

Fiscal Year 2025-2027

The Trevor Project's North Star



A Joyful Future
for LGBTQ+
Young People

A Letter from The Trevor Project's CEO & Board Chair

The public health crisis of LGBTQ+ youth suicide is complex, with many contributing factors. Achieving The Trevor Project's mission – **to end suicide among LGBTQ+ young people** – requires a comprehensive roadmap and a 360-degree approach.

The Trevor Project's new Strategic Plan keeps our mission at the nexus of our **key programs, strategies, and initiatives**, while ensuring our endeavors track back to the LGBTQ+ young people we've supported for over 26 years. It also underscores the direct connection between supporting The Trevor Project and **saving young LGBTQ+ lives**.

The plan comes at a critical time, following an evaluation of the pace of our growth, coupled with a comprehensive strategy to **maintain the health and sustainability** of our operations, business, and resources while continuing to **deliver on our mission**.

We are encouraged to see that the new Strategic Plan has already sharpened our teams' thinking around the organization's work. Implementing **evidence-based strategies** for both our suicide prevention and crisis intervention programs enables us to decrease risk factors for suicide while **positively impacting LGBTQ+ young people's behavioral levels of influence**.

On behalf of The Trevor Project, thank you for taking the time to dive deeper into **The Trevor Project's life-saving programs**. We are immensely grateful to our volunteers, donors, strategic partners, staff, and Board members; they make it possible for The Trevor Project to bring this Strategic Plan to life.

We look forward to working alongside them, and welcoming new supporters to The Trevor Project's community, to **create a world where all LGBTQ+ young people see a bright future for themselves**.



Jaymes Black
(they/she/he)
CEO, The Trevor Project



Thomas Sanchez
(he/him)
Board Chair, The Trevor Project

Who We Are

Our Mission

The Trevor Project's mission is to end suicide among lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) young people.

Our Vision

Our vision is to create a world where all LGBTQ+ young people see a bright future for themselves.

