We will not stop. We will not settle. We will not go back.

JOIN US IN THE PUSH TO 100% ACCEPTANCE.
GLAAD INITIATIVES

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

GLAAD MEDIA INSTITUTE (GMI) Through training, consulting, and research—including annual resources like the Accelerating Acceptance report and the GLAAD Studio Responsibility Index—GMI enables everyone from students to professionals, journalists to spokespeople to build the core skills and techniques that effectuate positive cultural change.

GLAAD CAMPUS AMBASSADOR PROGRAM GLAAD Campus Ambassadors are a volunteer network of university/college LGBTQ and ally students who work with GLAAD and within their local communities to build an LGBTQ movement to accelerate acceptance and end hate.

GLAAD MEDIA AWARDS The GLAAD Media Awards recognize and honor media for their fair, accurate, and inclusive representations of the LGBTQ community and the issues that affect their lives.

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

&TOGETHER GLAAD introduced the “&” symbol as a call for solidarity, togetherness, and a recognition of intersectionality at a time when marginalized communities are subject to discrimination both in policy and everyday life.

GLAAD SPANISH-LANGUAGE & LATINX MEDIA PROGRAM GLAAD works to share stories from the LGBTQ community in Spanish Language and Latinx Media, helping to increase understanding and support among the Spanish-speaking community, the fastest-growing population in the country.

MISSION

As the world’s largest lesbian, gay, bisexual, transgender, and queer (LGBTQ) media advocacy organization, GLAAD is at the forefront of cultural change by ensuring fair, accurate, and inclusive representation that leads to 100% acceptance.
Words are powerful—those of us in marginalized communities understand that better than anyone. From an appalling “joke” by the President to a historic statement of support from the Mormon Church; from a hate-infused op-ed to an authentic LGBTQ storyline on the Disney Channel, all it takes are a few simple words to move hearts and minds in either direction of progress, impacting how we treat others as well as the feelings of worth we hold deep within ourselves.

It’s through the media that these influential words, positive and negative, gain speed, strength, and influence. And with news and commentary being generated faster than ever before, so must the pace with which GLAAD realizes our mission. For the 2018-2019 year, that means rising to today’s challenges with a bolder approach and our greatest army of ambassadors yet.

In its headlines and its policies, 2017 brought heightened discriminatory rhetoric to the forefront of American culture. Not surprisingly, the toxic speech found a way to infiltrate the public consciousness, altering the trajectory of the acceptance pendulum. For the first time since its introduction in 2015, our Accelerating Acceptance report reflects an erosion in the progress we’d since built year over year. The 2018 survey shows a significant increase in reports of discrimination and a decline in America’s LGBTQ comfortability, most notably reflected in a 4% backwards shift of allies to detached supporters. The only bright light? Support for equal rights among non-LGBTQ U.S. adults is unwavering. Let that be our inspiration.

Historically, GLAAD has responded swiftly to injustice, skillfully using the media to change the conversation. This continues to be an important part of our legacy in the Trump Accountability Project. Thanks to the actions of our News & Rapid Response Team, we successfully called on UN Ambassador Nikki Haley to condemn anti-LGBTQ violence in Chechnya, and exposed discriminatory audio featuring Tennessee State Senator Mark Green, resulting in the withdrawal of his Secretary of the Army nomination. In today’s climate, however, being “reactive” in the face of discrimination is far from enough. Enter the GLAAD Media Institute.

A beacon of education, consultation, and research, the GLAAD Media Institute is, quite simply, our future—and our top priority this year. Through this initiative, we’re poised to take a mightier stance in commanding the fight for equality, not just responding to it. We’ll write our own narrative, rather than amend someone else’s. We’ll share the skills and tools we’ve developed over the past three decades, harnessing the incredible power of words into a rousing chorus that breaks through the noise and incites real change.

The $15 million lead gift from the Ariadne Getty Foundation to fund the GLAAD Media Institute is truly a cause for celebration. Not only will this generous donation allow us to break barriers, champion acceptance, and amplify media impact on a whole new level, it’s an inspiration to other industries, organizations, and thought leaders to step up and act on our behalf.

There are forces against us just as there always have been. But there’s also hope, like the 79% of non-LGBTQ Americans who support equal rights, a number that’s holding stable and strong in spite of everything else. With our new institute of change and continuously activated army of change-makers, we will not go back…we will only move forward.

We will do it for those like me who are old enough to remember a place and time where being a gay woman was not supported. We will do it for non-binary and bisexual+ youth, groups facing their own unique challenges. We will do it for the variety of faces and voices within our own community, and for ALL the communities under attack in the U.S. and worldwide.

I invite you to join us in leading the global charge to 100% acceptance.

Sarah Kate Ellis
GLAAD President & CEO
Every day GLAAD is working through news, entertainment, and social media to tell the stories that will grow LGBTQ acceptance. Hundreds of media moments stemmed from GLAAD. Here are some of the most memorable:

**JULY**
- GLAAD launches an online petition to combat President Trump’s proposed ban on transgender service members from openly serving in the military (including the 15,000 transgender people already serving).

**AUG**
- The Church of Jesus Christ of Latter-day Saints makes a historic statement of LGBTQ acceptance to Mormon youth tied to the LOVELOUD festival, organized by Imagine Dragons’ lead singer Dan Reynolds, GLAAD, and other LGBTQ-affirming Mormons.

**SEPT**
- #BiWeek (September 17-24) shapes the cultural narrative on the bisexual+ community through headline-making events and activities including digital video partnerships with Planned Parenthood and BiNet USA, a first-of-its-kind Twitter chat with groundbreaking out bi+ elected officials, and a change.org petition to “Make Wonder Woman Bisexual” in the film sequel.

**MAR**
- LGBTQ youth shines during the 2018 Winter Olympics in PyeongChang as openly gay athlete Adam Rippon helps the U.S. Figure Skating Team take home a bronze medal. Rippon later appears on The Ellen DeGeneres Show to speak about his relationship with GLAAD and announce a personal fundraising campaign to support our culture-changing LGBTQ youth programs. Ellen surprises him with a check for $10,000 from Shutterfly.

