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FROM THE OFFICE OF THE PRESIDENT & CEO

SARAH KATE ELLIS

Our community has experienced unexpected attacks and challenges to our lives and families. These remind us that we must continue to advocate and push for acceptance as a united force.

GLAAD continues its critical mission to drive visibility and understanding, which combats misinformation, anti-LGBTQ legislation and violence, and changes in media industries that are jeopardizing strides in LGBTQ representation.

Our staff met the moment with urgency, action, and impact.

We launched new programs like the *ALERT Desk* in an effort to track anti-LGBTQ violence across the country and notify community leaders of online threats of violence. Our *Social Media Safety* program is the only LGBTQ researcher and organizer working to hold social media companies accountable for the dramatic uprise in anti-LGBTQ hate and violence. Young LGBTQ people should be able to experience social media without bullying and hate, and GLAAD is creating a safer industry for them. We researched the best messaging and messengers to tell the real stories of transgender people and their families; this work significantly moved audiences through the *Here We Are* campaign. With your help, we will continue to grow these programs and create content that is proven to move audiences.

The playbook for how GLAAD secures visibility of our community's stories in front of audiences is changing as industries like news, Hollywood, video games, sports and the Olympics, and corporate America evolve. This report documents how we continue to serve as the leading resource for all of these cultural institutions. Our research, advocacy, and consultation are the front lines to protect LGBTQ storytelling and representation

across the media landscape. And that work to achieve fair and accurate visibility is critical in an election year and beyond.

I approach LGBTQ acceptance and advocacy with optimism because our research shows the truth: Americans by and large support their LGBTQ family, friends, and neighbors. With a new generation that contains more out LGBTQ people and more allies, now is the time that we must take action in ways that expose the lies and animosity of our opponents and grow the tent for LGBTQ people and allies.

One of the allies GLAAD worked with was Pope Francis, who passed away in 2025. After working with him last year to send the message that laws criminalizing LGBTQ people are unjust and that the Church should be able to bless same-sex couples, we sat down with him in person once again. I invited transgender leaders, as well as LGBTQ advocates from Uganda and Ghana, to the meeting. It reminded me once more about the true power of storytelling that is at the heart of GLAAD's mission. If we can get our stories in front of audiences who need to see them, if we use messaging that is proven to change hearts and minds, if we see more of each other boldly out in the world, and if we use our voices to call out misinformation and hate, then LGBTQ people and families will advance.

In solidarity,



Sarah Kate Ellis
GLAAD President & CEO



“

I approach LGBTQ acceptance and advocacy with optimism because our research shows the truth: Americans by and large support their LGBTQ family, friends, and neighbors.

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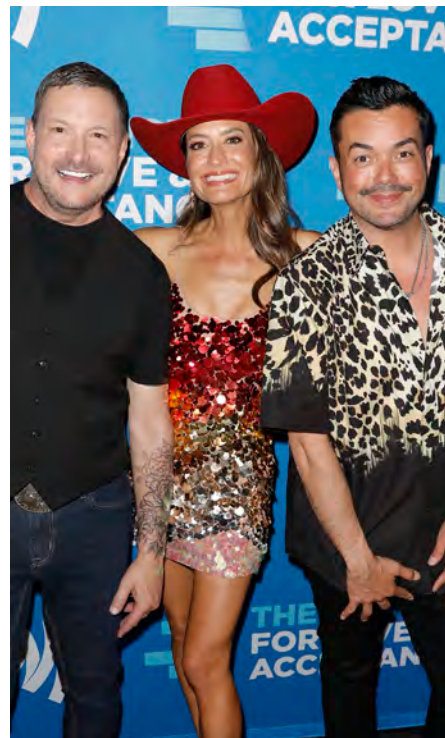
Zeke Smith



Tiffany R. Warren

WHO WE ARE

Founded in 1985, GLAAD is a nonprofit organization working to advance LGBTQ acceptance. Through national and local initiatives, GLAAD promotes fair and inclusive LGBTQ representation in news, entertainment, business, new media, and cultural institutions. As a leading storyteller, advocate, and resource, GLAAD corrects misinformation and shapes public discourse. We protect hard-won progress and work for a future where everyone can live openly and authentically.



CONSULTING AND ADVISORY: GLAAD's Consulting and Advisory programs offer expert guidance to media outlets, corporations, organizations, and others on current LGBTQ issues, best practices for fair and accurate representation, and strategic advising for maximum impact.

EDUCATION AND TRAINING: GLAAD's Education and Training programs teach individual advocates, as well as national and local organizations, through briefings and media training. The GLAAD Media Institute (GMI) also briefs industry leaders on current LGBTQ issues. By applying the best practices perfected by GLAAD over 40 years of media advocacy, we empower new advocates to accelerate acceptance and visibility.



RESEARCH AND REPORTS: GLAAD's Research and Reports provide data and thought leadership to measure representation and public sentiment. The GMI currently produces annual reports across industries, including film, TV, gaming, social media, advertising, and news. The GMI also produces annual public opinion polls that measure public sentiment of LGBTQ people and topics such as HIV. Data informs GLAAD's advocacy, outreach, and messaging.

MEDIA ADVOCACY: GLAAD's Media Advocacy programs play a pivotal role in combating misinformation and telling diverse stories that reach mainstream audiences with fair and accurate information about community members and issues. As part of GLAAD's media advocacy, the GLAAD Media Awards recognize fair, accurate, and inclusive representations of LGBTQ people and issues in the media. With over 30 English and Spanish-language categories spanning entertainment, news, and new media, the Awards raise the bar for representation across the media industries.