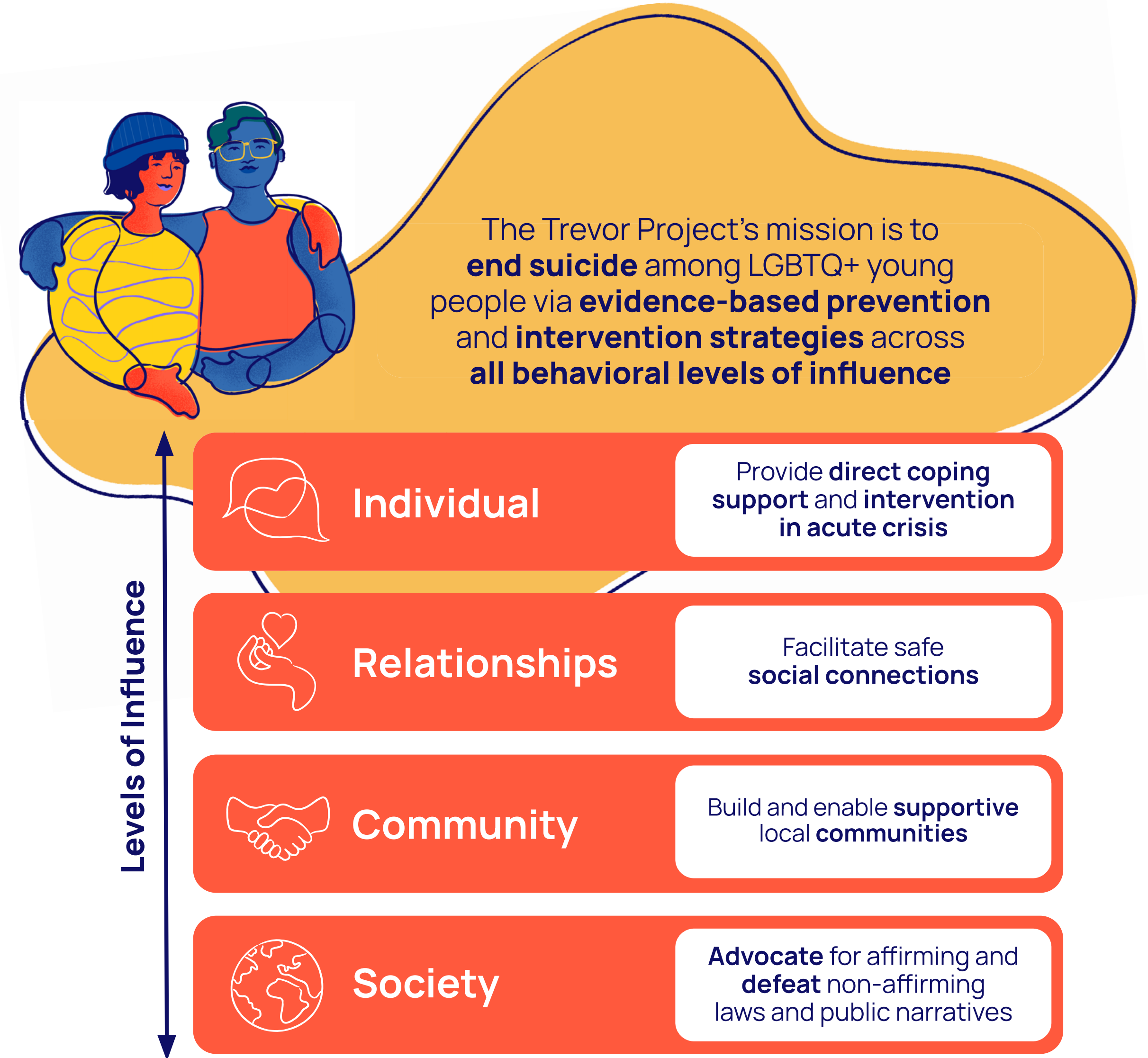


Who We Are

We Can Prevent Suicide

Individuals don't exist in a vacuum. Their behavior influences and is influenced by their surrounding environment.

The Trevor Project aims to decrease risk factors and increase protective factors related to suicidal behavior among LGBTQ+ young people through strategies that impact all behavioral levels of influence.¹



1. From the Social-Ecological Suicide Prevention Model, and supplemented by Trevor's Research of risk and protective factors.

Who We Are

Our Programs

The Trevor Project advances our **mission, vision, and theory of change** through key crisis prevention and intervention work:

Crisis Services

The Trevor Project's crisis counselors are available 24/7 to provide support to LGBTQ+ young people in crisis on the platforms they spend their time – online and on the phone.

Peer Support

We operate a moderated, 24/7 social-networking platform, TrevorSpace, the largest safe social networking community for LGBTQ+ young people in the world.

Advocacy

We advocate for LGBTQ+ rights at the federal, state, and local levels in order to protect and defend LGBTQ+ young people from adverse legislative, judicial and regulatory efforts.

Research

We produce innovative research that brings new knowledge, insights and clinical implications to the field of LGBTQ+ youth mental health and suicidology.

Education & Public Awareness

We develop ongoing programs, training, and content promoting awareness around issues and policies relevant to LGBTQ+ young people and the adults who support them.

Who We Are

Our History

1998

The Trevor Project was founded and launched **TrevorLifeline**, the first national lifeline supporting LGBTQ+ youth in crisis

2008

Launched **TrevorSpace**, the largest safe social networking community for LGBTQ+ young people

2010

Started **TrevorChat**, an online instant messaging platform for LGBTQ+ youth to find support

2019

The Trevor Project's digital crisis services, **TrevorText** and **TrevorChat**, became available 24/7

2018

Established in-house **Research, Advocacy, and Public Training** teams to raise awareness of LGBTQ+ youth suicide

2013

Launched **TrevorText**, an SMS-based crisis service for LGBTQ+ youth

2019

Released our inaugural **National Survey on LGBTQ+ Youth Mental Health**

2020

Our call centers transformed into **fully remote** crisis services amid COVID-19

2022

Launched 24/7 digital crisis services for LGBTQ+ young people in **Mexico**

First to join the national **988 Suicide & Crisis Lifeline's LGBTQ+ Subnetwork**, which enables LGBTQ+ youth to connect with specialized LGBTQ+ inclusive services

2024

The Trevor Project released the **first-ever study** on the mental health of LGBTQ+ youth in Mexico

2023

Celebrated **25 years** of serving LGBTQ+ youth

Looking Ahead

The Trevor Project will continue our commitment to work towards a **joyful future** for LGBTQ+ young people

