

2022 IMPACT REPORT

**BORN THIS WAY/
FOUNDATION**

**POWERFUL
THINGS HAPPEN
WHEN WE ARE
BRAVE ENOUGH
TO SHARE OUR
OWN STORY.**

CONTENTS

LETTER FROM CYNTHIA GERMANOTTA	2
A KINDER, BRAVER WORLD	4
A DECADE OF IMPACT: BY THE NUMBERS	6
A DECADE OF IMPACT: OUR TEAM'S STORIES	8
OUR MODEL IN PRACTICE	10
WHAT WE'VE LEARNED	12
OUR MODEL IN MOTION	19
DIGITAL-FIRST IMPACT	32
PARTNERS IN KINDNESS	35
OUR TEAM	36
OUR BOARD	37
OUR YOUTH ADVISORS	38
PRESS HIGHLIGHTS	40
WHAT'S NEXT?	41
OUR SOURCES	43



Dear Friends,

More than a decade ago, my daughter started sharing her story. As a mom, it made me nervous to watch her open up about her pain with thousands of strangers. But that openness was exactly what she needed – for her own healing and for so many young people who found validation in her experiences. **It gave them a sign they weren't alone, they weren't without hope, and they too could share their own stories and be met with kindness, connection, and resources to support their mental health.**

And that's exactly what happened. **Young people began sharing their stories with my daughter and me** – backstage, in the audience, online, and beyond. So many young people, in fact, that we realized there was *something there*. And that something became Born This Way Foundation.

Ten years later, we continue listening to young people. Their needs and ideas have shaped our approach from the beginning, grounded in the belief that young people are smart, brave, and kind, and know best what they need to thrive. It's our job to support them with the resources to build the kinder, braver world they know can exist.

EVERYTHING WE DO, FROM OUR RESEARCH TO OUR PARTNERSHIPS AND PROGRAMMING, IS LED BY AND CENTERS YOUNG PEOPLE.

We've collected input from tens of thousands of young people – in person and online, through advisory boards, academic research, and carefully designed surveys – and used it to shape everything we do. Their message is clear; **kindness and mental health are undeniably linked**, and we need kinder environments to foster mental health.

Through this approach, Born This Way Foundation has crafted invitations for young people and their communities to join us in prioritizing their own well-being through programs and campaigns that foster affirming community and mental health.

As we embark on our next decade, we look forward to continuing our mission to build a kinder and braver world, with and for young people. **We also hold immense gratitude for you, members of our Born This Way Foundation community, who make all of this possible.**

I hope you take a moment to reflect on the work you've done over the past year – or 10! – and the future we're building together.

In Kindness,

A handwritten signature in black ink that reads "Cynthia Germanotta". The signature is written in a cursive, flowing style.

CYNTHIA GERMANOTTA

Co-Founder, Born This Way Foundation

A KINDER, BRAVER WORLD

Born This Way Foundation's mission is to **empower and inspire young people to build a kinder and braver world.** That world is a place where young people wake up in the morning and feel energized by the possibilities ahead of them.

A world where young people get ready for the day and know how to care for their minds as well as their bodies. A world where young people find connections with the people around them that make them feel valued and supported. A world where young people know they will be believed when they share how they are feeling and will be supported when they ask for help.

The world is tough right now, but we know it's a world that can be developed with dedication, the leadership of young people themselves, and kindness.

We have the stories and statistics that continue to prove that kindness, as simple as it appears, is often the key to unlocking the change we know is possible – for individual young people and for communities as a whole.

That's why Born This Way Foundation, co-founded and led by Lady Gaga and her mother, Cynthia Germanotta, is dedicated to supporting the mental health of young people and working with them to build a kinder and braver world.