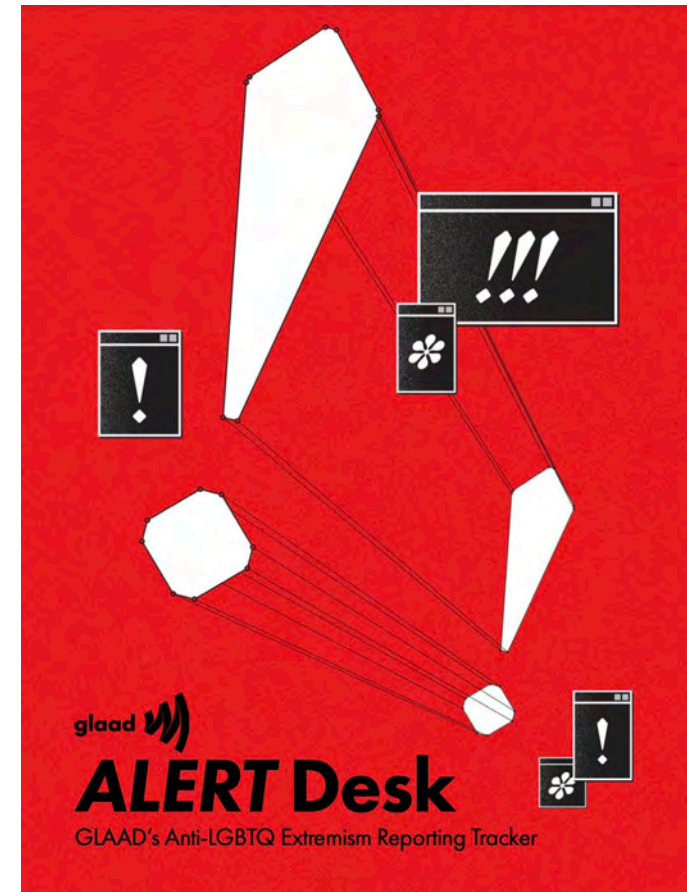
As a leading storyteller, advocate, and resource, GLAAD corrects misinformation and shapes public discourse.



MEDIA ADVOCACY

THE ALERT DESK

GLAAD'S ANTI-LGBTQ EXTREMISM REPORTING TRACKER



“

We are powerful
because we
have survived.

—AUDRE LORDE

In response to the significant increase in anti-LGBTQ incidents and violence, GLAAD launched its Anti-LGBTQ Extremism Reporting Tracker (ALERT). The *ALERT Desk* is a vibrant hub for resources and original reporting focused on the experiences of LGBTQ people across the U.S.

In its 2024 Report, GLAAD counted over 1,850 anti-LGBTQ incidents tracked across the U.S. since June 2022. The *ALERT Desk* further sorts for specifics by state, analyzing larger trends in targeting such as a continual rise of incidents against LGBTQ families, as well as transgender and gender nonconforming people. These efforts have far-reaching impact: *ALERT Desk* data is requested by state and local officials to inform their responses and allocate critical resources, and, importantly, is inspiring essential local, state, and national news reporting.

Our stories make us seen, and safer. Together, we can continue to combat this rising tide of negativity and work toward a more accepting and supportive environment for all.

SOCIAL MEDIA SAFETY INDEX



This report will lead to a future where social media platforms are truly safe.

This year, our 2024 *Social Media Safety Index* has once again served to illuminate the critical need for online safety for LGBTQ people. Far from a small assessment, this impactful report has powerfully underscored the urgent need for greater accountability from social media platforms, sparking crucial conversations among industry leaders, policymakers, and the broader community. By meticulously detailing the evolving challenges and highlighting areas for tangible improvement, the Index has solidified its role as an indispensable resource, driving awareness and fostering a collective commitment to cultivate truly inclusive digital spaces.

The strategic insights derived from the 2024 Index are already driving action, providing a clear roadmap for platforms to enhance protections against hate and harassment. It stands as a testament to our unwavering dedication to ensuring that the digital world reflects the diversity and safety we champion offline. As we continue to advocate for an equitable and affirming online experience, the sustained influence of this report will lead to a future where social media platforms are truly safe and welcoming for all.

SPANISH LANGUAGE MEDIA



GLAAD's Spanish Language Media team is spearheading a dynamic initiative to uplift and empower Latine LGBTQ advocates while championing inclusive representation in Spanish-language media, through media-training sessions for journalists at major outlets.

Our "Camera-Ready Latine Leaders" trainings are making waves, equipping community advocates, particularly trans and nonbinary people, with storytelling skills that shine a light on their stories. We have original, captivating digital content, such as the hit *Dímelo* series, which uses humor to connect with young Latine LGBTQ audiences, making our message not just heard, but felt.

Through this multifaceted approach, we are making a substantial impact by increasing visibility, combating misinformation, and cultivating a more inclusive and accepting environment for Latine LGBTQ communities internationally. Together, we celebrate the progress and impact our team is bringing to these communities.

The Spanish Language Media team trained over 200+ leaders in the Latine media space in 2024.

HERE WE ARE

REAL STORIES OF TRANSGENDER PEOPLE



In a year defined by its profound connection and unwavering support, the “Here We Are” campaign emerged as a beacon of hope, promoting transgender visibility and understanding, especially during a time when anti-LGBTQ hate is on the rise. Collaborating with Ground Media, we completed focus groups and qualitative testing to determine the most powerful messages and messengers about trans lives. We used these lessons to create authentic video vignettes and radio spots that showcase transgender adults and their supportive families.

By bringing these impactful stories to the forefront, we aim to connect with the 71% of Americans who may not personally know a transgender person. These significant stories had a profound impact on communities, sparking meaningful conversations and empowering many people to acknowledge their mental-health journeys, marking a crucial shift toward greater cultural acceptance.

With its strategic ad placements in states facing significant anti-LGBTQ legislation, the campaign takes a bold step in protecting and affirming transgender lives. This proactive approach not only drives meaningful impact but also plays a crucial role in the broader movement for LGBTQ equality, ensuring that everyone’s story is heard and valued.

As we reflect on the far-reaching success of this campaign, we are inspired by the foundation it has laid for sustained engagement, reaffirming our commitment to building a future where every young person feels empowered to prioritize their well being.

Research shows Here We Are drove understanding of trans people up by 6.6%.

LOCAL NEWS



GLAAD’s News and Rapid Response team is an essential resource for local reporting in a place where LGBTQ people have been missing from coverage in their communities. In addition to connecting local newsrooms to local voices, the team leads briefings for state and local journalists to guide best-practice reporting for accurately reflecting and representing LGBTQ audiences and neighbors. GLAAD’s investment in local LGBTQ news has resulted in hundreds of accurate and inclusive stories, and stronger ties to the reporters who tell them, including in former LGBTQ news deserts like Alabama, Georgia, Mississippi, and Texas.

LGBTQ folks in the South have something to say, and GLAAD is invested in amplifying their voices.

GLOBAL VOICES



In 2024, we continued to share our messaging with the world by leading LGBTQ programming at influential global platforms, such as the World Economic Forum (WEF) Annual Meeting and the Cannes Lions International Festival of Creativity. During our time at WEF, we hosted events on the power of inclusion in business, and wove LGBTQ topics into discussions shaping business and international economies. Our vibrant presence, highlighted by co-hosted events and illuminated by rainbow-colored lights, signified our commitment to championing LGBTQ inclusion with world leaders and global brands.

At Cannes Lions, we focused our efforts on enhancing representation and accountability for the LGBTQ communities within the advertising industry, where LGBTQ representation is low. Our initiatives, such as the *Advertising Visibility Index*, inspire more authentic and inclusive representation in advertising campaigns.

