

ANNUAL REPORT 2024

IT GETS BETTER®



Performers entertain attendees at a Pride celebration in British Columbia made possible by 50 States. 50 Grants. 5000 Voices.

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LETTER FROM LEADERSHIP

The last year was defined by clarity and conviction. As the landscape for LGBTQ+ youth continued to shift under increasing political and cultural pressure, It Gets Better stayed focused on ensuring young people felt seen, supported, and connected to a community that believes in their future.

Thousands of LGBTQ+ young people told us what they needed – sometimes quietly, sometimes anonymously, but always with courage. They asked for stories that reflected their lives. They asked for resources that respected their identities. And they asked for community across both digital and physical spaces. We took those requests seriously, and we acted.

From investing hundreds of thousands of dollars in student-led projects across the U.S. to concretizing Youth Voices as an impactful youth leadership pipeline, 2024 showed us what happens when LGBTQ+ youth define the direction of our work. They don't just shape the future; they pull us toward it. Whether it was a first-ever queer book club in a rural school, a youth ambassador speaking openly about their mental health on a national stage, or a student-led Pride celebration in a community that had never hosted one before, the throughline was unmistakable. When young people see themselves reflected, they move forward with confidence.

We released our second book with the anthology *Queerbook* and created the award-winning card game *Perfectly Queer*, born out of our award-winning Twitch Vodcast of the same name, our presence expanded on Twitch and TikTok, and *It Gets Better: A Digital Pride Celebration* continued to reach thousands of LGBTQ+ youth who aren't yet able to celebrate openly in their hometowns.

None of this happened in isolation. It happened because educators, parents, donors, partners, creators, and volunteers chose to stand with LGBTQ+ youth at a moment when doing so carries more weight than ever. Your belief in this mission fuels us, and your refusal to back down keeps our work moving forward.

LGBTQ+ youth deserve a world that welcomes them without hesitation. We're not there yet. But thanks to the momentum of 2024, and the resilience, vision, and determination of the young people we serve, we are moving closer every day. In a year that tested their resolve, it tested ours too. We chose to move toward them, not away.

Thank you for standing alongside us. Thank you for believing in the next generation, even when the world makes it harder than it should be. Because of you, LGBTQ+ youth are not moving through this moment alone. Together, we're building a future in which every LGBTQ+ young person can live equally, connect to their community, and understand their power as individuals.

Brian Wenke - Executive Director
Paul Dien- Chair, Board of Directors



BRIAN WENKE
Executive Director



PAUL DIEN
Chair,
Board of Directors

OUR MISSION, VISION AND APPROACH

MISSION

It Gets Better is a nonprofit organization with a mission to uplift, empower, and connect lesbian, gay, bisexual, transgender, and queer youth around the globe.

VISION

It Gets Better envisions a world where all LGBTQ+ youth are free to live equally, connect to their communities, and know their power as individuals.

OUR APPROACH

We create space for young people to explore their identities, advocate for themselves and their peers, and step into leadership, using storytelling, global community building, and educational programming as tools for transformation. This approach isn't about fixing what's wrong; it's about amplifying what's already powerful within each LGBTQ+ young person and helping them see a future that's worth fighting for. And because no young person becomes a leader alone, our programs intentionally connect youth with mentors and peers who model resilience, share knowledge, and help them take their first steps into leadership.





Grant recipient speaks to lawmakers at Louisiana's state capitol.

HOW CHANGE HAPPENS

THE CHALLENGE

LGBTQ+ youth face higher rates of bullying, family rejection, and isolation than their peers. Hostile laws and censorship only deepen feelings of invisibility and fear. Without affirming support, too many young people struggle to imagine a future for themselves.

THE WORK

We believe change starts upstream by giving LGBTQ+ youth the tools, resources, and support they need to thrive. Our work is organized into three core program areas:

Storytelling: Storytelling is at the heart of our effort to empower LGBTQ+ youth around the globe. We share stories that inspire hope, stories that spark conversations, and stories that can inform and positively influence a sexual orientation and/or gender identity journey.

Education: It Gets Better EDU exists to ensure that our uplifting and informative stories reach LGBTQ+ youth and their peers wherever learning takes place. With an impactful youth ambassador program, student-driven grantmaking initiatives, and a growing library of free educational resources for educators and student leaders, thousands of middle and high school students engage with It Gets Better EDU programming every year.

Global Community: It Gets Better is the world's largest storytelling effort to empower LGBTQ+ youth. Investing in local, like-minded organizations outside the US, It Gets Better brings storytelling and other life-affirming support to communities of LGBTQ+ youth around the globe.

THE OUTCOME

We know young people thrive when they are seen, supported, and given space to grow. By providing affirming environments, access to resources, and positive representation, we reduce isolation, strengthen coping skills, and foster resilience.

The result is:

- **Empowered youth** who advocate for themselves.
- **Uplifted youth** with positive self-identities and a healthy path to adulthood.
- **Connected youth** who build caring communities through meaningful relationships.