A DECADE OF KINDNESS

THROUGH HIGH-IMPACT PROGRAMMING, YOUTH-LED CONVERSATIONS, AND STRATEGIC, CROSS-SECTORAL PARTNERSHIPS, THE FOUNDATION AIMS TO:

Make Kindness Cool

Validate the Emotions of Young People

Eliminate the Stigma That Surrounds Mental Health

2012

FEBRUARY

**Born This Way Foundation
launched at Harvard University.**

JULY

**Inaugural Advisory Board
announced, composed of 26
young people from across
the country.**

A DECADE OF IMPACT:

291M+

pledged acts of kindness

190K+

people have participated directly in
Born This Way Foundation programs

2,652

partners - from local nonprofits and
schools to global companies... dedicating
their time, expertise, and resources

2013

FEBRUARY

Born Brave Research study launched, in partnership with the University of Nebraska-Lincoln.

JUNE

Partnered with President Barack Obama and Vice President Joe Biden's **Empowerment Initiative** to encourage "a national conversation to increase understanding and awareness about mental health."

BY THE NUMBERS

80K+

trained in teen Mental Health First Aid

10K+

completed the Be There Certificate

48K+

young people surveyed for Foundation research

800+

Channel Kindness stories published

13K+

Channel Kindness actions taken

1,600+

mental health-focused projects for classrooms funded

600+

nonprofits supported

\$3M+

donated to nonprofit partners

200+

service events organized

...building a kinder, braver world

2014

APRIL

Partnered with Mental Health Creating Community Solutions on the **#TextTalkAct** campaign.

AUGUST

Hosted 50 young people to the **Born Brave Retreat** to uplift youth voices, support youth activism, and inspire leadership skills.

A DECADE OF IMPACT:

There have been oh so many times where I feel like I'm spiraling into a sea of despair, only to be uplifted by a story on Channel Kindness. Because of what it offers: hope. I hold on to the fact that there is a generation after mine that is more compassionate, understanding, and fearless than the ones before it. From Channel Kindness stories about advocating for more mental health support to how to be an ally to the trans community, I'm not only inspired, but I'm also comforted by the brave, bold, and creative ways young people are stepping up to the plate to create positive change.

Aysha

Born This Way Foundation
Program Manager



When I was younger, my friends and I often muddled through clunky, difficult conversations and struggled to find the best way to show up for each other in times of need. While that is absolutely okay and the most important thing is being there, I'm grateful to now be a part of the work that could alleviate some of the questions and pressure by helping young people learn how to approach difficult conversations and support each other through challenging times.

JOSH

Born This Way Foundation Chief of Staff

Born Brave Study findings presented at **#APA2014**, the largest annual gathering of school psychologists to improve student success.

2015

APRIL

Partnered with **Tony Bennett's nonprofit, Exploring the Arts**, to highlight the work of exceptional local youth-oriented nonprofits across the country.

OUR TEAM'S STORIES

My journey with Born This Way Foundation began in 2017 with a tweet, calling on youth reporters between the ages of 15 and 24 to apply for a new project called Channel Kindness. This opportunity came at a time when I felt that the world needed it the most. It's not that good things weren't happening in the world, it's just that nobody seemed to be covering, sharing, and amplifying these stories as much as the negative ones. For the first time in my life, Channel Kindness helped me feel seen, like my perspective was valued, and validated as a young person.

Josh

Born This Way Foundation
Digital Associate



Ten years of Born This Way Foundation means 10 years of working with and befriending young people like Ash López, a socially conscious tech professional whose skills have elevated and expanded Foundation campaigns; Elissa Lee, a researcher whose data skills help shape the Foundation's work; Hannah and Charlie Lucas, who invented the notOK App to make sure everyone has a trusted someone to turn to in a mental health crisis – opening up needed conversations about Black youth mental health; Taylor Richardson, a future astronaut making sure people like her feel welcomed and supported in the STEM field; and Tássia Cris, who harnesses her own talent and the talent of the Monster Artists community to share beautiful, kind messages online.

Mita

Born This Way Foundation Digital Director

AUGUST

Welcomed the **Second Youth Advisory Board**.