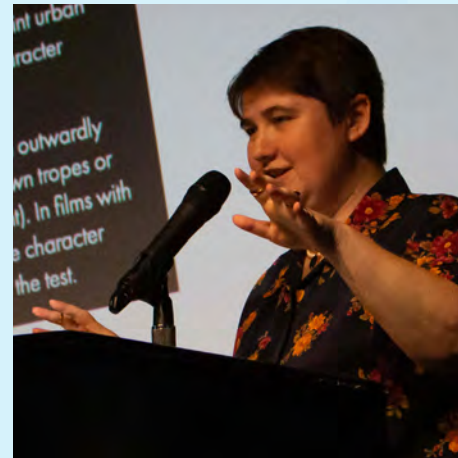
Additionally, GLAAD President and CEO Sarah Kate Ellis continued to engage in meaningful discussions with Pope Francis prior to his passing in 2025. These meetings featured heartfelt stories from LGBTQ people, including gay and lesbian Catholic parents, transgender people, and advocates leading work to combat anti-LGBTQ criminalization laws in countries like Uganda. Pope Francis spoke out after these meetings calling criminalization laws “unjust” and extending blessings to gay and lesbian couples in the Church.

With these dynamic engagements throughout 2024, GLAAD demonstrated a multifaceted commitment to promoting global LGBTQ safety and acceptance, influencing key decision makers across various sectors, and continuing to make strides toward a more inclusive world.



Pope Francis authorizes blessings for same-sex couples





CONSULTING, EDUCATION + RESEARCH

THE GLAAD MEDIA INSTITUTE



The GLAAD Media Institute (GMI) houses GLAAD's consulting and advising, education, research, and reports. The GMI is composed of subject matter experts who bring lived experience and in-depth knowledge to collaborations, providing best-in-class guidance to our partners at media companies, brands, podcasts, creators, organizations, journalists, advocates, allies, and others to acquire the knowledge and skills that create positive change for LGBTQ people.

- We train spokespeople to use best practices and industry-tested messaging to tell their stories.
- We work with television producers, film studios, video game designers, theater companies, and other entertainment media to ensure storytelling and casting are authentic and tell stories that will appeal to audiences of all ages.
- We work with brands to achieve their goals for allyship, equipping and empowering them with relevant insights, information, terminology, and messaging frameworks to effectively address critical issues applicable to their work, products, projects, and objectives.

ACCELERATING ACCEPTANCE



89% of people believe that LGBTQ people should have the freedom to live their lives and not be discriminated against

The 2024 *Accelerating Acceptance* report has proven to be an indispensable compass in our ongoing journey toward a more inclusive and equitable world. This year's comprehensive analysis did more than just measure sentiment; it provided a critical understanding of the shifting landscape of LGBTQ acceptance across various demographics. An impressive majority of non-LGBTQ Americans support the LGBTQ community, including; 95% who believe schools should be welcoming spaces for all youth and 93% who believe people should be accepted for who they are. However, it also notes a modest dip in overall support for LGBTQ rights, down to 80% from last year's peak of 84%.

We learned that while legal protections and general awareness continue to grow, achieving acceptance requires deeper, more targeted engagement. The data highlighted specific areas where education and dialogue are most urgently needed, particularly concerning specific LGBTQ identities and the diverse experiences within our community. These insights are not merely statistics; they are actionable intelligence that will directly shape our strategies, allowing us to refine our outreach, strengthen our partnerships, and champion initiatives that truly accelerate understanding and foster genuine acceptance for all.

ENTERTAINMENT MEDIA PROGRAM



The GMI entertainment team consulted on hundreds of projects from script to screen, giving script notes, consulting on casting, and media training for creatives and actors. GMI's Entertainment Media team presented educational workshops to staffers at more than 30 companies including Disney, NBCUniversal, HBO Max, Creative Artists Agency (CAA), Netflix, Shondaland, Getty Images, AMB Sports & Entertainment, the Television Academy, the Academy of Motion Picture Arts and Sciences, the Dramatists Guild, Tinder, the California Film Commission, the U.S. Department of State, and Sony Music.

In 2024, GLAAD announced a new partnership with NewFest and Frameline to produce the inaugural "Cheers, Queers" event at the Sundance Film Festival. The event celebrated Queer cinema and filmmakers with a panel and party presented by Acura and co-hosted by IMDbPro. In addition to Sundance, the GMI entertainment team programmed conversations at ATX TV Festival, SXSW, San Diego Comic-Con, and the Toronto International Film Festival.

As the entertainment industry and cultural landscape shifts, GLAAD continues to drive impact, ensuring that LGBTQ narratives are portrayed authentically and that we maintain the progress we've made over the past 40 years, while still pushing the industry to do even more.

COMMUNITIES OF COLOR



GLAAD is dedicated to promoting fair and accurate representation of Black LGBTQ people and communities of color. The Communities of Color program aims to protect, uplift, and increase visibility for these communities by amplifying their narratives. One of GLAAD's key initiatives is the annual #GLAADHonors celebration, which recognizes trailblazers within the Black LGBTQ community.

GLAAD also collaborates with the Gilead COMPASS Initiative to monitor HIV knowledge and attitudes, reporting a significant decline in HIV stigma over a four-year period. GLAAD works to further reduce HIV stigma, empower Black LGBTQ communities, and elevate new voices through various outreach efforts and events.

