

THE TREVOR PROJECT



The World We Deserve

The Trevor Project's mission is to end suicide for LGBTQ youth. We envision a world in which every LGBTQ young person is loved and accepted for exactly who they are. But we can't shape this world alone. That's where you come in.



Who We Are

The Trevor Project is the world's largest suicide prevention and mental health organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people. We want to create a world that is safe and full of opportunity for LGBTQ youth, without the stigma, shame, and violence that many face simply for being who they are. We wake up every day dedicated to our vision, but the reality is that **every 45 seconds an LGBTQ young person attempts suicide in the U.S.**

And yet, there is hope. Our research has found that having at least one accepting adult in an LGBTQ young person's life can reduce their risk of suicide by 40%. Trevor aims to provide that person. When LGBTQ young people feel lost, **we are here to let them know they are never alone.**



With the support of our most generous donors and partners, we can end LGBTQ youth suicide.



Our mission is urgent

Every year, more than 1.8 million LGBTQ young people in the United States **seriously consider suicide**. Suicide is the second leading cause of death among young people, and lesbian, gay, bisexual, and transgender youth are more than four times more likely to attempt suicide than their peers. What's more, over half of transgender and nonbinary young people seriously considered attempting suicide in the last year.

We see in our research how these health disparities among LGBTQ young people result from a lack of support and increased experiences of discrimination and rejection. For example:

- Only 37% of LGBTQ young people found their home to be LGBTQ-affirming.
- 3 in 5 LGBTQ young people said that someone attempted to convince them to change their sexual orientation or gender identity.
- 73% of LGBTQ youth reported that they have experienced discrimination based on their sexual orientation or gender identity at least once in their lifetime.
- With hundreds of anti-LGBTQ bills debated in legislatures across the country each year, 94 percent of LGBTQ youth report that recent politics negatively affected their mental health.



Tackling a public health crisis

Despite the significant challenges faced by LGBTQ young people, many still struggle to access the acceptance and care they need. In fact, 60% of LGBTQ young people who wanted emotional or psychological counseling from a mental health professional in the last year were unable to receive it.

Against this backdrop, The Trevor Project is committed to being there for the many LGBTQ youth who need and deserve support across the U.S. with our **free, confidential crisis counseling services** available via phone (TrevorLifeline), instant messenger (TrevorChat), and text (TrevorText).

We have served over 1.1M crisis contacts with our highly-effective and life-affirming counseling services – with more youth reaching out every day.

“I remember being 14 and calling The Trevor Project because I wanted to kill myself. Today, at age 26, I am here to stay.”

- Trevor Community Member

“ ”

I didn't know what else to do or who else to contact. So, I picked up my phone and I sent a text. And when someone from Trevor responded, it instantly made me feel like people were there for me, like I wasn't alone.

— TrevorText User





Shaping a more inclusive world

In addition to our frontline crisis intervention services, Trevor invests in **suicide prevention programs** to help create a world where LGBTQ young people never enter a crisis in the first place – because they feel supported as their authentic selves by their friends, families, and communities. Our suicide prevention programs include:

- **Peer support.** TrevorSpace is the world's largest safe space social networking community for LGBTQ young people.
- **Research.** We advance scientific inquiry and inform public knowledge about LGBTQ youth and their mental health.
- **Education and public awareness.** We develop research-backed trainings and digital content on LGBTQ youth mental health and allyship.
- **Advocacy.** Through legislation, litigation and public education, we advocate for LGBTQ youth mental health in preventative efforts that address the factors that place LGBTQ youth at higher risk of suicide.

Trevor is here when LGBTQ youth need us most

In an increasingly connected and conflicted world, our culture propagates new mental health stressors every day for LGBTQ youth. The Trevor Project has risen to the occasion time and time again to support young people through their most challenging moments.

June 2019 — Alarming new LGBTQ youth mental health data
The Trevor Project publishes our first U.S. National Survey on LGBTQ youth mental health – the largest ever completed – and reports that 39% of LGBTQ youth seriously considered attempting suicide in the past twelve months.

March 2020 — COVID-19 pandemic
Through the pandemic, the volume of youth reaching out to our crisis services programs increases significantly, at times spiking to more than double early 2020 volumes.

June 2020 — Pride and protest
Following the murder of George Floyd, Trevor issues a public statement in support of Black Lives Matter, publishes new resources on intersectionality and activism, and helps our Corporate Partners pause their Pride campaigns to ensure the spotlight remains on the fight for racial justice. Later, Trevor helps our partners reactivate their campaigns with a focus on supporting LGBTQ youth through challenging current events.

October 2021 — Targeted discrimination against transgender people
Alongside hundreds of other anti-trans bills being introduced across the country, the Texas legislature signs into law a bill banning transgender youth from playing sports. When this bill was being debated, we saw crisis calls from Texas increase by 150%.

March 2022 — LGBTQ youth face further harm in schools
Florida passes their “Don’t Say Gay” bill, which bans classroom instruction on sexual orientation and gender identity in schools, effectively erasing LGBTQ identity, history, and culture – as well as LGBTQ students themselves. This legislation passes despite the fact that LGBTQ youth who learned about LGBTQ issues or people in classes at school had 23% lower odds of reporting a suicide attempt in the past year.

Our approach is transformative

Since launching in 1998, The Trevor Project has become one of the most respected LGBTQ organizations in the world and a leader in innovating at the intersection of LGBTQ identities, mental health, and crisis intervention. We are committed to sustainable, tech-powered, and human-centered solutions for ending LGBTQ youth suicide.

