



Meeting The Call



Strategic Plan
October 2023

Leadership Perspective



The Trevor Project was founded 25 years ago to respond to a suicide public health crisis disproportionately affecting LGBTQ+ young people. Even today, the crisis remains complex and far-reaching, with data showing that LGBTQ+ young people remain more than four times more likely to attempt suicide than their peers. Suicide currently ranks as the second leading cause of death among all young people in the U.S.

Thanks to the work of our staff, our volunteers, and our supporters across the country, we have grown over the years from a 24/7 phone Lifeline reaching several thousand young people per year to the preeminent resource for LGBTQ+ young people to thrive. In short, The Trevor Project has become the leading organization responding to the crisis of LGBTQ+ youth suicide.

Our goal is to provide a community of support for LGBTQ+ young people wherever they are in their journey. To do so, we have exponentially expanded the reach of our intervention Crisis Services across phone, text, and chat, and have developed a holistic multi-faceted suicide prevention approach that works to avert suicidal ideation earlier in the risk cycle.

From research and advocacy to public education and peer support, our expanded reach and investment in prevention programs are working to decrease the number of LGBTQ+ young people who enter crisis:

- The Trevor Project formalized research as a key organizational pillar in 2019, and our research team has published groundbreaking research showing more than 1.8 million LGBTQ+ young people in the United States seriously consider suicide each year. We launched the most expansive survey of LGBTQ+ youth mental health ever done, continue to

illuminate the factors impacting LGBTQ+ young people's mental health, and our reports and findings are frequently referenced by top tier media outlets around the country.

- We significantly expanded The Trevor Project's advocacy work including adopting a nationwide campaign to end conversion therapy, successfully helping secure substantial designated funding to support LGBTQ+ youth in the national 988 suicide prevention program, and providing support to counter anti-transgender and nonbinary legislation around the country.
- TrevorSpace, our safe social networking platform, has served more than 640,000 LGBTQ+ young people around the world since inception, helping them explore their identities, get peer advice and support, and make friends globally.
- In Fall 2022, we expanded crisis intervention services internationally. Working alongside a team of Mexico-based experts who understand the distinct cultural needs and experiences of their country's LGBTQ+ young people, we launched digital Spanish-speaking crisis services operations in Mexico in October.

Despite many advances, the last few years have also seen an intense, hostile political and cultural climate proliferate where LGBTQ+ young people's rights and wellbeing are being threatened daily. It has unearthed new hurdles and barriers that pressurize our work. The Trevor Project is determined to remain a compassionate counterpoint to these coordinated efforts, and we are fighting harder than ever to protect LGBTQ+ young people's right to live healthy and fulfilled lives.

While we are grateful for all the progress we've made, we also acknowledge that there is an enormous amount of work ahead.

This plan summarizes The Trevor Project's intentions, goals, and strategies to leverage our many successes and learnings, function collaboratively within a larger ecosystem that affirms and uplifts LGBTQ+ young people, and dramatically increase the impact we have among our beloved LGBTQ+ young people's lives.

Our strategy, grounded in rigorous analysis, furthers the relentless pursuit of our mission to be here for LGBTQ+ young people for years to come. Updates this year incorporate knowledge gained from evolving events, including an overall shift in emphasis from growth and expansion to quality and long-term sustainability across all our programs and services.

In short, in the span of twenty-five years, we have ushered the organization from a grassroots operation to a widely-recognized and respected nonprofit building a better world for at-risk LGBTQ+ young people in the U.S. and beyond.

On behalf of everyone across The Trevor Project's community, we want to say thank you. The progress we've made to support LGBTQ+ young people would not be possible without the guidance and vision of so many who came before us. We look to the future and work tirelessly to contribute to a world where all LGBTQ+ young people can see a brighter future for themselves, and we warmly welcome you to continue building this movement with us.

In community and service,



Peggy Rajski
Peggy Rajski (she/her)
Founder/Interim CEO



Julian Moore
Julian Moore (he/him)
Board Chair

Who We Are

Our Mission

The Trevor Project's mission is to end suicide among lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) young people.

Our Vision

Our vision is to create a world where all LGBTQ+ young people see a bright future for themselves.

Our Programs

The Trevor Project advances our mission and vision through key crisis prevention and intervention work:

- **Crisis services.** The Trevor Project's crisis counselors are available **24/7** to provide support to young people in crisis on the platforms they spend their time – **online and on the phone.**
- **Peer support.** TrevorSpace, the largest safe space **social networking community** for LGBTQ+ young people, is moderated and available **24/7.**
- **Advocacy.** We work at the local, state, and federal levels to **advocate for legislation** that **protects the rights** of LGBTQ+ people.
- **Education and Public Awareness.** We develop programs, trainings, and content **promoting awareness** around **issues and policies** relevant to LGBTQ+ young people and the adults who support them.
- **Research.** We conduct regular evaluations and surveys ensure our services **reduce suicide risk** and **help us learn** about the mental health issues impacting LGBTQ+ young people.

