



ANNUAL REPORT

FY23

**CREATING
CULTURAL CHANGE.
ONE PERSON,
ONE PLATFORM,
ONE INDUSTRY AT A TIME.**

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FROM THE OFFICE OF THE PRESIDENT & CEO

SARAH KATE ELLIS

As we approach 40 years since its creation, I continue to be stunned by the extraordinary work the GLAAD team produces every day, advancing LGBTQ acceptance and protecting our community during this moment of cultural division.

We are at a pivotal time in history when diversity, inclusion, and the freedoms we have long fought for are under threat. **Our community is facing over 500 anti-LGBTQ bills** that have been introduced in 2024. They include restrictions on healthcare, new and harsher “Don’t Say Gay” in school bills, and bans on LGBTQ books. **Misinformation that slanders us as groomers or maligns transgender young people is rampant.** GLAAD was on the ground working with students and advocates in Oklahoma following the horrific loss of Nex Benedict, a LGBTQ teen who was bullied relentlessly in school. Our research team counted over **700 incidents of violence at LGBTQ venues or events last year**, an alarming and dangerous record number. GLAAD is mobilizing our resilient and powerful community and allies to protect all that we have achieved and to drive our culture forward. **Storytelling is our superpower**, and we urgently need your help to turn up the volume.

Our research shows that **more stories about transgender people, about LGBTQ parents and families, and about LGBTQ people of color are needed.** Our stories won out when I began my role at GLAAD 10 years ago and worked to advance marriage equality. **Couples and families on sitcoms and dramas humanized families** like mine. I remember combating lies on the news and

launching campaigns on social media to support marriage. That’s how we broke through the misinformation and ugly rhetoric. Imagine the impact this work will have today on issues like transgender youth or HIV stigma. Whether in Hollywood, corporate America, video games, sports, advertising, or Spanish-language media, the **GLAAD Media Institute is working nonstop across industries to ensure culture-changing LGBTQ stories are inserted** at every aperture. This year **we launched our first ever Gaming Index** which showed that nearly 20% of gamers are LGBTQ, yet less than 2% of major releases include LGBTQ characters. **If we are to achieve full equality, we must achieve visibility in all aspects of our culture.**

GLAAD’s role remains critical in helping to shape the narrative and create lasting cultural change for the LGBTQ community. That’s why we are so thankful for your support in continuing to bring LGBTQ stories and issues to the forefront, which will change hearts and minds.

On behalf of GLAAD’s National Board of Directors, staff, and partners, thank you for being a part of our mission. Our culture-changing work is only ever possible due to the generosity of supporters like you. Together, we can continue to inspire the conversations and actions around the world that lead to equality and acceptance.

SARAH KATE ELLIS

President & CEO, GLAAD



I continue to be stunned by the extraordinary work the GLAAD team produces every day, advancing LGBTQ acceptance and protecting our community during this moment of cultural division.

BOARD OF DIRECTORS

Our board is composed of the brightest and most innovative leaders in the world, representing a spectrum of experiences and accomplishments from all backgrounds.

EXECUTIVE COMMITTEE



Liz Jenkins
Board Chair



Sharon Callahan
Deputy Board Chair



Kevin Burke
Vice Chair, Governance



Antonious Porch
Vice Chair, Development



Samantha Harnett
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Alana Mayo
Member-at-Large



Peppermint
Member-at-Large

BOARD MEMBERS



Justin Blake



Shameek Bose



Juan Carlos Cruz



Richard P. Clark



Liana Douillet Guzman



Maeve DuVally



Franke Grande



Adrienne Hayes



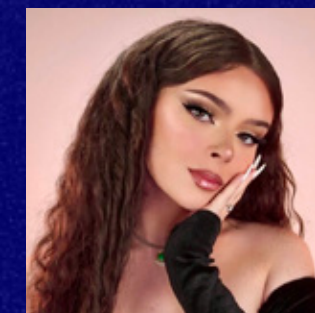
Damien Hooper-Campbell



David Hornik



Lisa Lee



Samantha Lux



Christel S. Miller



Zeke Smith



Colleen Taylor



Tiffany R. Warren



GLAAD is the largest LGBTQ organization in the world, fighting on the front lines to protect and defend LGBTQ people everywhere we exist. Connecting with more people than any other organization, GLAAD is defining and creating a culture that ensures LGBTQ people are safe, valued, and free to be themselves.

WHO WE ARE

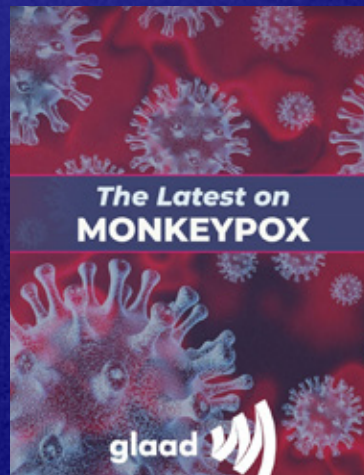


GLAAD WORK AT A GLANCE

GLAAD's staff advocates for the LGBTQ community every day through hundreds of programs and initiatives. Here's a snapshot of just some of our work during the fiscal year 2023.

OCT 22

WE STOPPED STIGMA IN ITS TRACKS



GLAAD is the first organization to release new research that analyzes the impact of the COVID-19 pandemic on the ongoing epidemic of HIV as the monkeypox virus (MPV) emerges as a new threat to public health, particularly for gay, bi, and queer men of color.

NOV 22

FUELED PRO-EQUALITY MIDTERM CANDIDATES



GLAAD's "Vote with Pride" video series tackles abortion as an LGBTQ issue that is top of mind for LGBTQ voters and allies in the midterm elections.

DEC 22

EDUCATING CONGRESS ABOUT ANTI-LGBTQ VIOLENCE



GLAAD and survivors of the Club Q shooting address the House Oversight Committee about anti-LGBTQ hate and a culture of rhetoric and violence that has real-world consequences for our community.

JAN 23

DRIVING THE GLOBAL AGENDA ON LGBTQ EQUALITY



GLAAD attends the World Economic Forum in Davos to host meaningful meetings on the decriminalization of LGBTQ people in nations that still criminalize our community.

FEB 23

REPORTING ON LGBTQ ISSUES & DEMANDING FAIR COVERAGE



On the one-year anniversary of a demand for change, GLAAD joins a coalition of over 100 organizations demanding fair and accurate reporting on transgender issues from the *New York Times*.

MAR 23

TRAINING LOCAL ADVOCATES TO CONFRONT ANTI-LGBTQ BILLS



The GLAAD Media Institute travels to Tulsa to train dozens of activists on how to effectively speak to the media while fighting extreme anti-LGBTQ bills.

GLAAD WORK AT A GLANCE

GLAAD's staff advocates for the LGBTQ community every day through hundreds of programs and initiatives. Here's a snapshot of just some of our work during the fiscal year 2023.

