

2016 Impact Report

BORN THIS WAY
FOUNDATION
—★—
EMPOWERING YOUTH
INSPIRING BRAVERY

The World Needs Kindness, Now More Than Ever

Dear Friends,

This last year has been full of ups, downs, and unexpected turns. Through it all, one theme was clear: our world is demanding more kindness, and our young people are delivering it in ways that continue to impress us. Compassion is a critical value in creating a better society for ourselves and for generations to come. That's why Born This Way Foundation is doubling down on our efforts to build a kinder and braver world, and we are excited to celebrate the impact of the past year. Beginning with the successful kickoff of **Hack Harassment**, to the launch of our exciting new program **Channel Kindness**, to the widely visited **#ShareKindness** experience at New York's 30 Rockefeller Center, so much has happened to drive our mission forward. We are excited to update you on Born This Way Foundation's progress and to acknowledge you, the committed supporters who make that progress possible.



Since the Foundation's inception in 2012, we have always been committed to giving young people the skills and opportunities that they need to effectively build a kinder and braver world. Every day we hear from youth about their struggles, their passions, and their dreams; we know that young people want and need to be leaders in solving the problems our world is facing. They believe in a more positive, accepting, and inclusive world. For that reason, Born This Way Foundation is determined to leverage the diversity, collaboration and idealism of these young people and include their voices not only in discussing the problems, but also in creating the solutions.

This is no small task, and we would not have made the measurable impact we have without the help of so many of our partners and friends. In particular, we want to acknowledge the contributions of our newly reconstituted Youth Advisory Board and Research Advisory Board; our incredible corporate and non-profit partners; and our donors, whose support has been instrumental in helping us expand our operation and increase awareness of the Foundation and its mission.

The past several years have taught us that Born This Way Foundation's programs, events, and activities have had a profound effect on the young people we serve. This report seeks to highlight both the measurable results of the Foundation's work, and the intangible – but equally important – impact the work has on the lives of the extraordinary individuals we serve every day.

In Kindness,

Lady Gaga and Cynthia Germanotta
Co-Founders, Born This Way Foundation

Mission + Vision

Born This Way Foundation is committed to supporting the emotional, social, and mental wellbeing of young people and empowering them to create a kinder and braver world.

In our efforts to accomplish this, we focus on three key areas:



2016 Year in Review



Announced Hack Harassment Campaign in partnership with Intel, Vox
January



Launched #KindMonsters Pledge with Monster High
February



Launched Kindness Cakes Campaign
March



Launched Born Brave Experiences Survey, Phase III
May



Launched Love Bravery Campaign + Partnership with EJAF
May



Maya Enista Smith named Executive Director
June



Presented at CODE Conference to Launch Hack Harassment Pledge
June



U.S. Conference of Mayors + Cities of Kindness Speech
June



Launched Channel Kindness
August

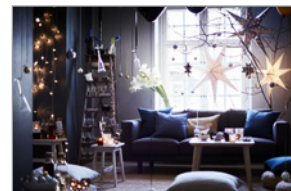
2016 Year in Review



Launched Spanish Language Born Brave Experiences Survey
August



Launched New BTWF Website
September



Executed Refinery29 Rooms Activation
September



Launched Zomby Gaga Campaign + Music Video
October



Recruited + Convened New Research Advisory Board
October



Organized Kind Monsters EDU Convening at Mattel HQ
October



Hired our first Director of Communications + Outreach, Rachel Martin
November



Partnered with the TODAY Show to create #ShareKindness Experience
December



Lady Gaga + Cynthia Germanotta attend the launch of 'Love Bravery' at Macy's Herald Square

Positive Environments

Drawing on a wealth of research, Born This Way Foundation recognizes that young people do best when they are provided with safe, welcoming, and enriching environments. From schools to the Internet, we are working to make the spaces our youth inhabit every day more positive and more empowering.



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Hack Harassment

Born This Way Foundation, in partnership with Intel, Vox Media, and Recode, launched **Hack Harassment** this year. Dedicated to reducing the prevalence and severity of online harassment, the initiative is empowering young people to build solutions and is joining forces with tech innovators, researchers, and advocates to change the status quo. Currently, 70% of young people age 18 to 24 years old are affected by online harassment.