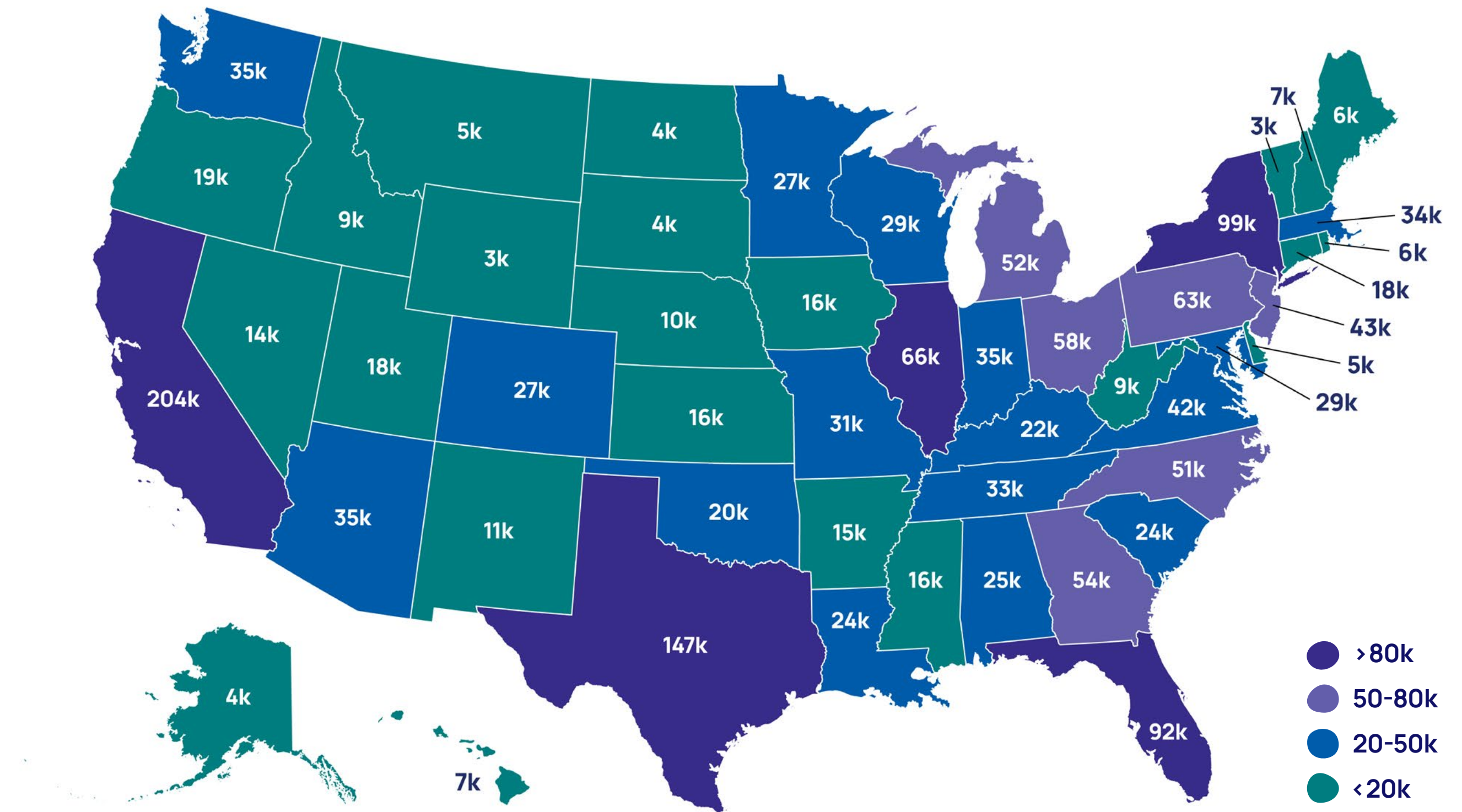
This interactive PDF is best experienced in full screen. Navigate through the sections by using the **tabs on the left side of this report**. Click on the **section titles** to read about each program. You can also click the **links** throughout this report to take you to more resources.

Who We Are

The Need

The Trevor Project estimates that there are more than **1.8 million**¹ LGBTQ+ young people in the United States seriously considering suicide each year. Globally, the number is more than **40 million**² LGBTQ+ young people.

- Suicide is the **second** leading cause of death among young people ages 10-14 and 20-34.
- Lesbian, gay, bisexual, and transgender young people are **more than four times** more likely to attempt suicide than their peers.
- **41%** of LGBTQ+ youth seriously considered suicide in the past year.
- **Half** of transgender and nonbinary young people have seriously considered suicide.



