JANUARY
After Chicago Cardinal Francis George compares the LGBT movement to the Ku Klux Klan, GLAAD challenges Cardinal George’s remarks, eventually moving him to apologize and speak favorably about LGBT people.

MARCH
GLAAD launches the Commentator Accountability Project (CAP) to call attention to the venomous histories and viewpoints of America’s most outspoken anti-LGBT activists, who frequently appear in the news to espouse hate and discrimination.

MAY
GLAAD amplifies the voice of Dominic Sheahan-Stahl, who was uninvited from speaking at a Catholic high school’s graduation because he is gay. After working with GLAAD, Dominic’s story – and the support he received in his small Michigan town - reaches national news outlets from coast to coast, and Dominic delivers his speech to graduates at an alternate venue.

JULY
A nationwide boycott of Chick-fil-A ensues as GLAAD spotlights a lesbian couple with children in Georgia who invite the COO’s to dinner in front of national media outlets. Facebook releases marriage icons for same-sex couples as one of several LGBT inclusive efforts resulting from a close partnership with GLAAD.

FEBRUARY
GLAAD works with Yahoo! to get homophobic comments removed from an article featuring openly gay recording artist Adam Lambert’s new music video. Yahoo! implements new guidelines for monitoring homophobia in users’ comments.

APRIL
GLAAD and Miss Universe announce a policy change that allows trans women to fully participate in the international competition, raising the bar for transgender-inclusion in 89 countries and territories across the globe.

JUNE
GLAAD teams up with Athlete Ally, offering LGBT ally trainings to all 153 sports teams in the NFL, MLB, NBA, WNBA and NHL.
SEPTEMBER
The New York Times’ editors and staff meet with GLAAD and members of the trans community to discuss story ideas and ways to improve coverage of the trans community and its experiences.

NOVEMBER
In observance of Transgender Awareness Week and Transgender Day of Remembrance, GLAAD adds videos of trans people telling their stories to the “I AM: Trans people speak,” examines ten years’ worth of trans images on TV and releases the findings, provides a resource kit to journalists covering trans topics, and more. Coverage of the campaigns span from Variety to CBS News to Buzzfeed.

AUGUST
After an 18 month-long campaign by GLAAD, Liberman Broadcasting Inc. announces that the Spanish-language show “Jose Luis Sin Censura”—which regularly defamed and encouraged violence against LGBT guests—will be taken off the air.

OCTOBER
As a countdown to Spirit Day, GLAAD launches 19 Days of Action and, every day, provides a variety of easy ways to show support for bullied LGBT youth. Then, on October 19, millions of people and even the White House join GLAAD to ‘go purple’ for Spirit Day in a united stand against bullying. For the first time ever all professional sports teams and NASCAR participate.

DECEMBER
Earlier this year, GLAAD shares correlation between positive LGBT media representation and support for marriage equality. After 25 years of GLAAD sharing stories to build support, Supreme Court announces
In partnership with the Massachusetts Transgender Political Coalition (MPTC), GLAAD launched the “I AM: Trans People Speak” video series in March 2012 as an avenue for trans folk and their allies to tell their own multidimensional stories and speak their own truths.

A survey released by GLAAD in 2008 showed that only 8% of Americans personally know someone who identifies as trans, and most people learn about the trans community from the media, which frequently presents defamatory images of people who are trans. GLAAD’s “I AM: Trans People Speak” aims to familiarize viewers with the trans community and its diverse members in a genuine way.

To date, dozens of people have submitted videos to the project, including advocate and “Orange is the New Black” star Laverne Cox, “America’s Next Top Model” contestant and groundbreaking fashion model Isis King, award-winning author and New York Times columnist Jennifer Finney Boylan, spoken word artist Kit Yan, and Transgender Legal Defense & Educational Fund attorney Noah Lewis. Many participants explore the role of intersectionality in their lives, such as their racial, religious, and gender identities.

In her video, Laverne speaks about her intersecting identities. “Just because I’m transgender doesn’t mean I’m not black anymore...All the things I learned in the black church do not go away because I’m transgender.” Additionally, says Laverne, “I’m an actress, I’m a producer, I’m a writer, I’m a daughter, I’m a sister, and I’m a transgender woman.”