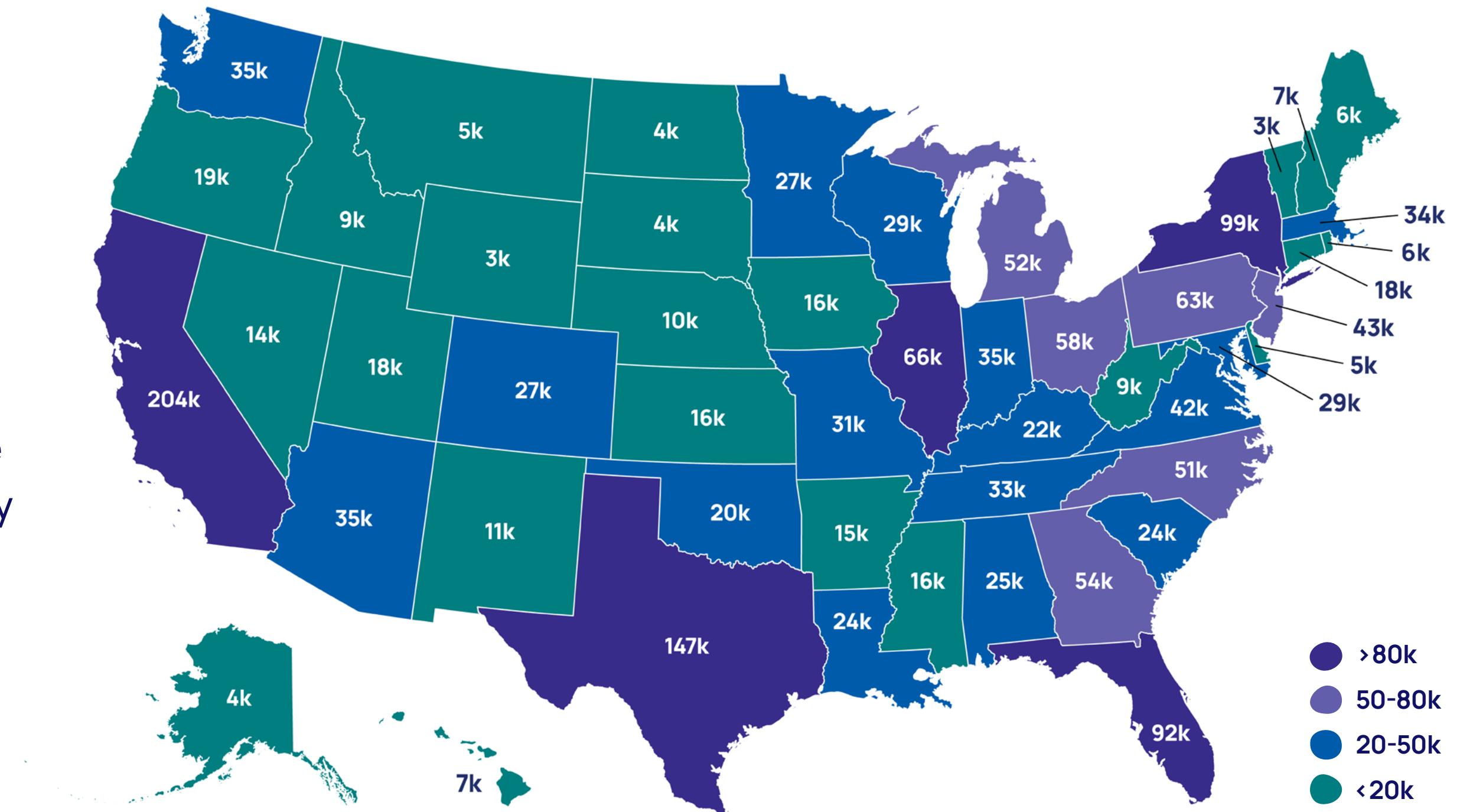
Who We Are

The Need

The Trevor Project estimates that there are more than **1.8 million** LGBTQ+ young people in the United States seriously considering suicide each year. Globally, the number is more than **40 million** LGBTQ+ young people.²

In the United States:

