



Report to [REDACTED]

Last year, The Trevor Project made major investments in securing a future for LGBTQ youth and developing innovative programs to reach youth on their terms, in the environment, when the services are needed the most. The energy and national attention focused on topics such as bullying and LGBTQ youth suicide represents important progress.

Leadership

Since 1998, The Trevor Project has been a leading advocate for the mental health and wellness of LGBTQ youth. As the breadth of services provided by the organization has grown, so has its role in the LGBTQ and health care communities. In 2012, with the departure of Executive Director Charles Robbins, The Trevor Project was poised to find a new leader for Trevor's future.

In March 2012, The Trevor Project hired Abbe Land as Executive Director and CEO. Abbe is a recognized and respected health care professional with an impressive history of ensuring care to under-represented populations, and advocating for youth and the LGBT community. Abbe came to Trevor from The Saban Free Clinic in Los Angeles, where she served as co-CEO since 2003. While there, she co-led the Clinic's growth from a \$6 million to a \$16 million budget, including the opening of two new clinics and the building of a \$22 million endowment. She also oversaw all aspects of Saban's operations ensuring integration of physical and mental health; providing medical, dental and mental health services to over 21,000 patients annually; and managing a full-time staff of 140 with more than 300 volunteers. Abbe also brings a wealth of public policy knowledge to The Trevor Project as a longtime elected official who champions the needs of youth. She has served the City of West Hollywood from 1986-1997 and again from 2003 through today as a council member and was elected twice as mayor. With a strong dedication to the community, Abbe serves on the advisory board of Women Against Gun Violence and on the board of directors of the California Community Clinic Association of Los Angeles County. She is an appointed member of the L.A. County Department of Health Services' Women's Health Policy Council, and serves on the boards of the AIDS Community Action Foundation and of the Planned Parenthood-LA Advocacy Project.

Abbe is focused on building Trevor's capacity, creating scalable and sustainable programs for our youth, and championing policies that promote systemic change for LGBTQ youth. A few of her early initiatives that were implanted in the 5 remaining months of the year included:

- Hiring a Deputy Director based in the New York office and managing Trevor's support services including marketing, communications, and volunteer services;

- Hiring a Development Director to create a comprehensive and cohesive fundraising strategy to ensure the sustainability of Trevor's growth;
- Implementing a Government Affairs and Policy program that puts Trevor in the front of national, regional and local initiatives focuses on LGBTQ youth, mental health and suicide prevention;
- Streamlining Trevor's personnel policies and benefits to foster a positive and rewarding environment for Trevor employees and recruiting the best possible employees.

At the end of July 2012, the Board of Directors elected a new Chair and Officers. Meredith Kadlec, a long-time member of the Board and previously Co-Vice Chair was elected Chair of the Board of Directors. Meredith is the first lesbian to lead The Trevor Project. In addition, Michael Norton and Brian Dorsey were elected as Co-Vice Chairs, along with returning Treasurer Jason Oclaray and Secretary Christian Dowell.

Crisis Services

The Trevor Project's Crisis Services programs include the Trevor Lifeline, TrevorChat, AskTrevor, and TrevorSpace. These programs are the frontline of resources for LGBTQ and represent some of the few national direct services provided for LGBTQ youth. The signature program, the Trevor Lifeline, has been the core of our services for more than 14 years. Last year, the American Association of Suicidology renewed its accreditation of the Trevor Lifeline through November 2016.

The Trevor Project made critical investments in Crisis Services last year. Trevor hired the first *Digital Crisis Services Manager* to administer and coordinate our online crisis services: TrevorChat, Ask Trevor, and TrevorSpace. The addition of this position has allowed us to increase the volunteer capacity of these programs, create new remote training programs, and expand the reach and capacity of the services.

We added the position of Senior Crisis Service Manager to coordinate the Crisis Services across the country, supervising managers in each call center, providing leadership and direction to our volunteer management teams, and evaluating the programs. The Senior Crisis Services Manager reports directly to the Programs Director.

The Trevor Lifeline

The Trevor Lifeline operates from our Randy Stone call centers on the East and West Coast and the Harvey Milk call center in San Francisco. After it's first full year, the addition of the Harvey Milk call center has made it possible for 85% of calls to the Lifeline be answered first by a Trevor Lifeline Counselor. Last year, only 75% of calls to the Lifeline were answered by Trevor counselors, with the remaining calls being answered by the Community Crisis Services, Inc. under contract with The Trevor Project and with our supervision and training. The opening of a third call center provided for a dedicated overnight shift which the organization had previously contracted out to a third party call center to answer overnight and overflow calls. Meanwhile, maintaining an overflow call center with Community Crisis Services, Inc. ensures that all calls are answered and meets requirements of accreditation.

In FY 2012 (August 1, 2011 – July 31, 2012), more than 220 Lifeline Counselors staffed the three call centers. The majority – 91.5% of all counselors – are volunteers working in Los Angeles, New York and San Francisco, and the remainder are part-time employees of The Trevor Project. We conducted 9 counselor trainings, after recruiting 98 new counselors.

In February 2012, the hit television show GLEE told a story focused on LGBTQ youth suicide. The closeted gay character and bully Dave Karofsky, played by Max Adler, succumbed to his isolation and depression and attempted suicide. The producers of the show and the network, Fox, approached Trevor to include a PSA for its youth-friendly audience.