**FEB**
- GLAAD releases its second annual Spanish-language media report Still Invisible. As the name implies, the report finds that only 3% of characters on Spanish-language scripted television were LGBTQ. GLAAD accompanies the report with the launch of the #PantallaInclusiva/#InclusiveScreens campaign calling for more representation and featuring artwork from 10 Latinx LGBTQ artists.

**DEC**
- GLAAD releases its second annual Spanish-language media report Still Invisible. As the name implies, the report finds that only 3% of characters on Spanish-language scripted television were LGBTQ. GLAAD accompanies the report with the launch of the #PantallaInclusiva/#InclusiveScreens campaign calling for more representation and featuring artwork from 10 Latinx LGBTQ artists.

**JAN**
- GLAAD announces at the World Economic Forum in Davos the findings of its fourth annual Accelerating Acceptance report conducted by The Harris Poll. For the first time in the report’s history, GLAAD reveals an alarming erosion of LGBTQ acceptance, putting numbers to the increasing discrimination and bias that too many LGBTQ Americans have experienced in the past year.

**MAY**
- Britney Spears, Ricky Martin, Jim Parsons, Wanda Sykes, Halle Berry, Lena Waithe, and Ryan Murphy are just a few of the celebrities on-hand to move LGBTQ acceptance forward at the 29th Annual GLAAD Media Awards in Los Angeles.

**NOV**
- GLAAD’s “Drop the F Word” media campaign demands journalists to steer clear of biased terms like “religious freedom” and instead use the accurate term “religious exemptions.” Many press outlets, including TIME and CBS, amend their language, a victory for our communities.

**APR**
- GLAAD teams with Bonnier Publishing USA for a publishing partnership that will bring LGBTQ stories to families around the world through children’s literature. The first in the series is Prince & Knight, a beautiful tale about a prince who falls in love with a knight.
KEY ACCOMPLISHMENTS
Real-time vigilance for immediate action

GLAAD’s News & Rapid Response Department catalogues anti-LGBTQ statements and actions in real-time, equipping journalists with resources to expose anti-LGBTQ activists and hold anti-LGBTQ politicians and the White House accountable. This team has also been tracking legislative processes touching on more than 75 anti-LGBTQ bills in statehouses across the country, providing support for local crusaders who are on the ground fighting for equality in key states such as Texas, Mississippi, and Tennessee.

I call on my colleague in the House to apologize for her appalling comments.


GLAAD Slams Transgender Military Ban

“Controversy surrounding Green’s anti-LGBTQ record gained traction when advocacy group GLAAD unearthed audio.”

Sarah Kate Ellis, President and CEO, GLAAD

Trump’s Army Secretary Pick, Mark Green, Withdraws Name From Consideration

“Controversy surrounding Green’s anti-LGBTQ record gained traction when advocacy group GLAAD unearthed audio.”

Sarah Kate Ellis, President and CEO, GLAAD

Texas court rules that gay spouses may not be entitled to workplace benefits

Sarah Kate Ellis, President and Chief Executive of GLAAD, called the Texas ruling a “wakeup call to all LGBTQ Americans that the way our marriage equality is ever-evolving, and anti-LGBTQ activists will do anything possible to discriminate against our families.”

2017-18 HIGHLIGHTS

APRIL GLAAD successfully pressures UN Ambassador Nikki Haley to condemn and call for an investigation against anti-LGBTQ violence in Chechnya through a targeted outreach to her office combined with an outcry from our social media following.

A groundswell of protest over GLAAD-unearthed audio of Mark Green calling transgender Americans an “evil” to be “crushed” leads the Tennessee State Senator to withdraw his nomination to be the next Secretary of the Army.

After Trump announces his attempt to ban open transgender military service over Twitter, GLAAD organizes a rally that very night where the anti-LGBTQ hate groups and activists who lobbied for the ban are exposed and misinformation being spread about the transgender community by the White House is fact-checked.

GLAAD works closely with local advocates in Texas to defeat Governor Greg Abbott’s attempt to pass an anti-transgender bathroom ban after he calls for a special session in an attempt to force it through.

As Trump becomes the first sitting president to speak at the Family Research Council’s Values Voter Summit, GLAAD exposes the anti-LGBTQ records and extremism of its speakers, successfully pressuring the press to frame the event as fringe.

During Mike Pompeo’s Senate confirmation hearing for the position of Secretary of State, GLAAD works with Capitol Hill leaders to ensure he is held accountable for his past and grilled about his anti-LGBTQ record.

When Georgia State Representative Betty Price suggests “quarantining” Georgians with HIV and AIDS, GLAAD jumps into action, calling out stigmatizing language’s capacity to block vulnerable populations from testing and treatment while working with HIV advocates on tip sheets for reporters covering affected communities.

GLAAD sends letters and tip sheets to presidents and editors-in-chief of all major news outlets demanding fair and accurate reporting on religious exemptions, effectively reframing the conversation and getting reporters to shift away from the “religious freedom” argument of anti-LGBTQ hate groups such as Alliance Defending Freedom.

GLAAD spotlights the extensive anti-LGBTQ record of Alliance Defending Freedom and shifts the media narrative around the Masterpiece Cakeshop Supreme Court oral arguments.

GLAAD uncovers Alliance Defending Freedom’s new strategy of arguing religious exemptions in an attempt to take down bans on conversion therapy.

During Notre Dame’s commencement address, students walk out of the ceremony, protesting Mike Pence’s threats to refuse to speak to LGBTQ students. The protesting students were praised on Sunday by several left-leaning national groups including the LGBTQ media group GLAAD.

The Long, Futile Search for President Trump’s Pride

“LGBT advocacy organizations like GLAAD have been rebuking President Trump all month for not officially recognizing June as LGBT Pride Month.”

Protecting a lifeline that’s vital to our past, present, and future

America is in the middle of a culture war where the casualties are marginalized communities and the battleground is the media. But these days, it’s hard to tell—what is the media? According to Pew Research, the number of U.S. Adults who get their news from TV has dropped to 50% while the number of U.S. Adults who get at least some of their news from social media has increased to 67%.