BY THE NUMBERS

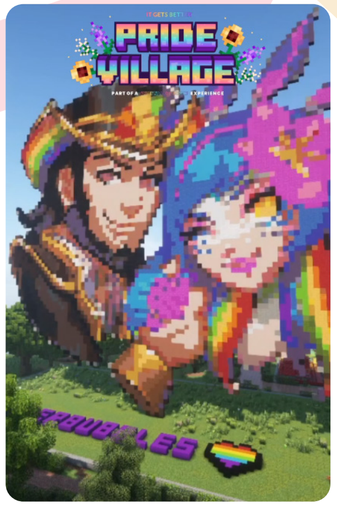
Impact highlights from our most recent year of work:

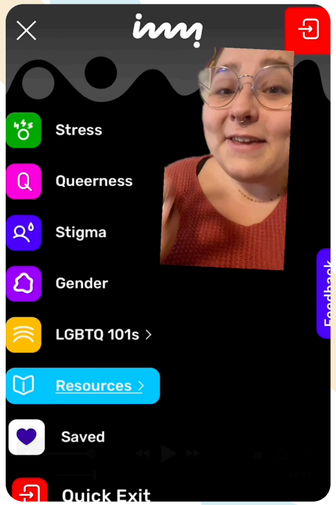












Global audience of 2 million reached through storytelling, resources, and programs, including **600,000 LGBTQ+ youth.**

More than **$1.3 million has been granted** since 2022 to support student-led projects creating safer, more welcoming schools for LGBTQ+ youth.

103,300 youth and **1,637 educators** engaged through It Gets Better EDU programming and free resources.

Published **more than 100 stories, poems, photographs,** and more in Queerbook, our original youth-created publication celebrating identity and creativity. The book sold out in less than two weeks and copies **reached 18,600 youth in schools nationwide.**

550 hours of pro-LGBTQ+ content streamed on Twitch.

Reached **172,000 users** through *imi* since 2023, our identity-affirming digital mental health resource developed with HopeLab and CenterLink.

50 STATES. 50 GRANTS. 5000 VOICES.

"This grant gave us hope. Hope that, despite the cruel legislative decisions, there can be a brighter future for our LGBTQ+ students if they and their allies do not stop fighting and do not stop celebrating these young people for all of their gifts and all of their joy."

Educator, 50 States. 50 Grants.





Grant recipients created a queer literature project in Alabama (above) & Grant recipients attend a queer prom in Los Angeles (at left)

More than **114,000 students** in **140 schools** across the U.S. and Canada have been impacted by ***50 States. 50 Grants. 5000 Voices.***, our flagship grant program that puts power and funding directly in the hands of LGBTQ+ youth.

In 2024, we distributed **$244,000** to support projects including leadership summits, gender-inclusive libraries, rural Pride events and more. These aren't just school projects; they're culture-shifting statements. This year, we added funding for three Queer Proms in Los Angeles, Texas, and Idaho, turning a time-honored tradition into a powerful expression of queer joy and belonging.

Each project shows LGBTQ+ students that their voices matter, their ideas are valid, and when backed by real support, they can transform their schools and communities. To date, we've invested more than **$1.3 million** in youth-led projects, growing the next generation of LGBTQ+ leaders, one bold idea at a time.

50 States. 50 Grants. 5000 Voices. is made possible with support from the *American Eagle Foundation, Aerie Foundation, MAC VIVA GLAM, Humble Bundle, Tumblr, and the It Gets Better community.*

YOUTH VOICES

Youth Voices is more than a leadership program; it's a launchpad. Through mentorship from staff, peers, and external partners, Youth Voices ambassadors learn how to navigate challenges, sharpen their advocacy, and step confidently into public leadership.

In 2024, ambassadors brought their voices to major platforms across the country. They were featured in *USA Today's* Pride issue for their activism and artivism, interviewed by the **Associated Press** on the threatened rollback of protections for trans youth, and sparked national dialogue on **CNN.com** about the role parents should play in LGBTQ+ education. At *SXSW EDU,* they took the stage to speak directly to educators about the power of youth-led change. Ambassadors also wrote original commentary for **Out Magazine** about pop singer Chappell Roan's cultural influence and hosted Instagram Live conversations on intersectional identities.

We brought this dynamic cohort together in Los Angeles for our third annual Youth Summit, a blend of workshops, mentorship, and community building.

"Growing up I felt alone in my experience with being Chinese and queer. But being able to share my story with thousands of youth has made me the role model I prayed for when I first came out. I feel pride in my identity despite the hardships that I have and will face because of it."

Marlin (he/him), 16 years old, Youth Voices Class of 2025



Complete with a professional photoshoot with celebrated photographer Maxwell Poth, an excursion to the Funko store in Hollywood, and a day spent with peers at the LA LGBT Center's annual Models of Pride summit, they returned come with lifelong bonds, skills to better advocate for themselves and their peers, and the confidence to lead.

Around the country, our Youth Voices led street teams of friends and allies to Pride celebrations from West Hollywood, CA, to Birmingham, AL, with multiple stops in between.

Now 30+ strong, the Youth Voices alumni network is a rising force of young people positioned to take the lead and help move the LGBTQ+ rights movement forward.



Chappell Roan is a queer joy rebel teaching us all how to take up space, love loudly, and unapologetically own our identities.

BY VIOLET C.
, KAY T.
, IT GETS BETTER YOUTH VOICES CLASS OF 2025

DECEMBER 09 2024 3:00 PM EST

Youth Voices commentary on Chappell Roan for Out.com



USA TODAY SPECIAL EDITION

"I have a voice, and I want to use it": Aspiring filmmaker Eli P., who came out as transgender in sixth grade, shares his experiences with others through the It Gets Better Project's Youth Voices program. MAXWELL POTH

Eli P.

When Eli P. came out as transgender in sixth grade, he wasn't immediately comfortable in his new skin.

"For the first few years I was out, I was definitely not into it. It seemed like a burden. I didn't want to be seen as trans, so I was stealth — which means not telling anyone at school. I started at a whole new school, so I could do that," says Eli, who plans to attend Sarah Lawrence College as a freshman in the fall. "Then I got top surgery ... and I became much more in touch with the good parts of being trans."

An aspiring filmmaker, Eli decided to make a short film about his experience in a trans support group, and about his finally coming out as trans at school.