“I AM: Trans People Speak” is a clear example of how positive and personal representations of the trans community, and largely by the trans community, is possible in the media. Even mainstream audiences like CBS News Online were drawn in by the series. It is for GLAAD to continue our education efforts to see pieces like this series in major, mainstream media outlets.
When the anti-gay group One Million Moms (OMM), an arm of the American Family Association, called for retail giant JCPenney to fire Ellen DeGeneres for being gay, GLAAD stood by the comedian while raising awareness about anti-LGBT discrimination in the work place.

OMM, designated as a hate group, released a statement in January 2012, in which they demanded that JCPenney fire its new spokesperson, Ellen, and claimed the company had offended its “traditional family” customer base by hiring someone from the LGBT community.

In response, GLAAD launched the “Stand Up for Ellen” campaign, which garnered petition signatures, tweets in support of JCPenney (with the hashtag #StandUpForEllen, which was used tens of thousands of times), phone calls, and positive Facebook attention from hundreds of thousands of people. Beyond showing support for one person, “Stand Up for Ellen” served as a teachable moment about the real life threat to LGBT-identified employees throughout the country. GLAAD worked with national media outlets to educate consumers about the issue, such as how it is legal in 29 states to be fired for being gay and in 33 states for being trans.

The message reached far and wide, with outlets including NBC, Entertainment Weekly, The Huffington Post, and beyond covering the story and pointing to the threats of employment discrimination. On MSNBC, for example, GLAAD’s Corey Johnson spoke with Thomas Roberts about anti-LGBT activists who supported firing employees simply because of who they are.

At the 23rd Annual GLAAD Media Awards, Ellen (who took home two Awards that evening), expressed her appreciation for GLAAD’s stand on her behalf. She said, “GLAAD does amazing work and with their help we’ve made a lot of progress this year… We’re on TV more than ever, we’re on commercials, we’re in magazines, we’re all over the media and that’s just my JC Penney campaign, ya’ll have been amazing with that, really.”

Though JCPenney stood with Ellen, millions of LGBT workers still do not have the same luck with their employers. GLAAD continues to support the Employment Non-Discrimination Act (ENDA) and raise awareness about the bill work towards fully inclusive work environments.
Matthew Vines, a young biblical scholar, delivered a speech at a United Methodist Church in Kansas, exploring various interpretations of the Bible’s LGBT-related passages and their greater historic and theological contexts. He came to the conclusion that, according to the Bible, “being gay is not a sin,” and described the experiences of one who identifies as both gay and Christian, like himself.

While Matthew’s video went viral in early 2012, GLAAD ensured that the audience would continue to grow for Matthew’s eloquent, informed, and intellectual perspective. In August, GLAAD sponsored “Being Gay is Not a Sin: A Conversation with Matthew Vines” in Manhattan. While in New York City, Matthew spoke again at a film screening of Love Free or Die and brought attention to the positive ways in which LGBT and religious communities can coexist and integrate. “Being Gay is Not a Sin” attracted hundreds of attendees and was covered on the front page of The New York Times’ Style section. Following that, GLAAD connected Matthew Vines with the Christian Post and BBC Newshour, among dozens of other outlets.

More than a year later, in fall 2013, Matthew is still educating others on his message. He founded “The Reformation Project,” which works with LGBT Christians and their allies towards a common goal of reforming church teachings on the LGBT community. His first book, “God and the Gay Christian,” will be published by Crown/Random House in 2014—two years after his video initially went on YouTube.

Shortly after Matthew posted his video, GLAAD released its three-year study “Missing Voices.” This study found that the mainstream media, when discussing religion and people who are LGBT, disproportionately feature religious pundits who deliver negative messages about the LGBT community. Through GLAAD’s storytelling work, we bring the experiences and hard work of people of faith like Matthew to millions, encouraging others to follow his example. Ultimately, stories like Matthew’s will continue to change traditional religious cultures.
From Honey Boo Boo to the U.S. Secretary of Education, from the Stock Exchange to Hulu, millions of people from all over the world participated in Spirit Day in support of LGBT youth.

