



2021

**CAN'T
CANCEL
PRIDE**

2021 IMPACT REPORT

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CO-FOUNDER'S MESSAGE

For more than 50 years, Pride Month has brought millions of people together to feel proud of who they are and commemorate those who fought for LGBTQ+ rights – not to mention a critical time to raise visibility of this community and to generate funds and support that last year round.

Last year when we started Can't Cancel Pride, it was right at the beginning of the pandemic, and we knew that things were going to look very different. A year later in 2021, things were beginning to reopen but were far from normal. We also knew that for the LGBTQ+ community COVID-19 has been particularly pronounced because of a host of societal issues which simultaneously impacted this uniquely intersectional community. And once again beloved annual events across the globe were canceled, creating an even further damaging effect on the fundraising efforts that LGBTQ+ organizations rely on to survive.

We couldn't let these challenges stop our commitment to raising visibility, and celebrating, the LGBTQ+ community. For 2021 we expanded "Can't Cancel Pride: A COVID-19 Relief Benefit for the LGBTQ+ Community" into a month-long benefit which aired throughout June, raising more than \$4.2 million in support of six LGBTQ+ organizations: GLAAD, SAGE, National Black Justice Coalition, The Trevor Project, CenterLink, and OutRight Action International.

We are enormously proud to share the outstanding impact of Can't Cancel Pride 2021 in the pages that follow; and to those partners who helped make it happen, thank you.

As we look ahead, we're excited to grow Can't Cancel Pride's reach, increase the impact, and empower our partners in support of equality and inclusion for all.

Whether we're celebrating in person or online, nothing can cancel Pride.

Brent Miller

Senior Director, Global LGBTQ+ Equality and Inclusion,
P&G Co-Founder, Can't Cancel Pride



P&G'S COMMITMENT TO EQUALITY

P&G Equality and Inclusion Strategy

At P&G, we aspire to create a company and a world where Equality and Inclusion is achievable for all, where respect and inclusion are the cornerstones of our culture, and where equal access and opportunity to learn, grow, succeed and thrive are available to everyone.

We believe in the power of our differences and the impact we can make when we come together united by shared values and purpose. We are committed to doing the work to make this a reality.

Our LGBTQ+ Equality Aspiration

P&G is a champion of LGBTQ+ visibility that accurately and authentically portrays sexual orientation and gender identity and expression, positively impacts individuals, and promotes attitude change that transforms communities through mutual understanding.

Our LGBTQ+ Journey

P&G's journey to LGBTQ+ inclusion started nearly 30 years ago when P&G was one of the earliest Fortune 500 companies to include sexual orientation in its diversity statement in 1992. Over the years, we have been driven by courageous employees to learn and progress our journey to be even more inclusive. Supporting every employee and creating a welcoming workplace has become core to our DNA.

Today, P&G is proud to be a champion of LGBTQ+ visibility that accurately portrays sexual orientation, gender identity and expression both inside and outside the company. In recent years, we expanded our LGBTQ+ employee affinity group, known as GABLE, to 47 countries globally, annually participated in more than 50 Pride celebrations on six continents, and developed partnerships with important organizations including GLAAD, PGLE, Stonewall and Out Leadership to further our objectives. Our brands have evolved, embraced and celebrated the LGBTQ+ community, their values and unique perspective. This reflects the work many have done over the course of several decades to make P&G a more open and honest company for the LGBTQ+ community, and the shifting role that companies play in shaping a dialogue about understanding, normalization and shared humanity.

We're not where we want to be yet, but we will continue to advocate for LGBTQ+ rights and inclusion in all markets with P&G operations, and to be accountable for fostering an inclusive environment that supports attraction, development and retention of LGBTQ+ employees.



