

WAY OUT

SPONSORSHIP & COLLABORATION OVERVIEW 2020

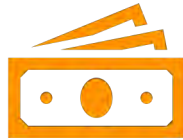


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AS OF TODAY, wayOUT HAS...

Raised \$617,000



10 Grant Recipients



4 Chapters



50+ Chapter Members



**5000+ Individual
Donors**



**Impacted LGBTQ+
Centers in 9 States.**



WHAT IS WAYOUT?

On a rooftop in San Francisco in 2016, five friends sat together discussing the changing and tumultuous political environment. Reflecting on an increasingly divided country and escalated threats to the emotional and mental health of LGBTQ+ individuals, the group collectively decided to act by combining their resources and focusing their efforts on a specific target. The result? wayOUT, a 501(c)3 non-profit organization focused on empowering LGBTQ+ youth by investing in LGBTQ+ centers in their local communities.

Today, there are over 250 LGBTQ+ centers in the U.S. Of those, well over half are underfunded with 30% operating on an entirely volunteer based staff.

wayOUT exists to raise awareness and funds for these centers and the services they provide to the over 1 million at-risk LGBTQ+ youth.

WHY LGBTQ+ YOUTH?



LGBTQ+ YOUTH IS AT RISK

92%

LGBTQ+ youth that say they hear negative messages about being LGBTQ+.

47%

LGBTQ+ youth that feel that they do not belong or fit in with their community.

50%

Trans & gender expansive youth have zero school restrooms aligned with their gender identity.

8X

LGBTQ+ youth are eight times more likely to die by suicide than their cis-het counterparts.



OUR MISSION

*We **empower local organizations** and entrepreneurs by advancing programs **supporting LGBTQ+ youth** in places where society tells them it's not okay to be who they really are.*

OUR VISION

Through investing in organizations that provide life-saving resources, wayOUT will change what it means to grow up as a gender or sexual minority in America.

OUR AMBITION

By 2022, wayOUT will invest \$1m in 10 life-saving projects across 10 cities and host a national conference for LGBTQ+ leaders

OUR IMPACT

The below reflects highlights from projects funded by wayOUT grants. As each grant recipient dictates how to best support their own needs (with the funds raised), these milestones are not ranked in any particular order.