SEPTEMBER

Hosted a conversation on **ending campus assault** alongside the release of Lady Gaga's song 'Til It Happens To You.

OCTOBER

Hosted the **Emotion Revolution Summit at Yale University**, welcoming teens from across the country to discuss the importance of emotions, unveiling the results of an online survey of 22,000 high school students, and starting the #IAmNotJust campaign, which received 1 billion impressions.

OUR MODEL IN PRACTICE

EVERYTHING BORN THIS WAY FOUNDATION DOES – EACH PROGRAM, PARTNERSHIP, AND CAMPAIGN – STARTS WITH YOUNG PEOPLE AND IS SHAPED BY THEIR INPUT AND LEADERSHIP.



1.

We start by identifying a need – observing a common theme that emerges when we invite young people to share their stories with us and then take seriously what they have to say.



2.

From there, we think about how the Foundation is uniquely positioned to help meet that need through our organizational capacity, resources, and connections.



3.

And then we get to work, centering the ideas of young people at each step.

2016

JANUARY

Launched **Hack Harassment** to provide safer, more inclusive online experiences in partnership with Intel, Vox Media, and Re/code.

FEBRUARY

Announced **#KindMonsters**, launching a yearlong campaign to promote kindness and acceptance with Mattel's Monster High.



This has been our approach from Day One. When we started Born This Way Foundation a decade ago, we knew we wanted to learn directly from young people – qualitatively and quantitatively. So we partnered up with the smartest researchers out there on youth mental health to help us collect and analyze data from thousands of young people. And we brought together young people from various walks of life to serve on our advisory board so we could hear from them directly about what they were struggling with, what they wanted from their lives, and what they needed to make those lives possible.

Here's what we've learned so far – and what we're doing about it.

JULY

Announced the **#CityofKindness** movement, asking 300 mayors to join us in creating a kinder, braver world. Lady Gaga joined the Dalai Lama and the Random Acts of Kindness Foundation to discuss the power of kindness and compassion.

AUGUST

Launched a **Research Advisory Board led by Dr. Sue Swearer** Chair of the Department of Educational Psychology and Professor of School Psychology at the University of Nebraska – Lincoln.

SEPTEMBER

Launched **Channel Kindness** as a global hub where young people can find and share stories of kindness that drive action and build community.

WHAT WE'VE LEARNED

In 12 years over 13 surveys, we've learned from young people that kindness and mental health are undeniably linked. Our work is led and informed by these findings sourcing important youth perspectives and experiences.

Nearly 9 in 10 young people say mental health is a priority, but only 4 in 10 rate their own mental health highly.

Young people who describe their schools or workplaces as kind were likely to have higher mental health inventory scores.

73% of young people say receiving more kindness would improve their mental health.

NOVEMBER

Born This Way Foundation and Monster High hosted **#KindMonstersEdu**, working with 150 middle school students in the LA area to develop creative problem solving to build kinder, more inclusive environments and address issues like violence and bullying.

DECEMBER

Partnered with TODAY and NBC Universal to curate the **#ShareKindness Experience at 30 Rockefeller Center** – a curated journey of kind acts supporting the campaign's goal of inspiring 1 million acts of kindness throughout that month.

2017

YOUNG PEOPLE WANT TO SUPPORT THEIR OWN MENTAL HEALTH AS WELL AS FOR ONE ANOTHER AND THEY ARE LOOKING FOR PRACTICAL RESOURCES TO HELP THEM DO IT.

80%

of young people say they are interested in learning coping skills and tools to deal with the stresses of everyday life.

63%

of young people are interested in taking a class or training to learn how to support a friend experiencing a mental health crisis.

Approximately **one-in-three** young people say they lack reliable access to resources to support their mental health or to address a mental health issue.

Nearly half say that young people in their city “don’t know where to go” (47%) or “can’t afford the cost” (42%) of mental health resources.

JANUARY

Coinciding with Lady Gaga’s Super Bowl Halftime performance, launched the **#KickOffForKindness** campaign, inviting individuals to host kickoff parties focused on engaging in acts of kindness.