APR 23

INFLUENCING THE CULTURE



GLAAD President & CEO is named to the 2023 *Time 100* annual list of the 100 most influential people in the world, alongside Brittney Griner, Sam Altman, Imara Jones, Steve Lacy, and other LGBTQ leaders.

MAY 23

PROVIDING FACT-BASED INFORMATION ON TRANS HEALTHCARE



GLAAD does what the *New York Times* does not: provide fact-based information about trans healthcare during a virtual panel composed of experts in trans healthcare.

JUN 23

CHALLENGING THE WHITE HOUSE TO PROTECT OUR COMMUNITY



Vice President Kamala Harris and Second Gentleman Doug Emhoff host LGBTQ Pride Month with GLAAD, where Vice President Harris speaks on the importance of building coalitions to combat the unprecedented attacks against our community.

JUL 23

ESCALATING ANTI-LGBTQ EXTREMISM TO ELECTED OFFICIALS



A report from GLAAD and our partners at ADL document at least 145 incidents of anti-LGBTQ hate nationwide during Pride, including the murder of a woman at a gas station in Texas by a stranger who had allegedly shouted anti-gay slurs.

AUG 23

COMMANDING GLOBAL CONVERSATIONS ON LGBTQ EQUALITY



GLAAD Staff meets with Pope Francis at the Vatican. Within months, Pope Francis approved blessings for same sex couples and announced it is permissible for transgender people to be baptized as Catholics.

SEP 23

DEMANDING LGBTQ STORIES FROM HOLLYWOOD



GLAAD joins SAG-AFTRA and WGA at a Hollywood press conference to demand film studios and streamers continue to include LGBTQ stories that reflect the full, true spectrum of the human experience.

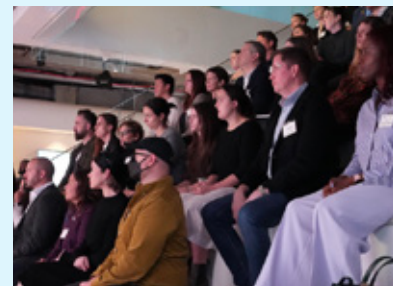
GLAAD KEY PROGRAMS

From students, parents, activists, and people of faith, to corporate leaders, sports icons, celebrities, and everyday heroes, people benefit globally from GLAAD's work to bring about a more inclusive, representative world.



NEWS & RAPID RESPONSE

Works with journalists and news outlets in print, broadcast, and online as the go-to resource for accurate, inclusive, and fair coverage of LGBTQ people.



THE GLAAD MEDIA INSTITUTE

Enables diverse stakeholders to effectuate positive change through:

- 1) Training that offers spokesperson and media engagement education for effective storytelling;
- 2) Consulting that helps industries, corporations, and organizations take a stand for justice; and
- 3) Research that fields studies, evaluates data, and develops metrics to strengthen GLAAD's influence and drive representation.



GLAAD'S SOCIAL MEDIA SAFETY PROGRAM

Pushes back on anti-LGBTQ attacks across all five major social media platforms as the only program holding tech companies accountable for safe online spaces for LGBTQ people.



TRANSGENDER MEDIA REPRESENTATION

Builds understanding and support by reshaping Americans' views about transgender and nonbinary people through news, entertainment, and online media.



SPANISH LANGUAGE & LATINE MEDIA

Serves as a resource for Spanish and English-language Latine media outlets to ensure fair, accurate, and inclusive representations of LGBTQ people.



COMMUNITIES OF COLOR & MEDIA

Elevates and amplifies Black LGBTQ voices and queer communities of color in entertainment and media through consulting, media training, social campaigns, local activations, and curated events.



RESEARCH, POLLING, & REPORTS

Increases media accountability and public awareness of LGBTQ people and issues. GLAAD's research supports and informs GLAAD's work across communities and industries.



GLAAD GAMING

Works within the video game industry to provide education and consultation on LGBTQ people and issues, ensuring game developers have the resources they need to include compelling LGBTQ characters and storylines in all genres of video games.



#SPIRIT DAY MEDIA CAMPAIGN

Is the world's largest, most visible anti-bullying event that annually rallies support for LGBTQ youth. Thousands of celebrities, influential voices, news and media outlets, TV and film studios, brands and corporations, landmarks, sports leagues, tech leaders, and faith groups take the Spirit Day pledge to champion vulnerable LGBTQ youth.



SHATTERING HIV STIGMA

CDC data shows that the U.S. South currently has the highest rates of new HIV diagnoses, exacerbated and complicated by systemic and historic racism, poverty, and healthcare inequities. GLAAD research affirms those findings and amplifies the narrative that systematic challenges persist, and that supermajorities of Americans believe HIV stigma still very much exists.



GLOBAL VOICES

Builds international LGBTQ acceptance by sharing stories of LGBTQ people and their families around the world, assisting LGBTQ people address and counter hateful messaging, and helping LGBTQ advocates and activists build capacity for change in their own cities and countries.



THE GLAAD MEDIA AWARDS

Shines a pathbreaking light on LGBTQ lives as the world's largest, most legendary celebration of fair, accurate, and inclusive media representation of LGBTQ people and the issues that shape their lives.

NEWS & RAPID RESPONSE

THE ONLY 24/7 NEWS BUREAU PROTECTING AND ADVOCATING FOR LGBTQ PEOPLE

Touching all Americans, the GLAAD team operates a 24/7 news bureau that responds to breaking news —nationally and locally—within minutes. Throughout the year, the News & Rapid Response team is on the front lines of LGBTQ news coverage, exposing anti-LGBTQ organizations, engaging journalists, ensuring LGBTQ stories were told with accuracy and fairness, and shaping public opinion. From covering vulnerable LGBTQ youth to giving a voice to parents of queer kids to supporting transgender women of color, the program’s impact is profound.

The News & Rapid Response team **exposed [Moms 4 Liberty](#)**—the self-proclaimed “parental rights” organization—for what they are: a racist, homophobic, transphobic group pushing for book bans, classroom censorship, and bans on teaching about slavery, race, racism, and LGBTQ history.

The team led the national narrative about Nex Benedict’s death by ensuring the media was reporting accurately and fairly. GLAAD’s staff, who has experience working with Tulsa community advocates, was first on the ground to support the Tulsa community and remained there for weeks.

GLAAD pushed back hard on The New York Times when they consistently failed to cover transgender people accurately. The team helped drive a coalition of 100+ organizations and leaders in an ongoing campaign for compassionate, clear reporting. We partnered with ACT UP NY to disrupt Simon & Schuster’s headquarters with a **[digital billboard](#)** protesting a book rife with AIDS denialism.

In the US South, GLAAD’s Virtual Newsroom Tours trained more than 700 local and national newsmakers to assist them in reporting accurately, fairly, and empathetically on their LGBTQ constituents.

