



FY19

**ANNUAL
REPORT**

ALL OF US TOGETHER

GLAAD ANNUAL REPORT FY19

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KEY GLAAD INITIATIVES

GLAAD NEWS & RAPID RESPONSE

GLAAD serves as a resource to journalists and news outlets in print, broadcast, and online to ensure that the news media is accurately and fairly representing LGBTQ people in its reporting.

GLAAD MEDIA INSTITUTE (GMI)

Through training, consulting, and research—including annual resources like the Accelerating Acceptance report and the GLAAD Studio Responsibility Index—GMI provides the tools for everyone from students to activists, journalists to film producers, to build the core skills and techniques that effectuate positive cultural change.

YOUTH ENGAGEMENT

GLAAD's groundbreaking youth-focused programs – most visibly in our national Campus Ambassador program – are activating and empowering tomorrow's changemakers. GLAAD Campus Ambassadors are a volunteer network of students across the country who work with GLAAD and within their communities to build a local LGBTQ movement to accelerate acceptance and end hate.

TRANSGENDER MEDIA PROGRAM

GLAAD is reshaping the way Americans see the transgender and gender non-conforming communities, working through news, entertainment, and online media to share stories that build understanding and support.

COMMUNITIES OF COLOR PROGRAM

Focused on implementing and tailoring GLAAD's goals for Communities of Color, GLAAD amplifies stories and the particular issues facing the community, especially committed to reducing HIV and AIDS stigma and accelerating acceptance of LGBTQ people of color.

SPANISH-LANGUAGE & LATINX MEDIA PROGRAM

GLAAD works to build a more inclusive Spanish-Language and Latinx Media, increasing understanding and support among the Spanish-speaking community, the fastest-growing population in the country.

GLAAD MEDIA AWARDS

The GLAAD Media Awards is the most visible LGBTQ event in the world, where GLAAD recognizes and honors media for their fair, accurate, and inclusive representations of the LGBTQ community and the issues that affect their lives.

MISSION

As the world's largest lesbian, gay, bisexual, transgender, and queer (LGBTQ) media advocacy organization, GLAAD is at the forefront of cultural change by ensuring fair, accurate, and inclusive representation that leads to 100% acceptance.



PRESIDENT & CEO'S MESSAGE

When I reflect on this past year, I am amazed by the incredible work that GLAAD continues to lead in advancing LGBTQ acceptance, as well as in protecting our community through this time of political and cultural division. GLAAD, now more than ever, remains the leader in creating real, impactful cultural change.

However, our community continues to face ongoing challenges. Anti-LGBTQ activists in the White House and state legislatures continue to attack us and seek to strip our community of its rights. From arguing that employers should be able to fire their workers for being LGBTQ to seeking to ban transgender athletes from participating in school sports, this past year has continued to show us that we still have a long fight ahead of us in order to ensure that LGBTQ Americans are treated equally. Within the past year, anti-LGBTQ bullying continues to harm students and violence continues to plague our community. Not only have we witnessed a rise in the number of anti-LGBTQ hate crimes, but also a horrific trend of murders of transgender women of color across the country.

Now, we face a new, unprecedented challenge: a global pandemic. As COVID-19 shifts the world in unique ways, GLAAD's work has been forced to do the same. After the difficult decision to cancel the GLAAD Media Awards, we shifted all of our focus and energy to ensuring that we protect and uplift LGBTQ people during these uncertain times. What's most urgent and perhaps most painful for so many of us, is the fact that some LGBTQ people, especially our youth, are being forced to isolate in homes that are not welcoming or affirming. Our safe spaces – community centers, nightclubs, bars and restaurants, student groups, and Pride Marches – are closed or canceled.

LGBTQ people are turning to media in new and life-saving ways to form community. The GLAAD staff is working around the clock to ensure voices from our community are heard loud and clear. We are reaching LGBTQ youth with stories that counter bullying and discrimination. We are exposing the work of anti-LGBTQ organizations and pushing back against the horrendous moves of current elected officials who are on the wrong side of history. Through our GLAAD Media Institute, we will continue to educate and empower an army of advocates across the country to tell their own stories and enlighten those around them. Next, GLAAD will leverage our army of trailblazers — together with our relationships with the world's most visible celebrities, athletes, brands, and journalists — to generate the largest voter turnout of LGBTQ people and allies to vote for pro equality candidates up and down the ballot.

Despite the impacts of COVID-19, GLAAD's financial situation is steady thanks to the support of our supporters and sponsors. And as we enter into uncharted territory, GLAAD remains at the forefront to ensure that LGBTQ stories are heard. We will never stop telling our stories. Media is a lifeline now more than ever before.

We have the power to make real, impactful change that leads to greater visibility, equality, and acceptance. GLAAD needs your support to continue bringing LGBTQ stories and issues to the forefront, and to remind those in power that we are here, we matter, and our voices will never be silenced.

Join me as we continue to strive towards a world that is more equal and safe for all.



Sarah Kate Ellis
GLAAD President & CEO

GLAAD WORK AT A GLANCE MAY 2019 - APRIL 2020

MAY

Raises awareness about Brazil President Jair Bolsonaro's anti-LGBTQ stance, shutting down a New York City gala in his honor.

More info on page 12



JUNE



Supports World Pride in New York City, co-hosting the Stonewall 50 celebration.

More info on page 14

JULY

The GLAAD Media Institute surpasses its 10,000th person trained.

More info on page 14



AUG



GLAAD officially launches its new Communities of Color program.

