



HUMAN
RIGHTS
CAMPAIGN
FOUNDATION®

HRC FOUNDATION YEAR IN REVIEW

2025

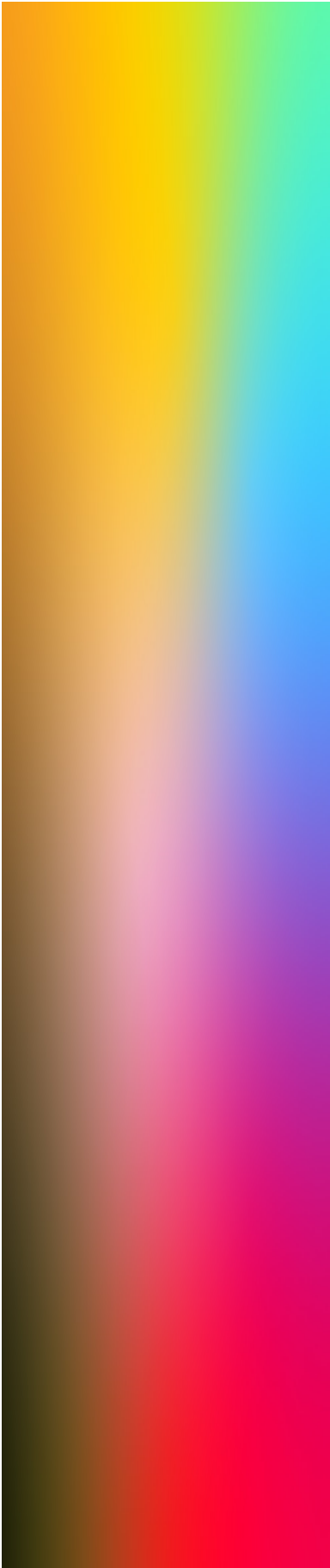


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LETTER FROM THE PRESIDENT

Dear Partners and Friends,

As we close out 2025, I want to take a moment to reflect on the extraordinary progress we've achieved together—despite the unprecedented challenges facing the LGBTQ+ community. What a testament to our resilience and courage!

This year, we witnessed a systematic rollback of federal protections: diversity and non-discrimination policies reversed; data collection on sexual orientation and gender identity eliminated; and critical funding for HIV/AIDS services, gender-affirming care, and youth suicide prevention slashed. These attacks are not just policy shifts—they are attempts to erase our community from public life.

But we did not back down.

In moments of rising threats and unrest, we launched **Stand Visible, Stay Safe**, a comprehensive hub of resources to protect our community and allies. These tools empower people to protest safely, access affirming care, and build solidarity—ensuring no one faces these challenges alone.

Guided by our North Star goals—to change the narrative, build people-power, and protect democracy by disrupting anti-equality systems—the Human Rights Campaign and HRC Foundation mobilized a bold, community-rooted response.

We launched the **American Dreams Tour**, a cross-country grassroots campaign to amplify LGBTQ+ voices nationwide. From kitchen tables to campuses, we reignited the heart of our movement. HRC Foundation's Voices for Equality training empowered people to drive change through storytelling. And HRC's **One Million Voices for Equality** campaign is building a powerful chorus for justice.

We strengthened the foundation of our advocacy through **data and research**. By acquiring Community Marketing & Insights, we now lead one of the largest LGBTQ+ research panels in the country.

This work ensures our community remains visible in policy decisions and equips us with evidence to fight back against erasure.

We broadened our health equity work through HIV-focused initiatives—expanding **My Body, My Health** as a trusted resource; bringing harm-reduction tools like HIV self-testing and PrEP education directly to communities most impacted by stigma; and growing our **LGBTQ+ Healthcare and HIV Provider Directory** to connect thousands with affirming care nationwide. These efforts ensure access to lifesaving, stigma-free care for all.

In corporate America, we made the **business case for inclusion** clearer than ever. Our landmark report shows that companies with top scores on the Corporate Equality Index grew revenue twice as fast and achieved eight times greater net income over time. We've demonstrated that inclusion isn't just the right thing to do—it's a driver of innovation, resilience, and success.