3184+
YOUTH SERVED

2930
THERAPY SESSIONS

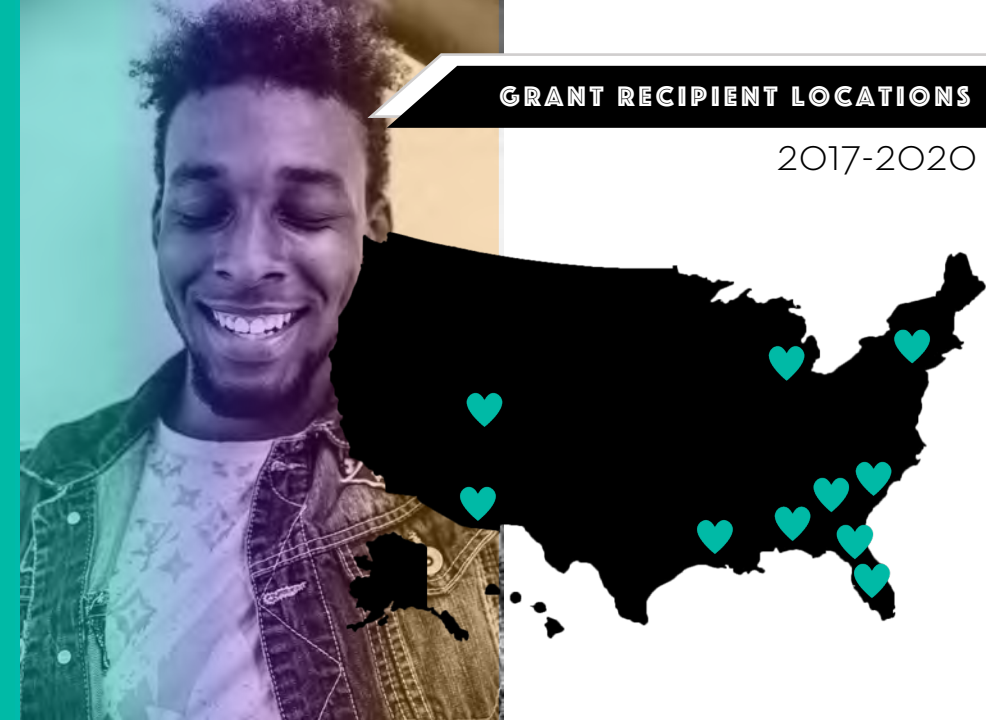
100
BEDS ADDED

156
WEEKS OF FOOD
BANK SUPPLIES

480
MONTHS OF HIV MEDS

GRANT RECIPIENT LOCATIONS

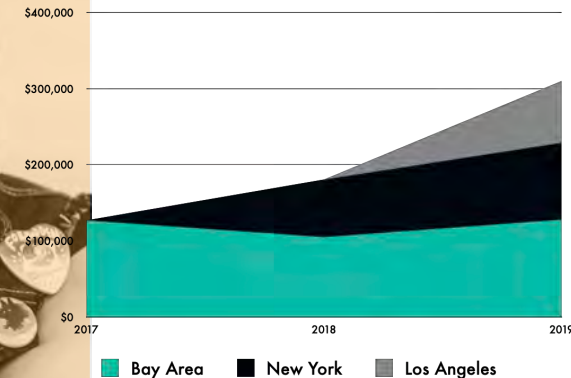
2017-2020



AWARDS RAISED

2017-2020

TOTAL AWARDS: \$617K



WHY WAYOUT?

Put simply, wayOUT excels as the intermediary!

We find, vet, and build awareness for LGBTQ+ youth centers with limited resources. Through a formal grant selection process which includes reviewing hundreds of applications a year, wayOUT has created a formula that allows us to serve as advocates and ambassadors for these organizations and streamline the process for your philanthropic endeavors.

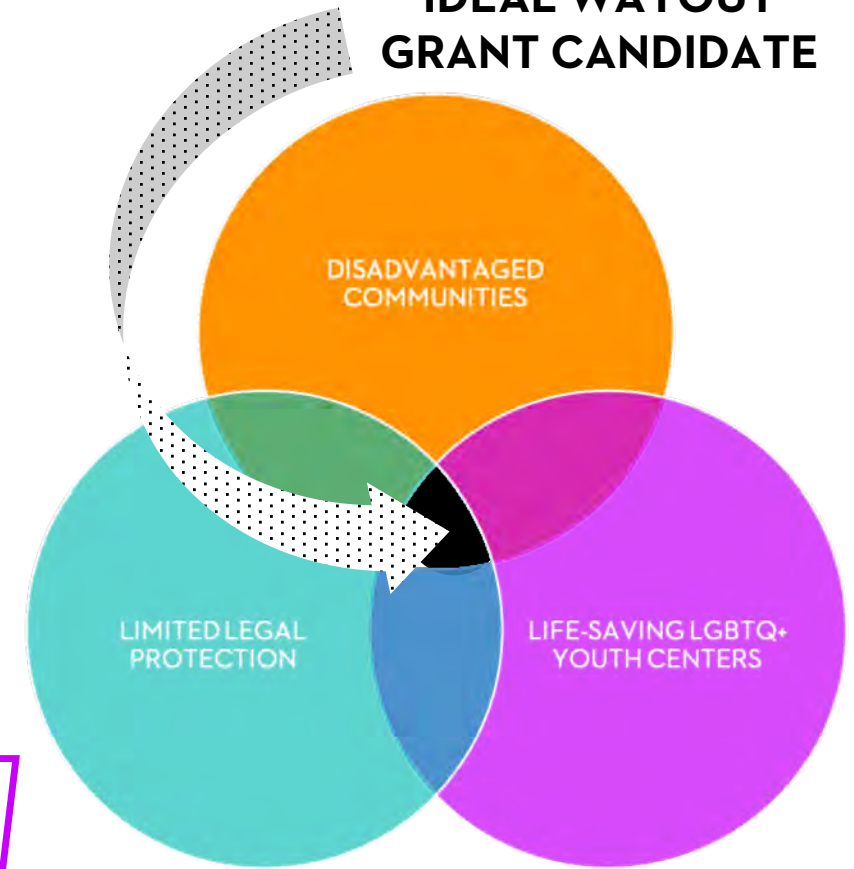
WHAT DO WE LOOK FOR IN A GRANT RECIPIENT?

