

2022

IMPACT REPORT

HARRY'S

A partnership to raise funds
and awareness for mental
health in LGBTQ men.

August 2022

provided by Accelerist | [Accelerist.com](https://www.accelerist.com)



ABOUT US

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2022



NEED

- Suicide is the second leading cause of death among young people aged 10 to 24 – and lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) youth are at significantly increased risk.
- LGBTQ youth are more than four times as likely to attempt suicide than their peers The Trevor Project estimates that more than 1.8 million LGBTQ youth (13-24) seriously consider suicide each year in the U.S. – and at least one attempts suicide every 45 seconds.
- The Trevor Project’s 2022 National Survey on LGBTQ Youth Mental Health found that 45% of LGBTQ youth seriously considered attempting suicide in the past year, including more than half of transgender and nonbinary youth.

MISSION

01

Raise Awareness

Increase awareness of mental health by 20%.

02

Raise Funds

Raise \$1M for mental health.

03

Engage Consumers

Engage 20,000 consumers through giving campaign.

04

Engage Workforce

Achieve 35% workforce engagement in annual campaigns.



\$100K

Total Giving

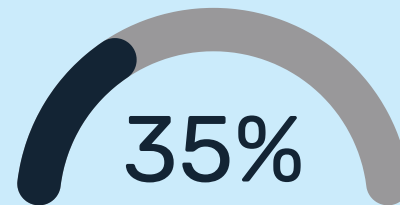
The value for Total Giving includes all the social spend reported by your partner. The categories of social spend incorporate consumer cash, employee cash, overall cash and non-cash

I used to be depressed and suicidal, but The Trevor Project community lifted me up and encouraged me to accept myself for the brilliant person I am.

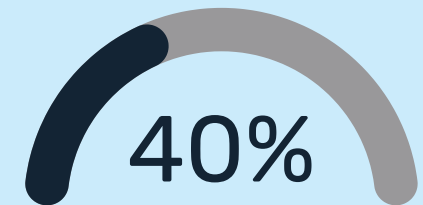
DALIA CORTEZ



Good Beyond Giving



Giving Participation Rate



Volunteering Participation Rate

THANK YOU

COMMUNITY IMPACT

We saved
the lives of
1000 men!

10%

MISSION ADVANCEMENT

20%

SCOPE OF IMPACT

Mission Impact

The Trevor Project supported 10% more mission-served people than the previous 12 months. Scope of impact reached: Local, Regional, National