"That was the beginning of me being comfortable with my trans-ness," says Eli, who in 2023 was appointed to the It Gets Better Project's Youth Voices program, through which exceptional young people share their stories and words of advice to other LGBTQ+ youth. "I have a voice, and I want to use it."

"All of the political attacks on trans youth right now are happening because people don't know a trans person. They've never met one."
Eli P.

He hopes his voice will help others find theirs. "All of the political attacks on trans youth right now are happening because people don't know a trans person. They've never met one, and they probably haven't seen one because there's so few trans characters in movies and TV shows, especially ones who are positive role models with happy lives.

"Showing trans people in mainstream media just living their lives — especially trans youth — will open the door to so much more acceptance."

USA TODAY SPECIAL EDITION

"Nobody's free until we're all free," says Eris R. "That's the core of what I believe in, and it's why I fight for so many different groups." MAXWELL POTH

Eris R.

Eris R. also is a member of the It Gets Better Project's Youth Voices program. Identifying as Black, nonbinary, neurodivergent and queer, Eris describes their advocacy as intersecting race, gender, sexuality and accessibility.

"I grew up with a passion for diversity, and I'm now using that appreciation to fight for everyone," Eris says. "Nobody's free until we're all free. That's the core of what I believe in, and it's why I fight for so many different groups."

That appreciation for diversity began while attending school in Chicago. "My school had a sort of 'Cultural Day' that was very influential to me, where we immersed ourselves in appreciating everyone in their own cultures," Eris says. "I got really into the Black Lives Matter movement, and that was the start of me realizing injustice and recognizing that it's wrong."

Eris later attended high school in Montgomery, Alabama, where they were president of their school's Gender-Sexuality Alliance. Now entering their sophomore year at Michigan's Wayne State University, they eventually hope to start their own community-based nonprofit. In the meantime, their message for LGBTQ+ individuals and allies is simple: vote.

"Lawmakers need to be able to write laws that reflect different perspectives and different ways of life," says Eris, who emphasizes the importance of electing public officials who are diverse in race, gender, sexuality and ability. "I hope to see in my lifetime a gay president, a nonbinary president, a trans president. ... Those are the people who will consider everyone when they write laws that affect communities."

Youth Voices featured in USA Today's 2024 Pride Month special issue.

MEET THE YOUTH VOICES ALUMNI



Zach (they/he), 20

Youth Voices Class of 2020-2022,
Youth Advisory Co-Chair 2024

I became a founding member of Youth Voices four years ago and spent two years in the program. After that, I became a Youth Alumni Co-Chair to the Board of Directors. I've spent 20% of my life as a part of the It Gets Better family, and in that time, I have witnessed firsthand the profound impact this program has had on not only myself and the 30+ Youth Voices who have come after me, but also the tens of thousands of LGBTQ+ youth who have been reached by our content online.

It Gets Better's efforts to uplift and support LGBTQ+ youth have provided me with a vital sense of hope and belonging. Seeing my stories and those of the Youth Voices shared through It Gets Better has truly empowered me to embrace my own story. I know how hard it is to build community, especially online, but the atmosphere and environment of Youth Voices has genuinely created a second family to me at a time when I needed it the most.

My time with It Gets Better served as the springboard for my passion for advocacy work. I spent a year on my local school board advocating for the rights of LGBTQ+ youth in high school. In college, I held two internships with the Human Rights Campaign and served as a congressional intern through the LGBTQ+ Victory Institute.

I graduated from University of Pennsylvania in 2024 with a BA in Political Science with minors in Data Science and Analytics and Survey Research and Data Analytics. I am now working as a Business Analyst in Washington D.C. Though I no longer see my It Gets Better friends quite as often, I will always be a part of the family, forever changed for the better by this incredible and important organization.

STORYTELLING

Storytelling is how queer youth shape culture, and at It Gets Better, it's how we amplify their power. In 2024, LGBTQ+ young people told the world exactly who they are and what they stand for through a series of bold, youth-led campaigns that turned frustration into purpose and creativity into change.



"My piece represents the joy and peace that comes from finding the person or community who loves you unconditionally. I have compared both of these feelings to blossoming flowers, which bloom all over you and all around you when you allow yourself to become the best version of yourself."

Queerbook contributor

- Our Youth Voices launched **Trans Youth Deserve Better**, a national call to lawmakers to protect trans and nonbinary youth. Amplified by Instagram activist/fundraiser **@quentinquarantino**, the campaign hashtag was used more than **25,000 times** and raised **$35,000** through grassroots donations to support community-based programs uplifting and empowering queer and trans youth.