It’s clear that the media and the way in which it is consumed has changed, and both continue to evolve—rapidly. And yet the fact remains that the internet has been and continues to be one of the greatest forces for good in the lives of LGBTQ people, providing them access to vital lifesaving resources, connecting them to others in their community, and showcasing positive role models they likely won’t see in traditional media outlets.

With three decades of experience demonstrating the media’s powerful influence, as well as our own authoritative potential to lead the conversation, GLAAD has stepped up to address this critical time by forming our organization’s first-ever digital department.

Our goal: to help develop technology as an ally rather than an (often unwitting) tool for discrimination, hate, and resistance. When a social media algorithm blocks positive content that LGBTQ youth want to see; when claims are made that artificial intelligence (AI) can unethical detect sexual orientation; when the removal of net neutrality threatens to censor and erase LGBTQ voices, GLAAD Digital is there, working directly with tech companies, advocacy groups, and community leaders to raise awareness. We also maximize the efforts of our own communications team using digital tools like social media and IT.

In doing so, we not only protect the digital lifeline that’s so crucial to those marginalized—and to our own legacy—we ensure GLAAD’s mission of accelerating acceptance stays on-track within the fast-paced, ever-changing digital landscape.

GLAAD.ORG
FB.COM/GLAAD
@GLAAD

1 http://www.pewresearch.org/fact-tank/2018/01/05/fewer-americans-rely-on-tv-news-what-type-they-watch-varies-by-who-they-are/
Turning education into armor for today’s culture war

Since its founding in 1985, GLAAD has learned a lot about the media’s role in changing hearts and minds. Now it’s time to share that experience more widely, giving people and organizations the tools they need to break barriers, champion acceptance, and amplify media impact in a hostile and increasingly dangerous cultural climate.

Civil rights are under attack. Misinformation continues to fuel ignorance and fear. LGBTQ acceptance among American people is decreasing. With emotions running high and media credibility at an all-time low, GLAAD’s mission remains as crucial as ever. And yet we recognize that closing the gap to full acceptance will not come from legislation or judicial decision alone. In order for us to truly move forward, we must inspire a deeper understanding and empathy from Americans themselves.

By empowering and activating our current allies, as well as receptive supporters, the GLAAD Media Institute will be the driving force to make that happen—fostering growth and change more meaningful and long-lasting than any law or verdict.

The goal is to educate as many people as we can, to really get the message of acceptance out there...I’m front and center with the LGBTQ community to say this community needs help now.

Ariadne Getty

An Institute of Change

The GLAAD Media Institute enables people to build the core skills and techniques that effectuate positive cultural change. This is accomplished 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. Key resources include the Accelerating Acceptance report, the Where We Are on TV report, and the GLAAD Studio Responsibility Index.

NBA player Reggie Bullock of the Detroit Pistons was trained by GMI to share the story of his transgender sister Mia who tragically lost her life to violence. He has since appeared across news and sports media with a message of LGBTQ acceptance.
Coast to coast and around the globe, the GLAAD Media Institute strives to make equality a universal language.

**BRAZIL, 2014**
GLAAD helms the creation of two public service announcements calling for World Cup fans to help #StoptheSlurs, and creates guides for media on including LGBTQ perspectives in coverage.

**RUSSIA, 2014**
GLAAD releases the GLAAD Global Voices Olympic Playbook to ensure fair and accurate reporting on the LGBTQ situation in Sochi during the Olympic Games. Additionally, GLAAD awards GLAAD Gold to media outlets, newsmakers, and advocates who raise awareness of LGBTQ people in Russia and around the world.

**BELIZE, 2015**
With an assist from GLAAD leveraging international media to tell his story, Caleb Orozco wins his case against the criminalization of relationships between men in Belize.

**CHILE, 2015**
GLAAD prepares a same-sex couple to document their decision whether to start a family on the reality show Happy Together, offering the Chilean people fresh, upbeat insight into the daily lives of LGBTQ people.

**CHINA, 2015**
GLAAD assists in bringing ten Chinese same-sex couples to the U.S. to be married at the West Hollywood City Hall by the mayor while securing Los Angeles and international media attention for the contest, the couples, and the sponsorship by Alibaba. GLAAD also helps create the Chinese Rainbow Media Awards in Beijing, modeled off the GLAAD Media Awards.

**IRELAND, 2015**
GLAAD plays a pivotal role in winning marriage equality in Ireland by training LGBTQ leaders on best practices from the marriage equality fight in the U.S.

**NIGERIA, 2015**
Following the release of poll numbers measuring Nigerian acceptance of LGBTQ people, GLAAD provides local supporters expertise and best practices in monitoring and advocating in the media for more fair and accurate representation. GLAAD also presents a media training for journalists and LGBTQ advocates in Nigeria to do media monitoring, outreach, and advocacy.

**THE VATICAN, 2015**
GLAAD’s campaign around Pope Francis publishes a resource guide for journalists, an open letter and petition, and videos, all calling on the pontiff to meet with LGBTQ families in the U.S. during his trip to the Americas.

**ITALY, 2016**
GLAAD consults with activists and advocates to create the first-ever Italian Diversity Awards, modeled after the GLAAD Media Awards.

**MEXICO, 2017**
GLAAD provides sensitivity and cultural competency training for Mexican consulate staff across North America and antibullying training for Mexican consulate staff globally.

**UNITED KINGDOM, 2017**
GLAAD advises the British Council on the formation and dissemination of Five Films for Freedom, a digital film festival that makes LGBTQ short films accessible to audiences worldwide.

**AUSTRALIA, 2017**
GLAAD teams up with local celebrities to support the campaign for equal marriage in Australia. Additionally, GLAAD assists in the formation of an Australian LGBTQ media organization through a two-week, on-the-ground experience.