Through Welcoming Schools, we **trained 30,000 educators, reaching 1.5 million students across 16 states**. We also delivered critical resources for parents and caregivers of transgender youth, and equipped parent-advocates with practical tools to organize, build power, and ensure school boards reflect the values of inclusivity and respect.

This year has tested us. But it has also reminded us of our power—our ability to rise, resist, and reimagine what's possible.

Thank you for standing with us. Your partnership fuels our fight and fortifies our future. Together, we are changing hearts and minds, building unstoppable momentum, and creating a world where every LGBTQ+ person can thrive.

With gratitude and resolve,

Kelley Robinson

President, Human Rights Campaign and
Human Rights Campaign Foundation

GRASSROOTS STORYTELLING

American Dreams Tour

In July, HRC launched the [American Dreams Tour](#) with a clear mission: to go beyond the headlines and hashtags to listen, learn, and amplify the voices shaping the future of LGBTQ+ equality. We set out to rediscover the heart of our movement at kitchen tables, in places of worship, on campuses, and in community centers across America.

At a time when LGBTQ+ communities are facing unprecedented erasure—from the rollback of federal protections to the silencing of inclusive education—**storytelling has become one of our most powerful tools**. That's why we launched **Voices for Equality**, a groundbreaking in-person storytelling training program designed to equip LGBTQ+ people and allies with the tools to drive change through personal narrative. Sharing our lived experiences is how we resist invisibility, build empathy, and shift public perception. **Changing the narrative is not just strategic—it's survival**. It ensures that our truths are heard, our humanity is recognized, and our rights are defended.

HRC President Kelley Robinson kicked off the tour on [MSNBC's Morning Joe](#), and we launched the website with a [powerful video](#) that captures the spirit of the campaign. You can find our press release [here](#).

Across 10 spotlight cities, **over 5,000 people** convened for storytelling workshops, town halls, and community gatherings. During the campaign, HRC's YouTube audience grew by **30%**, reflecting the hunger for authentic stories and human connection.



Tour stop snapshots:

- In **Columbus, Ohio**, we launched our tour in the spirit of community: meeting LGBTQ+ community leaders at local community centers and businesses and firing up our movement with lessons on the American Dream.
- In **Las Vegas, Nevada**, we explored joy as an act of resistance and celebrated the power of community. We trained storytellers, connected people to essential healthcare and HIV resources, such as The LGBTQ Center of Las Vegas's mobile health clinic, and celebrated how far we've come at the Las Vegas Dinner.
- In **Washington, DC**, we trained hundreds in the art of storytelling for change and brought together thousands of advocates at the HRC National Dinner,



celebrating our progress and the power we hold to make change in 2026 and beyond.

- In **Nashville, Tennessee**, we lifted voices of young leaders during HRC's HBCU Dream Out Loud Day, showing that the future of our American Dream is brighter than ever—while musician Crys Matthews reminded us that the future of this movement is bold, unafraid, and unstoppable.
- In **Atlanta, Georgia**, we held a triumphant Vision for Equality Town Hall at Bishop O.C. Allen's Vision Cathedral, alongside Gilead Science's Vice President of Corporate Responsibility, Rashad Burgess, and TV personality Ts Madison—showing that joy is not just sacred, it's essential to our work. We took to the streets for Atlanta Pride, capturing stories and elevating queer joy.
- In **San Antonio, Texas**, we were joined by Planned Parenthood and community leaders from across the region to build solidarity in the fight for a safer Texas and a stronger America.
- We also visited **Boston, Massachusetts**, where we joined local leaders to talk about democracy, belonging, and how by owning our narratives, we can transform what's possible for pro-equality advocates.

One Million Voices for Equality

With **3.6 million members and supporters, a digital reach of over 5 million—and as a top known brand among Gen Z and Millennials**—HRC is mobilizing unprecedented collective power.