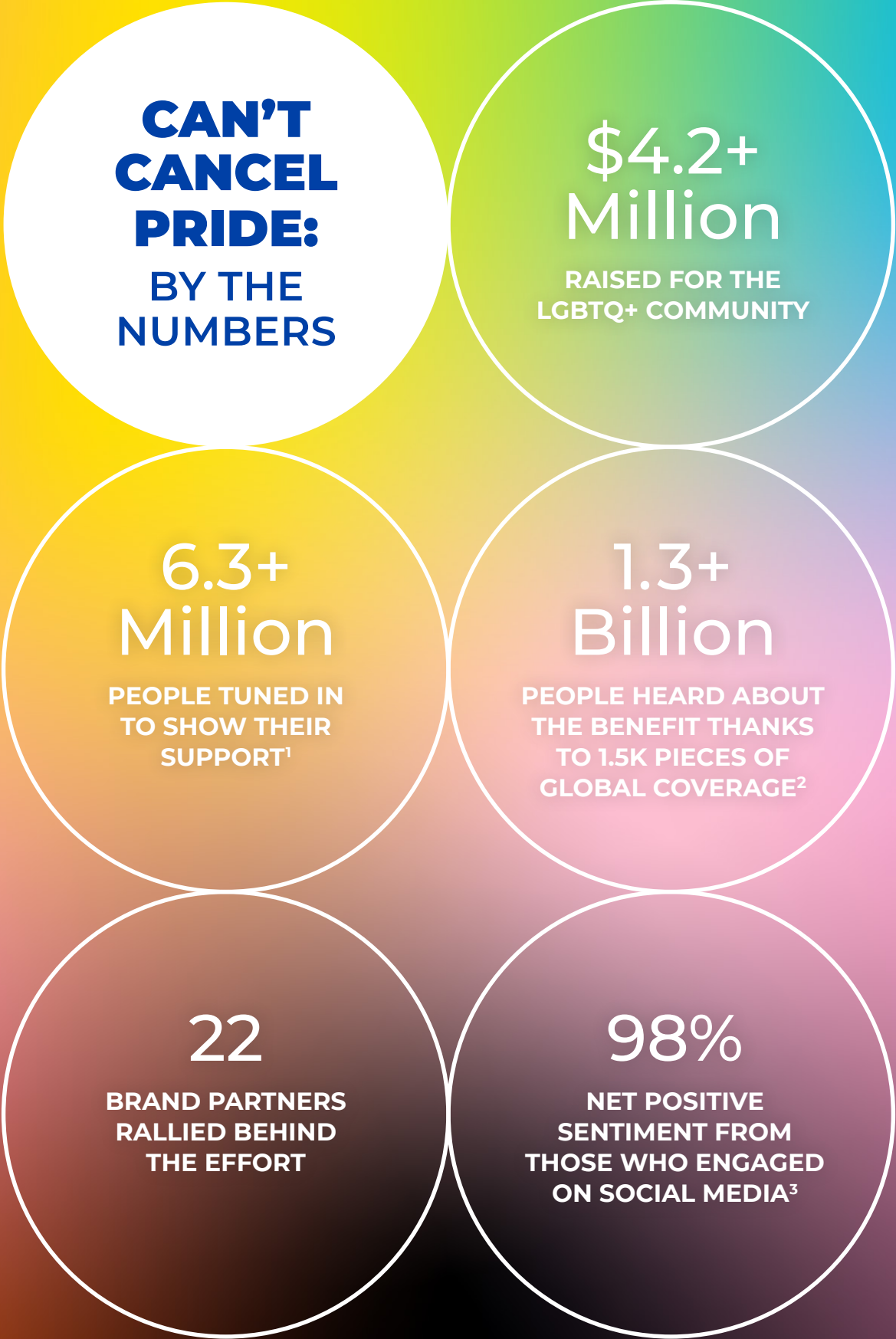
CAN'T CANCEL PRIDE

Aspire to Inspire

Pride has a different look this year, featuring less masks and more in-person celebrations. However, the meaning and purpose behind advocating for and celebrating the LGBTQ+ community is just as – if not more – important. At P&G, we strive to Lead with Love not only during Pride Month, but every month.

That's why there is no better time to expand our efforts, find new ways to reach the LGBTQ+ community, and reaffirm our commitment to accurate and authentic visibility while helping those that need it most by building upon our past efforts.