**PAN-AFRICA, 2017**
GLAAD provides source material for the curriculum at a training for 24 journalists from 15 Sub-Saharan countries, leading to improved coverage of LGBTQ rights and religion. GLAAD also consults and media-trains actors and producers of the “edu-tainment” show MTV Shuga, a teenage drama that has been used to educate young African audiences about sexual education and HIV.
Engaging, informing, and inspiring LGBTQ youth

Despite this year’s reported decline in comfortability, the fact remains that 20% of 18-34 year-olds identify as LGBTQ. By amplifying the voices and vision of this next generation of LGBTQ advocates, GLAAD Campus Ambassadors play a pivotal role in shaping the culture—and the future of our organization.

A volunteer network made up of current undergraduate LGBTQ and allies, GLAAD Campus Ambassadors serve as national representatives of student-led activism. They work closely with GLAAD to build sustainable and inclusive programming and end discrimination within their local communities, all while learning our best practices on leveraging media to create change.

SEPTEMBER: GLAAD recruits and teaches 130 GLAAD Campus Ambassadors representing 39 states. This is a remarkable increase from one year ago, when the program featured just 31 students in 13 states.

SEPTEMBER: During #BiWeek, GLAAD Campus Ambassador Gianna Callier-Pitts of New York University gains national attention and media coverage with a change.org petition to “Make Wonder Woman Bisexual” in the movie sequel.

OCTOBER: GLAAD Campus Ambassadors take Spirit Day to their campuses around the country and encourage fellow students to go purple. Local events include a photoshoot facilitated by New York University GLAAD Campus Ambassador Teagan Rabuano at T-Party, a club for trans, non-binary, and gender non-conforming students and their allies.

NOVEMBER: 108 student activists were trained by the GLAAD Media Institute and GLAAD Campaigns Team at the 2nd Annual GLAAD Campus Ambassador Summit in Atlanta, GA.

FEBRUARY: GLAAD launches amp, a digital platform and young creators series designed to amplify the voice and vision of a new generation. GLAAD Campus Ambassadors are key contributors of original content including op-eds, creative writing, photography, art, videos, and more.

APRIL: Prior to Mike Pompeo’s committee hearing, University of Texas at Austin GLAAD Campus Ambassador Tony Hernandez hand-delivers a letter and research to warn Senate Foreign Relations Committee members and key Democratic Senate leadership of Pompeo’s extremist record.

GLAAD’s Campus Ambassadors have shared stories of LGBTQ youth in media including:

- CNN.com
- HuffPost
- Essence
- Teen Vogue
- The Advocate
- Seventeen
- Popsugar
- Refinery29
- NBC News
- Atlanta Journal-Constitution

2 GLAAD 2017 Accelerating Acceptance report
SPIRIT DAY

Supporting LGBTQ youth through the largest, most visible anti-bullying campaign in the world

Started in 2010 by a high-school student, Spirit Day is now a global, multi-platform phenomenon, with billions pledging to “go purple” in a show of solidarity with the LGBTQ youth who disproportionately face bullying and harassment because of their identities.

On October 19, 2017, celebrities, schools, faith institutions, national landmarks, corporations, media outlets, and sports teams—not to mention parents, classmates, neighbors, and friends—all joined together in a united stand to let marginalized youth know they are supported.

The turnout was our biggest yet, generating 2.2 billion social media impressions worldwide.

2017-18 HIGHLIGHTS

UNPRECEDENTED ONLINE ENGAGEMENT
• 2,286,282,071 total impressions (compared to 1.8B in 2016)
• 553,616 glaad.org/spiriteday impressions (compared to 220,965 in 2016)
• 563,431 unique views on blogs (compared to 7,517 in 2016)

GLOBAL IMPACT
Spirit Day 2017 participation included the Mexican Embassy and their 51 consulates, the United Nations Free & Equal initiative, the UK Consulate, Mentally Aware Nigeria, Gay Post Italy, It Gets Better Mexico, Venezuela Igualitaria, and many more.

PURPLE REIGN
Times Square’s American Eagle Outfitters, MTV, and Thomson Reuters light up in purple in NYC, as do Wells Fargo Duke Energy Center in Charlotte and Target corporate headquarters in Minneapolis, among others.

SINGING LOUD
GLAAD National Board of Directors member and songwriter Justin Tranter kicked off Spirit Day with a private concert in Los Angeles featuring Courtney Love, Hailee Steinfield, Adam Lambert, JLo, Carly Rae Jepsen, Gigi Gorgeous, Chris Colfer, and more.

CAUSE CELEB
CBS, including the casts of Mom, The Talk, and Madam Secretary
Disney-ABC, including Kerry Washington, Tracee Ellis Ross, Jessica Capshaw, Jason Ritter, and hosts from Entertainment Tonight Freeform, including the cast of Shadowhunters and Grownish
HBO, who shares a video of Daenerys from Game of Thrones breathing purple fire and another video of their staff gathered to form a massive purple HBO logo
HuLu, who highlights a special selection of programming featuring LGBTQ characters
MTV, VH1, and Logo, including hosts of TRL, and casts of RuPaul’s Drag Race and Teen Wolf
NBCUniversal, including Ted Danson and Kristen Bell from The Good Place, the TODAY show, and Watch What Happens Live host Andy Cohen
Showtime, including the creators of Episodes and the casts of Penny Dreadful and Shameless
Spanish-language programming, including morning shows Despierta America and Un Nuevo Dia
A-list supporters include Celine Dion, Hailee Steinfeld, Queen Latifah, Britney Spears, Tim McGraw, Kesha, Christina Aguilera, Jimmy Kimmel, Ryan Seacrest, and Faith Hill
Forward-thinking companies include Kellogg’s, who launches a video featuring beloved characters like Tony the Tiger “speaking out” against bullying
U.S. Senators include Tammy Baldwin, Dianne Feinstein, Elizabeth Warren, and U.S. Representative Joe Kennedy III
Sports organizations include Major League Baseball and all thirty MLB teams, plus the NFL, WNBA, and NBA

Let it rain purple on #SpiritDay as we take a stand together against bullying, and to support LGBTQ youth!
Celine Dion via Facebook

Team up with baseball as we stand for inclusion, and against bullying.
MLB via Twitter

Wear purple and post to social media with #SpiritDay and #prideNBCU on October 19.
Megan Mullally via Twitter
kerry washington @kerrywashington  •  22h
Join me and go purple and take a stand against bullying for #SpiritDay.
Stand up for LGBT youth and #ChooseKindn... bit.ly/2xSbMX5
Celebrating, honoring, and fundraising in the name of LGBTQ acceptance and equality

GLAAD hosts a number of events across the country and throughout the year recognizing icons, role models, and leaders who have made significant contributions to the LGBTQ community. From our twice-yearly luncheons announcing the recipients of Rising Stars Grants, to fundraising galas in San Francisco and Atlanta, to the bi-coastal GLAAD Media Awards honoring fair, accurate, and inclusive LGBTQ representation, these fêtes are a chance to come together and celebrate the achievements and supporters of acceptance moving forward.