The American Dreams Tour coincided with the launch of HRC's One Million Voices for Equality campaign, a nationwide effort to engage one million LGBTQ+ people and allies to share our personal stories and take action to shift narratives, expand support, and change policy.

While we combat anti-LGBTQ+ policies and rhetoric that seek to erase our identities, this campaign transforms awareness into action—amplifying voices to counter disinformation and defend equality in schools, workplaces, and healthcare.

EXPANSION OF DATA AND RESEARCH

Federal agencies have stopped collecting data on sexual orientation and gender identity, making community-driven research not just important but essential. Without inclusive data, LGBTQ+ individuals will not have a say in the decisions that shape healthcare, education, employment, and civil rights. Data is power: it ensures our stories are counted, our needs are understood, and our lives are reflected in public policy.

This year, the HRC Foundation acquired the assets of Community Marketing & Insights, the nation's leading LGBTQ+ market research firm. Through a panel of 55,000+ LGBTQ+ individuals, we will conduct community-centered and policy-relevant research across sectors. Our work will ensure that LGBTQ+ voices remain central to shaping inclusive policy and advocacy—equipping community members, researchers, and policymakers with data-driven findings to advance equity.

65.8%

AMERICANS SUPPORT
PRESERVING
MARRIAGE EQUALITY

Ahead of the Supreme Court's review and denial of Kim Davis's petition to overturn *Obergefell v. Hodges*, HRC Foundation polling found that 65.8% of Americans support preserving marriage equality, consistent with Gallup's May 2025 estimate of 68%. Our survey on **Marriage Equality and the Supreme Court** is among the first to explicitly reference *Obergefell* and its potential reversal. Notably, among non-LGBTQ+ adults, we saw nearly double the support for same-sex marriage among people who know an LGBTQ+ person—a powerful reminder that personal connection remains one of the most influential factors in shifting hearts and minds.

The complete results of our first study, the *Annual LGBTQ+ Community Survey*, will document how anti-LGBTQ+ policies affect daily life—particularly in healthcare, the workplace, and civic participation—providing necessary evidence to fight erasure and drive meaningful change. This will be released in early 2026.

SAFE AND AFFIRMING SCHOOLS

Equipping Educators: Training and Resources

Welcoming Schools, the nation's premier LGBTQ+-inclusive, anti-bias bullying prevention program for PK–12 educators, released its *Annual Report* in May. Amid unprecedented anti-LGBTQ+ legislation and attacks on LGBTQ+ identities, the program continues to equip schools with training, resources, and actionable policies to foster inclusive classrooms where every student feels seen and supported. In 2025, we provided training for 30,000 educators, reaching an estimated 1.5 million students in 16 states.



Welcoming Schools responded to attacks on inclusive education with back-to-school resources for educators, students, and families. These tools explain recent Supreme Court decisions, offer strategies for engaging with school boards, and provide guidance on fostering student well-being and defending inclusive curricula. The program also launched Queer Recess, a quarterly virtual gathering for thousands of educators to recharge, share strategies, and build community—advancing Welcoming Schools' mission to create classrooms where every student can thrive.

Empowering Students and Families

HRC Foundation offered families, educators, and students tools to foster inclusive schools and empower advocacy. School Boards Matter provides strategies to organize and ensure school boards reflect inclusive values. Making the Grade helps communities evaluate and advocate for affirming school districts. The Welcoming

Schools Book of the Month series uplifts LGBTQ+-inclusive literature to spark dialogue and joy. Finally, the [HBCU Leadership Summit](#) brought together **20** LGBTQ+ students from **16** HBCUs for three days of leadership and advocacy training, continuing a 20-year tradition of driving equity and belonging.

WORKPLACE INCLUSION

Advancing LGBTQ+ Workplace Inclusion

Since 1998, HRC Foundation's Workplace Equality Program has advanced LGBTQ+ inclusion by encouraging employers to adopt equitable policies and benefits that directly improve the lives of millions of LGBTQ+ employees. Central to this effort is the Corporate Equality Index, a benchmarking tool that rates businesses on non-discrimination, transgender-inclusive healthcare, and inclusive training.