1. [The Trevor Project: National Estimate of LGBTQ+ Youth Seriously Considering Suicide](#)
 2. [The Trevor Project Announces Plans to Launch Its Life-Saving Crisis Services for LGBTQ+ Youth in Mexico](#)

Who We Are

Our Bold Goal

Our long-term vision is to build a world where we are no longer needed – where every LGBTQ+ young person is loved and accepted for who they are, and therefore not at higher risk for suicide or mental health crisis.

Until then, we'll continue to meet the need sustainably and refine our efforts intentionally so that we can provide support to every LGBTQ+ young person who needs it.

“ ”

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 contact



Who We Are

Join Our Movement

Creating a safer, more affirming world for LGBTQ+ young people is possible – but only with the continued dedication of supporters like you.

By contributing to The Trevor Project, you are helping us build the capacity to reach any LGBTQ+ young person in the United States and Mexico who needs us. We invite you to join this lifesaving movement to end suicide among LGBTQ+ young people.

Give to The Trevor Project to support programs that affirm and save young LGBTQ+ lives. [Donate today.](#)

Affirm LGBTQ+ young people to make sure they know they are loved and valued.

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

Volunteer as a crisis counselor for The Trevor Project's free and confidential services: TrevorLifeLine, TrevorChat, and TrevorText.

[Learn more](#) about volunteering opportunities.

Protect transgender and nonbinary young people by joining The Trevor Project's campaign to fight anti-trans bills and policies.

[Fill out our registration form](#) to join our action team.



Leadership
Perspective

Who We Are

Crisis Services

Advocacy

Research

Peer Support

Education
& Public
Awareness

Organizational
Values

Join Us

7

“ ”

I don't think I would
be standing here
today if it weren't for
The Trevor Project.

— Raine (he/him), 27

Crisis Services

The Trevor Project will sustainably scale and strengthen its **core crisis services** and **988 specialized services** to support every young LGBTQ+ person who reaches out for either **crisis prevention** or **intervention help**.

Crisis Services

GOALS

Sustainably scale our operations to support all our U.S. crisis contacts reaching out to Trevor.

The Trevor Project will strengthen our operations to support every LGBTQ+ young person needing our crisis services, including partnering to serve those reaching out through 988 lines.

Build on The Trevor Project's history of quality and inclusivity to provide the most effective and welcoming programs of support for every LGBTQ+ contact.

The Trevor Project will continue to refine service delivery procedures, platforms, and policies in line with clinical best practices to ensure quality and safety.

Ensure the long-term viability of The Trevor Project's life-saving crisis services.

The Trevor Project will optimize IT, data, training, and evaluation systems to set The Trevor Project's counselors and staff up for continued success in the years ahead, while aligning the goals of each team at The Trevor Project around operational impact, sustainability, and quality.

Continue building Spanish-speaking operations in Mexico.

The Trevor Project will continue to invest in and grow Spanish-speaking crisis intervention services in Mexico to provide support for Mexico-based LGBTQ+ young people.

Advocacy

The Trevor Project will build on its success in key advocacy areas that address **systemic issues**, help shape **a more accepting society**, and protect **LGBTQ+** young people's rights.

Advocacy

GOALS

Lead the charge to expand access to safe and affirming crisis services.

The Trevor Project will advocate at the federal level for resources to support crisis services for LGBTQ+ young people.

Continue our endeavors to ensure all LGBTQ+ young people across the country are protected from the dangerous practice of conversion therapy.

The Trevor Project will work at the local, state, and federal levels, and through legislation and litigation, to protect LGBTQ+ young people from the harmful practice of conversion therapy.

Educate and advocate for safe and affirming spaces for transgender and nonbinary young people.

The Trevor Project will work to defeat anti-transgender policy attacks at the state and federal levels, and invest in public education strategies to grow public understanding and support for transgender and nonbinary young people.

Research

The Trevor Project will inform **public knowledge** in ways that bring **new insights** and **clinical implications** to the fields of suicidology and LGBTQ+ youth mental health, work to advance **scientific inquiry**, and leverage **internal** and **external data**.

Research

GOALS

Grow The Trevor Project's impact in scientific inquiry within the LGBTQ+ youth mental health space.

The Trevor Project will continually deepen its body of research in risk and protective factors for LGBTQ+ youth suicidality.

Ensure The Trevor Project's services are informed by leading-edge research.

The Trevor Project will incorporate new studies, scientific advances, and research protocols to build on its thought leadership and the impact of its programs.

Publish high-impact content that can be consumed by audiences beyond academia.

The Trevor Project will continue to grow the visibility and consumption of its research so that findings on risk and protective factors for LGBTQ+ youth can be integrated into mental health interventions, policies, and programs.