Spirit Day was started in 2010 by high school student Brittany McMillan and encourages people to wear purple in a stand against bullying and as a visible show of support for LGBT young people everywhere.

What began as a simple post on Brittany’s Tumblr has been transformed, with GLAAD’s help, into a global event. Students, educators, celebrities, organizations, corporations, religious institutions, media outlets, landmarks, and, for the first time, every major American professional sports league participated in 2012.

The movement to create safer social and school environments for LGBT youth attracted icons like Cyndi Lauper and Bernadette Peters; faith-based figures like Bishop Gene Robinson and Jennifer Knapp; networks including MTV, VH1, BET, CMT, and TeenNick; the more than 900 schools in the Los Angeles Unified School District; hosts and stars from morning, afternoon, and evening television programs; landmarks in Las Vegas, North Carolina, California, and New York; celebrities like Kathy Griffin, Mario Lopez, Paris Hilton, and Wendy Williams; corporations such as PepsiCo, Viacom, Facebook, and Yahoo; and even the White House. Basketball legend Shaquille O’Neal got in on the action as a Spirit Day Ambassador, and the Vancouver’s Rogers Arena, home of the NHL’s Canucks, went purple, too. NHL legend Sean Avery even headlined a Spirit Day after-party at the Marquee Nightclub in Las Vegas.

The Evangelical Network (TEN) and United Church of Christ (UCC) both partnered with GLAAD for Spirit Day. TEN held a week of activities leading up to the big day and UCC changed their iconic “God is Still Speaking” logo to purple. Other participating faith-based groups included more than 50 organizations and houses of worship.

Spirit Day was particularly tech-savvy in 2012. The Spirit Day app allowed smartphone users to turn photos purple and post to Facebook and Twitter, along with a message against bullying.

GLAAD works with passion and determination each year, educating others on the harsh reality of anti-LGBT bullying, facilitating partnerships with supporters ranging from students to The White House, and getting the media to acknowledge the issues at hand. Through these connections, Spirit Day continues to grow exponentially from its original post on tumblr to a worldwide phenomenon. The message of positivity gets broadcasted in a vibrant purple, celebrating LGBT youth and their potential to thrive. One of Spirit Day’s biggest achievements is its ability to consistently unite a collection of communities, individuals, brands, causes, and teams that is diverse in just about every way—all to stand up for LGBT youth and let them know that the world is on their side.
After months of educating voters and partnering with advocates, GLAAD joined millions in celebrating the political victories for the LGBT community that took place throughout the country in November 2012. Loving couples welcomed marriage equality in Maine, Maryland, and Washington, while Minnesotans’ struck down an amendment, which would have imposed a constitutional amendment banning marriage equality. In the months leading up to Election Day, GLAAD released Commentator Accountability Project (CAP) profiles of anti-LGBT activists in each of the four states to highlight the bias and baselessness of anti-marriage equality advertisements, pundits, and their talking points. Equipping local journalists with this crucial background, GLAAD encouraged fair and accurate coverage of the issues at hand.

In order to help voters understand the implications of the issues on their ballots, GLAAD introduced them to the stories of LGBT families in Maine, Minnesota, Maryland, and Washington. GLAAD helped to elevate Latino/a voices of support in these states, like community leader Martha Zuniga in Washington, Latino outreach leader for Minnesotans United for All Families Juveteino “Juve” Meza, and David Perez of the Latino GLBT History Project, and Ruben Gonzales of the National Council of La Raza in Maryland.

Marylanders also voted to pass their version of the DREAM Act, which was supported by numerous LGBT groups.

GLAAD also worked with equality advocates on the ground, from grassroots advocates to elected politicians. Washington United for Marriage and GLAAD teamed up to bring attention to the efforts of lawmakers who supported marriage equality, including openly gay Reps. Ed Murray and Maureen Walsh. Rep Walsh, whose district is largely conservative, even made an appearance at the 2012 GLAAD Media Awards in LA, speaking out in support of GLAAD and our work on the ground in states where marriage equality is up for grabs.