- Suicide is the **second leading cause of death** among young people ages 10-14 and 25-34 and the **third leading cause of death** among 15-24 year olds³
- **39%** of LGBTQ+ young people seriously considered attempting suicide in the past year – including **46%** of transgender and nonbinary young people⁴
- **12%** of LGBTQ+ young people attempted suicide in the past year - including **14%** of transgender and nonbinary young people and **7%** of cisgender young people⁴
- **50%** of LGBTQ+ young people who wanted mental health care in the past year were not able to get it⁴
- **Only 40%** of LGBTQ+ young people reported having access to an affirming home⁴



2. Green, A.E., Price-Feeney, M., and Dorison, S.H. "National Estimate of LGBTQ Youth Seriously Considering Suicide." The Trevor Project, 2019. <https://www.thetrevorproject.org/research-briefs/national-estimate-of-lgbtq-youth-seriously-considering-suicide/>.

3. U.S. Department of Health and Human Services. Suicide. National Institute of Mental Health, February 2024. <https://www.nimh.nih.gov/health/statistics/suicide>.

4. Nath, R., Matthews, D.D., DeChants, J.P., Hobaica, S., Clark, C.M., Taylor, A.B., and Muñoz, G. 2024 U.S. National Survey on the Mental Health of LGBTQ+ Young People. West Hollywood, CA: The Trevor Project, 2024. www.thetrevorproject.org/survey-2024.

Who We Are

The Need

In Mexico⁶:

- Suicide is the **third leading cause of death** in Mexico among young people ages 15 and 29⁵
- **More than half** of LGBTQ+ young people **seriously considered suicide** in the past year – including **2 in 3** trans and nonbinary young people⁶
- **1 in 3** LGBTQ+ young people **attempted suicide in the past year** – including **nearly half** of trans and nonbinary young people and **1 in 4** cisgender young people⁶
- Although **91%** of LGBTQ+ young people **wanted mental health care**, fewer than **3 in 5** were able to access the mental health care they desired⁶
- **Less than 22%** of LGBTQ+ young people reported **having access to an affirming home** and **only 34%** felt fully accepted by their family when they came out or revealed their identity⁶



5. Ortiz-Pérez, H., Bravo-García, E., and Bravo-García, J. S. “Epidemiology of Suicide Mortality in Mexican Young People (Ages 15–29) from 1990 to 2020.” *Salud Mental* 46, no. 6 (2024): 295–305.

6. Rocha-Sánchez, T.E., Blanco-Vera, A. I., Taylor, A.B., Hobaica, S., Lara, E.A., Kofke, L., Jarrett, B., Muñoz, G., and Nath, R. 2024 México National Survey on the Mental Health of LGBTQ+ Young People. West Hollywood, CA: The Trevor Project, 2024.

Who We Are

Be Part of Our Movement

Creating a safer, more affirming world for LGBTQ+ young people is possible – but only with the continued dedication of our supporters.

Our supporters help us build the capacity to reach any LGBTQ+ young person in the United States or Mexico who needs us. Our community of supporters:

Give to The Trevor Project to support programs that affirm and save young LGBTQ+ lives. [Donate today.](#)

Affirm LGBTQ+ young people to make sure they know they are loved and valued.

Volunteer as a crisis counselor for The Trevor Project's free and confidential services: TrevorLifeLine, TrevorChat, and TrevorText. Learn more about volunteering opportunities in the [U.S.](#) and [Mexico.](#)

Protect LGBTQ+ young people by becoming a Trevor Advocate. Fill out our [registration form](#) to join our U.S. action team.

Partner with The Trevor Project through your company to support our life-saving work, upskill your employees, engage with your ERGs, and increase our collective impact. [Learn more and contact us.](#)

Share The Trevor Project's impact with family, friends, and colleagues.

Connect to the Trevor Project's news and resources. Visit our website to sign up for our [newsletter](#) and visit our [online resource hub.](#)





“ ”

There was a lot of turmoil going on within my personal life, and I felt like I was at a very low point. I reached out and I had an hour long conversation with someone who I didn't know before I made that call... I felt a lot better...

— Carmen (she/they)

Goals and Strategies

Strategic Priorities

For the next 3 years, The Trevor Project will prioritize **streamlining, finding efficiencies, and improving both quality and impact in the United States and Mexico**. This will require optimizing our resources, deepening partnerships to increase reach, and focusing our strategies on the highest impact opportunities aligned with our theory of change.

In the next 3 years we will...