With support from numerous partners, P&G and iHeartMedia once again joined forces to host an hour-long virtual benefit that brought together the most inspirational voices and allies in the LGBTQ+ community. Hosted by Elvis Duran and Bebe Rexha, the one-hour benefit special featured performances and appearances from the most influential voices in the community as well as the biggest names in culture and entertainment including Bebe Rexha, Brothers Osborne, Busy Phillips, Demi Lovato, Gus Kenworthy, Hayley Kiyoko, Jennifer Hudson, JoJo Siwa, Lil Nas X, Marshmello, MJ Rodriguez, Nina West, P!NK, Ricky Martin, Regard, Troye Sivan, Tate McRae and more – demonstrating that while in-person Pride events were interrupted around the world, nothing can cancel the heart of Pride and the spirit the LGBTQ+ equality movement embodies.



¹ Sources include Revry, Facebook, YouTube, TikTok, Instagram, iHeart Radio Stations and Roku.
² Source from Cision
³ Sourced from Sprinklr

IMPACT ON THE LGBTQ+ COMMUNITY

Financial support raised during this years Can't Cancel Pride event will support several LGBTQ+ organizations with a track record of positive impact and support of the LGBTQ+ community, including GLAAD, SAGE, The Trevor Project, the National Black Justice Coalition, CenterLink and OutRight Action International. Each organization received more than \$700,000.

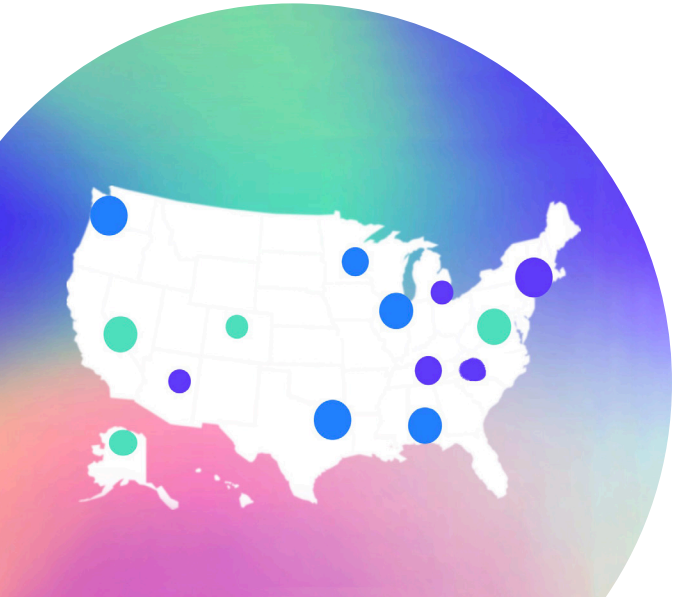


CenterLink Investing in LGBTQ+ Communities with CenterLink

Founded in 1994, CenterLink is a coalition that supports the development of inclusive and sustainable LGBTQ+ community centers across the country. One of CenterLink's fundamental goals is to strengthen, support, and connect these community centers, and to help build the capacity of these centers to address the social, cultural, health, and political advocacy needs of the LGBTQ+ community members.

Over the past year, CenterLink provided ongoing support, resources, training and over \$1.3 million in financial assistance to its 200-member center network. This year, the organization is on track to exceed that level of support to its members in large part thanks to the funds received from the Can't Cancel Pride campaign.

With the proceeds from Can't Cancel Pride, CenterLink was able to provide 200 grants benefitting its 200+ LGBTQ+ community centers and organizations globally.



“Funds will be used to support our legal name change project. We provide mentoring, professionally prepared court documents, and financial assistance to transgender and gender-expansive people. Year-to-date we have mentored 94 people and have provided financial assistance to 28 individuals.”

– Eastern PA Trans Equity Project, Eastern Pennsylvania

“Proceeds from Can't Cancel Pride will allow us to restock our nonperishable food pantry and toiletries as well as our gender-affirming products we provide for free to those in need, such as binders and wigs. It also provides additional funds to afford our facility rental ensuring our safe space Center is able to remain open for peer support groups.”