More info on page 20

SEPT

First Presidential Forum on LGBTQ issues of the 2020 election cycle in Iowa

More info on page 12



OCT

glad presents
#SPIRITDAY
10.17.2019 GLAAD.ORG/SPIRITDAY

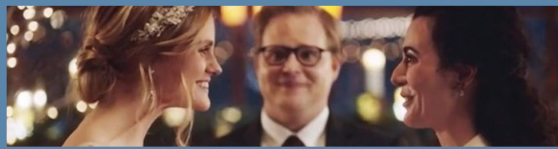
The largest Spirit Day ever is held, garnering 1.7 Billion media impressions of anti-bullying stories and posts.

More info on page 26

NOV

Tell Me Why, the first major video game featuring a playable transgender character, is announced after years of consultation with GLAAD.

More info on page 16

**DEC**

Successfully pressures the Hallmark Channel to reinstate LGBTQ inclusive ads.

More info on page 13

JAN

GLAAD, in partnership with The Ariadne Getty Foundation, put LGBTQ issues front and center at the World Economic Forum in Davos.

More info on page 13

**FEB**

**SLATE
OF HATE**

GLAAD organizes over 100 businesses in a coordinated messaging campaign and open letter opposing LGBTQ discrimination in Tennessee following the signing of an anti-LGBTQ law in the state.

MAR

GLAAD goes viral with a video from the red carpet of the NAACP Image Awards, with attendees sharing messages of support for Dwayne Wade and Gabrielle Union's trans daughter.

More info on page 21

**APR**

**3 MONTHS IS STILL
DISCRIMINATION**

The FDA loosens restrictions on blood donations from gay and bi men; GLAAD doubles down on the campaign to push for a full eliminations through public pressure.

More info on page 13

KEY ACCOMPLISHMENTS

NEWS & RAPID RESPONSE

Ensuring accurate and fair media representation through real-time vigilance and action

Working with journalists across outlets from print to new media, our team serves both as a critical resource and as an attentive watchdog for mainstream media. From holding elected officials accountable through efforts like our ongoing Trump Accountability Project to changing discriminatory policies through strategic media campaigns, GLAAD's News & Rapid Response team is dedicated to safeguarding accurate and fair representation, as well as ensuring the inclusion of diverse LGBTQ perspectives across news media.

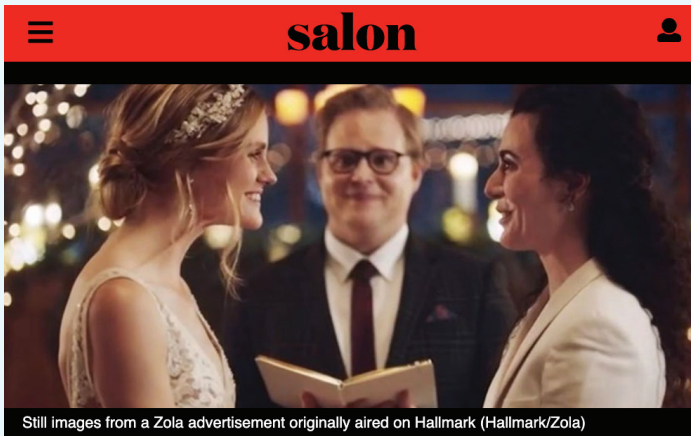
ANTI-LGBTQ PRESIDENT OF BRAZIL, JAIR BOLSONARO

GLAAD launched a coordinated campaign with New York State Senator Brad Hoylman to get Bolsonaro to cancel his trip to New York where he would receive the Person of the Year Award from the Brazilian-American Chamber of Commerce. On May 3, the trip was officially cancelled, citing "pressure from interest groups."

2020 DEMOCRATIC LGBTQ FORUM IN IOWA

After criticizing the lack of inclusion of LGBTQ issues in Democratic Presidential Debates, GLAAD co-hosted the first Presidential Forum on LGBTQ issues of the 2020 Election Cycle, along with One Iowa, The Gazette, and The Advocate. Hosted by POSE actress Angelica Ross, the Forum gave ten presidential candidates the opportunity to lay out their vision for improving LGBTQ acceptance and answer questions on how they would address some of the largest issues affecting our community today.





Still images from a Zola advertisement originally aired on Hallmark (Hallmark/Zola)

Hallmark's decision to accept inclusive LGBTQ ad "further delegitimizes One Million Moms": GLAAD

FDA REVISES DISCRIMINATORY POLICY

During the COVID-19 crisis, GLAAD launched a petition for the FDA to finally end its ban of gay and bisexual men from donating blood and plasma. With over 20,000 signatures and an aggressive push through the media, the FDA was forced to listen, reducing the deferral period for donors from twelve months to three months. This step in the right direction is imperfect, but showed progress as GLAAD continues its campaign to end the discriminatory ban.

CNN health

• LIVE TV

GLAAD criticizes FDA ban on blood and plasma donations from gay and bisexual men during coronavirus pandemic

**3 MONTHS IS STILL
DISCRIMINATION**



THE HALLMARK CHANNEL VICTORY

When fringe anti-LGBTQ group One Million Moms pressured the Hallmark Channel to pull TV ads featuring a same-sex couple from the air, GLAAD fought back. After an online petition, media campaign, and behind-the-scenes conversations with The Hallmark Channel, the ads were reinstated and One Million Moms' continued agenda to dehumanize LGBTQ people was exposed.

A RAINBOW WAVE HITS DAVOS

GLAAD and The Ariadne Getty Foundation brought LGBTQ issues to the World Economic Forum Annual Meeting in Davos. A standing-room-only panel featured leaders in global business sharing a roadmap for greater inclusion of LGBTQ people in advertising and in the workplace.



GLAAD MEDIA INSTITUTE

Training. Consultation. Research. Empowering others to help accelerate acceptance

Having surpassed its 10,000th person trained in July, The Institute, along with its lead partner The Ariadne Getty Foundation, are well on the way to achieving that goal, equipping trainees with the tools to accurately represent the LGBTQ community through various media.