Where local regulations provide limited protection against discrimination based on sexual orientation or gender identity.

In disadvantaged communities or areas which most suffer from a combination of economic, health, and environmental burdens.

Organizations focused on providing life-saving services, empowering, and protecting LGBTQ+ youth within their local communities.

IDEAL WAYOUT GRANT CANDIDATE



"If we aren't intersectional, some of us, the most vulnerable, are going to fall through the cracks."

—Kimberle Williams Crenshaw
Civil Rights Advocate & Intersectionality Expert

THE WAY OUT WAY

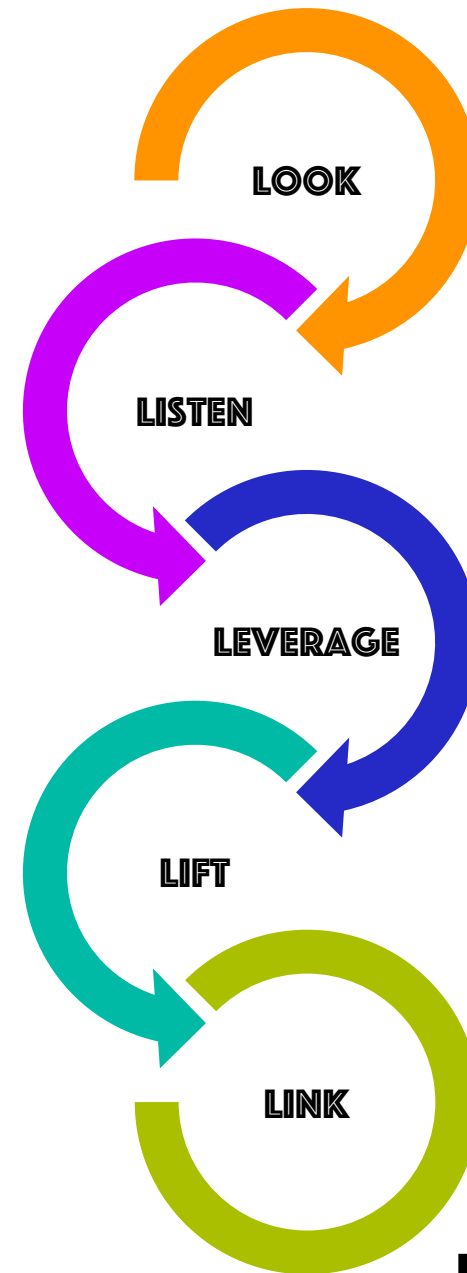
1
We identify organizations run by local leaders working with LGBTQ+ Youth in high need areas around the country

2
We interview grant applicants and listen to better understand their needs and their plans/preparedness for a significant cash infusion.

3
We leverage our own networks and resources to fund our grants.

4
We advise, mentor, and guide our partners. We build mutual trust, accountability, and enduring relationships.

5
We connect our partners to each other and to national and regional networks. We bring together brilliant minds to share best practices



Across 4 cities, wayOUT has over 50 chapter and board members. Being completely volunteer-led, we direct 100% of funds to local, community based partner organizations. Through a model of 1:1 relationships between each chapter and partner organization, we amplify our partners' message through our networks and fundraising efforts.

ONE
ON
ONE

OUR CHAPTERS

BAY AREA



Est. 2017

NEW YORK CITY



Est. 2018

LOS ANGELES



Est. 2019

SEATTLE



Est. 2020

2020 GRANT RECIPIENTS



one.n.ten



Phoenix, AZ



In Our Own Voices



Albany, NY



Youth Oasis



Baton Rouge, LA



Ruth Ellis Center



Highland Park, MI

WAY

OUT



BOTTOM LINE: WE NEED SPONSORS.