GLAAD and Survivor have completely changed my life...Together with GLAAD, we changed millions of people’s perceptions of trans-gender people. We shuttered stereotypes. We created a global conversation about privacy and respect.

Zeke Smith at the GLAAD Rising Stars Luncheon in New York

GLAAD and country music singer Ty Herndon presented the only LGBTQ concert during CMA Fest with some of country music’s biggest stars including Vince Gill, Tanya Tucker, Michael Ray, and more speaking out about LGBTQ acceptance in Nashville and the south.


I think the South gets ignored a lot, and the LGBTQ community is so present and strong (here). Thirty-five percent of queer people live in the South, so for GLAAD to take the time and effort to throw a gala here is a great sign, especially given the political climate.

Tommy Dorfman at the GLAAD Gala Atlanta

Thanks to GLAAD—and to all of you—visibility for trans, non-binary, and gender non-conforming people is increasing at a rapid rate.

Asia Kate Dillon at the GLAAD Media Awards in New York

Nancy Pelosi and Sam Altman at the GLAAD Gala San Francisco

Britney Spears at the GLAAD Media Awards Los Angeles
**2017-2018 HIGHLIGHTS**

**JULY** GLAAD announces inaugural glaadgrants recipient—multiplatform docuseries America in Transition—which explores relationships, family, and social issues by sharing first-person narratives from trans people of color, including immigrants, people living with HIV, and those living in rural environments.

**JULY** GLAAD President & CEO Sarah Kate Ellis sits down with Heath Fogg Davis to discuss his new book Beyond Trans: Does Gender Matter for C-SPAN’s After Words series.

**JULY** Singer-songwriter Kesha and actor George Takei team up with GLAAD to support transgender equality after President Trump announces the military service ban by promoting a T-shirt sold on the website Omaze. Each purchase of the exclusive “They Make Us Stronger” shirt raises funds for GLAAD to fight the ban, while calling for justice, inclusion, and acceptance for the brave heroes serving our country.

**SEPTEMBER** Transgender service members, along with trans veterans, walk the iconic red carpet at the MTV VMAs with GLAAD President & CEO Sarah Kate Ellis and fashion designer August Getty, who worked on Miley Cyrus’ VMA dress. They posed with celebrities including Billy Eichner and Heidi Klum and took over @GLAAD’s Instagram during the red carpet and event.

**NOVEMBER** GLAAD celebrates Trans Awareness Week with a variety of initiatives, including a #BeyondtheBinary campaign featuring an inclusive language guide and photo series of influencers, and the Beyond the Surface video series exploring issues affecting the trans community. GLAAD also releases a video with Justin Tranter showing how music can be especially powerful for trans people, who too often don’t see themselves reflected in the media.

**MARCH** GLAAD-funded documentary TransMilitary premieres to a standing ovation and wins Audience Award at SXSW.

**MARCH** GLAAD releases More Than a Number: Shifting the Media Narrative, a new advanced resource for journalists and activists. The report outlines the importance of moving away from focusing solely on the number of victims lost in a given year, documents the epidemic of anti-trans violence in 2017, and provides reporters with advanced tips and advice from transgender spokespeople and activists about how to better cover anti-trans violence.

Meaningful collaboration to fairly and accurately tell the stories of transgender lives

While 27% of millennials say they personally know someone who is transgender, only 9% of Americans over 45 say the same. In fact, most Americans learn about transgender people through the media—which makes fair and accurate representation all the more imperative.

GLAAD works across multiple fronts to accelerate acceptance for the transgender community. This includes collaboration to raise awareness about the issues they face, as well as offering trainings to empower them to share their stories in the media. Conversely, we also work with national news outlets, TV networks, film studios, and Spanish-language media to properly highlight the unique challenges and everyday realities faced by transgender people.

Visibility matters and the ways in which our stories are told in the media can change the world.

Laverne Cox

"Meaningful collaboration to fairly and accurately tell the stories of transgender lives"
Transgender service members, along with trans veterans and President & CEO Sarah Kate Ellis at the MTV VMAs
Uniting in solidarity within the LGBTQ community and across social justice movements

No one is just one identity, and many of us are under attack. The “&” symbolizes a declaration to stand with all groups subject to discrimination: including women, immigrants, communities of color, and LGBTQ people. It’s also a call for vulnerable communities to explore their intersecting identities and work together to create a more inclusive culture and achieve collective liberation.

This collaboration reflects the urgency and need to engage in standing up for social issues...Duly recognizing this importance, ASOS has teamed up with GLAAD to amplify their message of inclusiveness.

ASOS

GLAAD AT WORK

- 613k likes*
- 402k followers*
- 125k followers*
- 19k followers* 2.7M views
- 569 posts on glaad.org 4.4M unique page views**
- 413 email campaigns 34.3M recipients**
- 1775 hours of television reviewed 180 feature films reviewed***

*As of May 1, 2018
**May 1, 2017 - May 1, 2018
***As of June 12, 2018
LETTER FROM THE TREASURER

On behalf of the Board of Directors of GLAAD, we are pleased to share a summary of our financial statements for the year ended September 30, 2017 (FY 2017). By multiple measures, GLAAD moved forward on our planned trajectory of ambitious financial growth along with increased visibility and impact.

