

IT GETS BETTER PROJECT

ABOUT CATALYST CLUB

Numerous studies have shown the tremendous impact positive messaging can have on shaping self-esteem and self-worth.

At a time when negative news and messaging is dominating our media, it is critical for the IGBP to amplify its role as a beacon of hope for LGBTQ+ youth in need. Isolation can be addressed. Communities can be rallied. And, LGBTQ+ youth must be supported and celebrated throughout the process of self-identification and affirmation.

The IGBP exists because of a dedicated foundation of investors who believe in the potential for a world where all LGBTQ+ youth are free to live equally and know their worthiness and power as individuals.

The Catalyst Club introduces a new experience for existing and new supporters of the IGBP, marked by a deeper connection with IGBP leadership and a measurable impact on the IGBP's target audience, LGBTQ+ youth ages 11-24.

MISSION STATEMENT

THE IT GETS BETTER PROJECT EXISTS TO UPLIFT, EMPOWER, AND CONNECT LGBTQ+ YOUTH AROUND THE GLOBE.



“After reading so many stories, I took the It Gets Better Project pledge myself. Whenever the world seems like too much for me I always come back to this site.

So thank you truly. I don't know where I would have been without this project, and the beautiful community that is LGBT.”

GABRIELLA S.
WINDHAM, MA

“I thought I was alone, then I found this page, and realized tons of other people are going through the same things as me.

This project has saved my life, and I am proud of who I am.”

BRANDON W.
OSHKOSH, WI

“I wish that there was something like [It Gets Better] growing up for me when I was in high school. It shows that you're not alone, that you have friends, you have family, and you're amazing and you're beautiful.”

GIGI GORGEOUS

LEVELS OF SUPPORT

Members of the Catalyst Club

are part of an inner-circle of the IGBP's most dedicated investors. Support starting at \$1,200 can help to fund essential IGBP initiatives, including but not limited to:

\$1,200 One It Gets Better® Edu Guide for educators wanting to incorporate the LGBTQ+ experience into their lesson plans.

\$5,000 An eight-part, original video series aimed at inspiring LGBTQ+ youth.

\$10,000 One It Gets Better® International Summit in Latin America or Europe to train the next generation of LGBTQ+ social activists.

\$25,000 Media messaging and social media programming, including multi-language translations, to IGBP's 1M+ global audience for up to three months.

INFLUENCER

\$1,200 - \$4,999/year
(or starting at \$100/mo)

CHANGE AGENT

\$5,000 - \$9,999/year
(or starting at \$416 a month)

CATALYST

\$10,000 - \$24,999/year

SOCIAL INNOVATOR

\$25,000 - \$49,999/year

THOUGHT LEADER

\$50,000 - \$99,999/year

GROUND SHAKER

\$100,000+

Investments of \$100,000 or more have the ability to create dramatic change and can open doors to new and innovative strategies to reach LGBTQ+ youth around the world. Although the IGBP maintains a menu of restricted opportunities, we consider this level of support as an opportunity for collaboration, and will work with the investor to determine the most effective and meaningful utilization of funds.

*"Isolation can be addressed.
Communities can be rallied."*

Catalyst Club members

have access to a slate of benefits including, but not limited to:

- COMPLIMENTARY TICKETS TO SPECIAL, EXCLUSIVE IT GETS BETTER PROJECT EVENTS.
- SUBSCRIPTION TO QUARTERLY EXECUTIVE DIRECTOR UPDATES AND ANNUAL IMPACT REPORT.
- OPPORTUNITIES TO DIRECT SUPPORT TO A SPECIFIC PROGRAM OR INITIATIVE.
- IGBP SPEAKING OPPORTUNITIES.



"... my mom brought me home an [It Gets Better book] from the library. I never expected the pages inside to change my perception of myself and of my orientation. Every letter, note, and video made me feel loved, and gave me hope that things truly and honestly do get better."

FAITH C.

"Thank you for saving me and helping me accept me for me."

ANNA V.
FLAGSTAFF, AZ