Policy and legislative changes - be they statewide or national - are crucial for improving the realities of LGBT Americans from all backgrounds and it cannot happen without public education work. This year’s victories are as worthy of celebration as they are motivational to continue creating a climate of equality and equitability, and GLAAD was there to help make it happen from the ground up.
A constant and key element of GLAAD’s work happens from the ground up. In 2012, GLAAD showed dedication to helping bring about positive strides on the grassroots level that had national implications.

Religious institutions have always been important factors in movements for equality. Denominations including the United Methodist gathered in the spring for its General Conference to update its policies and practices nationwide. GLAAD was present as part of the communications/media team within the Common Witness Coalition, a group composed of the social justice oriented organizations Affirmation United Methodist, Black Methodists for Church Renewal, Methodist Federation for Social Action, National Federation of Asian American United Methodists, Native American International Caucus of the United Methodist Church, and Reconciling Ministries Network. The diverse coalition unites to move towards an LGBT inclusive church in order to strive for a broader context of justice around race, gender, global partnerships, peace, stewardship of creation, and economic justice. GLAAD assisted the Coalition’s Love Your Neighbor Campaign with writing, pitching, and messaging by providing media training to the LGBT advocates.

While initiatives to make the United Methodist Church more LGBT inclusive were voted down at the Conference, those who supported motions towards inclusion made their voices heard and resolved to strengthen their efforts to make equality a reality within their denomination. Following the vote, GLAAD provided clergy who supported equality, such as by pledging to perform weddings for all couples regardless of church policy, with a platform for their advocacy.

GLAAD’s grassroots collaborations exist outside of religious communities as well. When it comes to marriage equality in individual states, we have built partnerships with groups in order to increase the quality of their LGBT coverage and also share their work with a broader audience. When Marylanders prepared to vote on upholding marriage equality, for example, GLAAD served as a resource for journalists to find impactful spokesperson and to place their stories to reach particular audiences. Additionally, GLAAD created CAP profiles for Maryland’s leading anti-LGBT activists and shared them with reporters, editors, and producers in the state’s media. As a result of these efforts, voters were able to turn to their local media sources for accurate and balanced information. GLAAD was able to successfully bring information about LGBT-related topics to local outlets in a way that was engaging and sustainable. Furthermore, GLAAD elevated regional journalists’ writing to a national scale, thereby connecting LGBT communities and voters around the country by emphasizing shared themes and
As 2013 continues to unfold, GLAAD is maintaining our dedication to national and grassroots-based movements while simultaneously striving for cultural change on a global scale.

The LGBT community in Russia has been at the forefront of conversation across the globe this year. GLAAD and Rusa LGBT, an organization that works on behalf of LGBT Russians, collaborate to address the violence and oppressive persecution of LGBT Russians. True to our commitment to amplifying the voices of marginalized peoples, GLAAD has secured placement of Rusa’s spokespeople in major media outlets around the world, and has provided them with best-practices for media interviews.

Challenging Russia’s anti-LGBT “gay propaganda” law through a different venue, GLAAD reached out to Miss Universe Organization, which is holding its annual pageant in Moscow. As a result of our partnership, which is ongoing, Miss Universe released a statement condemning the Russian law, referring to it as “diametrically opposed to [the organization’s] core values.”

Meanwhile, in another part of the world, GLAAD succeeded in encouraging the popular Mexican rock band Molotov to remove an anti-gay slur and violent anti-LGBT lyrics from its song “Puto” during 2013’s summer Jägermeister Music Tour. As a result of the band’s conversations with GLAAD, Molotov even included LGBT-supportive messages when introducing the song and donated a portion of the tour’s proceeds to LGBT advocacy groups. Also included in GLAAD’s multifaceted Spanish-language and Latino/a Media work is our call for comprehensive immigration reform and policies that allow all families to thrive. Additionally, participation from Spanish-language and Latino/a media personalities, TV, and radio hosts reached an all-time high in the most highly and widely covered Spirit Day yet.

Following GLAAD’s yearlong campaign, the Boy Scouts of America (BSA) ended its longtime ban on gay youth. GLAAD led national efforts to overturn the discriminatory policy that prohibited gay members. GLAAD continues its work to secure full equality for LGBT parents in Scouting.