MAY

The GLAAD Media Institute guided work on the groundbreaking new season of MTV's *Are You The One*, which featured the show's first-ever sexually fluid and gender-diverse cast. The Institute worked to ensure that bisexuality and sexual fluidity were portrayed accurately and that the show did not reinforce any stereotypes, giving MTV the opportunity to highlight various identities within the LGBTQ community, including transgender and genderqueer people.

JUNE

In commemoration of Pride, GLAAD released *Stonewall 50: A Journalist's Guide to Reporting on the 50th Anniversary of Stonewall and the Legacy of Pride*. Acting as a framing device for journalists covering this historic Pride month, the guide included the history of the Stonewall Uprising and its impact on the LGBTQ movement into the modern day, including story ideas, an overview of significant events in the movement, and a focused discussion on the issues facing the community today. GLAAD ran press for Lady Gaga's iconic Stonewall Day speech and also worked on Pride stories with *Oprah Magazine*, *Variety*, *TODAY*, *CBS This Morning*, and more.

SEPTEMBER

GLAAD partnered with the Bisexual Resource Center and Still Bisexual to establish Bisexual+ Awareness Week (#BiWeek) as an annual event in mid-September. #BiWeek seeks to accelerate acceptance of the bi+ community, and educate allies by drawing attention to the experiences and celebrating the resiliency of the community.



OCTOBER

The GLAAD Media Institute led a five-city Australian training tour, in partnership with The Equality Project, to train over 200 advocates working on suicide prevention, health care, transgender representation, the arts, elder representation, the bisexual community, and more. GMI ended its tour by celebrating Spirit Day with LGBTQ advocates in Sydney.

FEBRUARY

The GLAAD Media Institute worked with media on the heartbreaking story of Neulisa Luciano Ruiz, known as Alexa, who was killed in Puerto Rico after using a women's bathroom. Following media coverage that misgendered Alexa, GLAAD reached out to media outlets to ensure accurate terminology was used.

AWESOMENESS TV

BET★

THE CW

Disney

GQ



MARVEL STUDIOS

NETFLIX



IN TRAINING

(selected list)

- The GLAAD Media Institute hosted trainings for 150+ employees from Viacom brands (Awesomeness TV, BET, MTV, Paramount, and more), 100 employees at The CW, 90 employees at Spotify, 50 reporters at GQ Magazine, 50+ Netflix employees, 50+ Marvel and Disney executives and employees, 45 writing professors at USC's School of Cinematic Arts, and many more.
- The Institute also worked with and consulted with HBO Max's *Gossip Girl* reboot, Netflix and Ryan Murphy's *Hollywood*, New York Public Media, National Communication Association, and the following print publications: *In Style*, *In Touch*, *Ok!*, *Star Magazine*, and *US Weekly*.

VIDEO GAMES

This year more than ever, GLAAD invested more effort into accelerating acceptance through one of the most popular mediums: Video Games.

- Collaborated with Microsoft Xbox in a major partnership around the upcoming game *Tell Me Why*, featuring the industry's first playable transgender lead character
- Amplified LGBTQ-inclusive video games including *Borderlands 3*, *The Elder Scrolls Online*, *Gods & Monsters*, *The Sims 4* and more
- Hosted its annual Gaming Advisory Council in San Francisco, as well as roundtables on LGBTQ representation at the DICE Summit in Las Vegas

RESEARCH

Studio Responsibility Index

The GLAAD Studio Responsibility Index (SRI) maps the quantity, quality and diversity of lesbian, gay, bisexual, transgender, and queer (LGBTQ) characters in films released by the seven major motion picture studios. The report is intended to serve as a road map toward increasing fair, accurate and inclusive LGBTQ representation in film. In 2019, GLAAD found that 18.2% of films released contained LGBTQ characters, up from an all-time low the previous year.

Where we Are on TV

The Where We Are on TV report analyzes the overall diversity of primetime scripted series regulars on broadcast networks and looks at the number of LGBTQ characters on cable networks and streaming services. This year, GLAAD called on the industry to make sure that 20 percent of series regular characters are LGBTQ by 2025, with at least half of those characters being people of color within the next two years.



TRANSGENDER MEDIA PROGRAM

Reshaping the way Americans view transgender and gender non-conforming people

Through diverse and authentic media representations, GLAAD is reshaping the way Americans get to know people who are transgender.

Most Americans learn about transgender people through the media, so when the media covers transgender issues and tells trans stories, it's imperative they get it right. GLAAD's staff, which has included transgender people for more than 20 years, is committed to working with TV networks, film studios, content creators, journalists, organizations, and companies, to ensure fair and accurate representation of trans people. GLAAD also works closely with transgender people and advocacy groups to raise awareness about the challenges trans people face, and provide media trainings to empower trans people to share their own stories.

MAY

GLAAD sponsored screenings and hosted Q&A sessions at the Tribeca Film Festival and other major festivals across the country, championing the stories of young trans high school athletes in the award-winning documentary *Changing the Game*.

JUNE

GLAAD worked with Tinder to create and introduce Sexual Orientations, based on its More Genders feature, into the app's signature matching experience, allowing users to share more information about themselves, enhancing how LGBTQ matches are made.

AUGUST

Netflix and Nickelodeon announced that, after years of consultations with GLAAD, the highly anticipated revival of *Rocko's Modern Life* would feature a transgender character named Rachel. The special tells a beautiful story about accepting change, and shows the younger characters accepting Rachel immediately, recognizing she's still the same person and their friend.

GLAAD, with SAG-AFTRA, pressured IMDb to revise its controversial policy of revealing trans people's birth names. The new policy allows trans people to remove their birth names from their bios, a step in the right direction for the entertainment database. GLAAD continues to work with IMDb to address remaining issues regarding credits under old names.