FY 2017 marks the end of our transition from a calendar-based fiscal year to a year ending on September 30. This change allows us to better anticipate our year-end results and provides us with the opportunity to make the best strategic use of resources generated at the end of December. In FY 2017, our total net assets increased by 9.5% and our income exceeded our expenses by more than 2%. As our fundraising efforts have become stronger and more diversified, contributions grew to 60% of our total income.

Consequently, we begin FY 2018 from a position of strength, and with the increased ability to make strategic investments in our growing programs and organization. As the need for our critically important work increases, we have grown in both size and influence. We remain steadfast in our commitment to financial discipline and the optimal use of our resources. This enables GLAAD to respond rapidly to the myriad threats to our community and to further advance our mission to accelerate acceptance.

We thank you for your continued support of GLAAD—you make everything we do possible!

Respectfully submitted,
Nicholas Hess
Treasurer

FINANCIAL SUMMARY

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>Expense</th>
<th>Change in Net Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>3,716,710</td>
<td>4,942,244</td>
<td>(1,224,534)</td>
</tr>
<tr>
<td>2014</td>
<td>4,953,326</td>
<td>4,674,432</td>
<td>278,874</td>
</tr>
<tr>
<td>2015</td>
<td>5,158,050</td>
<td>5,433,676</td>
<td>(275,626)</td>
</tr>
<tr>
<td>2016</td>
<td>7,291,488</td>
<td>5,728,863</td>
<td>1,562,625</td>
</tr>
<tr>
<td>2017</td>
<td>9,035,073</td>
<td>8,847,865</td>
<td>187,208</td>
</tr>
</tbody>
</table>

## STATEMENT OF FINANCIAL POSITION
**SEPTEMBER 30, 2017**  
with comparative totals at September 30, 2016

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$7,325,162</td>
<td>$6,689,656</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>1,026,819</td>
<td>578,521</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>6,298,343</td>
<td>6,111,135</td>
</tr>
</tbody>
</table>

## STATEMENT OF ACTIVITIES
**FOR THE TWELVE-MONTHS ENDED SEPTEMBER 30, 2017**  
with comparative totals for the nine-months ended September 30, 2016

<table>
<thead>
<tr>
<th></th>
<th>Twelve-Months 2017</th>
<th>Nine-Months 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE AND SUPPORT</strong></td>
<td>9,035,073</td>
<td>7,291,488</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td>8,847,865</td>
<td>5,728,863</td>
</tr>
<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td>187,208</td>
<td>1,562,625</td>
</tr>
<tr>
<td><strong>NET ASSETS, BEGINNING OF YEAR</strong></td>
<td>6,111,135</td>
<td>4,548,510</td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td>$6,298,343</td>
<td>$6,111,135</td>
</tr>
</tbody>
</table>
INVESTORS & DIRECTORY
I’ve been a member of a lot of LGBTQ organizations and GLAAD is my favorite. They do a lot of great work—I’m proud to be a member!

Tom Bindert
(Member since 1992)
LEGACY CIRCLE CONT’D

Ken Glass
Brian S. Graden
Dean Hansell
Estate of John Harbster
Charlie Harrison
Dan Hess
Todd K. Holland and Scotch E. Loring
Margot I. Irish
David Jarrett
Michael B. Keegan
Estate of Robert L. Kehoe
Peter King
Michelle D. Klatt and Joy D. Breed
Gary A. Knight and Keith Austin
Leonard Kreisel
Robert W. Kuhn and Steven E. Geyer
Margaret A. Traub and Phyllis A. Dicker
Estate of Warren J. Warren
Estate of Richard W. Weiland and Michael Schaefer
Christian F. Winkle IV
Estate of Walt Whitman
Lori J. Wolf and Carol Leifer
Estate of James B. Wozniak
Mark B. Wyn
Estate of Richard Yorkey
Karen A. Simonsen and Linda J. Sherline
Jeffrey Skorneck
Wally Smith
Carmichael Smith-Low
Jeremy Stanford and Paul McCullough, Jr.
John W. Stewart III and Ransom Thomas
David G. Stinson
Estate of Lee Sylvester
Estate of David Taylor
Estate of Richard L. Taylor
Estate of Warren J. Warren
Estate of Richard W. Weiland and Michael Schaefer
Christian F. Winkle IV
Estate of Walt Whitman
Lori J. Wolf and Carol Leifer
Estate of James B. Wozniak
Mark B. Wyn
Estate of Richard Yorkey

SHAREHOLDERS CIRCLE

We sincerely appreciate these GLAAD Shareholders Circle Members, who annually donate $1,500 or more to invest in GLAAD’s work. Benefits include early invitations to VIP events and communications with the GLAAD CEO. You can make a Shareholders Circle gift in a single installment, or by joining our monthly giving program at $125 or more.

DIAMOND CIRCLE ($250,000+)
Ariadne Getty
ONYX CIRCLE ($100,000-$249,999)
Ward Auerbach and Andy Baker
Marc and Lynne Benioff
Audrey Getty
Nats Getty
Rosie O’Donnell
PLATINUM CIRCLE ($50,000-$99,999)
Anonymous
GOLD CIRCLE ($25,000-$49,999)
Anonymous
Marci Bowers, M.D.
Tony Conway and Steve Welsh
Amy Errett
Robert S. Greensblatt
Hannah Hart
Caitlin Jenner
Kathy and Steve Kloves
Janine and Tim Lewis
Jonathan B. Murray and Harvey Reese
The Nolet Family
Kelly Ropa and Mark Consuelos
Samuel S. Thayer and Marsha Thayer
Justin Tranter
Anthony Watson

SILVER CIRCLE ($10,000-$24,999)
Anonymous (2)
Dareus Family Office
Arjan Dijk
Ariel G. Foxman and Brandon Cardet
Christopher Fraelay and Victor Selle
Richard W. Garnett and Ross Murray
Ranjan Goswami
Andrea J. Hanson and Allison Dick
Cynthia Holland and Anmie Imhoff
Cathy Judd-Stein and Jeff Stein
Eugene Kapalaski
Jacob Keeferman
Bart Kogan
Daryl Lee
Scott E. Miller and J. Douglas Piper
Shay Mitchell
Sasha Pieterse
David L. Raines
Linda Riley
Sally Ringo and Michele Tanner
Danny Rose and Aaron Rosenberg
Michael G. Rose and Ruben Rodriguez
Travis Sivan
Pamela Stewart and Loan Huynh
Jan Styrsky and Sladoban Rendjevic
Smith-Swisher Family Foundation
Louis A. Vega and Stephen Kleiner
Steve Warren