A record 1,449 businesses spanning nearly every industry participated in the 2025 CEI—a 28% increase from 2024—with 765 earning a perfect score and the HRC Foundation's Equality 100 Award for their leadership in LGBTQ+ workplace inclusion. Throughout the year, the team worked tirelessly to protect hard-won progress and innovate, to ensure we continue to serve as the go-to source and trusted partner for workplace inclusion. One thing is clear: despite the rapidly shifting landscape, thousands of employers and their employees remain steadfast in their commitment to transforming workplaces.

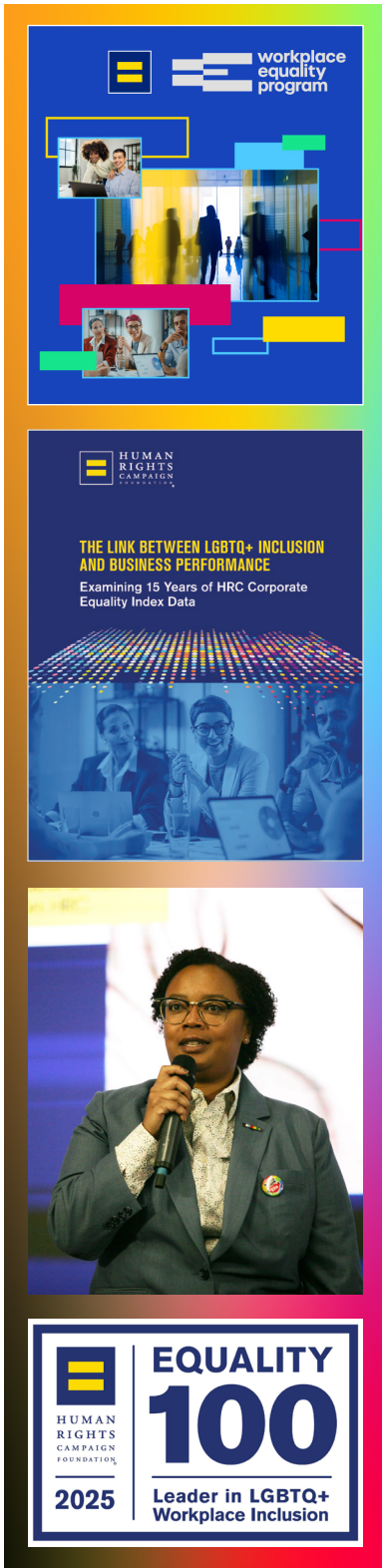
Strengthening the Business Case for Workplace Inclusion

Groundbreaking research from HRC and Whistle Stop Capital, [The Link Between LGBTQ+ Inclusion and Business Performance](#), confirms that LGBTQ+ inclusion is not only a moral imperative, it offers a strategic business advantage. An analysis of 15 years of Corporate Equality Index (CEI) data reveals a strong correlation between inclusive practices and positive financial outcomes:

- **Revenue Growth:** Companies with top CEI scores grew revenue more than twice as fast as lower-scoring peers.
- **Profitability:** High-scoring companies achieved eight times greater net income over 15 years.
- **Market Stability:** Strong LGBTQ+ policies were linked to more consistent share price trends over time.

Bottom line: Inclusive policies don't just reflect strong values—they drive stronger business results. Our research provides critical data to help business leaders navigate today's challenges and adapt workplace strategies for long-term success. The message is clear: investing in equality and communicating that commitment is a proven driver of growth and competitiveness.

At the same time, HRC stood firm against escalating political attacks on diversity, equity, and inclusion—confirming that DEI is a professional and moral standard, not a political stance. In an [HR Dive](#) op-ed, Senior Director of Workplace Equality RaShawn Hawkins denounced the retreat from inclusion and reinforced HRC's leadership in shaping workplace norms rooted in fairness, accountability, and belonging.