OCTOBER

GLAAD was proud to support, sponsor, and attend The National Transgender Visibility March in Washington D.C. The first of its kind, the march and rally brought together thousands of transgender advocates and their allies.

NOVEMBER

Xbox Game Studios announced the upcoming game *Tell Me Why*, the first game from a major studio to feature a playable transgender lead character. GLAAD has worked alongside the developers from the game's early stages to bring this authentic trans narrative to life.



**ROCKO'S MODERN LIFE RETURNS ON
NETFLIX WITH A MODERN DAY SPIN,
WITH GLAAD'S CLOSE HELP**

DECEMBER

Pantene, in partnership with GLAAD & the Trans Chorus of Los Angeles, rang in the holiday season with a new video called "Going Home for the Holidays." Showcasing members of the chorus as they share their own experiences of going home, the series highlighted the importance of family acceptance for trans people.

JANUARY

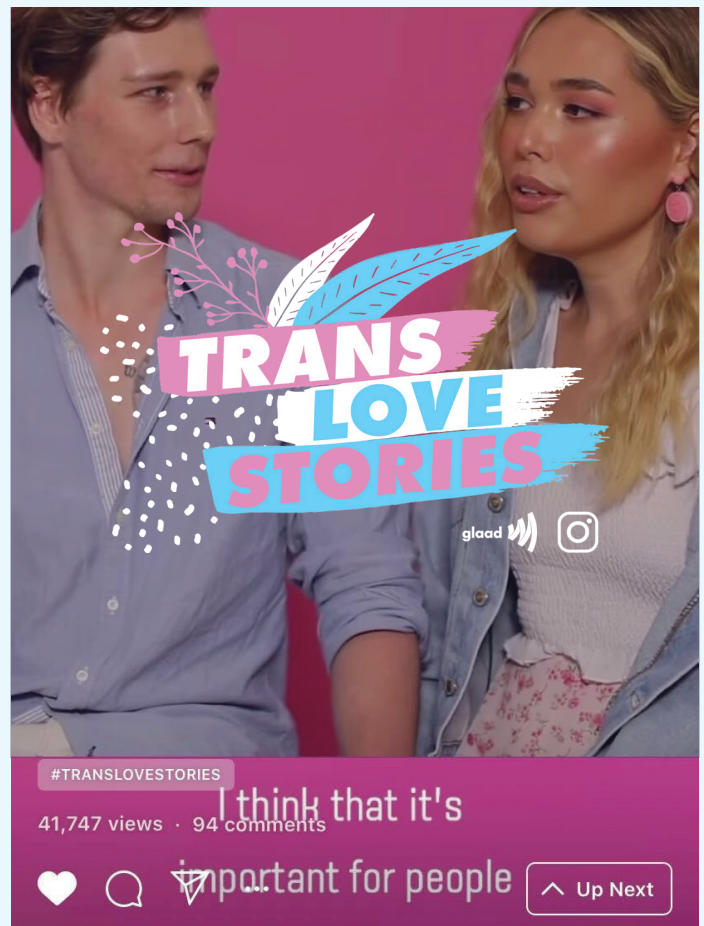
Disclosure: Trans Lives on Screen, which GLAAD staff helped produce and appear in, premiered at the Sundance Film Festival. The documentary explores the 100+ year history of TV and film's influence on how Americans feel about transgender people, and on how transgender people feel about themselves.

FEBRUARY

GLAAD worked with *Tamron Hall* to create an episode about trans youth and their families – ensuring the guests were presented in a respectful, authentic, and nuanced light for the daytime TV audience.

MARCH

In honor of Transgender Day of Visibility, GLAAD partnered with Instagram to launch a special #TransLoveStories IGTV and portrait series, releasing photographs and videos showcasing a diverse collection of love stories.



SPANISH-LANGUAGE & LATINX MEDIA AND COMMUNITIES

The most impactful LGBTQ resource for English- and Spanish-language Latinx media

GLAAD works to make sure that LGBTQ Latinx people see their lives reflected in the media around them, especially in culturally significant Spanish-language media. Through trainings tailored for these media professionals and individual consultation on stories, movies, and TV shows, GLAAD ensures the knowledge base we've amassed is translated to this audience of millions.



JUNE

When the Orlando community and journalists were commemorating three years since the shooting at Pulse nightclub on Latinx night, GLAAD sent our "Covering Pulse" guide to journalists and worked with local advocates on sharing their stories.

AUGUST

GLAAD helped bring attention to the Univision show *El Corazón Nunca Se Equivoca*, the first-ever telenovela with a gay couple as prominent show leads, through an interview with Forbes and more media coverage about the importance of the show.

OCTOBER

The Public Relations Society of America's international convention included its first ever GLAAD training titled "Getting It Right: Diversity and Inclusion in LGBTQ and Latinx Communications," focused on including diverse storylines and people in PR campaigns.





FEBRUARY

In partnership with The US Consulate General in Tijuana and the International Community Foundation, GLAAD trained members of LGBTQ organizations in Tijuana, Mexico. The training focused on strengthening their media advocacy skills.



APRIL

When COVID-19 hit, GLAAD hosted a virtual Latinx gathering to talk about staying safe while remembering those already lost to the virus, and discussed the frightening statistics showing that African-American and Latinx people were getting sicker at higher rates nationwide. GLAAD also continued pushing the harsh truths to national media about those in ICE detention fearing for their lives in the outbreak.



IN TRAINING

Throughout the year, GLAAD hosted trainings for activists at Voto Latino's National Power Summit, the Latinx Institute at the Creating Change Conference; the writers, producers, and casts in Netflix offices in Mexico, Latin America, and Spain; the staff of Telemundo, and the publications *Crónicas de la Diversidad*, *People en Español*, *People Chica*, and more.



COMMUNITIES OF COLOR

Creating authentic and accurate portrayals and stories of LGBTQ people of color in media.