We also addressed HIV’s disproportionate impact on Black US Southerners by pitching and placing uplifting articles in the **[Mississippi Free Press](#)** and **[Alabama Life & Culture Magazine](#)**, where we helped tell the story of a minister living with HIV using his undetectable status to educate others.

And as a Tennessee community grappled with a local ordinance to ban “public homosexuality,” GLAAD pitched and placed a **[Newsweek Op-Ed](#)** by the Vice President of the local Library Alliance, Keri Lambert, so that the widest possible audience would hear her cry for inclusivity: “Everyone is equal. Last I checked, I am part of everyone.”



GLAAD Is Once Again Protesting the New York Times' Harmful Trans Coverage



HIV Shattered His Life. A Black Gay Mississippi Leader Repaired the Pieces.

by [Darian Aaron](#)
September 25, 2023



NEWSWEEK MAGAZINE

I'm Fighting Book Bans at My Tennessee Library



THE GLAAD MEDIA INSTITUTE

THE ONLY THINK TANK AND CONSULTANCY DEDICATED TO THE LGBTQ COMMUNITY

The GLAAD Media Institute enables people to build the skills and techniques that effectuate positive change. We accomplish this through three pillars:

- Training: Spokesperson and media engagement education for effective storytelling.
- Consulting: Serving industries, corporations, and organizations positioned to take a stand for justice.
- Research: Fielding studies, evaluating data, and developing metrics to strengthen our mission and drive action.

In 2023, the GMI educated and trained 90,000 participants to harness the potency of storytelling. Beneficiaries included showrunners, writers, producers, and directors from nearly 600 studios on films and TV shows and nearly 75% of Hollywood's major talent agencies. The GMI also worked with 30+ corporate brands on the Fortune 500 list to increase inclusivity and representation, and released multiple pieces of research and reports.

GLAAD Gaming announced a new partnership with Xbox Game Studios Publishing (XGSP), the first time Xbox has formalized a partnership with an external media advocacy group. GLAAD's gaming team is consulting on several games being developed by Xbox and led a workshop for senior executives at XGSP. They also participated in an Inclusion Summit for Xbox employees. GLAAD Gaming also earned

praise and headlines for their work on creating the first trans woman legend in Respawn Entertainment's wildly popular game Apex Legends. From design, to backstory, to dialogue, to media training, GLAAD was there every step of the way to ensure Catalyst is an authentic and fun character in a game played by 60 million people every month.

In addition, we created the inaugural **GLAAD "Advertising Visibility Index"** on the state of LGBTQ representation in advertising and marketing.

GMI outreach and training helped activists and allies turn tenacity into action. In March 2023 that included **training dozens of Oklahomans** facing a barrage of anti-trans bills, so those who had been overwhelmed would feel empowered.

GMI also harnessed technology and the changing ways people consume information to raise awareness through community-focused Instagram Hangouts. When the MPox virus disproportionately affected LGBTQ People of Color, GLAAD's free Hangouts featured eight influencers with direct experience of the virus and reached more than 80,000 people.

GMI activity was covered by over 200 national and local media outlets.



GLAAD'S SOCIAL MEDIA SAFETY PROGRAM

HOLDING TECH AND SOCIAL MEDIA BRANDS ACCOUNTABLE TO OUR COMMUNITY

In a year when anti-LGBTQ social media accounts maligned queer people as threats to children, GLAAD's Social Media Safety Program (SMSP) held the world's largest tech companies and social media platforms accountable. [GLAAD is the only LGBTQ organization reporting on social media](#) hate speech and holding social media platforms accountable to LGBTQ people.

This year, our Social Media Safety Index reported that four of the five major platforms improved somewhat in safeguarding the community.

Instagram: 63% (+15 points from 2022)

Facebook: 61% (+15 points from 2022)

TikTok: 57% (+14 points from 2022)

YouTube: 54% (+9 points from 2022)

Twitter: 33% (-12 points from 2022)

Beyond research, the program's advocacy included creating a feature on misgendering and deadnaming that was recognized as one of the ["Top 25 Most Read Pieces on Tech Policy Press in 2023."](#)

We also partnered with the ADL's Center on Extremism & Hate to draw a straight line between online misinformation and hate speech and real-world harm in a co-crafted "Year in Review: Anti-LGBTQ Hate & Extremism Incidents" that surfaced more than 350 incidents.

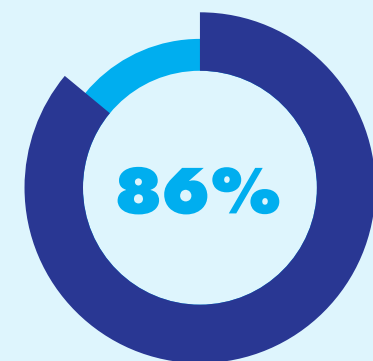
Combined, the SMSP's rigorous research and advocacy realized tangible wins, from addressing dangerous content in nations where being LGBTQ can result in imprisonment, to pushing platforms to incorporate misgendering and deadnaming into hate speech and harassment policies. And when Mpox threatened to stigmatize marginalized community members, GLAAD's advocacy helped platforms use their status for good, resulting in prominent Know Your Facts HHS information panels on Twitter and TikTok.



For historically marginalized groups, this work is so important. Everyone deserves to feel safe on social media.

—JENNI OLSON, SENIOR DIRECTOR, SOCIAL MEDIA SAFETY PROGRAM

SOCIAL
MEDIA
SAFETY
INDEX
2023



86% of non-LGBTQ Americans in GLAAD's latest **Accelerating Acceptance Study** agree exposure to online hate content leads to real-world violence.



DEADLINE

IMDb Allows Industry Professionals To Remove Birthdates & Birth Names From Its Site In Major Win For SAG-AFTRA & GLAAD



TRANSGENDER MEDIA PROGRAM

ONLY 31% OF AMERICANS SAY THEY PERSONALLY KNOW SOMEONE WHO IS TRANSGENDER

The GLAAD Transgender Media Program continues to train and consult with celebrities, influencers, and brands on how to humanize and celebrate transgender people wherever they live, learn, and work. Highlights of this year included:

Working with Elliot Page on the launch of his autobiography and on the premier of his new film *Close to You*. In addition to strategizing with Page himself, GLAAD met with every journalist and podcast team interviewing him to ensure the interviews were accurate and respectful. GLAAD's staff also prepped the producers and director of Page's new film on how to talk about the film's trans storyline.

Announcing a major change to IMDb's policy regarding transgender people's birth names appearing on the site against their wishes. After years of consulting with GLAAD, IMDb now allows trans people to choose whether to have their birth name listed or hidden on the site. Additionally, GLAAD worked with IMDb on a new feature which allows LGBTQ people working in the industry to add personal demographic information to their profile, including gender identity and sexual orientation. This allows LGBTQ creatives to be found by those in Hollywood seeking to cast and hire authentically. Praise and attention for the landmark updates across the industry was reflected in 195 stories and 1.9B media impressions.