– Full Spectrum Community Outreach, Youngstown, Ohio

“Funds will be used to help our scholarship fund, provide free haircuts, clothing, and shapewear as well as grocery assistance. We are also looking forward to using funds to help provide exciting events and outings as we venture back into physical programming.”

– LGBTQ S.A.V.E.S, Fort Worth, Texas



National Black Justice Coalition (NBJC)

Providing COVID-19 Assistance with NBJC

The National Black Justice Coalition (NBJC) is a leading civil rights organization dedicated to empowering Black lesbian, gay, bisexual, transgender, queer+ and same-gender loving (LGBTQ+/SGL) people, including those living with HIV/AIDS. NBJC's mission is to end racism, homophobia, and LGBTQ+/SGL bias and stigma through various efforts including coalition building, federal policy change, research, and education.

With the proceeds from Can't Cancel Pride, NBJC was able to support LGBTQ+ people who were impacted by the pandemic.

Shared COVID-19 information with the LGBTQ+ community.

NBJC partnered with Pink Cornrows and the Black Policy Lab to collect data about COVID's impact on people who are Black and queer, calling attention to an enduring data collection gap. The organization released three COVID-19 related toolkits on the following topics:

- **The impact of the coronavirus next to HIV**
- **Helping people make safe decisions around Thanksgiving and the holiday season**
- **An update with new information about vaccines and self-isolation**

In addition to being free and accessible online, the toolkits are shared with dozens of NBJC's partners, including LGBTQ+ organizations, HBCUs and Black faith leaders, for distribution to hundreds of communities across the nation.

NBJC also hosted a series of digital conversations and events to raise awareness about scientific, medical, and social updates and innovations, including a virtual conversation with a Black chief medical officer, Black geneticist, and Black wellness expert.

Supported the NBJC Youth and Young Adult Action Council (YYAAC)

Since its first meeting on June 12, 2020, the NBJC YYAAC has produced a series of messages of support for their peers, participated in a discourse with educators from across the nation on ways to support the cognitive, social, and emotional development of Black students, sat on numerous panels, co-designed a comic strip with Cartoon Network and introduced the company to a new Black artist, supported a technology giveaway, and forged relationships with senior leaders in influential corporations and nonprofits.





GLAAD

Investing in Acceptance with GLAAD

A dynamic media force and longtime partner of P&G, GLAAD rewrites the script for LGBTQ+ acceptance, tackling tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

GLAAD was able to use the contributions from Can't Cancel Pride for the following initiatives:

Social Media Safety Index

Proceeds helped support the launch of GLAAD's inaugural Social Media Safety Index (SMSI) report. The 50-page evaluation puts forth the first-ever baseline of LGBTQ+ user safety in tech and a roadmap of recommendations for Facebook, Instagram, TikTok, Twitter, and YouTube, as well as the tech industry at large, to create safer platforms for LGBTQ+ users.

The Visibility Project

In partnership with P&G, GLAAD launched "The Visibility Project," a new campaign to drive and sustain LGBTQ+ inclusion in ads and marketing, harnessing the power of these mediums to accelerate LGBTQ+ acceptance. Through The Visibility Project, GLAAD and the GLAAD Media Institute work to promote positive social change by providing brands and agencies with the tools and techniques needed to launch effective and powerful campaigns that authentically and accurately represent the LGBTQ+ community,

Thanks to Can't Cancel Pride, GLAAD was able to prove Pride is more than a time or place, when it comes to the unabashed celebration of who LGBTQ+ people are — no matter where we are.

“Once again, P&G and iHeartMedia’s Can’t Cancel Pride reminded us what an impressive corporate LGBTQ+ ally looks like – this support allows us to do our daily work accelerating acceptance for the community.”

– GLAAD President and CEO Sarah Kate Ellis



SAGE

Investing in Support for LGBTQ+ Elders

Since 1978, SAGE has been dedicated to making aging better for LGBTQ+ people nationwide. It is the world's largest and oldest advocacy and services organization that offers supportive services and consumer resources to LGBTQ+ older people and their caregivers.