Focused on implementing GLAAD's goals of promoting visibility and understanding among Black communities, GLAAD's Communities of Color program tackles this intersectional community through specially-tailored work in the media. Leveraging traditional media as well as influencers, GLAAD seeks to drive change in the Southern United States region and educate the public on the issues facing the community, especially committed to reducing HIV and AIDS stigma and accelerating acceptance of LGBTQ people of color.

August

GLAAD announces a new program focusing on training LGBTQ people of color in the South and telling their stories. The program joins the inaugural Southern HIV/AIDS Awareness Day in Birmingham, Alabama.

September

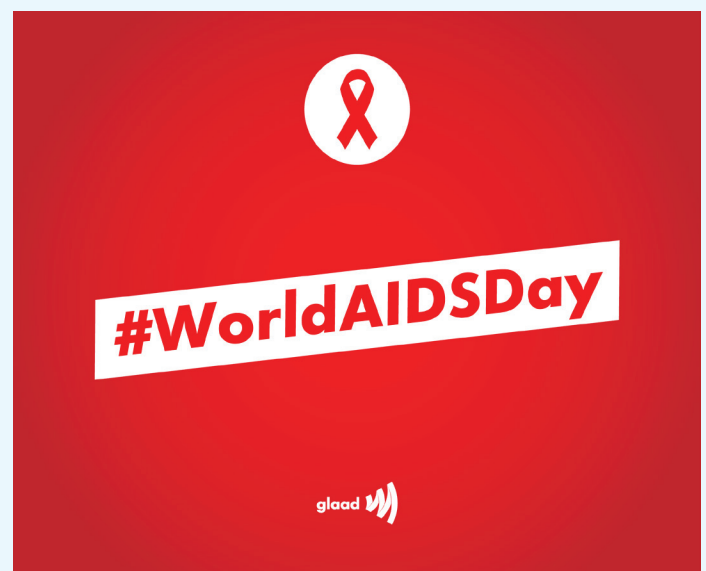
In addition to several media trainings across the South, GLAAD presented at the United States Conference on AIDS with guest journalist George M. Johnson, highlighting his experiences being a queer person of color living with HIV and using media to leverage his platform for good.

November

GLAAD presented a media training at a convening of LGBTQ leaders from historically Black colleges & universities and worked with local organizers in New Orleans to support the NOLA Trans Resilience March.

December

Behind the scenes, GLAAD launched "Hollywood Salon Dinners," bringing together A-list showrunners, producers, writers, and more for curated conversations; the inaugural dinner kicked off with an update on HIV prevention and treatment. Publicly, GLAAD commemorated World AIDS Day with original "Celebrate Life and Fight Stigma" posts, which was shared by Paula Abdul and other HIV advocates.



January

GLAAD joins the Sundance Festival, presenting Black Queer and Unapologetic: The Shifting Lens of Storytelling in Hollywood, a panel centered on furthering stories in Hollywood that highlight intersectionality across LGBTQ storylines.

February

NEON, an ongoing digital content series that aims to increase the visibility of Black LGBTQ people and their allies is officially launched with a Black History Legacy Series showcasing eight LGBTQ leaders from multiple disciplines paying homage to groundbreaking figures of the past. NEON leverages the power of storytelling and GLAAD's platform to create and amplify multidimensional, accurate portraits of the Black LGBTQ experience. Stories with NEON videos run in outlets including The Hollywood Reporter, The Root, and LGBTQ media like NewNowNext and the Washington Blade.

March

GLAAD joined the red carpet at the 51st NAACP Image Awards and published a video that went viral online, speaking to H.E.R, Lena Waithe, Jaboukie Young-White, Yvette Nicole Brown, Yahya Abdul Mateen II, and more about Dwyane Wade and Gabrielle Union's support for their daughter Zaya, who recently came out as transgender.

April

GLAAD was featured in "Ring The Alarm: Black Gay Men In Response To COVID-19," a national virtual meeting with over 150 in attendance, presenting on how to mobilize and still create community through the crisis



YOUTH ENGAGEMENT

Engaging, informing, and inspiring the next generation

With 20% of 18-34 year-olds identifying as LGBTQ*, GLAAD's groundbreaking youth-focused programs are teaching and activating tomorrow's leaders and advocates. Our Campus Ambassadors – a diverse network of students across the country – volunteer and work tirelessly to champion acceptance and end hate at their colleges, universities, communities, and expansive digital footprint.

By building networks of LGBTQ and ally activists in youth communities, including through the Campus Ambassadors, GLAAD enables young voices to leading the charge in accelerating acceptance by providing trainings, guidance, and support every step of the way.

MAY

GLAAD Campus Ambassadors participated in a GLAAD Media Institute training, learning new storytelling and media engagement skills, followed by the 30th Annual Media Awards where River Gallo and Abbey Perl were awarded with Rising Stars Grants.

JUNE

The GLAAD Rising Stars Grant program honors musicians Zolita and Jada Cato at GLAAD's Concert for Love & Acceptance in Nashville, TN for their work accelerating acceptance for LGBTQ people in the music industry.

AUGUST

The Ariadne Getty Foundation connects GLAAD with Dominic Conover, an Indianapolis high school student who spoke out when his guidance counselor, Shelly Fitzgerald, was fired after getting married to her partner. Dominic and peers created a non-profit organization, Shelly's Voice, to advocate for LGBTQ equality within the Catholic Church. Stories about Dominic's work run across media including NBC News and The Advocate.

SEPTEMBER

GLAAD's Campus Ambassador program celebrates its fourth anniversary by welcoming 194 new students from 48 states and 148 college campuses across the U.S. GLAAD worked with Andre Menchavez to represent GLAAD's youth cohort at the LGBTQ Presidential Forum in Cedar Rapids, IA, asking the Presidential Candidates a variety of questions about issues affecting LGBTQ youth.