Employee Resources

HRC arms advocates and employees with education and tools that turn knowledge into action for workplace equality. **The Look Forward webinar series and newsletter**, together with the **Working with Pride: 2025 Employee Toolkit**, provide essential resources for advancing LGBTQ+ inclusion. The newsletter and webinars deliver timely insights, practical strategies, and expert guidance to help leaders and advocates create inclusive workplaces. The Employee Toolkit complements these efforts with actionable guidance for navigating careers, understanding protections, and using personal stories to drive change. Together, these platforms empower professionals and employees to cultivate workplaces where every individual can live authentically and thrive.



HEALTH EQUITY

HIV Prevention, Treatment, and Care

Across the country, LGBTQ+ people continue to face disproportionate barriers to healthcare access—especially Black and Brown transgender and queer individuals who remain at the epicenter of the HIV epidemic. In a year marked by funding cuts, censorship, and the rollback of federal protections, the HRC Foundation met this moment with innovation, compassion, and courage.

HRC advances a vision of healthcare rooted in dignity and justice—where people are empowered to make informed choices and stigma never gets in the way of lifesaving care. This work spans research, education, and on-the-ground engagement to address systemic inequities and strengthen pathways to prevention and treatment.

Our **My Body, My Health** platform continued to serve as a trusted hub for medically accurate information on HIV prevention, treatment, and care. Through targeted storytelling and culturally responsive resources, the site reached hundreds of thousands of users seeking affirming information at a time when access is increasingly politicized. Community voices, local partners, and peer educators helped ensure these resources were available in both English and Spanish and emphasized PrEP options, DoxyPEP updates, and evolving STI prevention strategies.

Through the **American Dreams Tour**, we also spotlighted local advocates who are reframing health conversations in their own communities—linking narrative change with action on HIV, stigma reduction, and access to care.

A cornerstone of our work to ensure access to affirming care is the **LGBTQ+ Healthcare and HIV Provider Directory**, a free, searchable database connecting patients to providers across the U.S. and Canada who understand and respect the unique needs of LGBTQ+ people. In partnership with The Tegan and Sara Foundation and GLMA, HRC expanded the directory to offer timely, accurate information on HIV prevention, treatment, and care, including resources on injectable PrEP, DoxyPEP, and new service-delivery models. By bridging the gap between patients and affirming providers, this tool ensures that every LGBTQ+ person, no matter where they live, can find compassionate, informed, and stigma-free care.

HRC's harm-reduction work in Dallas, Houston, Philadelphia, Atlanta, and Baltimore, brought health resources directly to LGBTQ+ people, especially Black and Brown trans and non-binary communities, with a mix of joy and education. Through these affirming spaces, HRC reached over 1,000 community members by empowering every attendee to multiply our impact and share resources with their community.

Our “Party with a Purpose” series merged entertainment with empowerment, offering HIV self-testing kits, and connections to affirming healthcare providers. These efforts demonstrate HRC's holistic model for advancing health equity: addressing the social determinants of health—racism, transphobia, poverty, and isolation—while offering real-world tools for people to stay safe and thrive.

Strengthening Healthcare Systems

We are also transforming healthcare systems to ensure LGBTQ+ inclusion endures. In 2025, we strengthened the Healthcare Equality Index (HEI) by modernizing its infrastructure—enhancing data security, streamlining renewals, and updating criteria to reflect today's challenges, all while keeping the HEI firmly rooted in fairness, health equity, and inclusion. These improvements will help healthcare facilities develop a clearer, more supportive path to inclusive care in advance of the 2026 HEI.

At the same time, the Long-Term Care Equality Index (LEI), produced with SAGE, saw a 37% rise in participation, with 274 communities across 33 states now explicitly protecting sexual orientation and gender identity. By advancing patient-centered education and institutional accountability, we are not only safeguarding access—we're building systems rooted in dignity, respect, and equity, to ensure inclusive care is available even in the face of political backlash.



MEETING COMMUNITY NEEDS

Public Safety

In today's climate of protest, unrest, and mounting threats to fundamental rights, safety is essential. **Stand Visible, Stay Safe** equips LGBTQ+ individuals and allies with tools for secure protesting, legal assistance, affirming medical care, and community support, ensuring no one faces these challenges alone.

