Epplin · Jacob Epstein · Eric and Marya Charitable Gift Fund ·
Troy Erickson · Richard Ericson and Samantha Williams · Mary Erlenborn and Thomas Templeton · Dawn & Kevin Ervin Fund ·
Kevin and Dawn Ervin · Deisy Espana Jose Espinal · Cassandra Estep and Brian McDowell · Connie Etheridge · David Evans · The
Evans & Dixon, LLC Team · Christopher Everett · Carlos Facenda · Kathleen Fahey · Mary Fairbanks · Kathryn Falberg and Monique
Predovich · The FalCarthy Foundation · Andrew and Martin Farach-Colton · Edmund Fargher · Jim Farmer and Jennifer Morrow ·
Frederick Farrar · Michael Farrell · Katie and Ed Farrey · Kevin Fattor · Stacey Fedele · Daniel Fell · Robert Felsenfeld · Loraine
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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:

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For more information about the Circle of Light, contact our Community Philanthropy team at 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)



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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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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

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

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.trvr.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.trvr.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.