SDG Goals

1.1, 1.5, 5.2, 12.3

SDG Indicators

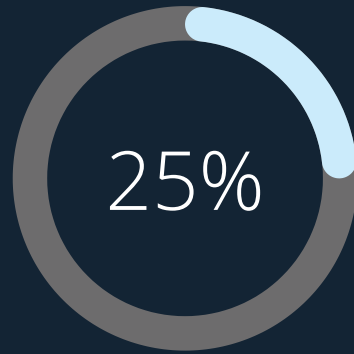
1.1.2, 5.2.2, 12.3.3



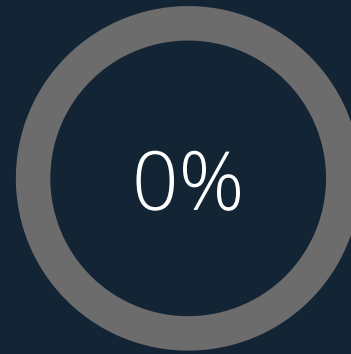
COMMUNITY IMPACT



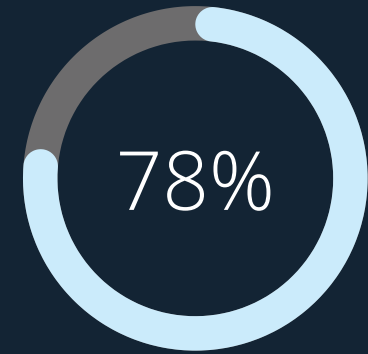
Consumer Awareness



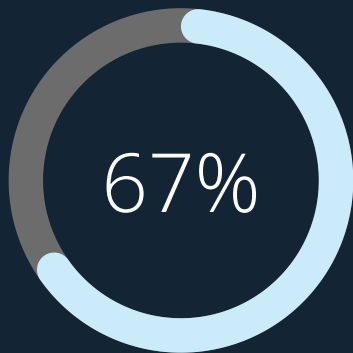
Employee Awareness



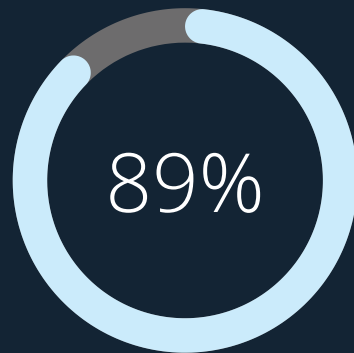
Consumer Sentiment



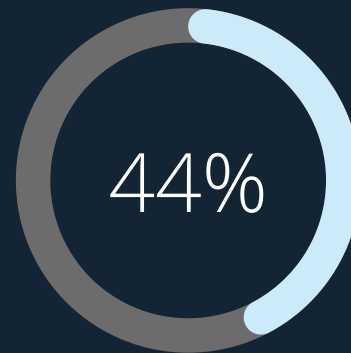
Employee Sentiment



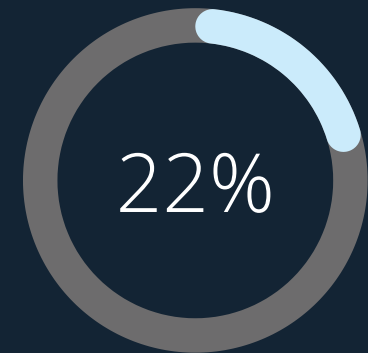
Consumer Loyalty



Employee Loyalty