GLAAD GAMING

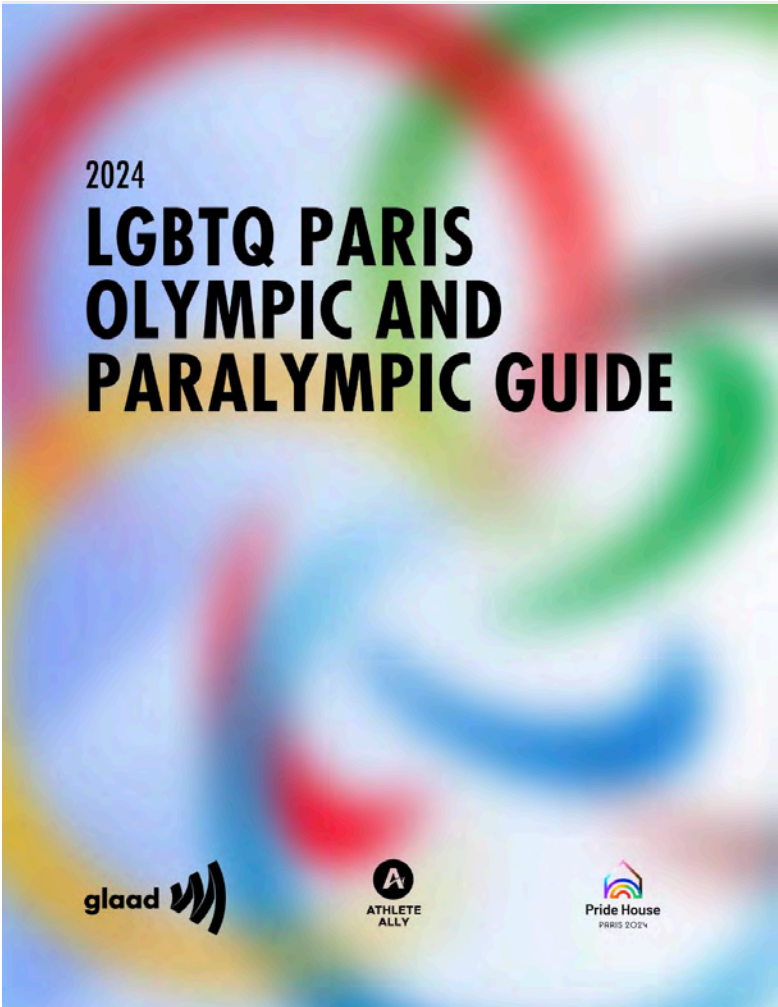


In the past year, the GLAAD Gaming team changed the course of the video game industry through the headline-grabbing release of the inaugural State of LGBTQ Inclusion in Video Games report. This groundbreaking research paper shattered longstanding perceptions about the types of people who play video games, by showing that 17% of all gamers are LGBTQ. In contrast, the report found that less than 2% of games on major platforms have LGBTQ representation, holding the industry accountable, while also mapping out a pathway for a more inclusive future.

Beyond the report, GLAAD Gaming worked directly with video game developers to advise and consult on authentic representation, collaborating with major industry companies like Microsoft Gaming, Sony Interactive Entertainment, Electronic Arts, Riot Games, Activision Blizzard, Netflix, and Epic Games. Our work helped create more inclusive workplace environments within studios and resulted in more authentic LGBTQ characters and storylines in megahits like Blizzard Entertainment's Overwatch 2 and Electronic Arts' The Sims 4. We also highlighted 10 outstanding LGBTQ-inclusive games at the 35th Annual GLAAD Media Awards, with the award going to 2023 bestseller Baldur's Gate 3 from Larian Studios.

The message is clear: gamers want more LGBTQ representation and the industry must be more inclusive.

SPORTS

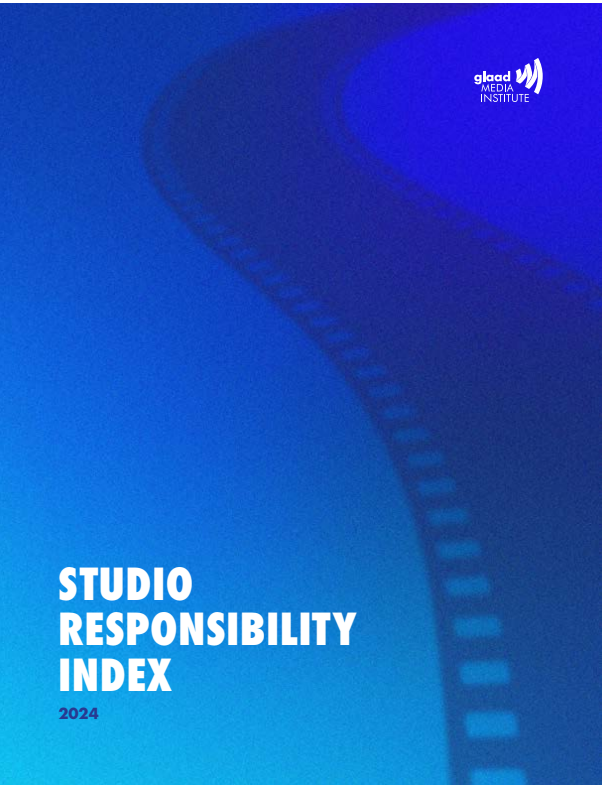
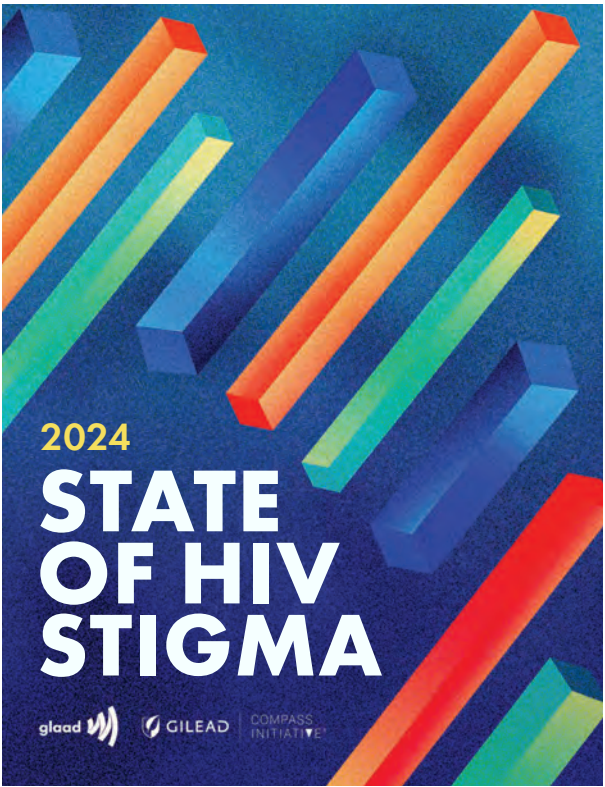


68% of Americans believe all athletes, regardless of sexual orientation or gender identity should have a chance to compete at the Olympics.

GLAAD actively champions LGBTQ inclusion within the sports world, consistently taking concrete steps to foster environments of acceptance and visibility. The impact of LGBTQ athletes’ participation and advocacy, alongside strategic partnerships and public events is a powerful driver of progress. Through various initiatives, GLAAD emphasizes that true inclusion requires deliberate and visible engagement from all stakeholders in the athletic community.