Peer Support

The Trevor Project will continue to improve the usability and safety of **TrevorSpace**, so that LGBTQ+ young people **across the globe** can access an **affirming, welcoming environment** to bond with each other and form **supportive connections.**

Peer Support

GOALS

Strengthen TrevorSpace's user engagement.

The Trevor Project will continue to engage young people on TrevorSpace with new and refined resources to build affirming community and connections.

Continually assess TrevorSpace so that it remains effective and accessible to a wide range of LGBTQ+ young people.

The Trevor Project will continue to evaluate TrevorSpace to identify opportunities for growth and optimize the site so more LGBTQ+ young people can access it.

Ensure TrevorSpace is the safest, most welcoming, and engaging online experience for a diverse cross-section of LGBTQ+ young people.

The Trevor Project will optimize safety features, including the automated detection of harmful content and a privacy-friendly approach to age verification, and include onsite content to engage a diverse range of LGBTQ+ young people.

Education & Public Awareness

The Trevor Project will expand its **training products**, while continuing to leverage **creative communication** to increase public awareness about topics related to LGBTQ+ youth suicide prevention.

Education & Public Awareness

GOALS

Build and deliver educational and training content for key audiences that can help reduce suicide among LGBTQ+ young people.

The Trevor Project will refine existing educational and training tools and content while exploring additional potential resources to support LGBTQ+ young people and the adults and allies who interact with them.

Maintain and grow access to online resources for LGBTQ+ young people and LGBTQ+ youth-facing adults.

The Trevor Project will maintain and streamline access to online resources for LGBTQ+ young people and youth-facing adult audiences to help prevent suicide.

Promote The Trevor Project's services and critical content related to LGBTQ+ youth suicide prevention.

The Trevor Project will continue to educate about the organization and key topics related to its mission by engaging supportive adult and youth audiences on a variety of platforms and channels.



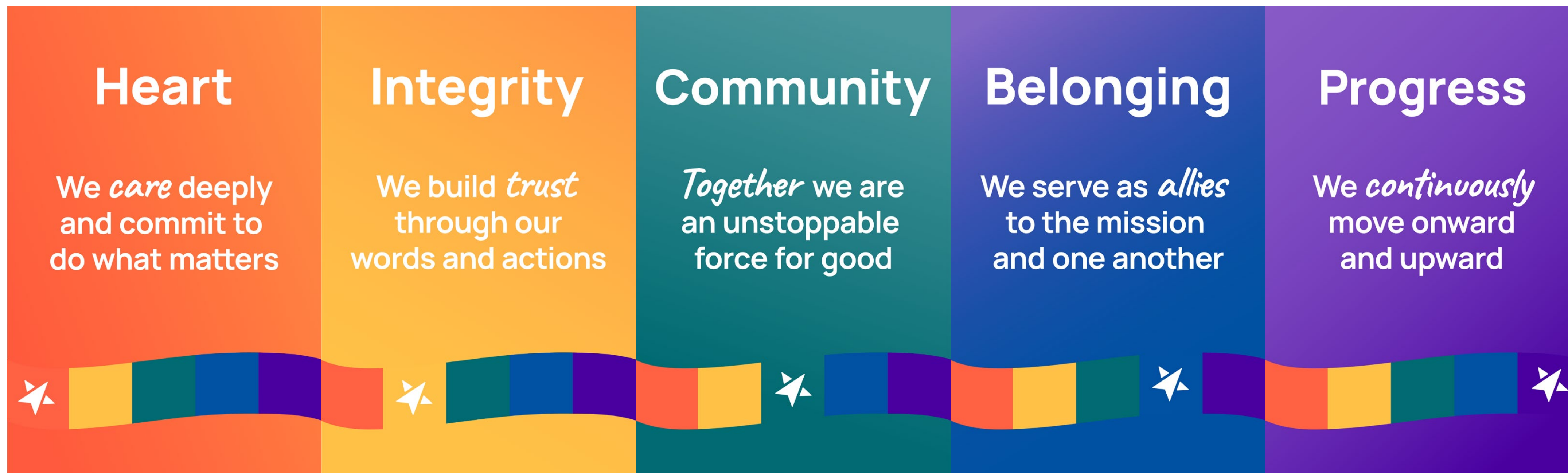
“ ”

If you can find that
one person that
relates to your story...
and offers you that
window of validation
to step into who you
are, that's powerful.

— Bowie (they/he)

Organizational Values

Across all of the **initiatives** and **strategies** in this plan,
The Trevor Project will take action in line with
the following organizational values:



The Trevor Project is the leading suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) young people.

LGBTQ+ young people are counting on us. Join us in our life-saving movement today.

  @TrevorProject    @TheTrevorProject

DONATE



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