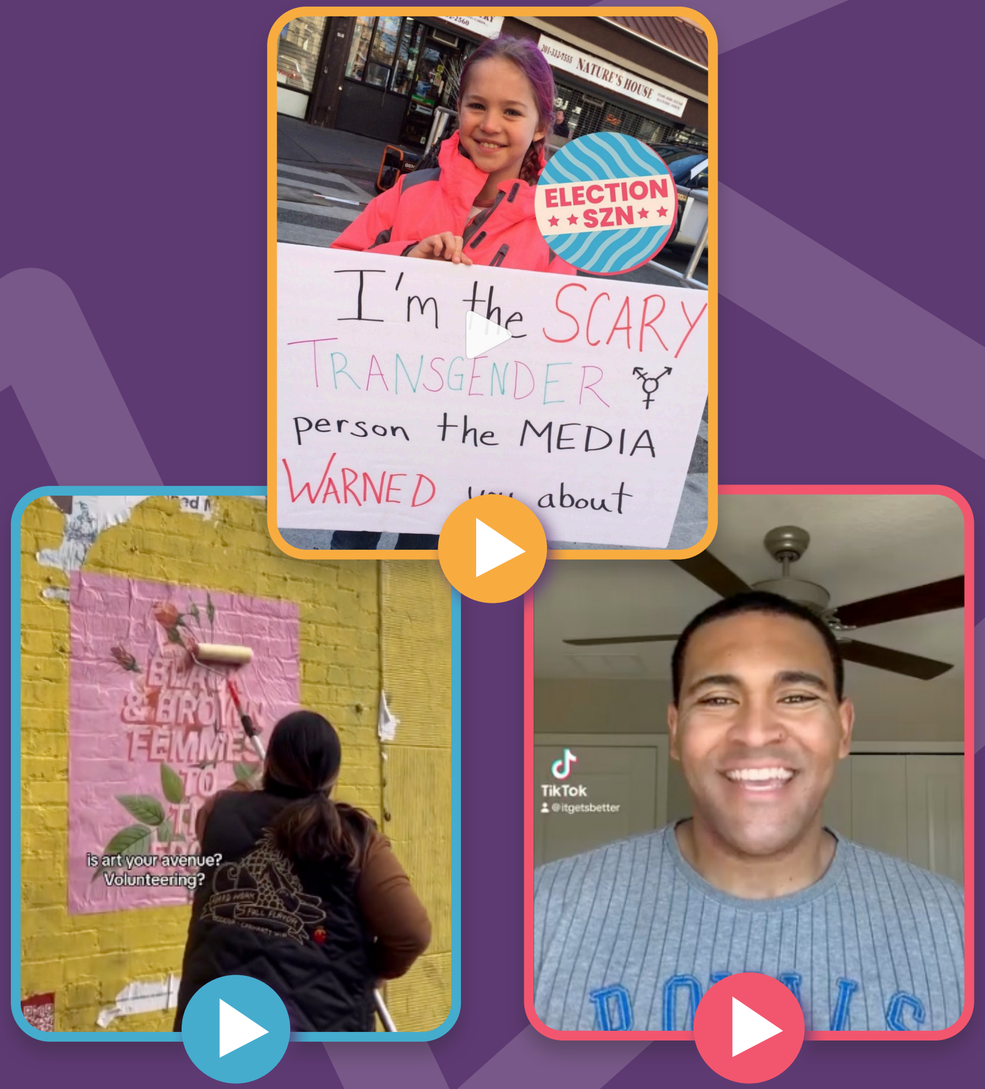
- **Queerbook** invited LGBTQ+ youth from across the U.S. to imagine a better future through poetry, essays, and art envisioning queer utopia. After an open call for submissions, we received over 200 entries. The limited-run edition sold out within weeks, prompting a reprint, and was distributed free of charge to **18,600 students at schools nationwide**.

- LGBTQ+ youth reclaimed their joy in **Joy Rebellion**, our most successful end-of-year fundraising campaign to date, declaring that queer joy is a form of protest that can't be legislated against. Messaging from the Joy Rebellion campaign was seen **more than 4 million times** and generated **more than $150,000** in support for our work.

- Through the TikTok and IG Reels video series **#ElectionSzn**, LGBTQ+ youth demystified the voting process with bilingual explainers, first-time voter stories, and practical tools for getting involved beyond the ballot box. The series earned **over 500,000 views** and served as a civic engagement guide not just for voters, but for youth who aren't eligible, proving that every voice can make a difference.



Promotional graphic from Joy Rebellion campaign.