JULY

Released ***Kind Communities: A Bridge to Youth Wellness*** survey to better understand the perception of mental health among young people.

AUGUST

Launched the **#KindFor30** campaign to encourage our community to perform an act of kindness each day.

YOUNG PEOPLE ARE SEARCHING FOR KINDNESS AND CONNECTION.

Most young people say **experiencing more kindness** would improve their mental health – be it from others (73%), themselves (74%), or observed in the world around them (71%).

White youth are far more likely than Black, Indigenous, and youth of color to report having **someone who believes in them** and encourages them to do their best, goes out of their way to show they care, or listens when they have a problem.

Young people who report that they are coping well are much more likely than those who are not to say they regularly **experience and witness acts of kindness**, have people in their life who care about them, understand them, or that they can talk to if they have problems, say they have a place they can go (in real life or online) where they feel like they belong, and have found ways to thrive during COVID.

AUGUST – DECEMBER

Connected with **over 40K community members in 30 cities** during Lady Gaga's Joanne World Tour, including eight youth-led service projects and over **150K people trained** in Mental Health First Aid.

2018

JANUARY

Released ***Digital Communities: Youth Mental Health and Online Behavior*** survey.

Transgender and non-binary youth say that the act of introducing yourself using pronouns is among the top acts that would have a big improvement on mental health.

When high school teachers say hello to students as they arrive in the morning, students are more likely to describe their high school as “kind.”

Young people who describe their environments as kind are more likely to be mentally healthy. That’s true for youth in high schools, colleges, and the workplace.

MARCH

Through DonorsChoose.org, fully funded **673 mental and emotional wellness projects** at 405 schools.

MAY

Generated over **1,000 sign-ups** for the National Council for Behavioral Health’s Mental Health First Aid training through the **#BeKindBeTheDifference** campaign.

AUGUST

Kicked off our inaugural **#BeKind21** campaign, generating over **8M pledged acts of kindness** and over 17M social media impressions.

IN 2021 AND 2022, WE DUG DEEPER INTO HOW THESE DYNAMICS PLAY OUT ON COLLEGE CAMPUSES AND IN THE WORKPLACE.

College students **want to be there for each other** and benefit from providing peer support. Those who provide **peer counseling** are more likely to score higher on a well-being scale than those who do not provide peer counseling.

College students **need peer counseling** and have demonstrated a clear interest in having it available on campus.

Culturally competent peer counseling is important. Usage of peer counseling is higher among Black students, transgender students, and first-generation students, who are particularly likely to say it is “very important” to find a peer counselor with similar identities.

SEPTEMBER

Cynthia Germanotta presented at the United Nations general assembly to help launch the United for Global Mental Health initiative and stressed the importance of kindness for youth mental health.

OCTOBER

Together with United for Global Mental Health, launched the **#Someone2Turn2** campaign to promote healthy conversations about mental wellness, reaching over 5M social media impressions.

NOVEMBER

Teamed up with Starbucks to support and amplify the work of local nonprofit organizations for **World Kindness Day**.

89% of young workers see mental health and kindness as high priorities in the workplace.

Only **32% of young employees** work in environments where paid personal or mental health days are provided.

Nearly **three-quarters of respondents** say they struggle to get mental health help due to cost and not knowing what will be useful.

Only **half** of the young people surveyed reported having health insurance that covers mental health care.