Working with eHarmony to create much-needed updates to better serve LGBTQ daters. New functionality includes the expansion of their list of genders so users could more authentically share who they are on the platform. GLAAD also educated eHarmony staff and leadership on LGBTQ issues to ensure the company can effectively support their LGBTQ customers. As of March 2024, eHarmony has over 20 million registered users.

Talking to House staffers on Capitol Hill about the current state of trans representation in the media and the critical need for more authentic characters and stories to counteract the misinformation and lies being spread about trans people. Hosted by Congressman Adam Schiff, several GMI staffers attended the meeting to offer GLAAD's expertise and resources to the attendees. Trans journalist and actress Eva Reign also spoke about her work in telling trans stories in the media.

Consulting and advising on the Season 2 premiere episode of *The Problem with Jon Stewart* on AppleTV+. The episode titled "The War Over Gender," examines Americans' misperceptions about sex and gender, and dives into the facts behind gender affirming care, which included a panel conversation with leading experts and families with trans kids. The episode has over 2 million views on YouTube.

Working with Harness, an organization founded by America Ferrera and others following the 2020 election. GLAAD participated in a Harness artist salon, with Laverne Cox moderating. Other panelists included Chase Strangio and J.J. Straight (ACLU), and Renee Bracey Sherman (*We Testify*). GLAAD Board Member Miss Peppermint closed out the evening with a call-to-action for the high-profile Hollywood industry decision-makers in attendance.

SPANISH-LANGUAGE & LATINE MEDIA PROGRAM

ENSURING LATINE VOICES ARE REPRESENTED

More than ever, GLAAD's Spanish-Language & Latine Media Program filled critical cultural gaps exacerbated by disinformation that permeated traditional and social media. In addition to training media organizations, journalists, and Latine emerging leaders, the Program's inaugural digital series, "Dímelo," spotlighted LGBTQ comedic performers and aired weekly on YouTube, featuring River Ramirez, Joél Pérez, Veronica Garza, and Mika Kenyah.

The Program also hosted live Instagram interviews with Latine leaders in advocacy, activism, and entertainment and featured digital content that honored the past and present voices—from trailblazers like Amelio Robles Avila and Sylvia Rivera to contemporary

icons like Jennicet Gutiérrez and Wilson Cruz. Finally, the Program's inaugural [Celebration of Latine Creators](#) honored media about Latine LGBTQ people. Attendance more than doubled expectations, with 130+ influential Latine and allied writers, directors, and entertainment stakeholders representing Univision, HBO, Sony, Warner Media, LA TV, Dreamworks, and more.

IMPACT:

- 100 Journalists Trained
- 73 Media Trained Spanish-speaking advocates in the US
- 470K views of *Dimelo*

When GLAAD Media Award-winner and multiple nominee entertainment reporter Luis Sandoval spoke at GLAAD's Celebration of Latine Creators, it became clear much has changed considering Sandoval's role today as co-host on the radio talk show Buena Vista.

Buena Vista means "Good vibes: Tell us something good," he proudly tells the room. "Little by little, we're going to create a better place for all of us."

**PROFILE:
TELL US
SOMETHING
GOOD**



More than ever, GLAAD's Spanish & Latinx Media Program filled critical cultural gaps exacerbated by disinformation that permeated traditional and social media. In addition to training media organizations, journalists, and Latinx emerging leaders, the Program's inaugural digital series, "Dímelo," spotlighted LGBTQ comedic performers and aired weekly on YouTube, featuring River Ramirez, Joél Pérez, Veronica Garza, and Mika Kenyah.

—MONICA TRASANDES,
SENIOR DIRECTOR OF SPANISH-LANGUAGE
AND LATINX MEDIA



The 35th GLAAD Media Award's Spanish-Language Nominees Highlight LGBTQ Voices Across Latin America and Spain





COMMUNITIES OF COLOR & MEDIA

DRIVING EQUITABLE AND ACCURATE REPRESENTATION

GLAAD's Communities of Color & Media Program amplified the great work of Black LGBTQ artists, journalists, media personalities, and activists. That included training 109+ LGBTQ leaders and community members in cities stretching from Houston, Indianapolis, and Birmingham, to Chicago, New York, California, and beyond. The Program's MPox [#FactsAndVax](#) campaign countered a legacy of medical discrimination for community members with relatable stories and an informative Mpox Fact Sheet.

Further, it curated events and honors amplified and Black LGBTQ expression and achievement: The second [#GLAADHonors](#) celebration awarded Black LGBTQ changemakers and was attended by a cadre of directors, best-selling authors, history-making rappers, producers, models, and actors.

The Creative Cuisine dinner series convened artists and advocates in entertainment and media on World AIDS Day, in partnership with Emory University, Gilead Sciences, Inc., the City of Atlanta, and a range of local advocates.

At the center of the year, the Program's inaugural [Black Queer Creative Summit](#) empowered emerging content creators and contributors in a three-day program that trained and educated participants and provided extensive networking.

Coverage of the landmark convening was impressive, spanning demographics, from [Teen Vogue](#), [Forbes](#), and [Spotify](#). The most compelling Summit descriptions came from the artists, activists, and creatives who were there:

- "This is the first time nationally that I've been recognized as an artist," one tells us.
- "It feels very, very surreal and heartwarming to know that other people are seeing what I bring to the table."
- "This is what it takes to get closer to freedom."
- "My cup still runneth over from so much brilliance and community."



Forbes

GLAAD ESTABLISHES FIRST-EVER BLACK QUEER CREATIVE SUMMIT

BLACK THE #1 BLACK DIGITAL ENTERPRISE MEDIA BRAND

'PRIDE STRONG': GLAAD LAUNCHES INAUGURAL BLACK QUEER CREATIVE SUMMIT FOR LGBTQ+ CREATIVES



shondaland

4 LGBTQ+ ADVOCATES UNPACK THE SIGNIFICANCE OF QUEER STORYTELLING IN THE ENTERTAINMENT INDUSTRY

RESEARCH POLLING & REPORTS

GLAAD UNDERSTANDS THE TRUTH OF LGBTQ LIVES BETTER THAN ANY RESEARCH ORGANIZATION ON EARTH

GLAAD's Research, Polling, & Reports program is the authoritative truth of the LGBTQ community. We establish baselines, inspire headlines, and supply the nation insights about the increased dangers LGBTQ people face and the depth of their and their allies' resilience.

This year, GLAAD released 10 reports and guides that were viewed more than 200,000 times.