We measure our impact by tracking against numerous quantitative and qualitative metrics of success, such as number of youth served, youth satisfaction with our services, volunteer counselor retention, and cost-effectiveness of our programs. An independent evaluation found that at least 90% of the youth we serve sustain a de-escalation of their level of crisis for a full month after they speak to us.

In the past three years, we've expanded TrevorText and TrevorChat to 24/7 service, launched a self-guided online training program to train significantly more crisis counselors, modernized our volunteer management system, and embedded artificial intelligence into our services to more efficiently assess suicide risk. From 2018 to 2022, our yearly crisis services interactions have nearly quadrupled. We are holistic, state-of-the-art, data-driven, intersectional, and life-affirming. We are here for LGBTQ youth whenever, wherever they need us.

We are Trevor.



Trevor's impact by the numbers

260,000+ — Crisis contacts served via our 24/7 crisis services in FY22

500,000+ — Accounts on TrevorSpace.org — our free, safe space social media site for youth to build peer community globally

26 — U.S. states that have passed bills, made executive orders, or issued regulatory rulings providing youth with some level of protection from conversion therapy, many with our guidance and support

34,000+ — Number of LGBTQ youth represented in 2022's National Survey on LGBTQ Youth Mental Health, our annual survey that's the largest of its kind

18 — Average number of academic papers and research briefs we publish every year, bringing to the forefront important trends like gender-affirming care, Black LGBTQ youth mental health, youth substance use, and Asian/Pacific Islander LGBTQ youth mental health, among other topics

Ratings and Recognition

2.6M+
Social following (Instagram, TikTok, Facebook, Twitter, LinkedIn, Tumblr)

99.41
Charity Navigator Accountability & Transparency score

A
Charity Watch grade

Platinum-level
GuideStar rating

10
Finalists for Engage For Good's Halo Awards since 2018

8
Halo Award wins, including the highest honor, the "Golden Halo" in 2022

Join Our Life-Saving Work

Over the last 24 years, The Trevor Project has expanded and deepened our impact to save more young LGBTQ lives. Our Corporate Partners are a **critical part of empowering our programs** – as companies show up for LGBTQ youth alongside Trevor through contributing their time, talent, and treasure (financial contributions.)

Supporting Trevor has been shown to **positively impact brand perception** and consideration from LGBTQ & ally consumers. A recent consumer survey found that:

1. 98% of LGBTQ consumers and 92% of allies believe Trevor's mission and programs are important.
2. Most LGBTQ community members (89%) and allies (83%) feel more positively about a company if they are an Official Trevor Corporate Partner.
3. The majority of LGBTQ community members (more than 80%) and allies (more than 70%) are more likely to consider purchasing/continue purchasing a product or service because of a company's support for Trevor.

Our partnership philosophy is rooted in a win-win mentality, building partnerships that support Trevor's mission while meeting your philanthropic and business goals. We believe successful partnerships are built on shared values; as such, **we require the following commitments of our partners:**

1. Authentic commitment to our mission.
2. Demonstrated commitment to LGBTQ communities – internally and externally.
3. Tangible, financial commitment to fund our work.
4. Commitment to being good business partners – and good human beings.

"I think The Trevor Project is a really important organization and they do good work, so it makes me happy when I see corporations partnering with them, especially living in Arizona...I don't see that very often, so it's a positive thing for me."

*-LGBTQ consumer
2022 Consumer Survey*



Partnership opportunities

We are experts in cause marketing and cause-driven ventures. As such, we help our partners achieve their goals by crafting mutually-beneficial activations and collaborations that deliver real business value. Our custom-built partnership models can range from cause marketing campaigns and commercial co-ventures to corporate education programs and multi-year programmatic sponsorships.

As an Official Corporate Partner of The Trevor Project, you're more than a benefactor.

You're a catalyst for change in a movement to save young LGBTQ lives.

Fund innovation

Help us reach and serve more LGBTQ youth via direct investment in our suicide prevention, crisis intervention, and peer support programs.

- Programmatic investments
- Infrastructural innovation
- General operating support
- PR and storytelling opportunities

Engage new audiences

Leverage our subject-matter expertise to reach new audiences and drive cultural conversations about LGBTQ mental health, representation, and equality.

- Cause marketing
- Consumer activated donations
- Consultations on LGBTQ strategy
- Influencer & talent engagement
- Content co-creation

Cultivate inclusion

Connect your employees to a variety of educational and volunteer opportunities to cultivate an inclusive, engaged workplace.

- Educational workshops
- Volunteer Days of Service
- Crisis counselor volunteering
- Asynchronous engagement opportunities

Show your pride

Wear the rainbow proudly as a Trevor Pride Partner and activate during one of the most colorful and celebratory times of the year – or better yet, celebrate Pride year-round.

- Campaign collaboration
- Cross-promotion on Trevor channels
- Ready-to-use digital media assets
- Corporate matching gift campaigns
- Co branded merchandise

Please Note: The Trevor Project's Official Corporate Partnerships start at the \$25,000 donation level and scale with your goals, from \$100,000 collaborations to \$1 million transformations. If you are a small business and a \$25,000 commitment is outside of your giving capacity, learn more about how you can support us by [becoming a Trevor Champion!](#)

*“I was having a really bad day today so I [called Trevor] and I am really happy I did. the person I talked to was 11/10 stars, the best person ever, and just being able to talk to someone about me and honest me made me happy.”
-Trevor Crisis Services User*





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@TheTrevorProject



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