Although the **Hack Harassment** program is still in its first year, great progress has already been made and young people have been central to its efforts. The initiative has partnered with Major League Hacking, challenging thousands of students to develop projects to combat online harassment at more than 175 collegiate-level hackathons this school year. Born This Way Foundation has also worked with Hack Harassment to launch a Campus Ambassador program to give the young people most impacted by the issue an opportunity to drive change. These Ambassadors have the opportunity to apply for a grant from **Hack Harassment** of up to \$2,000 to fund an idea to combat online harassment on their campus.

- Hack Harassment is the “Official Anti-Harassment Sponsor” at more than **175** MLH hackathons throughout the 2016/2017 school year
- Tens of thousands of students across the United States, North America and Europe are participating.
- Between September and November alone, 28,000 students participated in our hackathons, generating 321 project submissions with ideas on how to combat online harassment.



Kind Monsters EDU

This fall, Born This Way Foundation partnered with Monster High to launch Kind Monsters EDU as a continuation of our work to build positive school climates.

Kind Monsters EDU harnesses the creativity of young people to identify solutions for their schools, and create more positive school and community environments. Thanks to a grant from the Leon Lowenstein Foundation, and the resources of the Mattel Foundation and the Monster High team, the Foundation convened more than 150 students to share experiences and leverage their collective imaginations to make an impact on the local level.



- **160** students participated
- **7** schools attended
- **32** commitments made by the students
 - Hanging posters around campus to promote acceptance and kindness, and to increase school pride and unity among students.
 - Start class with students sitting in a circle and have each student say one nice thing about the peer sitting next to him or her.
 - Include shout-outs for kind behavior during the Monday announcements.
 - Begin class with icebreaker activities to help connect students and break down cliques.



Kindness

Born This Way Foundation works with young people that believe a kinder and braver world is possible. The Foundation's mission is predicated on the idea that young people not only need more kindness, but that they are the ones positioned to create a more compassionate world, today and for generations to come.

Kindness is not an expendable value: it is a fundamental requirement for creating a productive, peaceful society and combating the social issues that stem from hate. In several research studies, acts of kindness have also been proven to improve mental wellness. For these reasons, Born This Way Foundation has made advocating kindness an even greater priority in 2016. Two of our most exciting programs this year included Channel Kindness and our partnership with the TODAY Show on the month-long #ShareKindness event.



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Channel Kindness

A new initiative that identifies, trains, and equips a corps of **50** youth journalists in communities across the country to report heroic and everyday acts of kindness.

Hundreds of young people applied to be Channel Kindness Correspondents. These stories will be distributed on Born This Way Foundation's website, through our social media channels, and by our partners. The program is expected to reach an audience of millions.

Kindness

The word "Kindness" is written in a large, elegant, pink serif font. To its right is a pink line-art icon of an open hand holding a heart.

2016 Annual Conference of Mayors

Inspired by Anaheim Mayor Tom Tait's "City of Kindness," **Lady Gaga** joined philanthropist and businessman **Phil Anschutz**, and **His Holiness the Dalai Lama** to discuss kindness and encourage America's mayors to make kindness a priority in their cities.

Approximately **250** mayors attended this panel discussion.

All mayors signed an official resolution committing to **100,000,000,000** acts of kindness throughout their cities and across the country.





Mental Wellness

Since our launch, Born This Way Foundation has been committed to helping young people prioritize, protect, and improve their mental health. We use research conducted by our Research Advisory Board to help us identify factors that impact and enhance the social, emotional, and mental wellbeing of young people.



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Born Brave Experiences Survey

Thanks to support from Lifeway Foods, Inc. we launched Phase III of our Born Brave Experiences Survey to better understand the mental and emotional experiences of **more than 6,000** young people in the US and abroad.

We launched our first survey in Spanish to examine the unique needs and experiences of Latino youth, particularly in relation to their mental health. **Hundreds** of young people have taken the survey in the short period since its launch.

Lifeway®



Research Advisory Board

We welcomed **5** new members to our Research Advisory Board.