The inaugural [GLAAD Gaming Report](#), launched in 2024, was picked up widely in national, international, and gaming industry press, including NPR, *The New York Times*, *The Guardian*, *Forbes*, *Variety*, *NBCNews*, *IGN*, *Engadget*, *Kotaku*, *GamesIndustry.biz*, *Eurogamer*, generating 1.43M views in one week.

As proposed anti-trans legislation more than doubled in a year, GLAAD's ["Unsafe in America"](#) poll made sure the nation knew 72% of transgender people feared for their safety.

As COVID-19 overwhelmed news cycles and resources, GLAAD's ["Invisible People Retrospective"](#) kept people living with HIV in the national conversation. This *Time Magazine* headline in the Study said it all: "We Just Lost Two Years: How COVID-19 Disrupted the Fight Against HIV."

As librarians, health clinicians, teachers, and drag performers faced escalating threats, GLAAD and the ADL put real numbers to their real concerns by co-crafting a ["Year In Review: Anti-LGBTQ Hate & Extremism"](#) that documented 356 anti LGBTQ incidents in a single year.

Despite progress in HIV awareness and treatment, GLAAD's ["State of HIV Stigma Study"](#) uncovered a startling generation gap. Gen Z—the most diverse and most out LGBTQ generation—knew the least about HIV. In fact, Gen X was nearly twice as knowledgeable.



That anti-gay comment you saw on a neighbor's social media page, that shocking disinformation about trans youth you heard at a school board meeting, and that attack by extremists at your local Drag Story Hour—these are not isolated events.

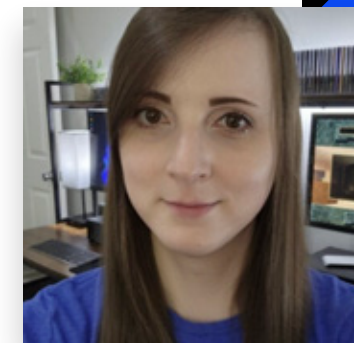
—SARAH KATE ELLIS, PRESIDENT & CEO



GLAAD and Kantar uncover "insufficient" LGBTQIA+ representation in ad industry

Report Says 17 Percent of Gamers Identify as L.G.B.T.Q.

In its first survey of the video game industry, the advocacy group GLAAD determined that few console games include queer characters.



BLAIR DURKEE, Associate Director of Gaming at GLAAD



**GLAAD Report Finds 75% of Non-LGBTQ Adults
Are Comfortable Seeing Queer People in Ads**

% of non-LGBTQ people agree

70%

Companies should **publicly support and include the LGBTQ community** through practices like hiring, advertising and sponsorships

Survey of American
Acceptance and Attitudes
toward LGBTQ Americans

**WHERE WE
ARE ON TV**

2023-2024

**TV's LGBTQ Representation Is Down,
and Mass Cancellations Aren't Helping**



In the TV advertising industry—where research proves that media exposure drives LGBTQ familiarity and acceptance—GLAAD's inaugural "[Advertising Visibility Index](#)" found only 3% of national linear TV ads from the top ten spending brands were inclusive. Out of more than 400 ads on national linear TV from the world's top ten advertisers, not one had recognizable LGBTQ inclusion.

When GLAAD's inaugural "[GLAAD Gaming Report](#)" uncovered an eye-opening gap between the number of LGBTQ gamers and the dearth of characters representing them, it included the fact that more than 50% of LGBTQ video game players reported harassment when playing. Further, 42% avoided playing because of the threat of harassment, and in states with proposed or passed anti-LGBTQ legislation, 75% told us gaming allowed them to express themselves in a way they don't feel comfortable doing in the real world.

Still, other GMI research found bright lights on the path to visibility and equality. GLAAD's third annual "[State of HIV Stigma Study](#)" cataloged more respondents comfortable interacting with people living with HIV (43% in 2022 vs. 36% in 2020). Two out of three Americans agree medications can protect people

from contracting HIV.

A significant majority of LGBTQ respondents in GLAAD's hallmark "[Accelerating Acceptance](#)" Survey felt supported by accurate LGBTQ media inclusion. Arguing well for the possibility of an informed, energized public, a 91% supermajority of non-LGBTQ people told us queer people should live without discrimination.

GLAAD's 27th Annual "[Where We Are on TV Report](#)" found at least 50% of LGBTQ characters on each platform were people of color. Streaming platforms featured a majority of LGBTQ People of Color (53% of all LGBTQ characters) for the first time.

And GLAAD's annual "[Studio Responsibility Index](#)" of the quantity, quality, and diversity of LGBTQ characters in films by ten major motion picture studios found the highest percentage yet of representation; a slight increase in LGBTQ characters of color; and record high numbers of nonbinary and transgender characters. The Index's "10th Anniversary" edition celebrated a 50% increase in LGBTQ-inclusive films.

The numbers make it clear: **LGBTQ people are worth it. 3 out of 4 non-LGBTQ people are comfortable seeing LGBTQ people in ads**, and the amount of non-LGBTQ people supporting equal rights for the community has been steadily increasing since 2021, now at 84%.

—GLAAD'S ADVERTISING INDEX



SPIRIT DAY

THE LARGEST ANNUAL CELEBRATION OF GLOBAL LGBTQ YOUTH

From bathroom restrictions, book bans, and proposed bans on LGBTQ topics, LGBTQ students faced jaw-dropping barriers to well-being in 2023. That made the love and support from GLAAD’s #Spirit Day—the world’s largest anti-bullying campaign—more urgent than ever. With a whopping 198,075,873 press impressions broadcasting love and support, the world sent a message to our kids that was loud and clear: Wherever you are, we have your back.

From Dallas and Kansas City, to the Big Apple, and beyond, cities lit up in Spirit Day’s trademark purple color. Icon Laverne Cox and performer and GLAAD Board Member [Peppermint](#) even kickstarted the festivities at the top of the [Empire State Building](#).

Casts from [national morning shows](#) celebrating LGBTQ youth included *The View*, *The Today Show*, *Good Morning America*, *Good Morning Football*, *The Talk*, and morning show casts from leading Spanish-Language networks (Telemundo and Univision).

Other Spanish-Language shows watched by millions of Spanish speakers included *Primer Impacto*, *El Gordo y la Flaca*, *En Casa con Telemundo*, *The Q Agenda*, and local news teams at Telemundo and TelevisaUnivision. [CNBC anchors and shows](#) as well as [Disney entertainment](#) television also showed up.

Faith based groups, Dignity USA, Outreach, Beloved Arise, and The Naming Project showed up in support.

The United Nations used its [global platform](#) to educate the world on #SpiritDay.

Corporate Allies, including Skittles, Sally Hansen, Kirkland & Ellis, and more joined GLAAD to go purple. And the sports world voiced powerful support from the NFL broadcasting [this powerful PSA](#) declaring: “Football is for everyone,” to messages from the NBA’s [NBA Cares](#).