With the changing social, political, and economic landscape, we need financial support now more than ever. Nevertheless, there are many forms your support can take!

HOW YOU CAN

COLLABORATE



Collaborate on a project with us. Whether it be sponsored capsule collection, a co-branded event or a connection with your company's own foundation, wayOUT is ready to get creative with you & your team. Let's take the traditional sponsorship program and give it a makeover with a fully customized program dedicated to your company and your goals.

SPONSOR & DONATE



Prefer traditional sponsorships or donations? As a 501(3)c organization, wayOUT is here to guide you through a lump sum or on-going regular donation. We are also seeking high value items for our first ever virtual auction.

ADVOCATE



Advocate for wayOUT internally by white-listing us for your corporate gift-matching programs and invite your employees to support LGBTQ+ youth through us.

COMMUNICATE



Help us gain awareness. Whether through your social handles or your internal communications, let's tell people about what we're doing together and inspire them to join us.

OUR NETWORK

50+

CHAPTER MEMBERS

100K+

NETWORK FOLLOWERS

125K

AVERAGE DONOR
INCOME

5000

INDIVIDUAL DONORS

OUR GRANT RECIPIENTS



OUR PARTNERS

Select Partners, Sponsors, & Collaborators

FACEBOOK



jetBlue



CHRISTIE'S



ILEGAL+MEZCAL



LOEWS
HOTELS



DONALD PLINER



hims | hers

OUR REACH

VINCINT

@VINCINT
117K FOLLOWERS

PEPPERMINT

@PEPPERMINT247
658K FOLLOWERS

PARSON JAMES

@IAMPARSONJAMES
40K FOLLOWERS

EUREKA O'HARA

@EUREKAOHARA
515K FOLLOWERS

CATIE TURNER

@HASHTAGCATIE
308K FOLLOWERS

FRIENDS OF wayOUT

WAY
OUT

11

W A Y

O U T

THANK YOU.

APPENDIX

SPONSOR SUPPORT PACKAGES

A

Logo inclusion on pre-event communication.
(lead message or featured, national or regional)

B

Logo inclusion on pre-event digital posts promoted on social, email, marketing assets & display ads.
(dedicated or featured)

