



**COVID-19**

**CAN'T  
CANCEL  
PRIDE**

**2020 IMPACT REPORT**

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MESSAGE FROM BRENT MILLER,  
CAN'T CANCEL PRIDE CO-FOUNDER

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.

But in the spring of last year, it became clear that Pride Month 2020 was going to be very different as the world grappled with COVID-19. The LGBTQ+ community faced loss of livelihoods, lack of access to critical life-affirming healthcare, increased domestic violence, and social isolation with the closure of local community services. 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 the visibility, and celebrating, the LGBTQ+ community. Born during video calls at my dining room table and brought to life through the hard work and passion of many, "Can't Cancel Pride: A COVID-19 Relief Benefit for the LGBTQ+ Community" aired virtually on June 25, 2020, raising more than \$4 million in support of six LGBTQ+ organizations including GLAAD, SAGE, National Black Justice Coalition, The Trevor Project, CenterLink, and OutRight Action International.

We are all enormously proud to share the outstanding impact of Can't Cancel Pride 2020 in the pages that follow; and to those who helped make it happen, thank you.

As we turn to 2021, 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 virtually, nothing can cancel our Pride.

Brent Miller

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





# P&G'S COMMITMENT TO EQUALITY & INCLUSION

## P&G Equality & 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, positively impacts individuals, and promotes attitude change that transforms communities through mutual understanding. In recent years, we expanded our GABLE presence globally, participated in more than 50 Pride celebrations on six continents, and developed partnerships with important organizations including GLAAD, PGLE, Stonewall and Out Leadership. 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 2020 IMPACT

## The Inspiration

As the world grapples with COVID-19, many in the LGBTQ+ community face unique challenges:

- A disproportionate number of LGBTQ+ people work in restaurants, retail, education and industries that are heavily impacted by COVID-19.
- Stay-at-home orders closed community centers and support groups that millions in the community rely on; the pandemic has also had a damaging effect on the fundraising efforts that many of these organizations rely on to survive.
- LGBTQ+ individuals are more likely than the general population to live in poverty and lack access to adequate medical care, paid medical leave and basic necessities important during the pandemic.

At the height of the pandemic, in-person Pride Month 2020 events were cancelled from coast to coast; but P&G and our partners didn't want that to prevent them from giving this beloved and underserved community their voice and visibility.

We wanted to use our reach to be a force for good and a force for growth for the LGBTQ+ community, shaping a dialogue about visibility, understanding, normalization, and shared humanity – particularly in this challenging time in history when our country was facing a global pandemic, but also civic unrest driven by racial injustice.

## Collaboration with iHeart RADIO

In order to increase authentic visibility and raise funds for diverse LGBTQ+ communities impacted by COVID-19, P&G partnered with iHeartRadio for a virtual Pride Month celebration. The two companies shared the belief that Pride is bigger than an event or even a month; it lives in all of us, and it comes in any form in which we wish to show it.



## “Can’t Cancel Pride: A COVID-19 Relief Benefit”

With support from numerous partners, P&G and iHeartRadio developed an hour-long virtual benefit that brought together the most inspirational voices and allies in the LGBTQ+ community. Hosted by Elvis Duran and Laverne Cox, the one-hour benefit special brought together today's biggest names in culture and entertainment and included performances from Adam Lambert, Ben Platt, Big Freedia with Tank and the Bangas, Katy Perry, Kim Petras, Melissa Etheridge, Sia, Ricky Martin and Carla Morrison, as well as John Cameron Mitchell, Neil Patrick Harris, Darren Criss, Andrew Rannells 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.

# CAN'T CANCEL PRIDE 2020: BY THE NUMBERS

11 P&G  
brands  
**RALLIED BEHIND  
THE EFFORT**

\$4+  
Million  
**RAISED FOR THE  
LGBTQ+COMMUNITY**

99.8%  
**POSITIVE RESPONSE  
FROM THOSE  
WHO ENGAGED  
ON SOCIAL MEDIA**

4.2+  
Million  
**PEOPLE TUNED  
IN TO SHOW  
THEIR SUPPORT**

2.5+  
Billion  
**PEOPLE HEARD  
ABOUT THE BENEFIT  
THANKS TO 3K  
PIECES OF GLOBAL  
COVERAGE**



# IMPACT ON THE LGBTQ+ COMMUNITY

Can't Cancel Pride partnered with The Greater Cincinnati Foundation to administer and distribute financial support raised by the event to 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 \$600,000.



## 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.

With the proceeds from Can't Cancel Pride, CenterLink was able to provide \$2,400 grants to 190+ LGBTQ+ community centers and organizations.