- Interconnect and leverage our **prevention** capabilities while focusing on **high-impact areas of opportunity**
- Center our crisis intervention support on **high-risk cases** among our **core demographic population**
- Expand our external strategic partnerships, volunteer base, and supporters to **maximize reach and positive mission-aligned outcomes**
- Strengthen and secure sustainable relationships and trust within the **988 network**, and continue being a **leader in the 988 specialized services subnetwork**
- Optimize our revenue channels and financial controls to **ensure sustainability and nimbleness** amidst environmental changes
- Streamline our processes and ways of working with technology, business intelligence, innovation, and continuous improvement to **unlock efficiencies and maximize value**

Goals and Strategies

GOAL 1

Ensure **access to quality care and resources** for every LGBTQ+ young person reaching out to Trevor in crisis

STRATEGIES

- Optimize our operating model to **navigate variances in volume** and support a **growing US 988 footprint**
- Focus on serving our core population of **at-risk LGBTQ+ young people**, with quality care that continues to meet **clinical and industry standards**
- Provide greater access to **partners and resources** to serve our low/no risk contacts and those in need of continuous care



Goals and Strategies

GOAL 2

Facilitate **positive peer-to-peer connection** by maintaining a **supportive online space** for LGBTQ+ young people

STRATEGIES

- Strengthen TrevorSpace platform to **foster engagement**
- Ensure policies, protocols, and processes enable **24/7 moderation**
- Embed **mental health and clinical models** (e.g. positive youth development) into content and facilitation



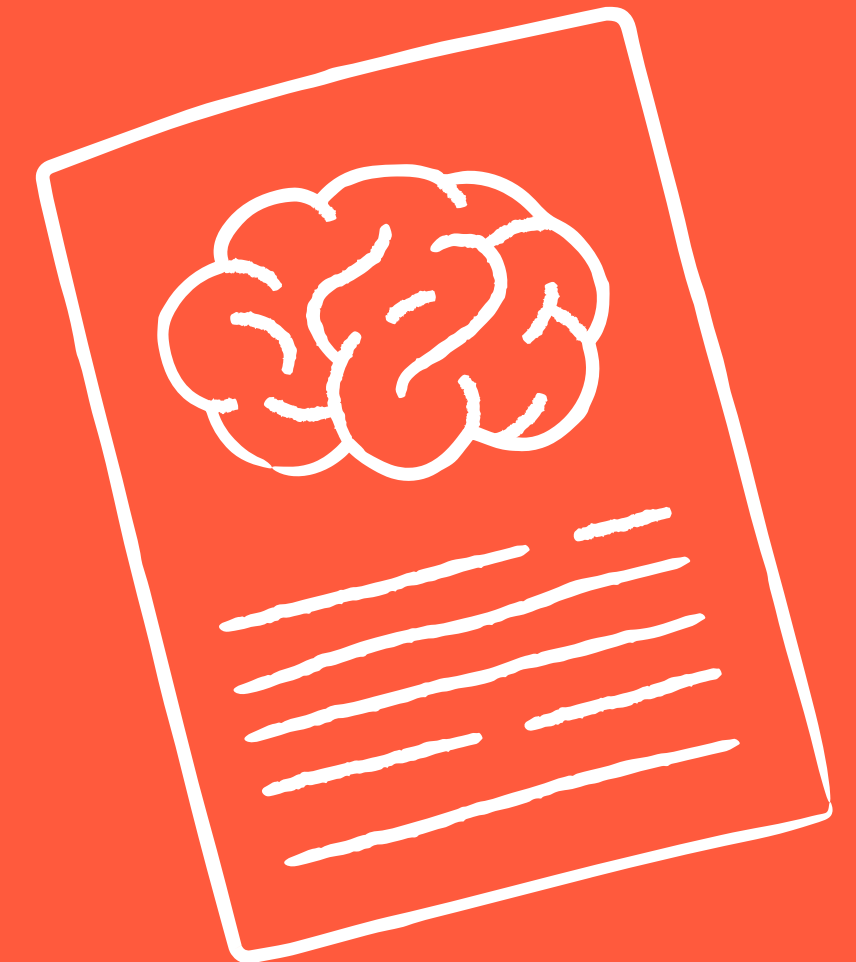
Goals and Strategies

GOAL 3

Develop and deepen **support** for LGBTQ+ young people by **expanding awareness** of their lived experiences and mental health needs