The board is comprised of individuals with expertise in such subjects as **Bullying, Play Behavior, Youth Psychology, Sexual + Gender Minorities, Social and Emotional Learning**, and the **Prevention of Youth Violence**.

In October, we hosted all RAB members at Mattel Headquarters to discuss the future of Born This Way Foundation's research, and determine how to create the most effective and measurable programs.

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Lady Gaga + Dr. Susan Swearer at the BTWF Launch, February 2012

Research Advisory Board

Born This Way Foundation's Research Advisory Board (RAB) serves an essential function in our operation. The panel of experts comprising our RAB ensures that the Foundation's decisions are driven by the latest research and scientific data. We are excited to announce that in 2016, Born This Way Foundation welcomed 5 new RAB members. This diverse and eminently qualified group of professionals provides information and expertise to help us address issues from bullying and SEL, to mental illness and school safety.



Dr. Susan M. Swearer, Ph.D. is the Willa Cather Professor of Educational Psychology and a Professor of School Psychology at the University of Nebraska – Lincoln. She is the co-director of the [Bullying Research Network](#) and Director of the [Empowerment Initiative](#). For over the past decade, Dr. Swearer has developed and implemented a data-based decision-making model for responding to bullying among school-aged youth and has conducted staff trainings in elementary, middle, and high schools, and higher education settings with the goal of helping to establish cost-effective and data-based strategies to reduce bullying behaviors. Sue has been the RAB chair since its inception.



Dr. Marla R. Brassard, Ph.D., is Professor and Director of Clinical Training for the APA-Approved PhD School Psychology Program at Teachers College, Columbia University. For over 30 years her research and advocacy have focused on psychological maltreatment of children by parents, teachers, and peers – its assessment, the emotional/behavioral injuries that result, contextual factors that moderate the effect of maltreatment, prevention/treatment, and how schools and child welfare agencies, by embracing a child rights approach, can prevent violence and neglect before it occurs by valuing all children and creating environments and communities that promote their full development.



Dr. Dewey Cornell, Ph.D., is a forensic clinical psychologist and Professor of Education in the Curry School of Education at the University of Virginia. He joined the faculty of the University of Virginia in 1986 and has studied youth violence for nearly 30 years. As a researcher, Dr. Cornell has conducted studies of youth violence, psychopathology, giftedness, bullying, and school safety.

Research Advisory Board



Dr. Shelley Hymel, Ph.D., is the Lando Professor in Social and Emotional Learning through which she has established a Masters program concentration as well as a teacher training specialization in social-emotional learning. She serves on research advisory boards for the interdisciplinary [Human Early Learning Partnership](#) at UBC, aimed at optimizing child development through research, the [Life Synergy for Youth program](#) of Calgary, AB, the [Committee for Children](#) in Seattle, WA. She is team leader for PREVNet, a Canadian national organization for “Promoting Relationships and Eliminating Violence,” and on the Board of Directors for the BC Crisis Intervention and Suicide Prevention Centre in Vancouver.



Dr. Michael Shore, Ph.D. is currently Vice President and Head of Global Consumer Insights and Foresights at Mattel, responsible for research on all Mattel brands including American Girl and Fisher Price. Over the past 20 years, Dr. Shore established Mattel’s global research infrastructure and has had responsibility for investigating kids’, parents’ and adults’ attitudes towards leisure time and play across all categories and platforms including entertainment, traditional toys, digital/video gaming, robotics, sports and emerging connected toy platforms. Dr. Shore is internationally recognized as one of the foremost industry experts on play behavior and toy preferences.



Dr. Brian H. Smith, Ph.D., is a Research Scientist at the [Committee for Children](#) where he translates and synthesizes research from a wide range of fields to inform the development and evaluation of school-based social emotional learning and bullying prevention programs. Dr. Smith received his doctorate from the School of Social Work at the University of Washington where his research focused on the science behind effective interventions to promote youth development and prevent youth problems. Prior to that he spent 9 years working as a counselor and social worker in K-12 schools and providing substance abuse and mental health counseling to teens.