A key example of this action is GLAAD’s 2024 LGBTQ Paris Olympic and Paralympic Guide, which serves as a proactive tool to amplify the voices and stories of LGBTQ athletes on the global stage. The guide was an intentional act of visibility, ensuring that these athletes were celebrated and their presence recognized. Similarly, GLAAD’s collaboration with the NFL for their 3rd Annual Night of Pride exemplified direct action through partnership, bringing together celebrities, activists, and athletes. This event demonstrated the commitment to LGBTQ acceptance within professional sports, showcasing how collective effort and public celebration can lead to meaningful change and can create safer spaces for all participants and fans.

RESEARCH, POLLING + REPORTS



The GLAAD *Studio Responsibility Index* report provides a comprehensive analysis of LGBTQ representation in films released by major studios and streaming services. Expanding its methodology to include streaming platforms for the first time, the report tracked 350 films, with 28.5% containing an LGBTQ character—the highest number and percentage recorded in the study’s 11-year history. Of the 292 LGBTQ characters counted, 40% were characters of color, and 12 films included transgender characters, a record high for the report. In the report we emphasize the need to continue our investment in diverse and nuanced LGBTQ storytelling, particularly in leading roles and for underrepresented LGBTQ communities.

GLAAD rewrites the script for LGBTQ acceptance.



EVENTS + CAMPAIGNS

SPIRIT DAY



Each year, millions around the world go purple with GLAAD on the third Thursday of October for Spirit Day in a stand against bullying and to show their support for LGBTQ youth. Since its inception in 2010, Spirit Day has become one of the largest, most visible anti-bullying campaigns in the world and continues to gain momentum, garnering significant visibility for GLAAD and its sponsors. With support from the New York City Council, GLAAD brought Spirit Day across New York City and the world with participants including the Empire State Building and national cable and morning news hosts.

95% of non-LGBTQ Americans say schools should be safe and accepting places for all youth.

THE 35TH ANNUAL GLAAD MEDIA AWARDS

The GLAAD Media Awards 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.

The 35th Annual GLAAD Media Awards delivered a sparkly mix of red carpet arrivals, iconic main stage moments, and an impactful message that demonstrated the value of representation and inclusion of LGBTQ people within all forms of media.

Since its inception in 1990, the GLAAD Media Awards have grown to be the most visible annual LGBTQ awards show in the world, sending powerful messages of acceptance to audiences globally.

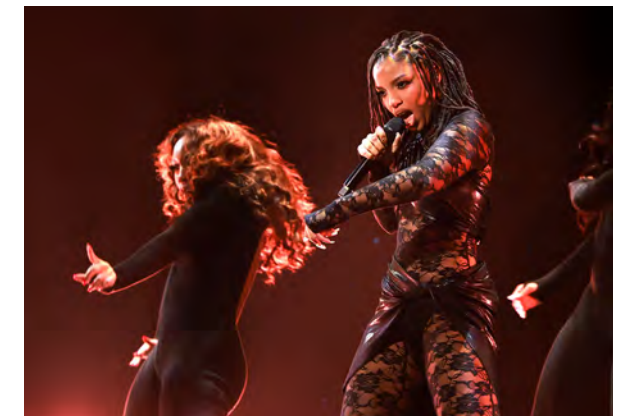


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When we can see one another, truly see one another, when we are open to supporting the truth of a fellow human, it makes for a full, rich, vibrant life for us all.