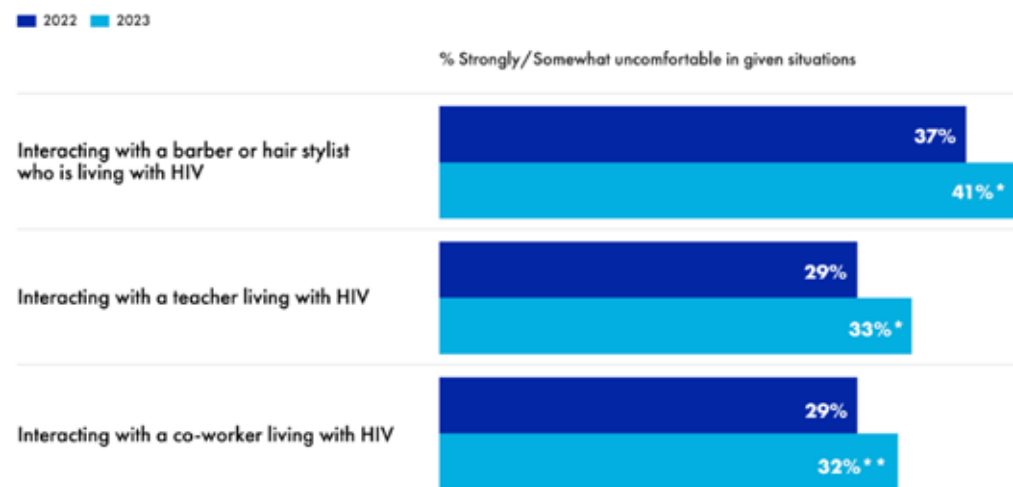
SHATTERING HIV STIGMA

ENDING THE HIV EPIDEMIC BY 2030

With Gilead Science's support, GLAAD has strengthened America's comfortability with HIV and people living with HIV (PLWH) through an increase in accurate and authentic stories depicting these individuals and communities. This partnership creates events and opportunities that regularly convene LGBTQ creatives and key Hollywood stakeholders to sustain and deepen entertainment media content about HIV. Together, GLAAD and Gilead are increasing public awareness of HIV and decreasing stigma through the lens of the entertainment that most Americans consume.

This work includes disseminating the findings in the GLAAD *State of HIV Stigma Study*, ensuring the latest information around stigma is presented and discussed in relevant arenas around the world. GLAAD is also equipping a new generation of Hollywood storytellers by working closely with Black LGBTQ creatives and providing the safe space and the creative support to produce authentically POC queer stories.

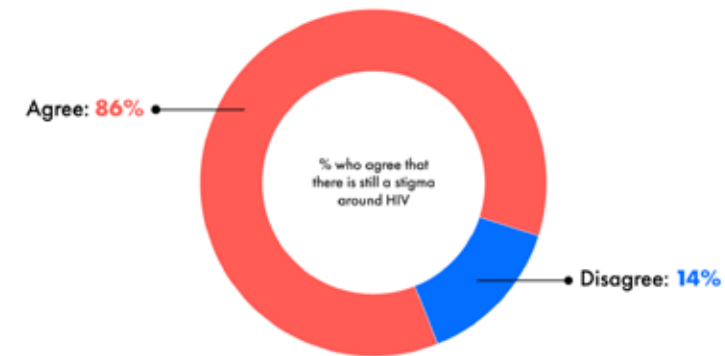
As a result, Gilead's support will furnish a new generation of creative people who inspire HIV and POC LGBTQ stories and content. GLAAD produces or promotes such opportunities, including The GLAAD List, which curates the most promising unmade LGBTQ-inclusive scripts; the Equity in Media and Entertainment Initiative (EMEI) cohort, which is a pathway to build and strengthen professional networks; and the second Black Queer Creative Summit (BQCS), which will take place in the fall of 2025.



*Statistically significant at 95% confidence. **Statistically significant at 90% confidence.

A majority of Americans believe a stigma around HIV still exists

This number has remained stable year over year.



The Atlanta Journal-Constitution

Study finds HIV stigma persists across U.S., South

Gen Z, the first generation near achieving a HIV-free generation, knows the least about the virus



Pope Francis Just Called for the Decriminalization of Homosexuality Worldwide

He also characterized those who oppose him as “like a rash that bothers you a bit.”

Pope Francis says being gay “is not a crime” and the Catholic community responds



Pope Francis Allows Priests to Bless Same-Sex Couples

Pope Francis Emphasizes Radical Inclusion, Calls Trans Women “Daughters of God”

GLOBAL VOICES

LEADING THE GLOBAL CONVERSATION TO CEMENT LGBTQ ACCEPTANCE

GLAAD wrote a briefing for Pope Francis about the state of global criminalization, noting countries that have increased their persecution of the LGBTQ community and countries that are providing protections for the community. We also educated him where bishops and cardinals from the Roman Catholic Church have supported such laws. We concluded with an ask to speak out to condemn LGBTQ criminalization laws, and provided talking points to demonstrate how imprisoning or executing someone for being LGBTQ violates Catholic teaching and values.

Pope Francis took our words to heart, and in an interview with the AP, said that laws that criminalized LGBTQ people were not just. He said “being homosexual is not a crime. It’s not a crime.” He also recognized that the Roman Catholic Church has supported such laws, and said that needed to change.

Pope Francis doubled down on his statement during a trip to Democratic Republic of Congo (DRC) and South Sudan, also bringing in the head of the Anglican communion to reiterate his support for the LGBTQ community.

Since then, GLAAD staff and board were invited to meet with Pope Francis. We thanked him for what he said, and the impact it has had on LGBTQ people around the world. We also stressed that he will need to reiterate his message of opposition to criminalization.

That has opened an ongoing relationship. GLAAD has provided briefings and information to help Pope Francis understand what the LGBTQ community, especially the transgender community. We have provided encouragement and support when he’s been maligned by people who want to retract his support for the LGBTQ community.



The Pope accurately recognizes that LGBTQ people and our relationships are worthy of the same affirmation and support in the Church. We are worthy of love, respect and compassion.

—SARAH KATE ELLIS, PRESIDENT & CEO

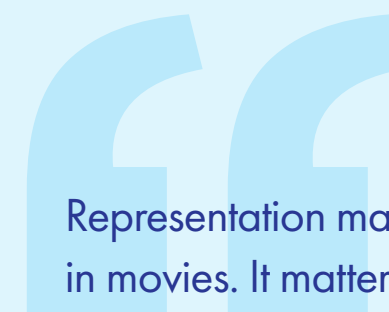
THE 34TH ANNUAL GLAAD MEDIA AWARDS

THE LARGEST, MOST LEGENDARY LGBTQ CELEBRATION IN THE WORLD

On March 30, 2023, the 34th Annual Los Angeles GLAAD Media Awards (GMAs) made its unforgettable mark. The night featured appearances by locally known heroes and internationally known advocates. Jennifer Coolidge received a special recognition award from Jane Lynch. Christina Aguilera received [the Advocate for Change Award](#), presented by Club Q survivor Michael Anderson. Bad Bunny received [the Vanguard Award](#), presented by Ricky Martin, and [Jeremy Pope](#) received the [Stephen F. Kolzak Award](#), presented by Gabrielle Union. Comedian and actress Margaret Cho hosted the evening which featured performances from FLETCHER and Orville Peck.