With the proceeds from Can't Cancel Pride, SAGE provided support to LGBTQ+ elders, especially through the following initiatives:

Virtual Support Programs

Within days of the initial lockdown, SAGE nimbly pivoted its services from an in-person model to virtual platforms, now offering more than 100 virtual programs weekly. In addition, SAGE created SAGE Connect, a virtual volunteer buddy program, to ensure that isolated elders, many of whom have no one else to check in on them, have a kind volunteer regularly checking in on their well-being.

Financial Wellness and Assistance Services

Financial insecurity among LGBTQ+ elders has been exacerbated by the economic devastation from COVID-19. In response, the organization launched SAGECents, a financial wellness app, created for LGBTQ+ elders, which helps users plan for the future and make the best possible financial decisions. In just four weeks of inception, SAGE reached its annual registration goal, with users in all 50 states, a reflection of the deep financial insecurity facing so many LGBTQ+ elder pioneers. Coming up on its year anniversary, the app currently has 900 users.





The Trevor Project
Investing in LGBTQ+ Crisis Intervention with The Trevor Project

The Trevor Project is the world's largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) young people. In addition to its free, confidential 24/7 crisis services across phone, text and chat, it operates life-saving programs across education, research, technology, and advocacy.

With the proceeds from Can't Cancel Pride, The Trevor Project was able to support more LGBTQ+ youth impacted by COVID-19 and other challenges in the world.

Crisis Counselor Training & Tools

The Trevor Project-trained crisis counselors served more than 18,000 crisis contacts from LGBTQ+ young people via TrevorLifeline, TrevorChat, and TrevorText in June 2021 alone. Financial support from Can't Cancel Pride enabled The Trevor Project to offer its free, 24/7 crisis intervention services to a record number of 200,000+ crisis contacts from LGBTQ+ youth between August 2020 to July 2021.

Maintaining a Safe Space for LGBTQ+ Social Networking

Can't Cancel Pride's funding allowed The Trevor Project to continue building TrevorSpace, a free, safe, moderated online social media networking site for LGBTQ+ youth in more than 100 countries to connect with each other, come out for the first time, be affirmed, and get additional support from peers. The event's promotion of The Trevor Project helped grow Trevor's social audience grew by a net of 321% in June 2021 – broadening their ability to reach significantly more young people and adult-age allies with their resources and messaging.

“Now that I am an adult, I just wanted to thank you for saving my life when I was 11-16 years old. I needed someone and you saved me. When I grow up, I will always remember who saved me, and I will give back to you like you gave to me.”

– N., June 2021

“Thank you for all the wonderful work you do. You're the reason a close friend of mine is alive today.”

– F., July 2021

“I love The Trevor Project, and how they share statistics that are important. People that are close to me know that I have had their logo tattooed over my heart since 2011 because, when I came out as a closeted athlete playing competitively in college, the people at Trevor helped me get through one of the darkest periods of my life. I'll always be grateful and thankful for their work.”

– L., July 2021



OutRight Action International
Investing in Global COVID-19 Recovery with OutRight Action International

OutRight Action International is a leading international LGBTQ+ human rights organization that works at the international, regional, and national levels to research, document, defend, and advance human rights for LGBTQ+ people around the world. The organization partners directly with human rights defenders, allies, and organizations to produce reliable data on the experiences of LGBTQ+ people around the world, and support research-based advocacy and capacity-building to promote the human rights LGBTQ+ people everywhere.

With the proceeds from Can't Cancel Pride, OutRight Action International is supporting LGBTQ+ people and the global movement for LGBTQ+ human rights through the following initiatives.

COVID-19 Global LGBTQ+ Emergency Fund

In April 2020, OutRight established the COVID-19 Global LGBTQ+ Emergency Fund to support LGBTQ+ organizations, communities and individuals adversely and disproportionately impacted by the COVID-19 pandemic. By early August, OutRight distributed approximately \$3.2M in grants to 310 groups in more than 101 countries, reaching an estimated 145,000+ people. Below is one organization's story:

- United and Strong supports the LGBTQ+ community in St. Lucia and the Caribbean who were badly affected by the pandemic. The grant through OutRight was able to help more than 75 people by providing food, masks, hand sanitizers, blankets, and water. One beneficiary living with HIV said, “I became unemployed, and I don't have a stable place to live. Any money I had was going to my medication. But taking medication with nothing to eat has been difficult. The package was a huge relief, and it gave me food for a small period of time, so I could eat healthily and take my medication.”