From Scout troops to the Supreme Court, 2013 has welcomed many advancements in policy and in legislation for LGBT people. Over the summer, the Defense of Marriage Act (DOMA) was struck down in a 5 to 4 ruling by the Supreme Court judges, which determined the law was unconstitutional as a deprivation of equal liberty and thus a violation of the Fifth Amendment. Following this Supreme Court ruling, LGBT couples will now receive equal treatment under federal law. Furthermore, the Supreme Court ruled to restore marriage equality in California, as it found the state’s anti-gay Proposition 8 had no standing. Following these historic achievements, GLAAD has continued its on the ground work to realize marriage equality on the state-level across the country.

Of course, GLAAD is persistent in its core dedication to use the media as a way to accurately and authentically amplify LGBT voices. “Growing Visibility: Transgender People in the Media Panel,” a panel discussion featuring athlete Kye Allums, actress Laverne Cox, organizer Reina Gossett, and GLAAD’s own Tiq Milan as moderator, was held at NYC’s LGBT Community Center and created in association with the New Organizing Institute. The expert panelists engaged trans advocates and organizers as they discussed transgender people’s experiences interacting with the media. This was one of many trans-related initiatives that GLAAD is proud to take part in this year.
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<td>Dean Hansell</td>
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<td>Univision Communications Inc.</td>
<td>Delta Air Lines</td>
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<td>US Bank</td>
<td>Diego</td>
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<td>USA Networks</td>
<td>DJ Aaron Elvis</td>
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<td>Verizon</td>
<td>DJ Amber Valentine</td>
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<td>Viacom International, Inc.</td>
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<td>DJ Elmo</td>
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<td>DJ Elmo and the Happy Face Band</td>
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<td>Yahoo Inc.</td>
<td>DJ Johnnie Lego</td>
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<td>DJ Jason Adkins</td>
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<td>Kevin Tachman</td>
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<td>Kimberly Locke</td>
<td>Lewis de Dios</td>
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<td>Martha Wash</td>
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<td>Mary Lambert</td>
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<td>Maureen Erokwu</td>
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<td>Model Bar tenders, Inc.</td>
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<td>Sotheby’s</td>
<td>Nick Adams</td>
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<td>The Standard, High Line</td>
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INDEPENDENT AUDITORS’ REPORT

To the Board of Directors
Gay & Lesbian Alliance Against Defamation, Inc.

Report on the Financial Statements
We have audited the accompanying financial statements of Gay & Lesbian Alliance Against Defamation, Inc. (a nonprofit organization) which comprise the Statement of Financial Position as of December 31, 2012, and the related Statements of Activities, Functional Expenses, and Cash Flows for the year then ended, and the related notes to the financial statements.

Management’s Responsibility for the Financial Statements
Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor’s Responsibility
Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors’ judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion
In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Gay & Lesbian Alliance Against Defamation, Inc. as of December 31, 2012, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Summarized Comparative Information
We have previously audited Gay & Lesbian Alliance Against Defamation, Inc.’s 2011 financial statements, and our report dated April 30, 2012, expressed an unmodified opinion on those financial statements. In our opinion, the summarized comparative information presented herein as of and for the year December 31, 2011, is consistent, in all material respect, with the audited financial statements from which it was has been derived.

Harrington Group
Pasadena, California
May 14, 2013

For the year ending December 31, 2012

Revenue
- Contributions 2,590,258
- Annual Media Awards (Net of Direct Costs) 1,213,566
- Other Events (Net of Direct Costs) 305,545
- Investment Income 203,536
- Total Revenue 4,312,905

Expenses
- Program Services 4,202,721
- Management & General 558,165
- Fund Development 784,438
- Total Expenses 5,545,324

Net Assets
- Change in Net Assets (1,232,419)
- Net Assets at 12/31/11 7,002,195
- Net Assets at 12/31/12 5,769,766

Functional Expenses as a Percentage of Total Expenses
- Program Services 76%
- Fund Development 14%
- Management & General 10%