**“In a year that saw significant challenges, LGBTQ+ community centers persevered, continuing to serve and support their communities and constituents amidst a global pandemic, racial uprisings, and economic uncertainty. P&G’s “Can’t Cancel Pride” made a tremendous impact on our member center network, benefiting over 190 centers and providing funds for things like rent, food assistance, technology, and more. Even more, it put a spotlight on the tremendously important, often lifesaving work, that LGBTQ+ centers do every day in their communities.”**

— Denise Spivak, Chief Executive Officer, CenterLink

**“I just wanted to send a special THANK YOU for allowing us to be a part of this incredible online fundraiser. The funds we will be receiving are enough to cover TWO FULL MONTHS of rent and utilities for Pride Center West Texas. For a tiny center, these amounts change the course of our nonprofit drastically!”**

— Bryan CA Wilson, M.S.Ed., Executive Director, Pride Center West Texas, Odessa, TX



## 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

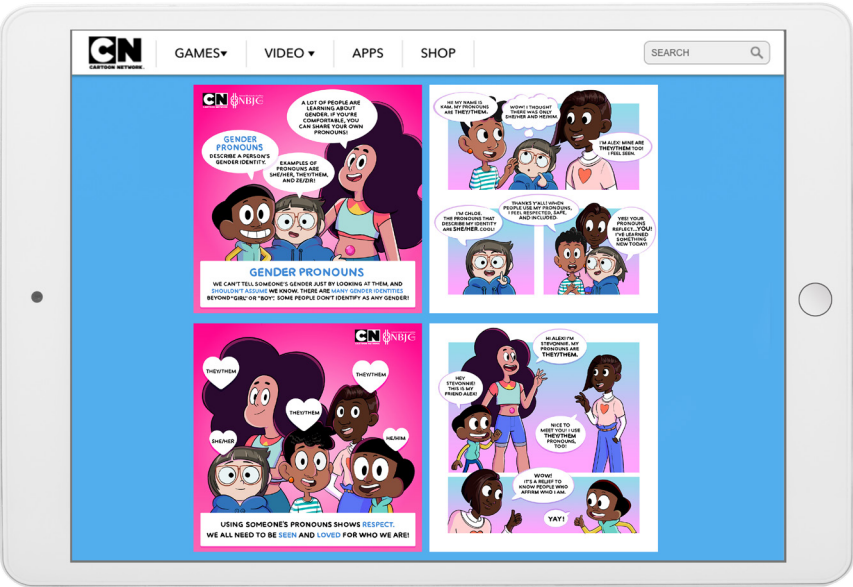
NBJC partnered with Pink Cornrows and the Black Policy Lab to collect data about COVID's impact on people who are Black and queer, calling attention to an enduring data collection gap. The organization released three COVID-19 related toolkits on the following topics:

- 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 several of NBJC's partners, including LGBTQ+ organizations, HBCUs and Black faith leaders, for distribution to thousands of communities across the nation.

### 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 participating in a discourse with educators from across the nation, 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.



**“Wow! These funds will go very far toward providing the safe space that our local LGBTQ+ youth are depending on right now.”**

— Lisa Trejo, All Rainbow And Allied Youth, Port Charlotte, FL



**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:

**GLAAD's Spirit Day**

Proceeds catapulted GLAAD's Spirit Day, the world's largest LGBTQ+ anti-bullying campaign, to the top. Millions of people went purple with social media avatars, purple backgrounds for virtual meetings and classes, and digital activations by landmarks, celebrities, schools, and media outlets.

**The Digital 31st Annual GLAAD Media Awards**

The world's largest LGBTQ+ event, in its first digital ceremony attracted 58,000+ viewers in its live-stream on Facebook and YouTube. To meet the needs of the time, the Awards spotlighted epidemic violence Black trans women face and featured impassioned speeches from Dwyane Wade and Gabrielle Union, Dan Levy, and Demi Lovato.

**“Leave it to the LGBTQ+ community to combat the woes of 2020 with a celebration of love and acceptance at the GLAAD Awards. The awards offered moments for ‘attendees’ to laugh at their computer screens, cry tears of joy, and feel a sense of unity despite the distance.”**

— Isiah Magsino in *Vogue*

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.



**“P&G, iHeartMedia, and all of the supporters of Can't Cancel Pride raised the bar for what it means to be a corporate ally to LGBTQ+ people.”**

— 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 country'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. SAGEConnect, 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 new online financial wellness program, created for LGBTQ+ elders, which helps users plan for the future and make the best possible financial decisions. In just four weeks, SAGE reached its annual registration goal, users in all 50 states in just four weeks, a reflection of the deep financial insecurity facing so many LGBTQ+ elder pioneers.