C

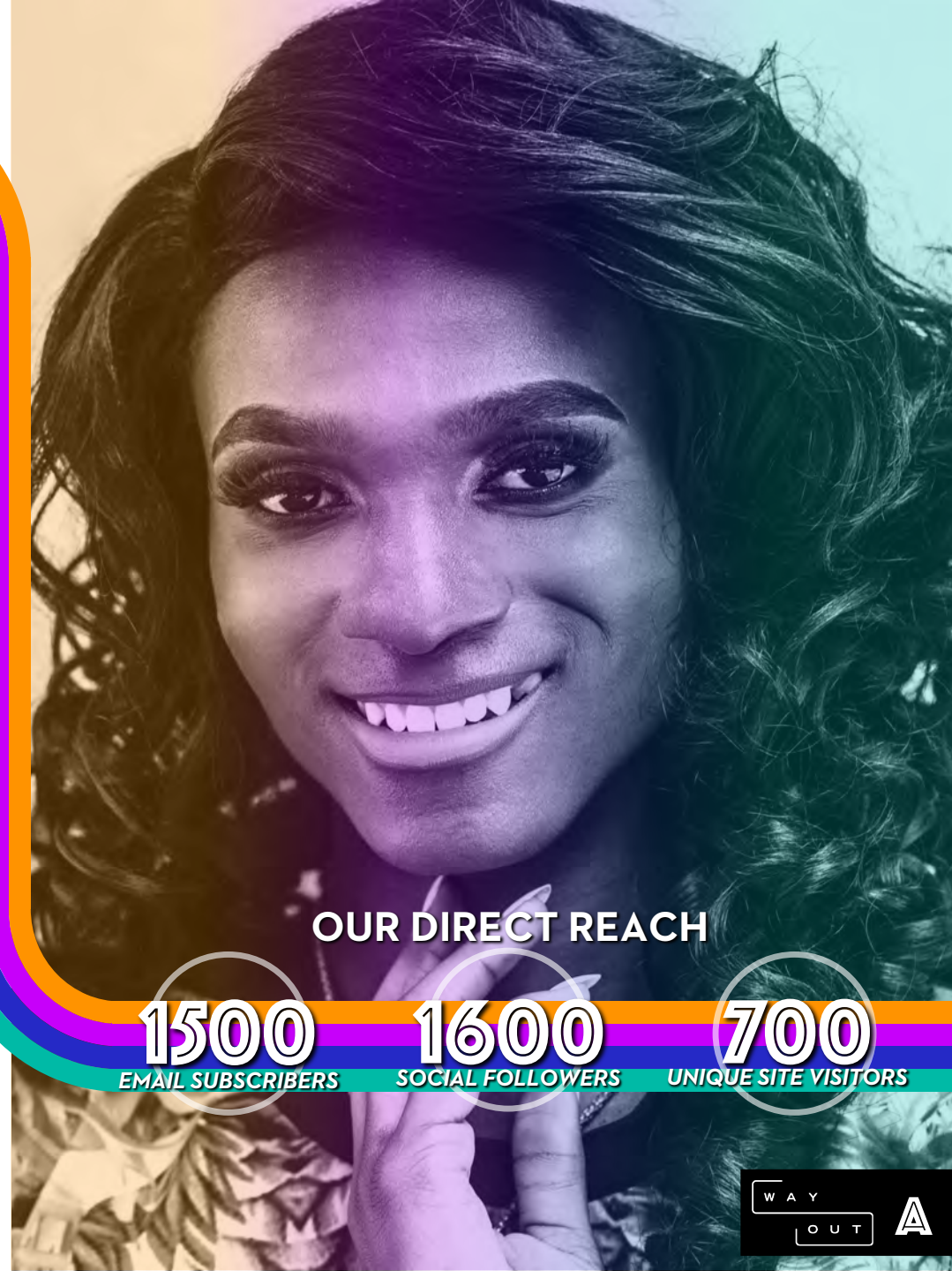
Logo inclusion on:

- Entitlement of (virtual) event or program
- Dedication promotion email to wayOUT distribution list
- Dedicated social post(s) on wayOUT channels
- wayOUT website
- Category exclusivity in sponsor partners

D

Create a custom package with us from co-branded events and products to matching programs and mutual incentives. The sky is the limit!

PRICES TO BE AGREED BY PROJECT



OUR DIRECT REACH

1500

EMAIL SUBSCRIBERS

1600

SOCIAL FOLLOWERS

700

UNIQUE SITE VISITORS

WAY

OUT



TRANS YOUTH

STATEMENT ON DEFICIENT INFORMATION IN REGARDS TO TRANS YOUTH & THE GREATER NON-BINARY, GENDERQUEER COMMUNITY ACCORDING TO CHILDTRENDS.ORG

Despite recent advances, to obtain a better picture of the LGBTQ[+] population, and youth in particular, there is a need to include questions related to sexual orientation and gender identity on more national surveys. Most national or state surveys, and several other independent surveys, now ask sexual orientation questions. But only a few have questions related to gender identity, making it difficult to estimate the number of gender minority individuals in varied subgroups, their needs, and factors that could promote their well-being. And, only a few surveys focus on systematically gathering information on LGBTQ[+]. Aside from surveys, there are many other gaps in research about these youth. In 2011, for example, the Institute of Medicine released a report identifying research gaps and opportunities related to LGBTQ health, including topics in health services, mental health, physical health, family and interpersonal relationships, and sexual and reproductive health. Expanding research will help policies and programs promote positive outcomes for LGBTQ[+] youth.

WHERE WE INVEST

wayOUT's grant applicants have increased nearly 100% year over year. Each of these organizations address the largest area's of need in their own communities as it effects the LGBTQ+ youth population.

As a result, the programs within these grant recipient organizations vary for each center allowing the funds we to have a broad and impact across many areas of focus.