The Trevor Project's newest PSA, featuring actor and Trevor advocate Daniel Radcliffe, was used. The night of the episode, we saw a 100% increase in call volume that sustained for more than a week. The increased in calls to the Lifeline and traffic to the Trevor web site continued for several weeks thereafter demonstrating the remarkable power and influence of media.

Following are the key goals achieved by the Trevor Lifeline in the past fiscal year:

- Answered 35,004 calls from young people in 49 of 50 states.
- The organization held 9 Lifeline Counselor trainings
- 98 total new counselors were trained nationwide at all three call centers

TrevorChat

Launched in 2010, TrevorChat is an online crisis intervention program. In the simplest of terms, TrevorChat is the Lifeline online, an instant messaging service connecting LGBTQ youth with our trained counselors.

In June 2012, after training more than 20 new TrevorChat counselors, Trevor added its second shift on Mondays. The scalability of TrevorChat has been improved, new remote training techniques implemented and a strategy for daily sessions has been developed.

TrevorChat currently operates 2 day a week (and a 3rd added in early FY 2013) with the following accomplishments:

- 1,454 TrevorChat conversations between trained volunteers and LGBTQ youth
- 5 trainings were conducted with a total of 77 new volunteers trained to participate in TrevorChat
- Evaluation tool is in development

TrevorSpace

In the last year, TrevorSpace membership has grown 100%. Our only program crossing international borders, TrevorSpace members come from more than 130 countries – there are more countries with TrevorSpace members than there are countries with a McDonalds!

Program interns, Youth Advisory Council members, and college-aged volunteers became heavily involved with the program providing a peer advised focus to the site. TrevorSpace is a unique life-affirming program, allowing The Trevor Project to provide and promote special content for LGBTQ youth. Examples include an online workshop and introduction to gender identity issues – Trans 101 – lead by the Youth Advisory Council.

A book club interactive component was implemented this past year driven by a collaborative intern project that identified an interest in hosting a book club. The first book highlighted was *Sing You Home* by Jodi Picoult. Picoult, a best-selling author, participated in a live chat with TrevorSpace members regarding the book. Program content for TrevorSpace is continually produced by Trevor Project staff and interns throughout the year.

Ask Trevor

Last year, the Dear Trevor email program was re-named Ask Trevor. The renewed focus on timely responses to non-crisis emails helps us provide public resources for young people online. The Ask Trevor collection on our web site gives users access to the questions others are asking, foster a sense of community, and encouraging help-seeking behavior among youth.

The growth of the Ask Trevor program represents the focus on capacity building within The Trevor Project. Ask Trevor has engaged new groups of volunteers and conducted special group sessions with volunteers. The Ask Trevor training and supervision model requires only an hour or two of orientation and training increasing the opportunity to engage more volunteers.

Education Programs

The Trevor Project continues to being a highly-demanded resource for educators and community leaders. In FY 2012, we fielded hundreds of requests from teachers, educators and schools around the country asking for help in talking about suicide prevention and sexual orientation and gender identity issues.

Lifeguard Workshops

The organization continued to grow and refine the Lifeguard Workshop program in FY 2012 with the addition of staff and focus on training facilitators to conduct workshop on behalf of the organization. The workshop has become an important component in suicide prevention efforts in schools and produced the following results:

- 8 Facilitator Trainings were held in Los Angeles, Albany, New York City, San Francisco, Washington DC, St. Louis, and Tulare County, California.
- A total of 84 new facilitators were trained
- 113 Lifeguard Workshops were conducted nationwide
- Workshops were conducted in California, New York, Missouri, and Washington DC.

Survival Kits

The organization's educational kit, The Survival Kit became a popular and much sought after material, with 1,870 kits requested last year. The Trevor Project responded to this overwhelming

number of requests by hosting survival kit stuffing parties with groups of volunteers and was able to meet the demand.

Advocacy and Public Policy

The Trevor Project has been engaged in advocacy and policy at all levels of government since 1998, but in recent years the organization has taken a bold leadership position. At the beginning of the year, in August 2011, our role as an innovator was recognized by the White House as Trevor was selected a “Champion of Change.”

The Board of Directors and leadership of The Trevor Project have recognized the unique and vital role that Trevor can have in policy discussions and new legislation, guidelines, and systems as they are implemented across the country. This year, The Trevor Project opened a Government Affairs office and hired its first Director of Government Affairs, Allison Gill, Esq. Through the generous support of the law firm Novak, Druce & Quinn LLP, Trevor maintains an office in Washington DC to coordinate the Government Affairs department.

The Trevor Project has a legacy of working with partner organizations in advocacy initiatives including the Human Rights Campaign, GLSEN, Equality California, Empire State Pride Agenda, the National Gay & Lesbian Task, the Movement Advancement Project and others. Along with our leadership partners, we have championed the following initiatives during the past year:

- The federal Tyler Clementi Higher Education Anti-Harrasment Act;
- The federal Safe Schools Improvement Act;
- California’s SB1172 protecting LGBTQ youth;
- Promoting LGBT fairness and parity in SAMHSA’s block grant application process.

The Trevor Project has been able to mobilize its 50,000+ donors and supporters, 230,000+ fans on Facebook, 110,000+ followers on Twitter, 146,000 circle members on Google+, and other social media outlets to advocate on behalf of LGBTQ youth.

Summary

The past few years have been rife with historical change for lesbian, gay, bisexual, transgender and questioning youth. The Trevor Project has been able to seize on the opportunities made by this progress because of the support of supporters like you. We’ve made major investments in the organization’s capacity promoting sustainable growth and creating a legacy of life-saving and life-affirming services for LGBTQ youth.