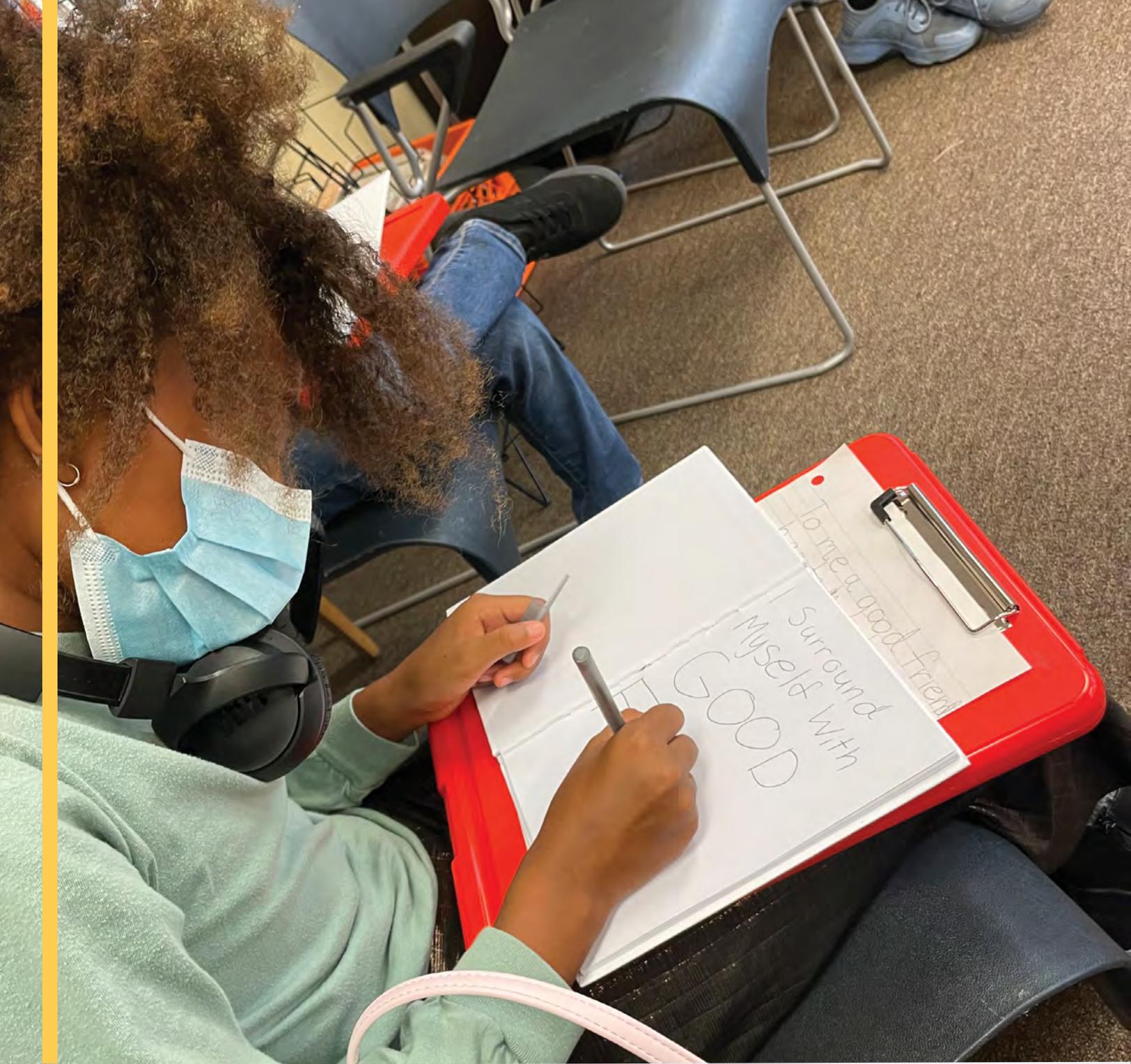
DECEMBER

Launched the **#MultiplyYourGood** campaign by offering to match every kind act and generating over 150M social media impressions.

2019

JANUARY

Las Vegas Youth Mental Health survey results helped explore youth perception of mental health and access to key mental health services in Las Vegas.



MARCH

Launched an in-venue presence at the Park MGM, coinciding with Lady Gaga's residency, to invite concertgoers to engage with **interactive kindness experiences**.

Published *Youth Mental Health in America: Understanding Resource Availability and Preferences* survey.

teen Mental Health First Aid expanded to eight additional schools across the United States.