GIVING CIRCLES
BRONZE CIRCLE ($5,000-$9,999)
Ian A. Andrusyk
Patricia Arquette
Matthew and Katie Baas
Jon R. Baitz
Robert Berk
Luigi Caiola and Sean McGill
Kathleen Candiack
Robert A. Canney
Ron Conway
Thomas J. Dilling
Tommy Dorfman
Van Fletcher and Skip Paul
Theresa M. Fulton and Steven D. Tanksley
Michael Gallion
Glenn Geller and Jim Maresca
Michael and Susan Gelman
April Greer
Linda Hammes and Jeffrey C. Hammes
Dean Hansell
Bob Harper
Mannia Hart
David V. Hadley III and Bryan Hancin
Hilton Howell, Jr.
Kevin Huvane
Denise Johnson
Adam F. Jones and Timothy Snead
Charley Kearns and Frank Ching
Cody J. Lassen
Shawn Layden
Greg Lazzarato
Herman Lopez and Travis Kidner
Timothy Lynn
Paul Marcarelli
Barry McCabe
Meghan McCain
Terrence Meck and Braton Alberti
Lane Mannfield
John Miller
Michael J. Nitt and Yaniv Dabash
Kevin J. Oldis
Rebecca Oppenheimer
John P. Ouderkerk, M.D.
Seth Persily
Dean Pitchford and Michael Meadlife
John R. Pope
Russa and Dwyer Foundation
Peter Saraf
Jeffrey W. Schneider and Jeffery Pevero
Jeffrey Schoenfeld
Peter Schweitzer and Myrna Baron
Harry Shum, Jr.
Deborah R. Smith
Hillary B. Smith
Jussie Smolett
Simon P. Sutton and Dan Johnston
Greg Swallow and Terry Conner
Thomas Vialle and Timothy Burch
James D. Wagner
Susan Wojcicki
Jody Young
Craig Zwikoff and Jay Grant
Wayne J. Zahnzer

BLUE CIRCLE ($1,500-$4,999)
Mark Anawalt
Kristen Anderson
Eric and Karen Andreassen
Paul Austin
Robert Baker and Andre Glauz
Richard Bankowitz
Kimberly Barnes
Michael J. Bates
Michael Baum
Alvin H. Baum
Matt Bauer and Joyce Young
Jonathan Beane
Joel B. Beck, M.D.
Chad Beguelin and Thomas Sleeman
Rabin M. Bergen and Janine Hackett
Betsy J. Bernard and Laurie Peter
Mark Bernhardt
Jon Bernisney
Jeremy Best
Tom W. Bindert
Jason Bolden and Adair Curtis
Jennifer F. and Deirdre Boylan
Harry P. Briffel
Andrew H. Brimmer
Sallie Brooks and Sam Brooks
Thomas R. Burke and Axel T. Brunger
Denis Cagna and Carlos Medina
Andre D. Caraco and David Azulay
Mana Card
Lisa Carseen
James Clemente
Dwight Coates
Barrett and Tria Cahn
Robert Conners
Craig Conway
Scott Cooksey
Patrick Cronley
Michael Covert
Wilson Cruz
Victor Cucinello
Ronald J. D’Angelo and Scott Newman
Bruce N. Davis and Robert Murray
Donald De Line
Roberto Dia Del Valle
Robert P. Denny
Charley G. Dobson
Robert D. Dockendorff
Nanw Dolfinhe
Susan M. Dooley and Tara Mounsey
The Dozoretz Family Foundation
Jonathan Eaton and Eric K. Carlson
Michela Edelman and Amy J. Jupiter
Kenneth Eisenberg
Kenneth and Barbara Ellis
Sarah Kate Ellis and Kristen Henderson
Scott A. Ellison
Bruce Fatz
Rich Ferrara
Javier Figueroa
Randy W. Fiser
Ryan Fitzgerald
Mick Foley
Bill Forrest
Helene Fortier
Eric Frederic
Jordan Fudge
Dorothy L. Furgerson and Carrie A. Raif
Frank Garofalo
Anna Getty
Neil G. Giuliano
Judith and Steven Gluckstern
Vaughn M. Greenwalt
James Halloran and David Heighington
Jennifer Hansen
Kyle Heath and Todd Rhodes
David and Michele Hedley
Stephen Hendrick
Kelli Herd and Kim Deneau
Patrick Herning
Curt Hess
James C. Hormel and Michael Nguyen
Paul W. Horning III
Mary Ann Horton
Human & Civil Rights Organizations of America | CFC | HCROA
Lisa Iglesias
Ted Jankowski and Claudyne Wilder
Cedric Jenkins
Carl E. Johnson and Gordon Sze
George Johnson
James A. Johnson and Paul D. Dobrea
James P. Johnson
Brenda Johnson-Flynn
David Jones
Courtney Josten
Max Kaller
Rita and Fred Keeperman
Coco Kenny and Brian Kenny
Edward King III
Travis Kidner and Harman Lopez
Joseph B. Kittredge Jr. and Winand Van Eeghen
Philippe Krakowsky
Bru B. Krebs
Daniel Kwan and Joanne Chang
Robert Levis
Lea Burnett Group
Sam and Ashan Leslie
Scott R. Levenson
Rene Lacerte
Carolyn Larocco
James L. Laufenberg and Mike Daily
Walter Leiss
Leo Burnett Group
Edward C. Leventhal
Sam and Ashan Leslie
Scott R. Levenson
Gavin Newsom
Michael Orcutt
Gary P. Osifchin
Michael R. Owens
Christopher R. Panizzon
Kathleen Pasqualini
Mehool A. Patel
LP Perret
Ethan Petersen
Gregory Phillips and Marcele Phillips
Eric L. Pike
Juan Pimentel
Ken Prag
Claudia Queen and Sheryl Sadeghi
Gregory Rae and Tyrus Emory
Geoffrey Ralston
Melissa Rasmussen and Francesca Raminella
Carrie A. Reid and Dorothy L. Furgerson
Dr. Eric Reiner
Thomas Roberts and Patrick Abner
Richard Rodes
Florence (Pippy) Rogers
Gary Roof
Neal Rosenberg
Margaret Rowe
Barbara Rowland and Suzanne Feese
Luis Rubio
Helena Ruffin and Shari Robins
Jack Sansolo and Dean Waller
JD Schramm and Ken Daigle
Mark Schuster and Jeff Webb
Richard Scott, M.D.
Shannon S. Scoville and Sheri Knasek
David Saigeen
John E. Sebesta and William M. Tomaino
Bob M. Sertner and Steve Batiste
Jonathan Shapero
Nikki Shutt
Adam Singer
Jeffrey Z. Stavin
Alison Smith
Fred Smith
Gordon Smith
Richard W. Smith, Ph.D.
Stephanie Smith
Rachel and Jim Salamon
John Sosa
Denise St. John
Yvette Spears
Tamara Stewart and Corey Galloway
Zaek Stokes and Troy M. Cassel
Karen Stroup
Russell Todd
William M. Tomaino and John E. Sebesta
JoAnn Turowsky
Ryan Twaddle
Evan Urbania
Scot and Jonathan Vaughn
Steven Vest
Kate Visokay
Robert Vogel and Joel Richardson
Karin Wachawski
Michael G. Wallace
Christopher Warmanen
Tiffany R. Warren
Stephen Weber
Devon Webster
Charlotte A. Wells and Gina Lamar
John D. West and Michael J. Lappin
Michaela A. West
Kevin White and Raul Barreneche
Thomas Whitman and Michael McVean
Bernard Whitman
Doshan Willford
Sarah and Simon Winkler-Leopold
Steven Waltonowski
Paul Wolf and Art Wolf
Mark Walk and John E. Narvesen
Paul Wood
Nathan Woodard
Andres Wydler
Susan Yellen and Larry Yellen
James Yiannias
Douglas J. Yonko