STRATEGIES

- Advance **scientific inquiry** and ongoing identification of **causal relationships and associations** between risk and protective factors and mental health outcomes among LGBTQ+ young people
- Develop and implement informed and scalable **training/education programs** that deliver maximum strategic impact
- Ensure **visibility and targeted reach** of our insights, research, and resources for LGBTQ+ young people



Goals and Strategies

GOAL 4

Promote federal and state **laws and policies** that support and defend LGBTQ+ young people's **rights and mental health needs** in The Trevor Project's core strategic areas

STRATEGIES

- Concentrate campaigns to protect, uphold and **expand** access to **transgender medical care**
- Continue our endeavors to ensure all LGBTQ+ young people are **protected from conversion therapy**
- Protect **access to specialized online services and resources** for LGBTQ+ young people, including sufficient funding for 988 LGBTQ+ youth crisis services



Goals and Strategies

Our Sustainability

To meet our **strategic goals** and ultimately fulfill our mission, we will ensure a **sustainable operating model** is in place, prioritizing the organizational health and efficacy of our people, processes, infrastructure, and resources.

By doing so, we are committed to being a **steadfast presence** for LGBTQ+ young people, ensuring that we are here to support them for the **foreseeable future**.





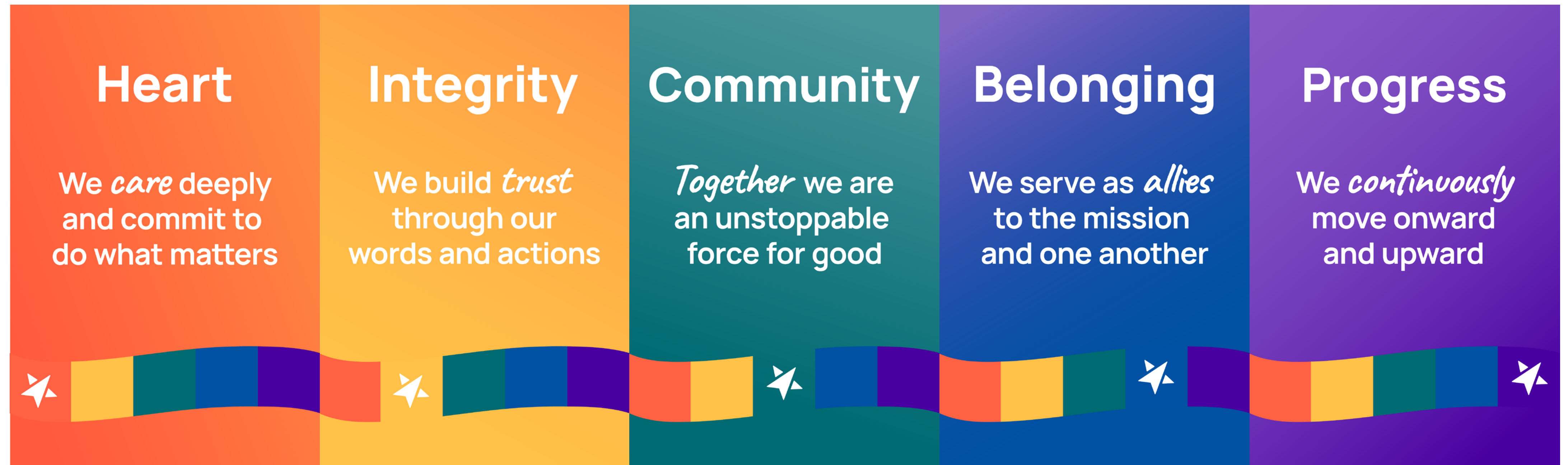
“ ”

[The Trevor Project] had resources that I found to be unmatched anywhere else. And, you know, I truly believe that The Trevor Project saved my life.

— Tyler (he/him)

Organizational Values

Across all of the **goals and strategies** in this plan, **The Trevor Project** will take action in line with **our organizational values**:



The Trevor Project is the leading suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) young people.

LGBTQ+ young people are counting on us. Join us in our life-saving movement today.

  @TrevorProject    @TheTrevorProject

   @TrevorProjectMX  @TheTrevorProjectLatinoamérica

DONATE



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