OutSummit

Support from Can't Cancel Pride enabled OutRight, for a second consecutive year, to successfully pivot its annual global LGBTQ+ human rights conference, OutSummit, from a one-day in-person conference of 200 participants to a virtual three-day summit engaging more than 1,650 registrants from 100+ countries. OutSummit is a strategy forum that brings together LGBTQ+ advocates and allies from around the globe to elevate current, cutting-edge thought leadership on the toughest legal and social issues affecting LGBTQ+ communities globally and to highlight best practices and opportunities for progress and collaboration.

Combating Coercive Conversion Practices

Sexual orientation and gender identity change practices, so-called conversion therapy, attempting to change, suppress, or divert one's sexual orientation, gender identity or gender expression take place around the world. They vary across religious, cultural, or traditional contexts and range in their forms of psychological and physical violence. Conversion practices have been condemned by all major psychological, psychiatric, and medical associations, including the World Psychiatric Association, and recognized to not only never achieve their intended outcome, but to instead cause deep, lasting trauma. In August 2019, OutRight Action International released the report “Harmful Treatment. The Global Reach of So-Called Conversion Therapy”, showing that sexual orientation and gender identity change efforts are prevalent in countries across the globe. In the coming year, with support from P&G's Can't Cancel Pride, OutRight will develop and launch a multi-channel campaign to bring public attention to harmful coercive conversion practices at a global level to expedite their end.

Advocacy Week

A portion of the proceeds from Can't Cancel Pride are allocated to support OutRight's Advocacy Week, which will be held in person in May 2022. Advocacy Week, a component of OutRight's United Nations (UN) Program, brings up to 50 human rights defenders, or Envoys, to New York from across the world for several days of advocacy training. The training is followed by a week of advocacy meetings between Envoys and UN agencies, UN Member State Missions, and others. At the trainings and during Advocacy Week, Envoys learn firsthand about the UN system, and how to strategically work within it to advance inclusion and equality for LGBTQ+ people in their countries, regions and around the world.

Safety & Security Program

In 2012, OutRight established its Safety & Security Program to train volunteer human rights defenders to assist LGBTQ+ people and organizations around the world that face persecution from state and non-state actors. The program also comes to the aid of high-profile, visible LGBTQ+ leaders that face persecution in their home countries. This year, with support from Can't Cancel Pride, OutRight assisted one high-profile LGBTQ+ activist in Myanmar during the military coup to relocate for safety.



**CAN'T CANCEL PRIDE
2022 WILL DRIVE...**

**MORE VISIBILITY OF
MARGINALIZED COMMUNITIES**

**MORE AUTHENTIC AND
ACCURATE REPRESENTATION OF
THE LGBTQ+ COMMUNITY**

**MORE FINANCIAL SUPPORT
FOR THOSE IN NEED**



CAN'T CANCEL PRIDE 2022

Maintaining the Momentum:

The reach and success of Can't Cancel Pride 2021 demonstrated that nothing can cancel the heart of Pride and the spirit that the LGBTQ+ equality movement embodies. We created this event to drive visibility and support for the LGBTQ+ community at a time when we needed it most. We've made progress across the industry, but our work doesn't end here.

That's why we must continue to expand our efforts, find new ways to reach the LGBTQ+ community, and reaffirm our commitment to equality and inclusion while helping those that need it most.

The third year of the program, which will take place in June 2022, will continue to elevate the voices of LGBTQ+ people and raise funds that support the organizations and programs that help raise visibility and drive accurate, authentic representation of this beloved community.

Stay tuned for more!



A SPECIAL THANKS TO OUR CAN'T CANCEL PRIDE 2021 PARTNERS



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