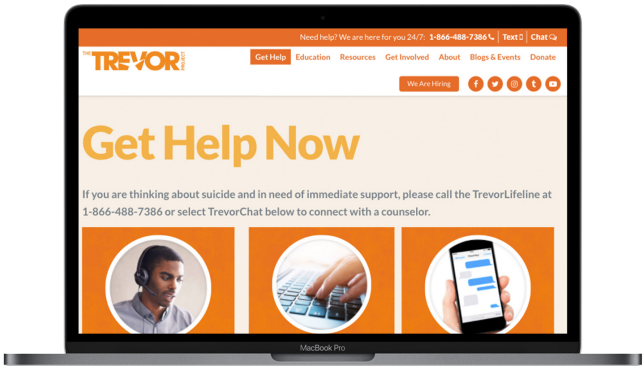


## The Trevor Project

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

The Trevor Project is a national nonprofit organization focused on suicide prevention efforts among LGBTQ+ youth through its free and confidential Lifeline, in-school workshops, educational materials, online resources, and advocacy.

With the proceeds from Can't Cancel Pride, The Trevor Project was able to support LGBTQ+ youth impacted by COVID-19 and provided support to others through the following initiatives.



### Crisis Counselor Training & Tools

The Trevor Project-trained crisis counselors served more than 14,000 crisis contacts from LGBTQ+ young people via TrevorLifeline, TrevorChat, and TrevorText in June 2020 alone. Can't Cancel Pride's funding contributed to Trevor being able to provide a record number of LGBTQ+ youth with its free, 24/7 crisis intervention services this year. In 2020, the organization supported more than 160,000 crisis contacts from LGBTQ+ youth via TrevorLifeline, TrevorText, and TrevorChat. Funding from Can't Cancel Pride contributed to our ability to support 7,300 more crisis contacts on TrevorLifeline, TrevorChat, and TrevorText.

### Maintaining a Safe Space for LGBTQ+ Social Networking

Trevor Space is 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. Can't Cancel Pride's funding allowed The Trevor Project to maintain TrevorSpace, resulting in more than 70,000 new pieces of user-generated content posted every week and 35% of site activity originates from outside the U.S., demonstrating the platform's global relevance and necessity. Can't Cancel Pride's promotion of The Trevor Project helped Trevor's social audience grow by a net of 430% in June 2020.



## OutRight Action International

### Investing in Global COVID-19 Grants 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 supported LGBTQ+ people impacted by COVID-19 through the following initiatives.

### COVID-19 Global LGBTQ+ Emergency Fund

To support LGBTQ+ individuals impacted by COVID-19, OutRight established the COVID-19 Global LGBTQ+ Emergency Fund and has issued 121 grants to LGBTQ+ organizations in over 62 countries serving more than 50,000 people.

### OutSummit

Support from Can't Cancel Pride enabled OutRight to successfully pivot its annual Summit from a one-day in-person conference of 200 participants to a virtual three-day summit that attracted more than 1,640 registrants from 100+ countries.

### Safety & Security Program

In 2012, OutRight established the Safe & 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. More recently, with support from P&G's Can't Cancel Pride, OutRight assisted a gay couple in Aceh – a Western province in Indonesia – to immediately evacuate the province for a safe house in another part of the country. The well-known LGBTQ+ advocates were targeted by authorities because of their sexual orientation and social activism and arrested and sentenced to lashes.

### Advocacy Week

A portion of the proceeds from Can't Cancel Pride were allocated to OutRight's Advocacy Week in May 2021. Typically held in New York in December, OutRight's Advocacy Week was forced to reschedule and pivot to a virtual event due to the global pandemic. During Advocacy Week, OutRight anticipates convening a new cohort of 40-50 human rights defenders who will undergo training and skills to successfully advocate for LGBTQ+ inclusion within the UN system in New York.





## CAN'T CANCEL PRIDE 2021 WILL DRIVE...

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

**MORE VISIBILITY OF  
THE MARGINALIZED**

**MORE FINANCIAL  
SUPPORT FOR  
THOSE IN NEED**



## MAINTAINING THE MOMENTUM: CAN'T CANCEL PRIDE 2021

Can't Cancel Pride may have initially been created to drive visibility and support for the LGBTQ+ community impacted by COVID-19, but the truth is, this community faces complex and significant obstacles every day – whether we're in a pandemic or not.

That's why we believe now is the time 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 second year of the program, which will take place in early June 2021, 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 2020 PARTNERS