Dr. Elliot Tebbe, Ph.D. is an Assistant Professor in the Counseling Psychology program at the University of Nebraska-Lincoln. His research interests focus primarily on the health and well-being of sexual and gender minority individuals and communities. Dr. Tebbe is particularly interested in exploring the role of positive identity in increasing well-being and attenuating distress. In addition to his research activities, he has served in leadership roles for several organizations including the American Psychological Association of Graduate Students (APAGS) Committee on Lesbian, Gay, Bisexual, and Transgender Concerns (CLGBTC) and is now President-Elect of Section IV (Lesbian, Bisexual, and Transgender Concerns) of Division 35 (Society of the Psychology of Women) of APA.

Youth Advisory Board



From left top: Renee Pelletier, Simone Bernstein, Rachel Martin, Gillian Parker, Dennis Ojogho, Maya Enista Smith, Adejire Bademosi, Christopher Rim, Daniella Cohen. From left bottom: Ola Ojewumi, Sarah Adolphson

Just as strong research and a well-informed understanding of these issues is critical to the development of our programs, a deep understanding of our community is essential in effectively reaching those who can most benefit from Born This Way Foundation’s work. Our Youth Advisory Board (YAB) helps us accomplish the latter, by delivering insight into the needs, concerns, and priorities of the youth we seek to serve.

In 2016, we recruited 9 extraordinary young people from across the country to form the second iteration of our YAB. No program can be effective without the input and endorsement of its constituents, so our YAB plays an integral role in every project we undertake, including promoting our campaigns to their vast networks, reading and tagging research findings, and speaking on behalf of the Foundation at events.

Notable Press

In 2016, Born This Way Foundation had more than **6 billion** media impressions. Some highlights include:

The Boston Globe

by Cristela Guerra Globe Staff, May 5, 2016

Q. What would you tell a young person reading this interview?

A. *I think I would impress upon them that they're not alone. That as much as they feel alone, they're not alone. I would tell them to reach out to a community that wants to hear from them. The first step is the hardest, but to be brave enough. That they have tremendous value and to remember most that we're here for them.*



recode

by Johana Bhuiyan @Jmbooyah Jun 1, 2016

“By the time Stefani started college, much of that bullying happened online. There were few ways to prevent online harassment, and even fewer ways to make it stop. That’s why Cynthia and Stefani (Lady Gaga) eventually started the Born This Way Foundation, and why today they urged tech executives to sign a pledge to “hack harassment.””



AP Associated Press

Source: AP June 28, 2016

“Lady Gaga and the Dalai Lama have taken their push for more kindness in the world to US cities. The singer and Tibetan spiritual leader attended a conference in Indianapolis on Sunday hosted by the US Conference of Mayors that focused on bringing more kindness to a violent world.”



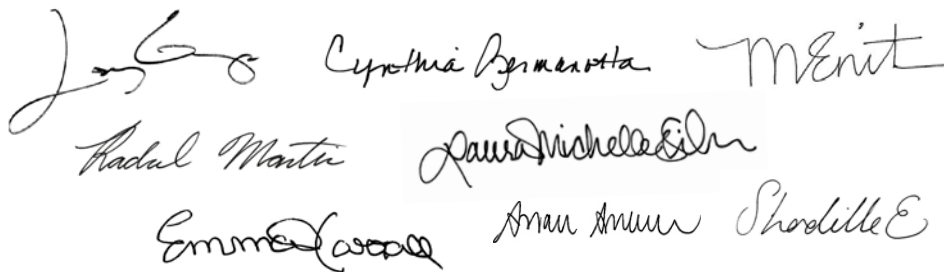
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Born This Way Foundation's success is a result of the generous support of so many. We thank all of our loyal friends, fans, and supporters; we also want to recognize all of our new partners. It's with gratitude to all of our individual, corporate, and foundation partners that we surpassed our 2016 fundraising goal.

Thank You!



Lady Gaga, *Co-Founder*; Cynthia Germanotta, *President + Co-Founder*;
Maya Enista Smith, *Executive Director*; Rachel Martin, *Director of
Communications + Outreach*; Dr. Susan Swearer, *Research Advisory
Board Chair*; Samantha Hanson, *Program Associate*; Shadille Estepan,
Program Associate; Laura Wilson; Emma Carroll