The HRC Foundation reinforces this commitment through evidence-based resources on gender-affirming care and allyship, explaining its importance to health and well-being and offering actionable steps for advocacy.

Complementing these efforts, the [Municipal Equality Index \(MEI\)](#) and [State Equality Index \(SEI\)](#) evaluate local and state laws, identify gaps, and drive inclusive policies that protect health, safety, and non-discrimination. Together, these initiatives strengthen protections and promote resilience, creating safer environments for LGBTQ+ people amid legislative attacks.

Parents and Caregivers of Trans Youth

As trans youth and their families endure relentless attacks, the HRC Foundation provided [critical resources](#) to help parents and caregivers navigate this moment with clarity, compassion, and strength. Through timely guides, webinars, and community networks, HRC offered information on emerging laws, healthcare access, and advocacy opportunities—empowering families to protect their children and affirm their unique identities. These resources also foster connection and solidarity, reminding parents that they are not alone and that every act of love and affirmation is an act of resistance to bigotry and hate. In a climate of fear and misinformation, HRC continues to be a trusted partner for families fighting to keep trans youth safe, supported, and seen.

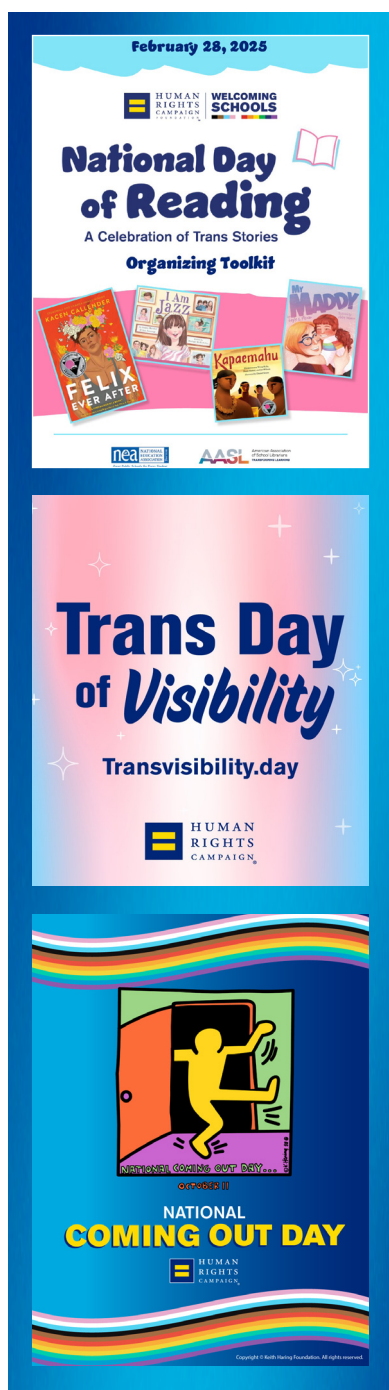


Economic Well-Being

In a faltering economy marked by record job loss and instability, the HRC Foundation expanded its commitment to financial wellbeing and workplace mobility for LGBTQ+ people. Recognizing the urgent need for accessible support, we scaled up our online education initiatives to meet the moment.

HRC's [Next Level](#) program took a major step forward this year, expanding into a new **eLearning format** through HRC LEARN, the HRC Foundation's learning management system. Designed for LGBTQ+ young adults, the program provides skills-based education and resources focused on navigating biased employment and financial systems while gaining economic stability.

[WorthIt](#), our digital financial wellness platform, quadrupled its reach to **more than 4,300 registered users** in 2025 (up from 1,000), delivering **community-centered tools and personalized assessments** to help LGBTQ+ individuals improve their financial health. This platform offers a lifeline by empowering users with knowledge, confidence, and actionable strategies for growth.



CAMPAIGNS TO SHIFT THE NARRATIVE

HRC Foundation campaigns are a highly effective counterforce to erasure and misinformation—turning moments into movements that advance visibility, dignity, and belonging.