* Source: 2018 GLAAD Accelerating Acceptance report

OCTOBER

Jessica Alanis, a teacher in San Antonio, TX, is awarded a Rising Stars Grant, acknowledging her work creating LGBTQ-inclusive anti-bullying education for her students.

NOVEMBER

GLAAD Campus Ambassadors share their stories in honor of Trans Awareness Week in articles like “A beginner’s guide to being an ally to trans people” and “6 Ways to make your workplace more trans-inclusive.”

JANUARY

GLAAD worked with Syd Stephenson to publish an article in Teen Vogue, discussing the importance of sex education for transgender youth with quotes from several GLAAD Campus Ambassadors throughout.

FEBRUARY

GLAAD Campus Ambassadors work to ensure Valentine’s Day is filled with LGBTQ content by publishing articles like “How #TransLoveStories heal” and “Why LGBTQ youth need sex education.”

MARCH

GLAAD published personal stories by Campus Ambassadors Austin Houck and Trey Shimizu, where Austin discussed his experience growing up as gay with Asperger’s Syndrome, and Trey celebrated Trans Day of Visibility by detailing how the music group Pentatonix helped make him feel accepted as a trans man.

APRIL

AmpU – a weekly digital chat for LGBTQ youth isolating due to COVID-19 – is launched, providing LGBTQ youth with an opportunity to connect with other young people who are isolating away from their chosen families.



glaad + TY HERNDON PRESENT
THE CONCERT FOR
LOVE & ACCEPTANCE

PRESENTING PARTNERS



EVENTS

Celebrating and sending messages of LGBTQ acceptance across the globe

Recognizing excellence in media as well as the significant contributions made across entertainment and news channels to push LGBTQ acceptance forward is at the core of GLAAD's mission. Throughout the year, a series of nationwide events shine the spotlight on icons, role models, and leaders who represent the LGBTQ community in a positive light and with an authentic voice.

From intimate dinners discussing plans for the decade ahead to the internationally-recognized awards honoring LGBTQ excellence; from a holiday house party in the hills of LA to a country music concert in the genre's heartland, these fêtes are a chance for our community to come together, celebrating significant achievements and lifting up those whose voices need to be heard. Through news, entertainment, and social media, the messages from our stages and events travel around the world.



For the fourth year in a row, GLAAD partnered with country music singer Ty Herndon to present the only LGBTQ concert during CMA Fest. Host Cody Alan joined performers Daughtry, Gavin DeGraw, Rita Wilson & more to bring a night highlighting LGBTQ acceptance to Nashville. Presented by CMT, Ketel One Family-Made Vodka, and Southwest Airlines.



PRESENTED BY



Honoring Paula Abdul with the Ariadne Getty Ally Award along with Dan Levy (*Schitt's Creek*) and Ali Rosenthal (Leadout Capital), The GLAAD San Francisco Gala highlighted the ideas and powerhouses emerging from the worlds of tech, media, and politics that create change. Hosted by Peppermint, the evening emphasized the importance of new media in culture change. Presented by Gilead, Ketel One Family-Made Vodka, and Wells Fargo.

glaad

SUNDAY BRUNCH

PRESENTED BY



Celebrating the national and local leaders working to accelerate acceptance of the LGBTQ community in the South, the GLAAD Atlanta Brunch held a lively brunch with performances by Eureka O'Hara and Brandon Stansell. Presented by Coca-Cola, Delta Air Lines, Gilead, and Ketel One Family-Made Vodka.

31ST ANNUAL glaad MEDIA AWARDS

PRESENTED BY



Due to the COVID-19 pandemic, GLAAD made the difficult decision to cancel the GLAAD Media Awards in Spring 2020. The iconic event will now take place online as a first-of-its-kind virtual awards show. The GLAAD Media Awards have always raised the bar for LGBTQ inclusion in media, and this year we will be raising the bar once more while honoring outstanding TV series, news media, films, and more.



GLAAD brought together A-list LGBTQ personalities for a one-time digital event broadcast on YouTube and Facebook to highlight our community's response to COVID-19 and support a network of local LGBTQ centers through CenterLink. As the first major LGBTQ event during the global pandemic, the evening was hosted by Billy Eichner and Lilly Singh, honoring and interviewing those providing direct services during the pandemic. The event brought over 500,000 viewers together with messages of acceptance and moments of love with performances by Melissa Etheridge, Kesha, Mj Rodriguez, and more.

spirit day

Rallying the globe against LGBTQ bullying by going purple

Since its inception in 2010, Spirit Day has grown to become the largest, most visible LGBTQ anti-bullying campaign in the world, with its momentum increasing every year. Millions around the world went purple with GLAAD on October 17, 2019 taking a powerful stand against the bullying that disproportionately affects our community. Spirit Day now draws the participation of celebrities, schools, faith institutions, national landmarks, corporations, media outlets, sports leagues, and advocates around the world, all joining together to stand in support of LGBTQ youth.

This year, the United Nations Free & Equal campaign joined GLAAD for Spirit Day, calling on the entire world to go purple in support of LGBTQ youth.

70% of LGBTQ students report bring verbally harassed

Leading to 60% of LGBTQ students feeling unsafe at school

400 leading influencers and entertainers participated in the Spirit Day campaign

Creating 66k+ unique social posts with 364k+ engagements

Garnering 1.7 Billion social impressions globally



corporate engagement

Target pushed the Spirit Day message out through an aggregated collection of purple apparel and media collaborations turning millions of users' social media feeds purple.

Pantene donated 30% of proceeds from their products to GLAAD's work and shared statistics on LGBTQ bullying on Instagram, Facebook, and Twitter.

Kellogg's re-released their limited cereal box, "All Together Cereal," bringing together favorite Kellogg's mascots.