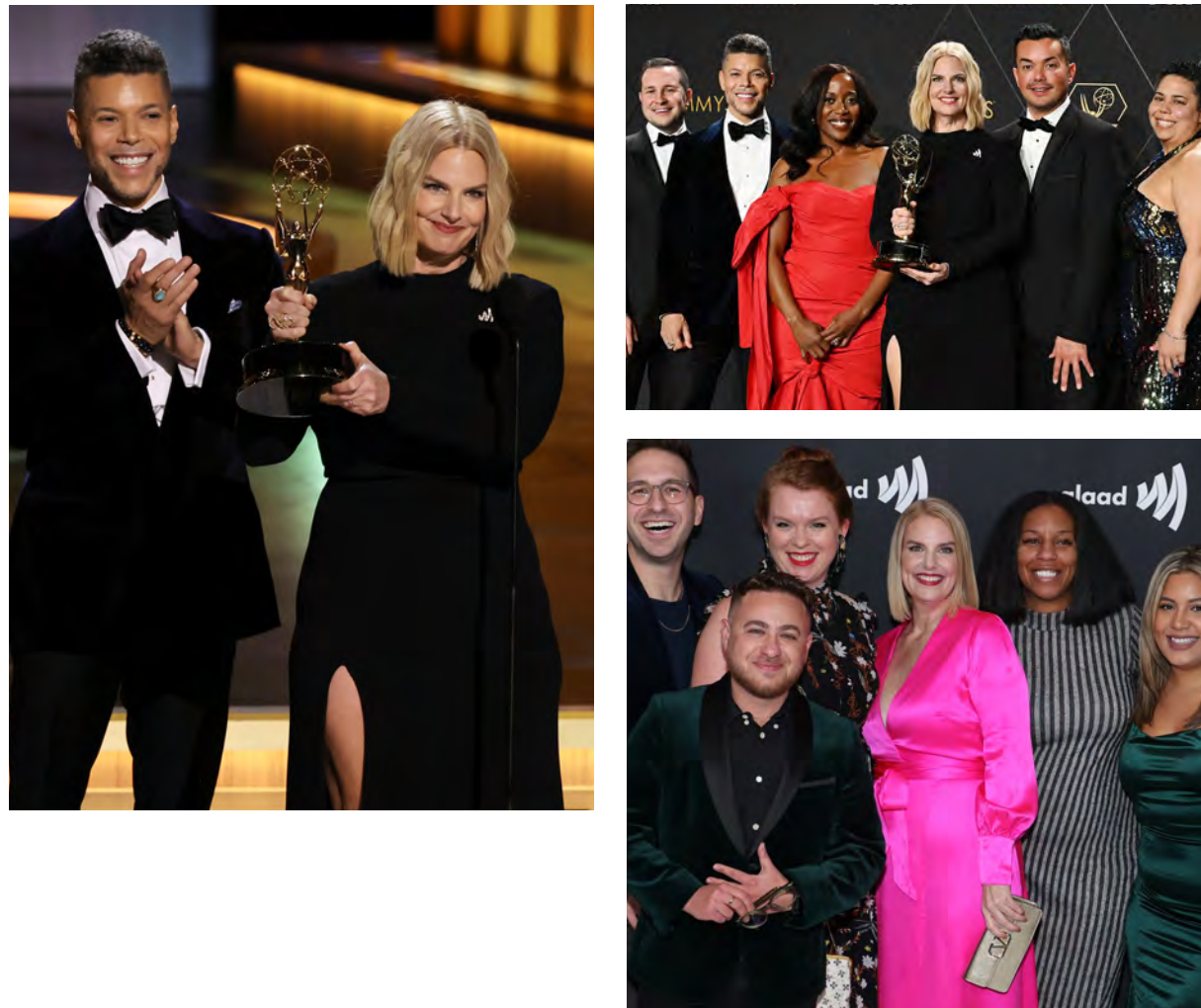
—OPRAH WINFREY

LOS ANGELES



NEW YORK CITY

TELEVISION ACADEMY HONORS GLAAD



At the 75th Annual Primetime Emmy Awards, the Television Academy presented one of its highest honors, the Governors Award, to GLAAD for significant contributions to the entertainment industry and for nearly four decades of work to advocate for fair, accurate, and diverse representations of LGBTQ people in media. Actors Colman Domingo and Hannah Waddingham presented the award to GLAAD during the Emmys telecast. GLAAD President and CEO Sarah Kate Ellis accepted the award onstage to a standing ovation and called on Hollywood to continue to tell LGBTQ stories.

TIDINGS



Over 300 guests joined us in Beverly Hills on December 9, 2023 for GLAAD Tidings, our annual holiday celebration held in Los Angeles. The festive night of special guests and live music serves as GLAAD's year-in-review of LGBTQ equality milestones and a look ahead to accelerating LGBTQ acceptance.

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Delta Air Lines, Inc.
Gilead Sciences, Inc.
Google, Inc.
Hyundai Motor America
Logitech
Netflix
Pernod Ricard USA
Procter & Gamble Co.
Sally Hansen US
The Walt Disney Company

ADVOCATE \$100,000 AND ABOVE

Amazon MGM Studios
American Express
Chipotle Mexican Grill
Comcast NBCUniversal
Crocs
Diageo North America
E&J Gallo Winery
Hulu
McDonald’s
National Football League - NFL
Paramount Global
Skittles
Smartfood
Sony Music Group
Sony Pictures Entertainment
Suntory Global Spirits
Warner Bros. Discovery Inc. (Global)
WK Kellogg Co
Xbox Game Studios Publishing

ALLY \$50,000 AND ABOVE

Apple TV+
Box Lunch
CoverGirl USA
DoubleVerify
The Dow Chemical Company
Fox Alternative Entertainment
Max
MTV
Riot Games
Spotify
Tinder, Inc.
Truly Hard Seltzer

PATRON \$10,000 AND ABOVE

Accenture
Activision Blizzard
Airbnb
Audible
Barbie
Barilla Group
BlackRock
Brahmin
Brown-Forman Corporation
Celebrity Jeopardy
City National Bank
CNN
Coca-Cola Company
Creative Artists Agency | CAA
Del Shaw Moonves Tanaka Finkelstein Lezcano
Bobb & Dang
Dentsu International Limited

CORPORATE PARTNERS

PATRON

\$10,000 AND ABOVE

EDELMAN USA
Electronic Arts Inc.
Firewalk Studios
Fiserv
Folx Health
Fox Corporation
The GenderCool Project
Google TV
Grindr
Hallmark
Hello Sunshine
Hill & Knowlton Inc.
Hinge
IMDb.com Inc.
INNOCEAN USA
IPG Mediabrands
John Hardy
Kellanova
Kirkland & Ellis LLP
Liberty Mutual Insurance
Lionsgate
M&Ms
McDermott Will & Emery LLP
Meta
MISTR
Morgan Stanley
Morrison Foerster LLP
Motion Picture Association (MPA)
National Basketball Association | NBA
Nickelodeon
Perkins Coie
PW Partners

Russell Reynolds Associates
Sally Hansen UK
Sennheiser Electronic Corporation
Sephora
Sheppard, Mullin, Richter & Hampton LLP
Smirnoff Ice
Soundcloud
Taimi
TelevisaUnivision
Teneo
TLC
TransLash
United Talent Agency
Universal Music Group, Inc.
Venable LLP
Village Roadshow Entertainment Group
William Morris Endeavor
WNBA / Women’s National Basketball Association
Wondery
Workshop/APD
TelevisaUnivision, Inc.
Teneo
Tri Star Sports and Entertainment Group
United Talent Agency
Universal Music Group, Inc.
Univision Foundation
Venable LLP
Village Roadshow Entertainment Group
Walmart
Warner Chappell
Warten Foundation, Inc.
World Wrestling Entertainment/WWE
Zia Tile

FOUNDATIONS

The Ariadne Getty Foundation
B.W. Bastian Foundation
Coca-Cola Foundation
Collingwood Foundation
The Craig Davidson and Michael Valentini Fund of the Stonewall Foundation
Craig Newmark Philanthropies
The David Geffen Foundation
The Donald & Carole Chaiken Foundation
Gilead Sciences, Inc.
Gill Foundation
The GLBT Fund of America of the Philadelphia Foundation
The Leonard-Litz Foundation
Weston Milliken
The Morningstar Foundation
The Morrison & Foerster Foundation
New York City Council
The Nielsen Foundation
The Stanley E. Hanson Foundation
The Ted Snowdon Foundation
TicTran Corp.

LEGACY CIRCLE

David I. Abramson
Ward Auerbach and Andy Baker
Herbert Baker
Allen Barnett
Terrence P. Bean
Curtis T. Bell Trust
Jeremy Best
Keith G. Boman MD
Jon Borset
Donnie Bourisaw and Steven R. Gales-Bourisaw
Thomas M. Boyd and Steven H. Lampkin
Robert Browne
Juli Buchanan
Kelley L. Buchanan
Tamara Burgess
Rosemary Bybee
Bradford M. Clarke
John D. Claypoole and Frank Vazquez
Steve Coffey and George L. Stirling
Robert M. Cohn
Robert Crooke
Lyndle Cummings
Rick Davis
Drew Desky and Dane Levens
James Donnelly
Dana Douglas and Doug Inman
John Peter Fludas
David W. Gill
Robert Gindlin
Barbara Gittings
Neil G. Giuliano
Brook Glaefke
Ken Glass
Amy Gottesdiener

Brian S. Graden
Charles Hamlen
Dean Hansell
John Harbster
Finas Harold Harris Jr.
Charlie Harrison
Dan Hess
Todd K. Holland and Scotch E. Loring
Peggy Horsfield
Margot I. Irish
David Jarrett
Michael B. Keegan
Robert L. Kehoe
Peter King
Michelle D. Klatt and Joy D. Breed
Gary A. Knight and Keith Austin
Leonard Kraisel
Robert W. Kuhn and Steven E. Geyer
Marilyn Lamkay
Jeffrey G. Leeds
Walter Leiss
Billy Lewis
William Lewis and Rick Underwood
Craig H. Lindhurst
John H. Marsicek
Byron E. Mason
Susan McDonald
Michael McShane
Frank Miller
Alan and Jeanette Mittelsdorf
David Mizener and Arturo Carrillo
Karen A. Moschetto
Phillip Michael Newman
Michael J. Nutt and Yaniv Dabach