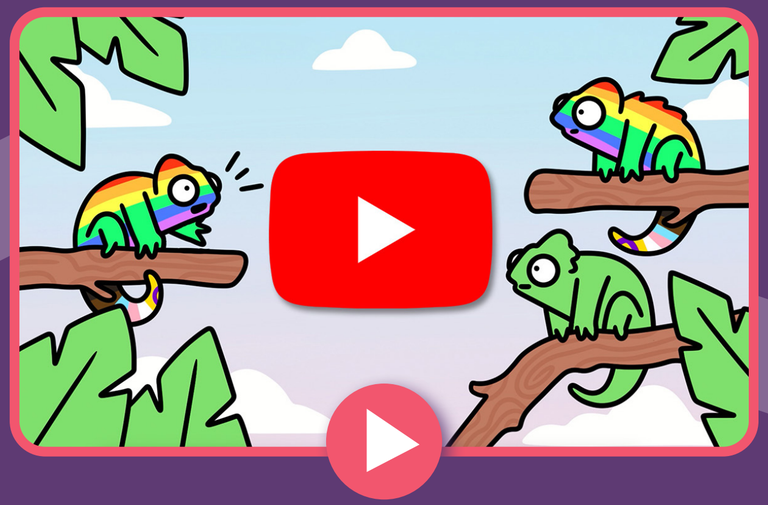


*Select videos featured as part of 2024 **#ElectionSzn** campaign.*

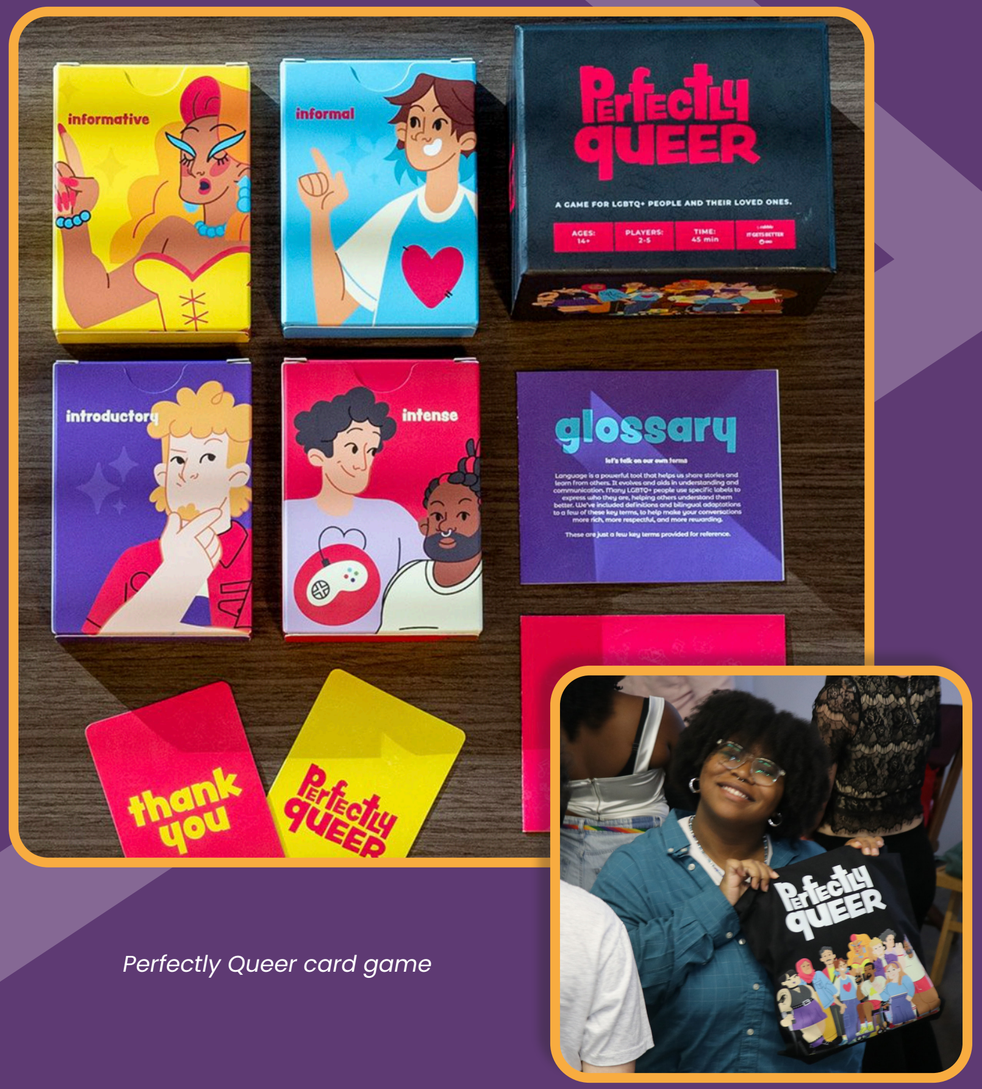
- In collaboration with creator Amee Wilson, we partnered with **Queer Chameleon** on five animated videos co-published across both It Gets Better and Queer Chameleon channels. Inspired by real questions and themes from LGBTQ+ youth, the videos marked cultural moments like National Coming Out Day and Lesbian Visibility Day while addressing topics such as “How do I come out if I don’t know who I am yet?” With Spanish language accessibility, the videos earned over **2 million views**, offering affirming, accessible guidance from It Gets Better staff and Youth Voices ambassadors, rooted in lived experience.

- **Perfectly Queer the Card Game** is the one-of-a-kind interactive card game designed to help young queer people talk openly about their sexuality and gender identity with allies and loved ones. Created by Orci and It Gets Better in partnership with Rabble Games, Perfectly Queer is a gamified conversation guide that touches on everything from personal identity to queer sexual wellness and intimacy. Inspired by our award-winning two-season Vodcast, *Perfectly Queer* sold out its first run and raised significant funds to support of It Gets Better’s mission.

Across every platform and project, LGBTQ+ youth proved that each of them has a story that matters, whether it’s just for themselves, for their community, or for the world to experience.



*Collaboration with **Queer Chameleon***



Perfectly Queer card game

MEET THE YOUTH VOICES ALUMNI



Alejandro (he/him), 21

Youth Voices Class of 2020-2022,
Youth Advisory Co-Chair 2025

I experienced my entire coming out journey as a part of It Gets Better's Youth Voices. My first time using my chosen name and chosen pronouns was at a Youth Voices meeting, surrounded by my new friends and family, and that is something that I hold really close to my heart and am very grateful for.

I'm really proud of the impact I was able to make on It Gets Better and the Youth Voices program, both in my two years as a Youth Voices ambassador and then, two years later, returning as a liaison to the Board of Directors. As a part of the inaugural cohort, we helped shape what the program would become, shared our thoughts on what positive brand partnerships should look like, and established the kind of media we could create as young people. It Gets Better staff encouraged me to speak my mind and share my ideas, and through that, I found my own untapped and limitless potential to grow and blossom.

Right now, I'm getting my B.S. in Mechanical Engineering. When I first interviewed for Youth Voices, I talked about wanting to join my high school's robotics team, so I'm really excited to get back to that passion. I'm the social media chair for The American Society of Mechanical Engineers in the Texas State chapter, and I truly believe my time spent with It Gets Better's Youth Voices program is what helped to get me here.

IT GETS BETTER: A DIGITAL PRIDE EXPERIENCE

The sixth annual ***It Gets Better: A Digital Pride Experience*** delivered connection, joy, and community to LGBTQ+ youth, all in the digital spaces where they already gather.

This year's centerpiece was **Pride Village**, an 8-day Twitch relay where LGBTQ+ creators teamed up to build a queer utopia in Minecraft, the best-selling video game of all time, in which players create three-dimensional worlds that mirror the freedom to imagine and share the inclusive spaces we're fighting for in real life. Each day brought new voices, new stories, and new builds, culminating in a grand finale that drew **34,000 live viewers** and was prominently featured as a spotlight event on the Twitch homepage.