The NBA and WNBA joined us by posting on social media, lighting up their NYC store in purple, while the Cavs Legion made a donation to the LGBTQ Community Center of Greater Cleveland.

Amazon, Johnson & Johnson, Kirkland & Ellis, Wells Fargo and more all showed their support with unique Spirit Day campaigns.



Buy Pantene on Amazon today & 30% will be donated to GLAAD to help stop LGBTQ+ bullying

Instagram post from pantene: 576 likes, OCTOBER 17, 2019. Comments include: 'tegan_reynolds ! these products ! t silicone and other p stick down to your f down and break it!!!', 'euliev Wavy', and 'anaide988 Muito b'.



noteworthy support

More than 400 influencers and entertainers participated in 2019:

Acclaimed songwriter and activist Justin Tranter hosted "BEYOND," their third annual Spirit Day Concert in Los Angeles. Idina Menzel, Bebe Rexha, Jozzy, Troye Sivan, Victoria Monet, and more joined over 500 guests in raising more than \$400,000 for our Spirit Day campaign.

Nationwide support during Spirit Day included the following celebrities, networks and casts, sports leaders, and cultural influencers:

Adam Rippon
 Andy Cohen
 Anthony Bowens
 Aquaria
 Billy Porter
 Brad Stuver
 Breanna Stewart
 CBS
 Charlie Martin
 Chris Mosier
 Dan Levy
 Elizabeth Warren
 Fresh Off the Boat
 Good Morning America
 Good Trouble
 Grown-ish
 HBO
 Ian Cole
 Joe Biden
 Late Show with Stephen Colbert
 Lilly Singh
 Mariah Carey
 MLB
 NBA & WNBA
 Nicki Minaj
 Schuyler Bailer
 Sue Bird
 Tegan & Sara Quin
 The Ellen Show
 Trevor Noah
 Wayne Brady
 WWE

and so many more all joined us in going purple for Spirit Day





VOTER EDUCATION & ENGAGEMENT

Engaging, Empowering, Educating and Activating. Theory of Change Re-Ignited

IMPACTING ELECTION 2020

is our most audacious voter outreach initiative ever launched. The Elections on November 3rd are perhaps the most important elections of our lifetime, and are an imperative change for the LGBTQ community to stand up against an administration characterized by hateful rhetoric, discriminatory actions, and exclusionary worldviews. This year, GLAAD launched a comprehensive plan to engage and empower voters across the country.

If just 20% more LGBTQ voters in swing state had cast their votes in 2016, Democrats likely would have won the states.

ACTION CENTER

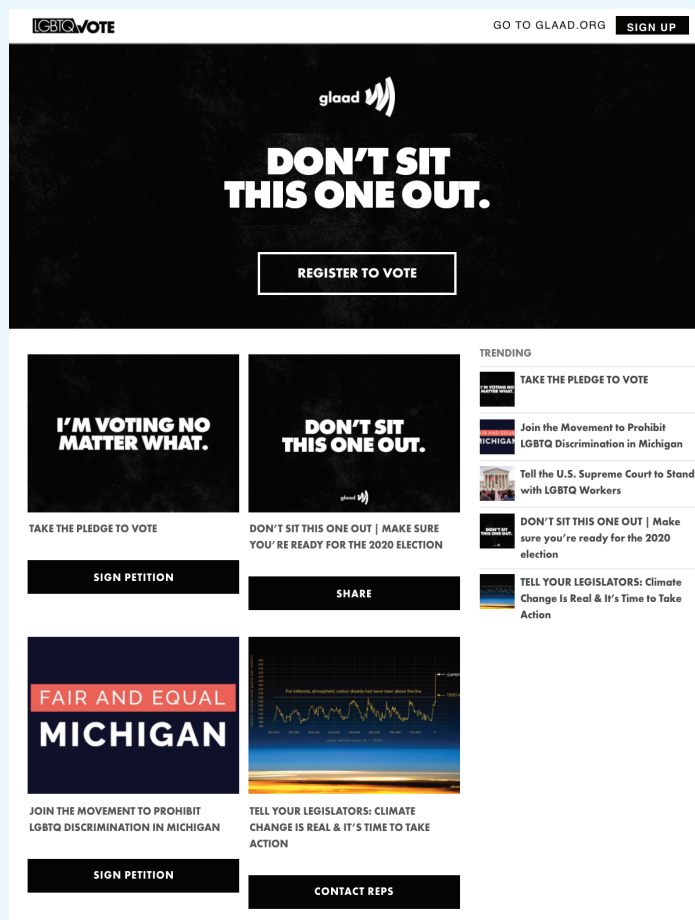
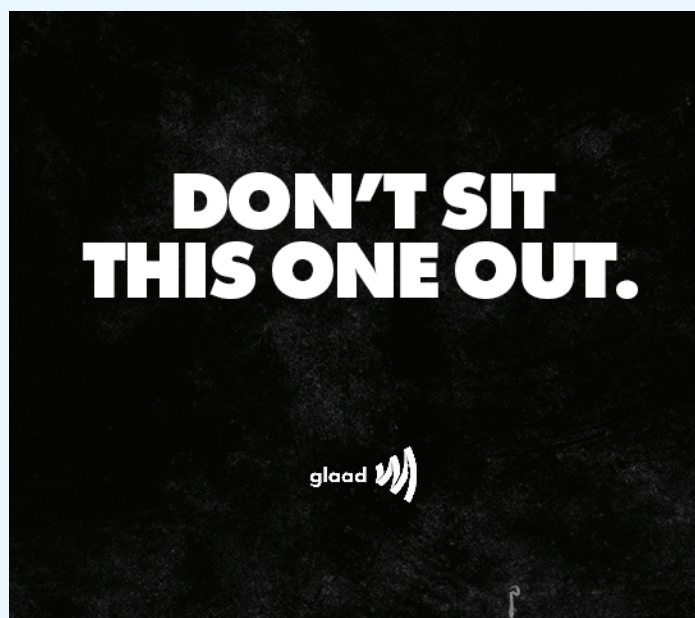
(glaad.org/action)

With a core objective of registering every eligible LGBTQ voter across the country, GLAAD launched our online action center: a place for LGBTQ Americans and the community's allies to register to vote, learn about progressive local bills and candidates, and spread the word, turning our members into our strongest resources.