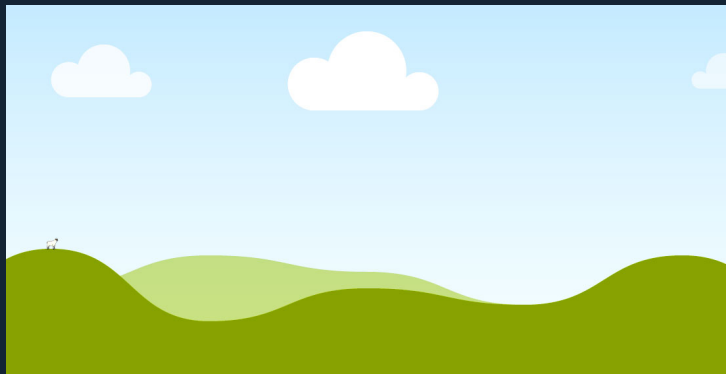
Consumer Participation



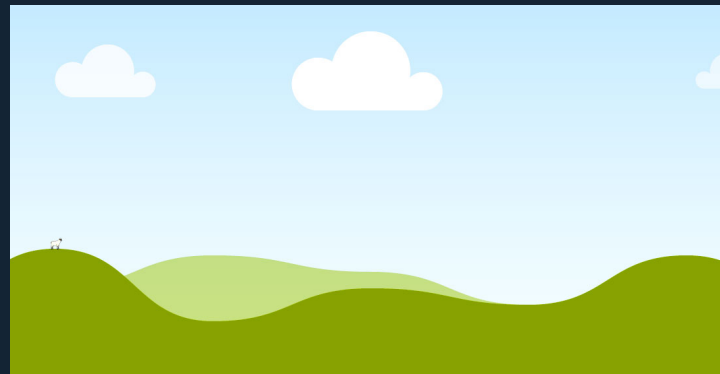
Employee Participation

BRAND EXPOSURE

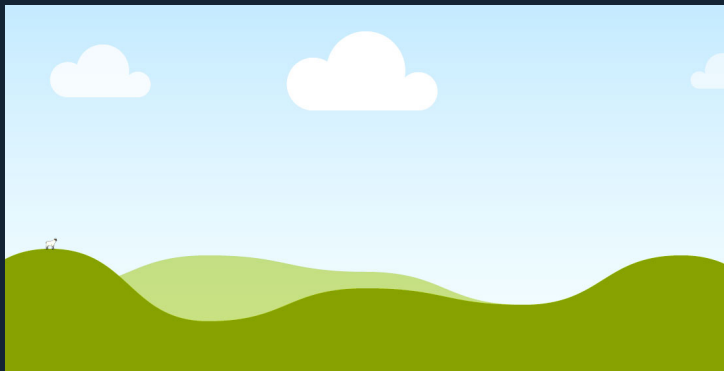
Content Stream



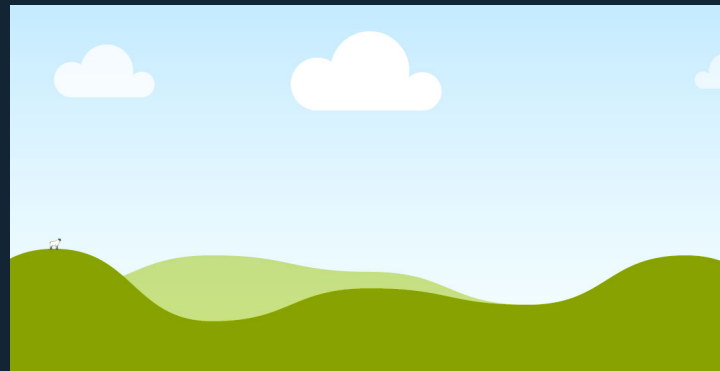
Media Exposure



Heat Map

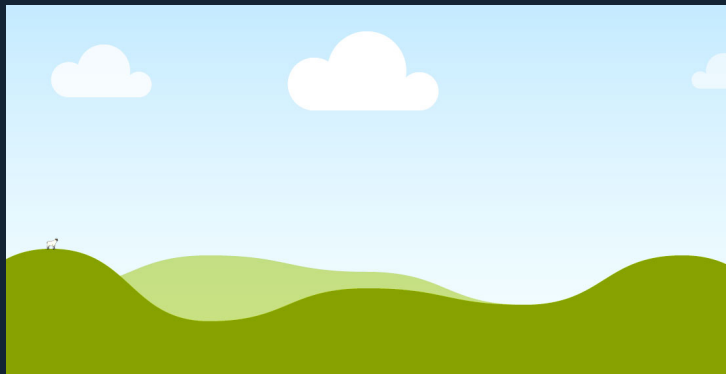


Top Authors

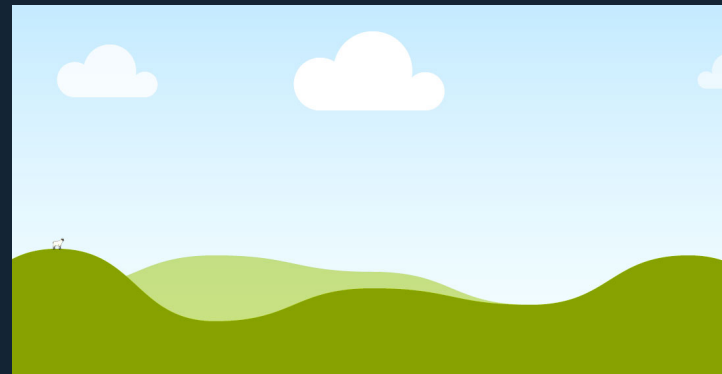


BRAND EXPOSURE

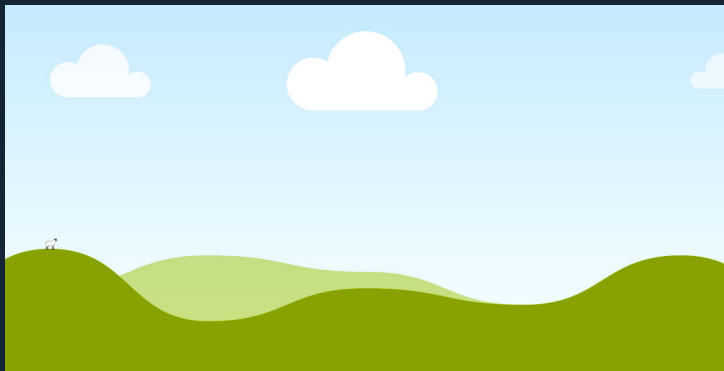
Sentiment



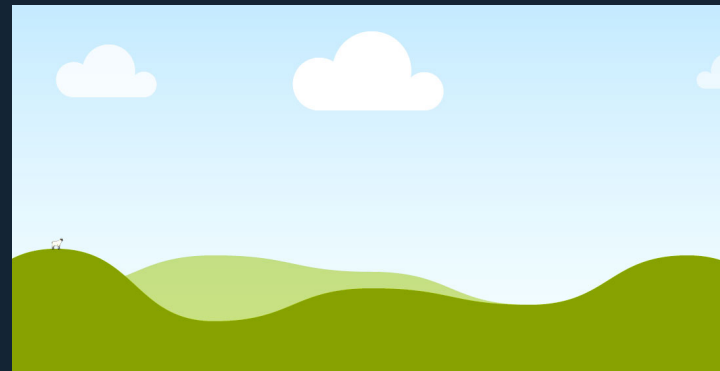
Trending themes