Alongside the relay, Digital Pride also featured a massive charity streaming campaign. A total of **114 LGBTQ+ streamers** raised **more than $30,000** while delivering **over 550 hours of affirming content**, from nostalgic Zelda marathons to Pokémon raid trains and everything in between.

This was our biggest creator-driven Digital Pride to date and a powerful reminder that when safe, joyful spaces are hard to find for LGBTQ+ youth offline, we can build them online. Because every LGBTQ+ young person deserves a place to belong, no matter where they are.

"For a lot of people, especially queer youth, Twitch might be the first place someone's heard 'hey, you're valid,' and that kind of representation on Twitch is important and necessary and I'm happy to have it."

@JenisOnline (she/her) on Twitch, Digital Pride host



Pride Village reveal event during It Gets Better: A Digital Pride Experience

IMI, A DIGITAL MENTAL HEALTH RESOURCE

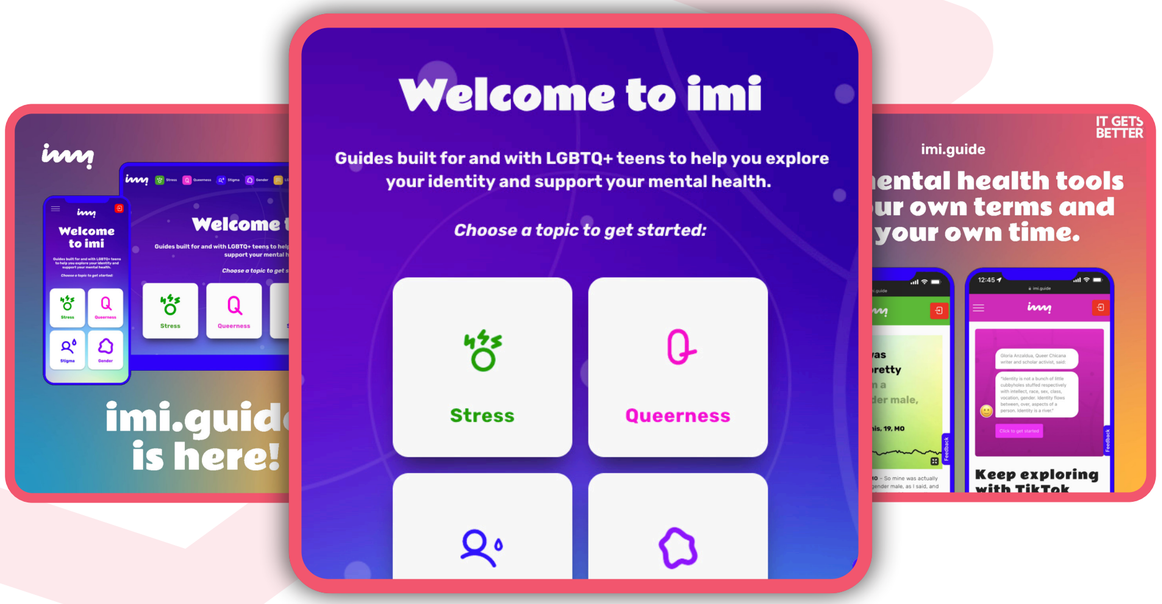
LGBTQ+ youth experience higher rates of bullying, family rejection, and isolation than their peers, disparities that too often leave them struggling to manage their mental health without the right support. ***imi (i-me)*** was built to help address that. Developed with **HopeLab** and **CenterLink** and a collective of LGBTQ+ youth, *imi* is a free digital mental health resource that gives LGBTQ+ youth practical tools to manage stress, practice self-care, and build resilience. By putting affirming resources directly into their hands, *imi* helps young people take control of their well-being.

It Gets Better has taken over as the official stewards of *imi* to help ensure its continued growth with new features and video content. To date, **more than 170,000 youth** have turned to *imi* as a trusted resource for navigating their mental health journeys.

Educators and providers are part of this impact, too. We created the **official EduGuide** for *imi* to equip adults with strategies to integrate the tool in classrooms and community settings, multiplying its reach and deepening its effectiveness. Together, *imi* and its companion resources create a powerful ecosystem where LGBTQ+ youth can strengthen their mental health and build the future they deserve.

"The moment I came out to myself was this confusing, concerning, what am I going to do, what does this even mean moment. I felt isolated, but the experience of uncertainty around one's identity is incredibly common. That's why *imi* is so important. Created for and with LGBTQ+ teens, it is perfect for those naturally confusing, concerning, question-raising moments because it has the power to not only answer questions but also to let us know we are not alone in asking them."

Aki (they/she/he), 18 years old, Youth Voices Class of 2024



DONOR TESTIMONIAL

“Had It Gets Better been around to help when I was younger, maybe I wouldn’t have felt so lost. Donating to It Gets Better is my way of offering hope to this generation of LGBTQ+ youth. They deserve better. Because it does get better. So long as I am able, It Gets Better will receive my monthly donation. I refuse to allow my past to be another queer kid’s future.”

Dean H., It Gets Better recurring donor

IT GETS BETTER ESPAÑOL

Our commitment to reaching Hispanic and Latin LGBTQ+ youth took a major step forward in 2023, when our longtime partner, Converse, invested in a **three-year grant to launch and expand It Gets Better Español**. This initiative reflects a core principle of our work: young people deserve to see themselves represented and supported in the languages and cultural contexts where they live.

The need is clear. In the U.S., **nearly a quarter of youth ages 13–18 prefer Spanish** as their primary language. Across Latin America, millions of LGBTQ+ young people face systemic barriers to visibility, safety, and belonging. Without affirming, culturally relevant resources, too many are left to navigate identity in isolation.