On May 13, LGBTQ celebrities, journalists, political leaders, and allies from all over the world gathered at New York City's Midtown Hilton for the 34th Annual New York GLAAD Media Awards. Hosted by actor

Harvey Guillén, the night featured a performance by Idina Menzel and stirring speeches by Montana State representative Zooey Zephyr and Oklahoma State representative Mauree Turner—both of whom had recently been targeted and censored by the state legislatures they serve in. The night also featured White House Press Secretary [Karine Jean-Pierre](#), the first openly LGBTQ and Black person to serve in the role, who sent a message out specifically to trans children targeted by a tidal wave of proposed anti-trans policies. It's a message, she told the crowd, that she always gives her own young daughter: "Never let anyone tell you who you are or how you can be." Press coverage of the night spanned [ABC News](#), [Billboard](#), [Variety](#), [Cosmopolitan](#), [Rolling Stone](#), [Out](#), [Yahoo News](#), [HuffPost](#), and more.



Representation matters. It matters at the White House. It matters in movies. It matters on TV. It matters in podcasts. It matters across platforms and media.

—KARINE JEAN-PIERRE, WHITE HOUSE PRESS SECRETARY

**Every week,
Americans spend
15.8 HOURS
on social media,
32.6 HOURS
on their phones,
and 34.3 HOURS
watching broadcast
and streaming TV.**

**From Oprah Winfrey
to Pope Francis
to The White House,
GLAAD works with
the most influential
leaders with the largest
megaphones to impact an
LGBTQ person or ally
EVERY 3 SECONDS.**

EVENTS

THE GLAAD MEDIA AWARDS



The GLAAD Media Awards is the largest, most legendary LGBTQ celebration in the world. With the event happening in both New York and Los Angeles, the events honor those in the media who have shown exemplary achievements for fair, accurate, and inclusive representation of the LGBTQ community and the issues that affect our lives. A sparkly mix of red carpet arrivals, iconic main stage moments, and impactful messages, the GLAAD Media Awards reaffirms the value of representation and inclusion of LGBTQ people within all forms of media.

SPIRIT DAY CONCERT



GLAAD's annual Spirit Day Concert in Los Angeles at The Belasco featured Black queer performers Wayne Brady and Vincint, both 2023 Out100 honorees. Their stellar performances and moving messages energized the room with pure queer joy, as encapsulated by Vincint's message to the audience: "I hope you love yourselves as much as I love you."

CORPORATE SUMMITS



The GLAAD New York City Corporate Summit, hosted by President & CEO Sarah Kate Ellis, focused on LGBTQ inclusion as a business growth strategy with Fireside Chats featuring leadership from Procter & Gamble, the National Football League, and more.

THE BLACK QUEER CREATIVE SUMMIT



The Black Queer Creative Summit, powered by Gilead Sciences, is a first-of-its-kind in-person event, specifically geared towards empowering, educating, and training emerging Black LGBTQ creatives across the entertainment industry. This Summit spotlights, celebrates, and curates professional growth opportunities for Black LGBTQ+ creative leaders, fostering a pipeline for the next generation of Black LGBTQ artists through event keynotes, fireside chats, workshops, and mentorship opportunities.

#GLAAD HONORS



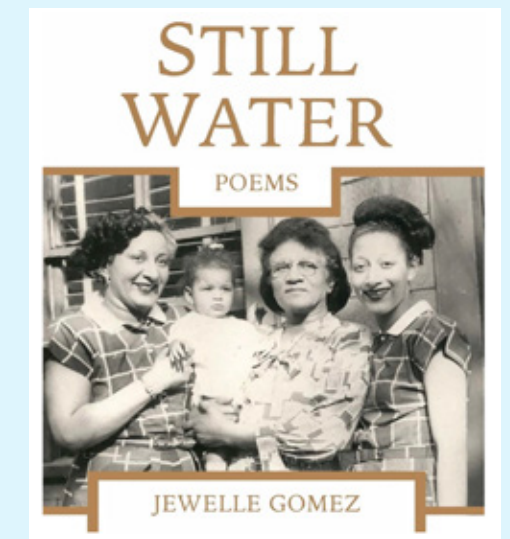
#GLAADHONORS celebrates Black queer creatives and professionals who are pushing the needle forward in media and entertainment. The room is the epitome of Black excellence. Originated as an intimate dinner, #glaadhonors has now blossomed into something bigger than was originally envisioned.

HONORING JEWELLE GOMEZ, CO-FOUNDER OF GLAAD

As GLAAD approaches its 40th anniversary of accelerating acceptance, we take a moment to honor author, poet, critic, playwright, professional, philanthropist, and advocate Jewelle Gomez, co-founder of GLAAD.

Jewelle's vision for GLAAD was to embrace the constant stream of a changing culture. In 1985 she was part of a small group of activists who pushed back on the media's demonization of gay men during the AIDS crisis.

From that small group of activists, which was meant to be a media watchdog group, GLAAD blossomed.



“

There is no brink of change. Change is not a cliff you jump off of or a doorway you pass through. There's a stream of change and we're always in it whether we notice or not.

—JEWELLE GOMEZ, CO-FOUNDER OF GLAAD

SHAREHOLDERS CIRCLE

DIAMOND \$100,000 AND ABOVE

Gregory A. Adams
David Hornik
MacKenzie Scott

PLATINUM \$50,000 AND ABOVE

Greg Berlanti and Robbie Rogers
Jonathan Chang
Heather Dubrow
Nicole and Stephen A. Eisenberg
Rene Lacerte and Joyce Chung
Dan Reynolds
Stephen Warren

GOLD \$25,000 AND ABOVE

Kevin Burke and Jeffrey Ferguson
Jennifer Coolidge
Melissa DeMayo
Jim Fitterling and Alex Lee
Joseph and Terry Furgerson
August Getty
Robert S. Greenblatt
Alicia Herlehy and Jonathan Claybaugh
Liz Jenkins and Kristin Snell
Janine and Tim Lewis
Hernan Lopez and Scott Velasquez
The Murray/Reese Foundation
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Mark Ross-Michaels
Justin Tranter