National Day of Reading

As LGBTQ+ youth and their families face unprecedented and cruel attacks on their welfare from our most powerful leaders, our community and allies demonstrated our commitment to equality by reading and celebrating trans stories.

Every February, thousands of students, educators, parents, caregivers, and allies join in solidarity with transgender and non-binary students on the Welcoming Schools National Day of Reading. The initiative, co-sponsored by National Education Association and the American Association of School Librarians, celebrated its 10th anniversary in 2025 with over **1,500 readings with 100,000 participants**. These efforts are an antidote to book bans and anti-inclusion laws, affirming LGBTQ+ youth, foster empathy, and countering harmful narratives.

Transgender Day of Visibility

On March 31, the HRC Foundation marked the annual Transgender Day of Visibility (TDOV) by celebrating the courage, joy, and contributions of transgender and gender-expansive people.

While politicians escalate their attacks by restricting healthcare access, erasing trans identities from schools and federal documents, and undermining military service, TDOV reminds us of the importance of visibility and solidarity. We uplifted stories of trans joy and resilience, mobilized thousands of allies both online and in person, and empowered young leaders to advocate for trans rights on their campuses. By amplifying trans voices and building coalitions, HRC reaffirmed its commitment to creating a world where every person is seen, respected, and valued.

National Coming Out Day

On October 11, we mobilized community members to mark National Coming Out Day. As transgender people and their families face growing fear and uncertainty, it is critical that we understand, celebrate, and share our stories.

This year's National Coming Out Day was more than just a celebration of authenticity; it was a call to visibility and solidarity. Through social campaigns, campus events, and local gatherings, we amplified voices that challenge stigma and dismantle misinformation. We will continue to show up, speak out, and support one another to promote the dignity, safety, and equality of all LGBTQ+ people, even when it feels like the odds are stacked against us.

Transgender Awareness Week & Transgender Day of Remembrance

Each November, HRC Foundation joins communities across the country to honor Transgender Awareness Week and Transgender Day of Remembrance. Through storytelling, digital campaigns, and community events, we highlighted the voices of trans and nonbinary people who are leading change and building a more just world. This year, our message centered on visibility as it represents both

defiance and love: celebrating the everyday brilliance of trans lives while demanding safety, dignity, and equality for all.

On Transgender Day of Remembrance, we gathered in solidarity to remember those whose lives were cruelly cut short and recommitted to ending stigma and violence. Together, we honor their memory through action, as we create a world where every trans and nonbinary person can live openly, authentically, and free from fear.

World AIDS Day

On **World AIDS Day**, the HRC Foundation underscored our commitment to ending stigma and promoting holistic health for all LGBTQ+ people. We honored the lives lost to HIV-related complications and celebrated the resilience of those who continue to fight for justice, inclusion, and access to care. Our message is clear: prioritizing sexual health is an act of love, empowerment, and community. Through digital campaigns and educational outreach, we encouraged people to build their own sexual health toolbox—emphasizing testing, prevention, and self-advocacy as essential components of well-being. While misinformation and inequity persist, World AIDS Day reminds us that health equity is inseparable from LGBTQ+ liberation.

CLOSING

As we reflect on 2025, one truth stands out: progress is never the work of one organization alone. Rather, it comes from the efforts of individuals and allied groups united by a singular purpose. Every milestone we've reached this year—from uplifting voices through the American Dreams Tour to advancing health equity and workplace inclusion—was made possible because of you. Our partners and donors are the backbone of this movement, fueling innovation, resilience, and hope in the face of unprecedented challenges. Together, we are not only defending equality—we are shaping a future where every LGBTQ+ person can live openly, authentically, and free from fear.

Thank you for standing with us. Your commitment ensures that our fight will continue and our vision of true equality without limits will triumph.





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IF YOU WOULD LIKE TO MAKE A CONTRIBUTION TO THE HRC FOUNDATION, PLEASE CONTACT US.

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