STAFF
EXECUTIVE
Sarah Kate Ellis
President & CEO
Anthony Shallenberger
Executive Assistant to the President & CEO
CAMPAIGNS AND PROGRAMS
Zaek Stokes
Director of Transgender Media and Representation, GLAAD Media Institute
Jeremy Blacklow
Director of Entertainment Media
Alexandra Bollies
Associate Director of Campaigns and Public Engagement
Raina Deenwater
Entertainment Research Assistant, GLAAD Media Institute
Mackenzie Harle
Coordinator, GLAAD Media Institute
Shane Henise
Campaigns Manager
Clare Kenny
Director of Youth Engagement
Ross Murray
Sr. Director, GLAAD Media Institute
Janet Quezada
Campaigns Manager
Scott Turner Schafied
Special Projects, Transgender Media and Representation, GLAAD Media Institute
Megan Townsend
Director of Entertainment Research & Analysis, GLAAD Media Institute
Monica Trasandes
Director of Spanish Language & Latinx Media and Representation, GLAAD Media Institute
CREATIVE
Courtney Brown Warren Consulting Creative Director
Morgan Alan Design & Multimedia Manager
Abdool Corlette Video Production Manager
Adam Goldman Traffic Manager

COMMUNICATIONS
Rich Ferraro Chief Communications Officer
Alfonso Francois Communications Coordinator
Matt Goodman Associate Director, Communications
MJ Okma Associate Director of News and Rapid Response
Anthony Ramos Director of Talent Engagement
Sue Yacka-Bible Director of Communications

DEVELOPMENT
Tamara Stewart Executive Vice President
Emily Bergmann Development Coordinator
Brendan Caulfield Executive Assistant
Ricky Carter Major Gifts Officer
Carrie Rachel Dean Events Manager
Rachael Grato Senior Director, Event Marketing
Amhir Hidalgo Senior Director, Strategic Partnerships
Christine Liu Development Coordinator
Eric McBride Membership Coordinator
John McCourt Senior Director of Business Development and Integrated Marketing
Michael McKee Manager, Strategic Partnerships
Priya Patel Senior Manager, Membership and Digital Fundraising
Justin Rosado Associate Director of Donor Services
Jacqueline Schweiger Database Manager
Mike Wang Associate Manager of Special Events

DIGITAL
Jim Halloran Chief Digital Officer
Richie Allen Administrative Assistant
Chris Brown Digital Director
Brendan Davis Associate Director of Digital Communications
Shane Taylor Web Project Manager & Developer
Andy Zwerin IT Manager

OPERATIONS
Sharon Pollack Chief Financial and Administrative Officer
Siobhan Neitzel Interim Financial Systems Manager
Rashidah Jones Human Resources Generalist

BOARD OF DIRECTORS

OFFICERS
Pamela Stewart, Chair
Cody Lassen, Vice Chair, Development
David Hornik, Vice Chair, Governance
Nick Hess, Treasurer
Seth Parsley, Secretary
Andrea Hanson, Audit Chair

MEMBERS-AT-LARGE
Justin Tranter
Tiffany R. Warren

MEMBERS
Jonathan Beane
Arjan Dijk
Nicole Eisenberg
Amy Errett
Thad Florence
Ariel Foxman
Chris Fraley
Ariadne Getty
Ranjani Goswami
Hannah Hart
Rebecca Heineman
Cathy Judd-Stein
Kathy Kieves
Lara Moore
Jill Nash
Linda Riley
Danny Rose
Samuel Thayer
Louis Vega
Anthony Watson
Tom Whitman

NEW YORK CITY
104 West 29th Street
4th floor
New York, NY 10001
212.629.3322

LOS ANGELES
5455 Wilshire Boulevard
Suite 1500
Los Angeles, CA 90036
323.933.2240