It Gets Better Español meets this need head-on. In 2024, we launched the Español Ambassador Program on Instagram, featuring creators and activists from Colombia, Mexico, and Spain. Spanish programming was integrated into major campaigns like Digital Pride, reaching thousands of young people globally. We also released educational resources simultaneously in English and Spanish.

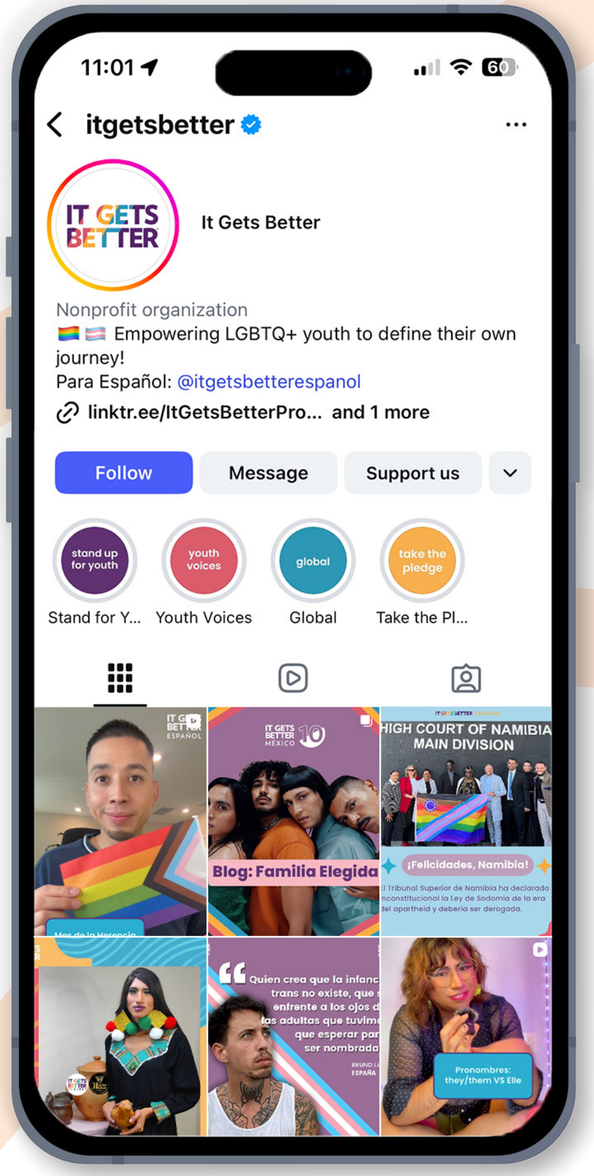
This commitment extended to our Global Summit, co-hosted with It Gets Better México. The **two-day event** spotlighted youth-led queer initiatives and Spanish-language storytelling. Livestreamed on Twitch, the Summit dramatically expanded access and amplified the voices of young leaders worldwide.

It Gets Better Español is a vital part of efforts to ensure every young person can access life-affirming resources and community.

“This platform isn’t just a privilege, it’s a responsibility: to celebrate our culture, demand our rights, and lift up the young ones watching who need to see themselves represented.”

“As an ambassador for It Gets Better Español, I carry with me the stories and strength of queer Latine people whose voices have too often been silenced. This platform isn’t just a privilege, it’s a responsibility: to celebrate our culture, demand our rights, and lift up the young ones watching who need to see themselves represented.”

@jahiraquintero (she/her) on IG, Colombia



PARENT TESTIMONIAL

“I came to this country as an immigrant child and to see my child have an impact not just in the United States but in my home country… it’s something I could have never even dreamed about. It makes me very proud that he’s a part of It Gets Better, that he can show up authentically and unapologetically as himself and that he has a platform where he can voice his frustration and is supported across the country and on a global stage.”

Abril, mother, It Gets Better Youth Voices ambassador

GLOBAL AFFILIATE NETWORK

Our **Global Affiliate Network** continued to reach major milestones in 2024.









It Gets Better México

grew its *Safe Hour* program onto WhatsApp through a partnership with Meta, allowing LGBTQ+ youth in rural parts of the country to receive mental health support.

It Gets Better UK

hired its first staff member, a milestone in building long-term capacity. Working with dozens of volunteers, the organization did a pride crawl across the country, appearing at nine celebrations between June and August.

It Gets Better Canada

launched the second cycle of its True Voices Youth Grants program, funding projects in middle and high schools to uplift and empower queer youth. It also formed its first Youth Advisory Council, ensuring youth leadership guides every level of its work.

It Gets Better Brazil

launched a series of projects supporting LGBTQ+ youth. *Trajetórias* helps trans youth return to school and the workforce. Shaping Futures offers hands-on beauty industry training for trans youth in São Paulo. The team also joined the Advisory Council of the Forum of Companies and LGBTI+ Rights and partnered with The Walt Disney Company on Hackatown, a two-day experience focused on building youth leadership and addressing HIV/AIDS stigma in the workplace.