SILVER \$10,000 AND ABOVE

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Donald Bacigalupi and Dan Feder
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Charles and Merryl Zegar
Ben Colvin and Anthony Noberini
Lyndle Cummings
John Quattrocchi and Joseph DeMartino
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Mike Doyle
Maeve DuVally
Ryan Ellis
Mikkel Eriksen
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Lisa Lee
Doug MacBean and Ronnie Woo
Meredith and Brook Marks
Charles Myers
Manoj Nair
Annabel Oaks
Jonathan Pickhardt and Tito Andujar
Linda Riley
John Roberts
Jill E. Robinson
Ali Rosenthal
Marion Rothman
Alison Smith
James Speake

Pamela Stewart and Loan Huynh
Joshua Thomas
Barbara Whitman

BRONZE \$5,000 AND ABOVE

Melvin Alexander
Michael Ansman
Helen Appleby
Theodore Arenas
Ward Auerbach and Andy Baker
Scott Bennett
Betsy J. Bernard and Laurie Peter
Justin Blake
M Bohanan
Lucinda Borand
Michael Bottrill
Marci Bowers, M.D.
Ruth Buczynski
Amanda Clarke
Gerardo Cruz
Carrie Farrell
Thad S. Florence and Tommy Scimone
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Matthew Marks and Jack Bankowsky

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Robert McNeal and James Kinsella
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Joseph A. Bartush
Jennifer Batchelder
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Robin M. Bergen and Janine Hackett
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Hillary Calandra
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Ethan Cohan
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Caleah Dean
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Robert and Brenda Flynn
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John Gillett
Barbara Gittings
Ranjan Goswami
Bill Gray
Michael Green
Paul Greene

Steven Grey
Stephen Gross
Geoff Hamill
Charlotte Hamilton
Ted J. Hannig JD
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Zameer Kassam
Aaron Keller
Jennifer Kennedy
Jack Kirsch
Sheila Kloefkorn
Julie Kornfield
Carrie Krebs
Noah Kressler
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Robert Lane
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Eli Levi
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Douglas Marcotte
James Marracco
Alana Mayo
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Matt McDonald
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Diageo North America
Google, Inc.
Hyundai Motor America
Logitech
Netflix
Pernod Ricard USA
Procter & Gamble Co.
Torrid Holdings Inc.
The Walt Disney Company

ADVOCATE \$100,000 AND ABOVE

Ally Financial
Amazon Studios
Beam Suntory
Comcast NBCUniversal
CoverGirl USA
Crocs
Hulu
Sally Hansen US
Smartfood
Sony Music Group
Sony Pictures Entertainment
Stella Rosa
Target
Viktor & Rolf
Visible
William Morris Endeavor
WK Kellogg Co

ALLY \$50,000 AND ABOVE

BMW USA
Box Lunch
Bread Financial
The Dow Chemical Company
Hinge
IMDb.com Inc.
John Hardy
M&Ms
Microsoft Corporation
National Basketball Association/NBA
National Football League
Omnicom Group
Skittles
Tinder, Inc.
Truly Hard Seltzer
Walt Disney Studios
Warner Bros. Discovery Inc. (Global)
Xbox Game Studios Publishing

PATRON \$10,000 AND ABOVE

1-800-Flowers
11:11 Media
A24
Accenture
Airbnb
Amazon Corporate Security
Apple Worldwide Video
Archer
AT&T
Atlantic Records
Audible
Baggallini
Barbie
Barilla Group

Bellesa Boutique & Closet
Bento Box Animation
Black Edge Capital
Black Queer Town Hall
The Boston Beer Company
Bubly
Celebrity Family Feud
City National Bank
Coca-Cola Company
Coolhaus
Creative Artists Agency/CAA
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Lezcano Bobb & Dang
Dentsu International Limited
Devil's Backbone Brewing Company
Disney Music Group
Disney Television Studios
EDELMAN USA
eHarmony, Inc.
Electronic Arts Inc.
Entertainment Partners
Fandiem
Fox Corporation
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Morgan Stanley
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Spotify USA Inc.
Starz
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United Talent Agency
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The Morningstar Foundation
The Morrison & Foerster Foundation
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FISCAL REPORTING 2023

STATEMENT OF FINANCIAL POSITION

	FY23	FY22	FY21	FY20
TOTAL ASSETS	51,921,968	46,156,013	44,226,917	30,236,631
TOTAL LIABILITIES	3,153,089	2,287,433	2,231,980	2,163,995
TOTAL NET ASSETS	48,768,879	43,868,580	41,994,937	28,072,636
CHANGE IN NET ASSETS	4,900,299	1,873,643	13,922,301	28,072,636

FINANCIAL SUMMARY

YEAR	INCOME	EXPENSE	CHANGE IN NET ASSETS
FY15	5,158,050	5,433,676	(275,626)
FY16	7,291,488	5,728,863	1,562,625
FY17	9,035,073	8,847,865	187,208
FY18	19,673,634	9,871,030	9,802,604
FY19	13,293,995	9,749,277	3,544,718
FY20	17,526,890	9,099,919	8,426,971
FY21	24,984,204	11,061,903	13,922,301
FY22	16,545,985	14,672,342	1,873,643
FY23	29,705,670	24,805,371	4,900,299

STATEMENT OF ACTIVITIES

	FY23	FY22	FY21	FY20
REVENUE AND SUPPORT	29,705,670	16,545,985	24,984,204	17,526,890
EXPENSES	24,805,371	14,672,342	11,061,903	9,099,919
CHANGE IN NET ASSETS	4,900,299	1,873,643	13,922,301	8,426,971
NET ASSETS (BEGINNING OF YEAR)	43,868,580	41,994,937	28,072,636	19,645,665
NET ASSETS (END OF YEAR)	48,768,879	43,868,580	41,994,937	28,072,636

2024

The accomplishments and milestones continue.



GLAAD ACCEPTS THE GOVERNORS AWARD FROM THE TELEVISION ACADEMY

Speaking to a live audience of 4.9 million viewers, GLAAD accepted the Television Academy's 2023 Governors Award. In her remarks, President & CEO Sarah Kate Ellis said, "The world urgently needs culture-changing stories about transgender people," and that "Visibility creates understanding and opens doors, it's life-saving."

LGBTQ VOICES IN DAVOS

GLAAD traveled to the 2024 World Economic Forum Annual Meeting in Davos to make LGBTQ issues a top priority for global leaders, prioritizing decriminalization of our community around the world.



OHIO BACKS DOWN AFTER PRESSURE

After GLAAD and Equality Ohio lobbied, the Ohio Health department dropped a plan targeting essential healthcare for transgender adults.



GLAAD GAMING

GLAAD released its inaugural GLAAD Gaming report, a first-of-its-kind comprehensive look at LGBTQ inclusion in video games, making a fact-based business case for inclusion and providing a playbook for more authentic representation.





Wherever we are, GLAAD will never stop elevating, protecting, and supporting the LGBTQ community and fighting for our right to be our true, authentic selves every day and in every place.

—SARAH KATE ELLIS, PRESIDENT & CEO, GLAAD