C. Gary Ogden
Peter Padvaiskas
Jeanette Ann Page
Andrew Palese
Jess Perlmuth
Richard A. Pfefferman
Walter J. Phillips
Jeanne Audrey Powers
Ed Ragsdale and Leo Corzo
Janice A. Raspen
Daniel K. Raymond
Patrice Reid
Sally Ringo and Michele Tanner
Charles and Damon Robbins
Catherine Roland
Mark Ross-Michaels
David Sanders
Benjamin Scheie
Allison Schumer
Robert L. Schwartz
Frawley Becker
Angel Silva and Ray Espino
Karen A. Simonsen and Linda J. Sherline
Jeffrey Skorneck
Wally Smith
Carmichael Smith-Low
Jeremy Stanford and Paul McCullough Jr
David W. Knapp
John W. Stewart III and Ramon Torres
David G. Stinson
Cora Ann Styles
Lee Sylvester
David Taylor
Margaret A. Traub and Phyllis A. Dicker
Heather Trumbower
Warren J. Warren
Richard W. Weiland and Michael Schaefer

Christian F. Winkle IV
Walt Witcover
Lori J. Wolf and Carol Leifer
James B. Wozniak
Mark B. Wyn
Richard Yorkey
David Zeni
Thomas R. Zerafa

STAFF

LEADERSHIP

Sarah Kate Ellis,
President & CEO

Rich Ferraro,
Chief Communications Officer

Sandy Gould,
Chief People Officer

Darra Gordon,
Deputy President & Chief Operating Officer

Gwendolyn Pointer,
Executive Vice President of
the GLAAD Media Institute

Lauren Sampson,
Chief Development Officer

Anthony Shallenberger,
Executive Assistant to the President & CEO

COMMUNICATIONS & CAMPAIGNS

Darian Aaron,
Director of Local News: US South

Angela Dallara,
Director of Rapid Response and Campaigns

Brendan Davis,
Director of Digital Communications

Leanna Garfield,
Social Media Safety Program Manager

Sarah Kennedy,
Vice President of Communications & Campaigns

Yolanda Lenge,
Communications Associate

Sarah Moore,
Senior Manager of News & Research

Tony Morrison,
Senior Director of Entertainment Comms

Jenni Olson,
Senior Director Social Media Safety Program

Anthony Allen Ramos,
Vice President of Communications

Jacob Reyes,
News & Rapid Response Coordinator

Barbara Simon,
Senior Director of News

Heidi Spillum,
Web Producer

Crystal Stratford,
Art Director

Jose Useche,
Communications Manager

DEVELOPMENT

Kimberly Abuelhaj,
Senior Director of Membership

Edgar Bonilla,
Development Operations Associate

Crystal Butler,
Senior Director of Events

Kate Donnelly,
Grants Writer

Lydia Edwards,
Associate Director of Corporate Partnerships

Dash Gabriel,
Senior Manager of Events

Nicholas Gordon,
Corporate Partnerships Manager

Bryan Graves,
Senior Director of Development Operations

Melissa Harris,
VP of Corporate Partnerships

Allison Hasser,
Vice President of Individual Giving

Autumn Henderson,
Philanthropy Officer

Amy Lavine,
Director of Institutional Giving

Eric McBride,
Senior Membership Associate

Justin Rosado,
Associate Director of Donor Services

Fernanda Roszkowski,
Database Manager

Erika Schaefer,
Director of Corporate Partnerships

Elijah Segarra,
Corporate Partnerships Coordinator

Patricia Suarez,
Development Assistant

Matthew Zaccagni,
Senior Major Gifts Officer

GLAAD MEDIA INSTITUTE

Nick Adams,
Vice President the GLAAD Media Institute

Meghan Bartley,
Senior Director of Agencies, Brands,
and Engagement

Raina Deerwater,
Entertainment Research & Analysis Manager

Blair Durkee,
Associate Director of Gaming

Jerrell Hardnett,
Associate Director of Education & Advocacy

Amanda Hurwitz,
Associate of Entertainment Research

Lana Leonard,
Associate of Education & Advocacy

Dana Aliya Levinson,
Associate Director of Entertainment

Tristan Marra,
Vice President of Research & Reports

Ross Murray,
Vice President of Education & Training

Louise Prollamante,
L.A. Office Manager & GMI Associate

Alex Schmider,
Senior Director of Entertainment

Kayla Thompson,
Associate of Communities of Color

Megan Townsend,
Senior Director of Entertainment Research
and Analysis

Monica Trasandes,
Senior Director of Spanish Language & Latinx Media

DaShawn Usher,
Senior Director of Communities of Color/Media

Julian Walker,
Associate Director of Communities of Color

OPERATIONS

Sebastien Andre,
Executive Assistant to the Chief Operating Officer

Arthur Aung,
Accounting Manager

Jesse Buggs,
Senior Director of IT

Jess Chen,
Staff Accountant

Leo Chui,
Senior IT Manager

Anais Figueroa,
PTC Operations Manager

Alex Negron,
Senior Talent and Employee Lifecycle Manager

Madeline Qi,
Operations Manager

FISCAL REPORTING 2024

FINANCIAL OVERVIEW

For the year ending September 30, 2024, GLAAD demonstrated strong financial stewardship and continued to make an impact in advancing LGBTQ acceptance through strategic investments in media advocacy, research and reporting, and consulting and advisory work.

GLAAD’s total revenue for the year was \$21.2 million. Philanthropic support, including foundation grants, corporate partnerships, and investment income, were our primary sources of funding. The 35th GLAAD Media Awards, our flagship impact event, also surpassed expectations, with both in-person and virtual components driving engagement and visibility. In addition to the programmatic success, the GLAAD Media Awards brought a powerful platform for the world’s most recognizable talent like Oprah Winfrey, Niecy Nash, Jonathan Bailey, Laverne Cox, and casts of hit projects like *Ted Lasso*, *Yellowjackets*, and *RuPaul’s Drag Race* to send powerful and affirming LGBTQ messages around the world.