ONLINE ACTIVATION

With the country practicing social distancing, we are no longer able to activate voter registration booths at Pride events across the country, so we moved online. Leveraging our social footprint, GLAAD provides resources to learn voter registration status and directions to register. The media partnerships we have developed over decades of work are instrumental in turning this tide, helping us amplify information about discriminatory policies across the country, and publishing our op-eds to engage eligible voters.

All arms of the organization are coming together to support this common goal. The full force of GLAAD is being put behind getting our community to the polls.





LGBTQ people made up 6% of the total voting population in 2018 and voted more than 85% of the time for pro-equality candidates...If we increase the LGBTQ vote to 7.2% from 6% especially in states like Michigan, Pennsylvania, and others where we know the race will be decided, LGBTQ voters can determine who our next president is. GLAAD is committed to educating and engaging voters for the largest LGBTQ voter turnout in the country's history. We can do this.

Just to give you an example, if only 10,000 more LGBTQ voters had turned out in Michigan in 2018, Trump would have lost the state. At GLAAD, we've identified a universe of more than 54,000 unregistered or non-voting LGBTQ people in Michigan alone. The math is there – we need to get our community galvanized and rallied.

GLAAD BY THE NUMBERS

GLAAD AT WORK



459,188

FOLLOWERS*



771,703

FOLLOWERS*



238,648

FOLLOWERS*



31,544

FOLLOWERS*



5,956

FOLLOWERS*

1,507,039

TOTAL FOLLOWERS ACROSS CHANNELS / POTENTIAL REACH



596

POSTS ON
GLAAD.ORG*



299

EMAIL
CAMPAIGNS*



5,542

HOURS OF
TELEVISION REVIEWED

4.4M

UNIQUE PAGE
VIEWS*

17.8M

RECIPIENTS*

402

FEATURE FILMS
REVIEWED*

LETTER FROM THE TREASURER

On behalf of GLAAD'S Board of Directors, I am happy to share the organization's Financial Statements for the year ended September 30, 2019 (FY 2019). Through FY 2019, GLAAD continued on a path of remarkable growth. GLAAD's robust financial performance over the past few years has been extraordinary. This has allowed us to transform the landscape, confidently marching into the new decade, by achieving our mission of accelerated acceptance of the LGBTQ community.

Fiscal Year 2019 was an incredible for GLAAD. We grossed \$16.05M in revenue! Programs like the GLAAD Media Institute moved the needle towards accelerating acceptance of the LGBTQ community, while News & Rapid Response helped galvanize our community and humanize our stories in a pivotal time. In FY 2019, GLAAD's total net assets increased 22%, and our income exceeded our expenses by more than \$3.5M. This surplus gives GLAAD the durability and agility to succeed during the COVID-19 crisis.

I know 2020 is going to be a year that will not be forgotten for generations to come. While the world came to a halt because of COVID-19, GLAAD went into overdrive by activating our community through a media campaign that altered the course of a ban that blocked gay and bisexual men from donating life-saving blood. In challenging times like these, GLAAD needs your continued support more than ever!

The road is going to be rough, but with strong financial successes over the past few years and continued growth, together we are set up to weather this storm and accelerate acceptance of the LGBTQ community. We thank you for your continued support of GLAAD—you make everything we do possible!

Respectfully submitted,
Nicholas Hess
Treasurer

GLAAD is committed to meeting the highest ethical standards in every aspect of our work. Our annual financial statements have been audited by the Harrington Group, Certified Public Accountants, LLP, an independent audit firm with substantial expertise in nonprofit accounting. A copy of our full Financial Statements is available by request or on our website at glaad.org.

FINANCIAL SUMMARY FY19

Year	Income	Expense	Change in Net Assets
2014	4,953,326	4,674,432	278,874
2015	5,158,050	5,433,676	(275,626)
2016	7,291,488	5,728,863	1,562,625
2017	9,035,073	8,847,865	187,208
2018	19,673,634	9,871,030	9,802,604
2019	13,293,995	9,749,277	3,544,718

STATEMENT OF FINANCIAL POSITION SEPTEMBER 30, 2019

with comparative totals at September 30, 2018

	2019	2018	2017
TOTAL ASSETS	20,473,076	17,030,908	7,325,162
TOTAL LIABILITIES	827,411	929,961	1,026,819
TOTAL NET ASSETS	19,645,665	16,100,947	6,298,343

STATEMENT OF ACTIVITIES FOR THE TWELVE-MONTHS ENDED SEPTEMBER 30, 2019

with comparative totals for the twelve-months ended September 30, 2018

	Twelve-Months 2019	Twelve-Months 2018
REVENUE AND SUPPORT	13,293,995	19,673,634
EXPENSES	9,749,277	9,871,030
CHANGE IN NET ASSETS	3,544,718	9,802,604
NET ASSETS, BEGINNING OF YEAR	16,100,947	6,298,343
NET ASSETS, END OF YEAR	\$19,645,665	\$16,100,947



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MILLION DOLLAR LIFETIME CLUB

With profound thanks, we honor the following donors, who have supported GLAAD's programs in excess of \$1,000,000 in lifetime giving.

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GLAAD accelerates LGBTQ acceptance, thanks to support from a range of corporate and private foundations. On behalf of the many we serve, we are honored to recognize them here.

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