

THE **TREVOR** PROJECT



A mission to change the world

We want to end LGBTQ youth suicide once
and for all-and we need your help.



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. For more than 23 years, The Trevor Project has worked to save young lives through our 24/7, free, and confidential crisis intervention services, TrevorLifeline, TrevorText, and TrevorChat.

In addition to crisis intervention, The Trevor Project invests in four key program areas that help ensure LGBTQ young people never enter a state of crisis in the first place:

- A community of peer support through an international social media platform for LGBTQ youth
- On-the-ground advocacy efforts
- Research on LGBTQ youth and their mental health
- And education and public awareness to help youth and adults support the LGBTQ young people in their lives.

Addressing intervention and prevention in equal measure is key to saving young LGBTQ lives. 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 mission is life-saving

Every year, more than 1.8 million LGBTQ young people in the United States seriously consider suicide¹. Suicide is the second leading cause of death among young people, with lesbian, gay, bisexual, and transgender youth more than four times more likely to attempt suicide than their peers². What's more, as many as half of all transgender people have made a suicide attempt³ — many before the age of 25⁴. In an increasingly connected and conflicted world, our culture propagates new mental health stressors every day for LGBTQ young people — a demographic that already faces disproportionate hardships.

But there is hope.

Having at least one accepting adult in an LGBTQ young person's life can decrease their risk of attempting suicide by as much as 40%. Trevor aims to provide that one accepting adult — whenever and wherever LGBTQ youth need them. Let's work together to ensure every young person feels valued, loved, and respected for who they are.

¹ National Estimate of LGBTQ Young People Considering Suicide, The Trevor Project, 2019.

² Youth Risk Behaviour Survey, Center for Disease Control, 2017.

³ The Report of the 2015 U.S. Transgender Survey, National Center for Transgender Equality, 2015.

⁴ Transgender Adolescent Suicide Behaviors, Official Journal of the American Academy of Pediatrics, 2018

Trevor is here when LGBTQ youth need us most

When national events negatively impact LGBTQ youth mental health, our trained counselors are here to support them wherever they are, whenever they need us.

- August 2017 — Targeted discrimination against transgender people**
The Trevor Project received more than double the amount of crisis contacts from transgender and nonbinary youth following the trans military ban tweet and Texas “bathroom bill” introduction.
- October 2018 — Government-backed transphobia**
The number of transgender and nonbinary youth reaching out to Trevor’s crisis services nearly doubled in the 24 hours after the New York Times reported on the White House’s proposed narrow (and harmful) definition of gender.
- June 2019 — Alarming new LGBTQ youth mental health data**
The Trevor Project publishes the largest ever survey on LGBTQ youth mental health and reports that 39% of LGBTQ youth seriously considered attempting suicide in the past twelve months.
- March 2020 — COVID-19 pandemic**
Since the pandemic began, the volume of youth reaching out to our crisis services programs has increased significantly, at times spiking to more than double early 2020 volumes.
- May 2020 — Murder of George Floyd**
The Trevor Project publishes “Supporting Black LGBTQ Youth Mental Health,” a blog post written by our Chief Clinical Operations Officer that acknowledges the effects of racial injustice on mental health and the wide range of feelings that continue to arise on our phone, chat, and text crisis services.
- June 2020 — A month of pride and protest**
The Trevor Project 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 grant space to the fight for racial justice. Later, Trevor helps our partners reactivate their campaigns with a focus on supporting LGBTQ youth through challenging current events.

Our approach is transformative

Why do we think we can reach 1.8 million LGBTQ young people? Because we've been on the forefront of LGBTQ suicide prevention for 23 years.

Since launching in 1998, The Trevor Project has become one of the most respected LGBTQ organizations in the world, the world's largest organization to focus on crisis intervention and suicide prevention for LGBTQ youth, and a leader in innovating at the intersections of LGBTQ identities, mental health, and crisis intervention. Our commitment to scalable, technology-driven solutions for ending suicide is measured by our abilities to reach more young people, enhance our exceptional service and quality of care, and be cost-effective in our efforts.

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. To date, our volunteer counselors have provided free, confidential crisis counseling to more than 900,000 LGBTQ young people. 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.



“ ”

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



Trevor's impact by the numbers

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200,000+ —	Crisis contacts served via our 24/7 crisis services (TrevorLifeline, TrevorText, and TrevorChat) from August 2020 to July 2021
400,000+ —	Users on TrevorSpace.org — our free, safe space social media site for youth to build peer community globally
22 —	U.S. states that have passed bills protecting youth from conversion therapy, many with guidance and support through our 50 Bills, 50 States initiative
35,000+ —	Number of LGBTQ youth represented in 2021'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 in gender-affirming care, Black LGBTQ mental health, youth substance use, and Asian/Pacific Islander LGBTQ youth mental health, among other topics

Ratings and Recognition

2M+

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

99.41

Charity Navigator Accountability & Transparency score

A

Charity Watch grade

Platinum-level GuideStar rating

8

Finalists for Engage For Good's Halo Awards since 2018

5

Halo Award wins, including 4 Gold Halos, since 2018

Become our partner

The Trevor Project is on track to serve 350,000 crisis contacts annually by July 2022. While we are the world's largest organization doing this work and this number will be an organizational record, it only represents 19% of the estimated 1.8 million LGBTQ youth in the U.S. who may benefit from our services.

We must keep *growing*, and we need *your help*.

Our partnership philosophy is rooted in a win-win mentality. We develop long-term partnerships that broaden our impact 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. Commitment to our mission, and a belief that our mission is crucial.
2. Demonstrated commitment to LGBTQ communities – both internally and externally.
3. Tangible, financial commitment to fund our work.
4. Commitment to being good business partners – and good human beings.



Partnership opportunities

We are experts in cause marketing and cause-driven business ventures. As such, we help our partners achieve their goals by offering tangible benefits and 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 Partner⁵ 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

Experience the movement

Show up for LGBTQ youth by showing up at Trevor events that recognize LGBTQ trailblazers, drive awareness, and fund our future.

- Presenting sponsorships
- Branded activations
- On stage recognition
- Community events
- Speaking engagements

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
- Employee engagement, education, and volunteerism
- LGBTQ consulting
- Influencer strategy & talent engagement

Show your pride

Wear the rainbow proudly as an official Pride Partner and activate for a cause during one of the most colorful and celebratory times of the year.

- Flat donations
- Percentage of sale
- Round up at the register
- Corporate matching
- Co branded merchandise

5 The Trevor Project's Official Corporate Partnerships start at the \$25,000 level and scale with your goals up to \$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!](#)





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