AUDITED FINANCIALS

Statement of Activities for the Year Ended December 31, 2024

with comparative totals for the year ended December 31, 2023

	2024	2023
Revenue & Support	$2,134,406	$3,087,757
Expenses	$2,474,508	$4,152,362
Change in Net Assets	- $340,102	- $1,647,454
Net Assets - Beginning of Year	$800,094	$2,447,548
Net Assets - End of Year	$459,992	$800,094

Statement of Financial Position, December 31, 2024

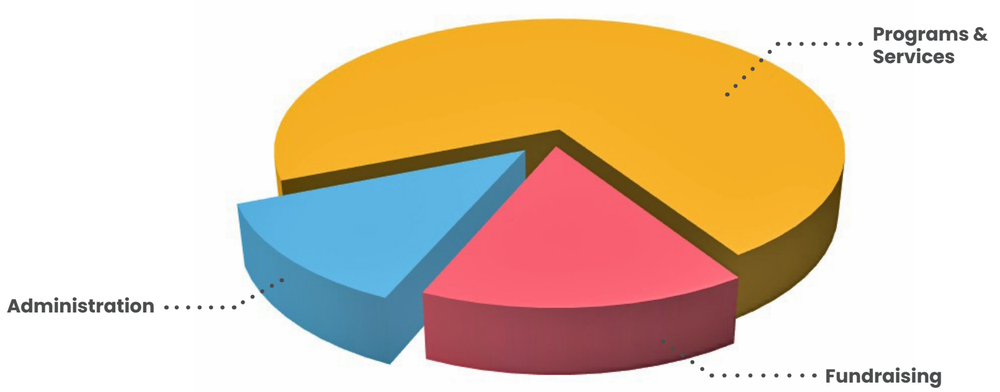
with comparative totals as of December 31, 2023

	2024	2023
Assets	$524,299	$920,376
Liabilities	$64,307	$120,282
Net Assets	$459,992	$800,094

Programs & Services, Administration and Fundraising Ended December 31, 2024

with comparative totals for the year ended December 31, 2023

	2024	2023
Programs & Services	$1,780,302	$3,234,066
Administrative	$306,776	$501,117
Fundraising	$387,430	$417,181



It Gets Better is committed to financial transparency, with a score of 100 on Charity Navigator and Platinum GuideStar rating.

2024 DONORS

Ground Shaker

($100,000+)

- American Eagle
- Bath & Body Works
- Bungie Foundation
- Humble Bundle
- The Estée Lauder Companies Charitable Foundation (MAC VIVA GLAM)

Thought Leader

($50,000 – $99,999)

- Aerie Real Foundation
- Converse
- e.l.f. Cosmetics
- Funko Inc.
- Ulta Beauty Charitable Foundation

Social Innovator

($25,000 – $49,999)

- AbbVie Foundation
- Banter
- Don Levin Trust
- Google
- Hopelab
- Planet Fitness
- Project for Awesome (The Foundation to Decrease World Suck)
- The Rona Jaffe Foundation
- Zumba

Catalyst

($10,000 – $24,999)

- ACCO Brands USA Ltd (Mead Five Star)
- American Red Cross
- Ardene
- Beachwaver
- CC Wellness LLC
- Hustler Holywood
- MOD Pizza
- NARS Cosmetics
- Nature's Path
- PricewaterhouseCoopers LLP
- Puttshack
- Sam Edelman
- Scapa Tapes North America Ltd
- Zscaler

Change Agent

($5,000 – $9,999)

- 2(X)IST
- 9Round Kickboxing Fitness
- Adlugo
- AIDS United
- Altos Planos (Mijenta Tequila)
- Basekamp / Toddland
- David Lapham & Clark Mitchell
- Dose of Color
- Halestreet Foundation
- Hampton Water
- Juliette Has a Gun
- La Mend/The Good Patch
- Northern Trust Charitable Giving Program
- Profusion Cosmetics
- Prove
- Silvia Watson Moonwalk Fund
- TONYMOLY
- Unibrands Corp d/b/a Nahvalur
- Zenni Optical

Influencer

($1,000 – $4,999)

- Amdocs/VuBiquity
- Amy Waugh
- Brian Smith
- Carolina NG
- Chemonics International
- Colorproof
- David & Mark E Cunningham
- Deborah Kolenc
- Dun & Bradstreet
- Ella Lim
- Gh0st Arcade
- Glenn Anthony John
- Glow Recipe
- Jason Hendler
- Jessica Therapeutics
- John Guerrini
- Katie Narduzzo
- Kirt Morris
- Kristen Ruttgaizer
- Le Mini Macaron
- Leo Parrella
- Lisa Chessare
- Lisa Townley
- Luisa Lucero
- Media Monks
- Minji Ro
- Morgan Weinstein H
- Morris & Charlotte Tanenbaum
- Natasha Cherednichenko
- Northwest Surrogacy Center
- Nylah Kourieh
- Samuel Just
- Sheryl Moore
- Spare the Rock Records LLC
- Susan Lubetkin
- Troy Elliott
- Veterinary Emergency Group
- VI Derm Beauty
- Voodoo Doughnut, LLC
- William Alston

THE YEAR AHEAD

Young LGBTQ+ people are navigating a world that feels more connected and more chaotic than ever. They're growing up in an environment shaped by rapid technological change, rising social isolation, and a constant stream of information that can lift them up or tear them down. What hasn't changed is their need for connection and a clear sense of possibility. Those needs remain at the center of everything we do.

In the year ahead, It Gets Better will take significant steps to meet these realities head-on. We're expanding our work in multiple ways, including a deeper investment in digital safe spaces, support for youth creativity and leadership, and a reimagining of how LGBTQ+ stories are created, shared, and preserved. Across platforms like TikTok, Twitch, and Tumblr, where young people are already shaping culture, we'll lean into authentic, high-impact content that reflects the lives, humor, fears, and dreams of LGBTQ+ youth. Through Youth Voices and *It Gets Better: Changemakers*, we'll continue backing young emerging leaders who are building more inclusive schools and communities one project at a time. And, as the new steward of imi (eye-me), a powerful web-based app designed to support youth before they're in crisis, we will ensure the next generation is equipped with the tools they need to navigate a bright and healthy future.

This next chapter is about more than adapting to change. It's about shaping it. And it's about making sure that every LGBTQ+ young person, no matter where they are, how they feel, or what challenges they face, knows that they are not alone and that their future holds unlimited potential.



IT GETS BETTER®