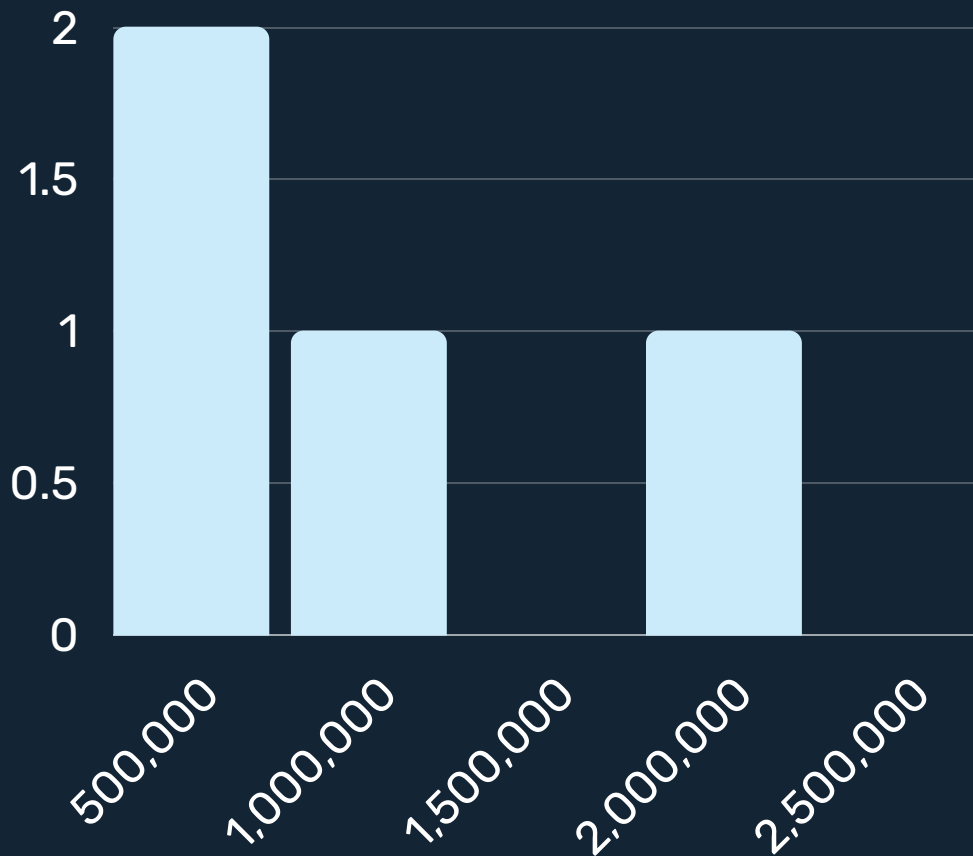
Top Retweeted



Total Potential Reach



BRAND EXPOSURE



\$135,615

Total Media Value



1,006,669

Total Media Impressions



\$50,881

Potential Consumer Value



\$441,293

Potential Turnover Cost Saved



Our partnerships empower us to serve every LGBTQ young person that needs our support.

We appreciate your continued support of the Trevor Project, and look forward to expanding our partnership in mutually beneficial ways.

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