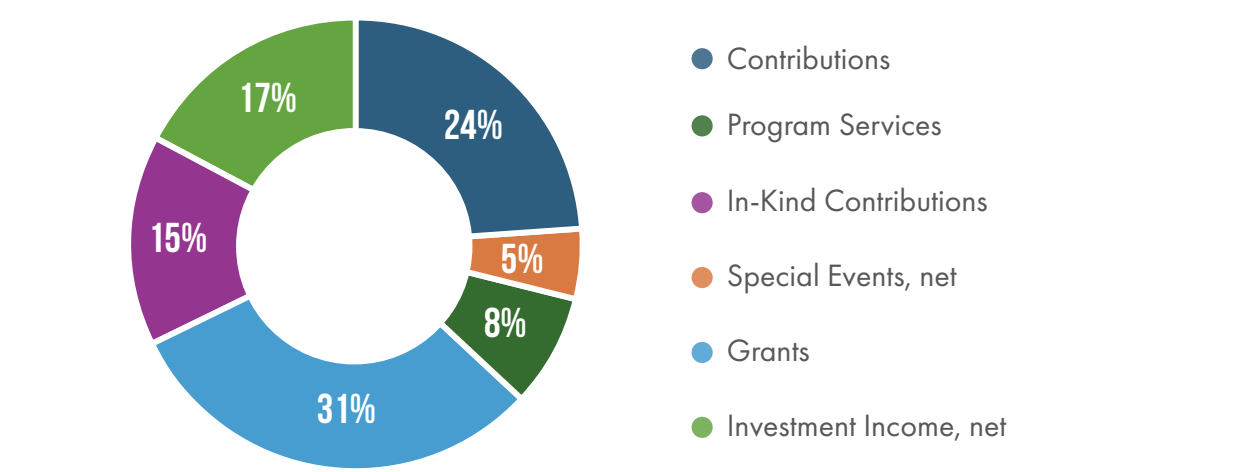
Total expenses for fiscal year 2024 were \$25.6 million, with 74% allocated directly to programmatic initiatives that promote fair, accurate, and inclusive representation of the LGBTQ community across media and culture. Key programs supported included the GLAAD Media Institute, rapid response efforts in news media, HIV education, local media outreach in states where anti-LGBTQ bills moved forward, as well as national visibility campaigns spotlighting LGBTQ youth and transgender Americans. GLAAD expanded our work to fight anti-LGBTQ hate and misinformation on social media and in news, and launched our first report on representation in gaming, one of the fastest-growing and most influential forms of media. Administrative and fundraising expenses accounted for 6% and 20% of total spending, respectively, demonstrating our efficiency in converting donor dollars into mission-driven work.

GLAAD ended the fiscal year with \$35.1 million in unrestricted net assets and \$45.5 million in total assets. Our financial systems and controls are regularly reviewed to maintain compliance with nonprofit best practices and regulatory standards. An independent audit conducted by CBIZ resulted in a clean opinion, affirming the accuracy and integrity of our financial statements in compliance with generally accepted accounting standards in the United States.

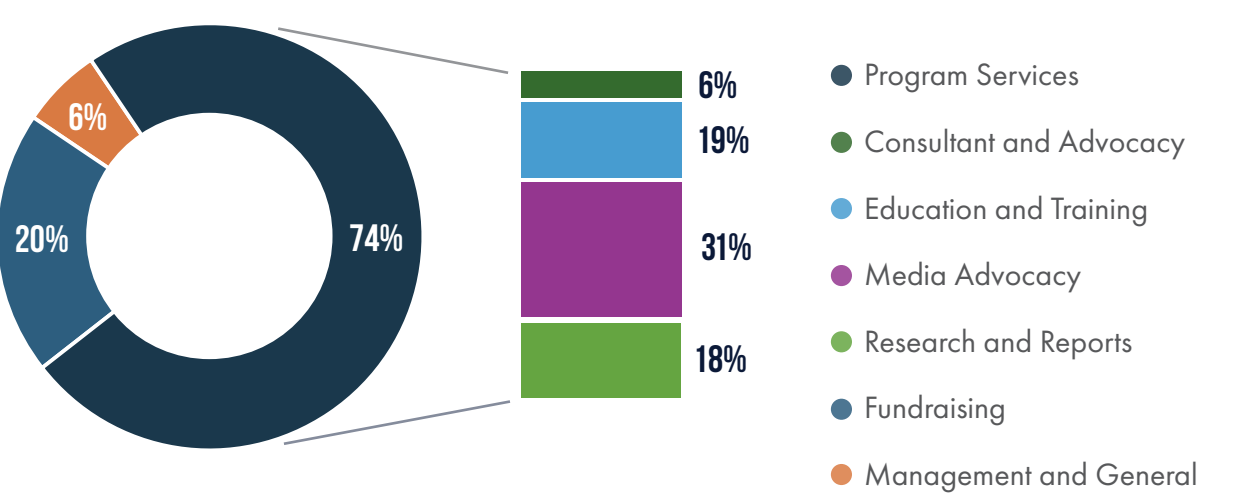
As we look toward the future, GLAAD remains focused on leveraging our financial strength to meet the urgent challenges facing LGBTQ people today. We are investing in new technologies, expanding our reach into underserved communities, and building a sustainable foundation for long-term impact.

We thank our donors and sponsors for both their generosity and unwavering commitment to our financial sustainability and success.

SOURCES OF REVENUE



USES OF FUNDS



FISCAL REPORTING 2024

Unrestricted Funding at year end

REVENUE

Grants and Contributions	5,056,099
Special Events, net	999,292
Program Service	1,590,399
Net Assets Released from Restrictions	6,633,461
In-Kind Contributions and Other Income	3,281,289
Investment Income, net	3,597,956
TOTAL REVENUE	21,158,496

EXPENSES

Consultant and Advocacy	1,492,291
Education and Training	4,836,469
Media Advocacy	7,875,346
Research and Reports	4,610,116
Fundraising	5,301,790
Managment and General	1,501,378
TOTAL EXPENSES	25,617,390
CHANGE IN NET ASSETS	(4,458,894)
BEGINNING NET ASSETS	39,543,823
ENDING NET ASSETS	35,084,929

ASSETS

Cash	2,796,626
Grants and Pledges Receivable	9,349,398
Prepaid and Other Assets	719,866
Investments	32,661,284
TOTAL ASSETS	45,527,174

LIABILITIES

Accounts Payable and Other Liabilities	2,280,063
Deferred Revenue	563,250
TOTAL LIABILITIES	2,843,313

NET ASSETS

Without Restrictions	35,084,929
With Restrictions	7,598,932
TOTAL NET ASSETS	42,683,861

TOTAL LIABILITIES AND NET ASSETS	45,527,174
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