OUR MODEL IN MOTION

YOUNG PEOPLE WANT TO FEEL CONNECTED, VALUED, AND HOPEFUL.

Channel Kindness

THIS YEAR We've published **200+** stories of kindness.

THIS YEAR We've expanded our Channel Kindness audience to **177** countries.

TO DATE Channel Kindness's web and social media platforms have reached **over 55 million** impressions, and we've published **over 870** stories on the site.

TO DATE Our community has engaged in **over 12,000** kind actions, including bringing Channel Kindness curriculum into their classrooms, sending kind notes, and sharing mental health resources.

TO DATE We've published **1,035** stories of kindness.

Our digital platform, Channel Kindness, fosters a **safe space for young people** to share their stories of kindness, resilience, and community. By highlighting the people and organizations that are doing good in their communities, Channel Kindness inspires its audience to create a kinder and braver world, one story at a time.

APRIL

Presented at Milken Institute's **2019 Global Conference** focused on evidence-based approaches that help build mental and emotional resilience in youth.

MAY

Together with California's Mental Health Services Oversight + Accountability Commission, we **surveyed over 400 young people** in California on mental health and access to resources.

Cynthia Germanotta appointed **World Health Organization Goodwill Ambassador** for Mental Health.

As of our launch in 2018, we've invited participants around the world to practice an intentional act of kindness – toward themselves or their communities – every day from September 1 to September 21 – to build kinder, more connected communities that foster mental health.

The campaign has grown through partnerships with companies like BRP, Subway Surfers, Conagra, Deloitte, Bumkins, and Oreo, and nonprofits such as Find Your Anchor, Active Minds, Giving Tuesday, Black Girls Vote, Sesame Workshop, GirlUp, and MusiCares.

#BeKind21

TO DATE #BeKind21 has recruited participants around the world who have pledged **290+ million acts of kindness** globally.

TO DATE We've witnessed and amplified kindness on **every single continent**.

TO DATE We **partnered with school districts** across the country, including Dallas Independent School District, Chicago Public Schools, Detroit Public Schools, Atlanta Public Schools, and Los Angeles Public Schools.

TO DATE We've worked with **480+ nonprofits, 990+ companies, and 1,170+ schools** to build kinder communities, and entire cities declared official "Be Kind Days," including Las Vegas, Washington, D.C., and San Diego.

TO DATE #BeKind21 generated **3B+ impressions** on social media.

JUNE

teen Mental Health First Aid expanded to **20 additional high schools** around the country.

With The Starbucks Foundation, we launched our #BornThisWayFoundationxStarbucks campaign, **raising over \$200K** to support mental health programs and LGBTQ+ youth wellness.

AUGUST

Funded more than **160 DonorsChoose.org classroom projects** in response to the shootings in California, Ohio, and Texas.



For our second annual #BeKind21 campaign, we partnered with over **130 organizations** and generated over **41M pledged acts of kindness** and over 300M social media impressions.

SEPTEMBER

teen Mental Health First Aid expanded to **35 additional high schools** around the country.

OCTOBER

Presented at the **Nevada Suicide Prevention Conference** and led a “Youth Voice on Mental Health” panel focused on suicide prevention.



2020

FEBRUARY

Kicked off the **Channel Kindness Awards** to support youth-led projects.

APRIL

Established the **Kindness in Community Fund** to support local nonprofits and Black-led organizations.

In partnership with Jack.org, and with support from Under Armour, Born This Way Foundation launched the Be There Certificate. **A free, online mental health course** that provides a simple and actionable framework, teaching people how to recognize when someone might be struggling, understand their role in supporting that person, and learn how to connect them to the help they need and deserve.

This course – available in English, Spanish, and French – is mental health education for all, so every generation can be equipped to kindly, safely, and knowledgeably support each other throughout their lives.

Be There Certificate

TO DATE Over **10,000 people** earned their Be There Certificates and over 28,000 have signed up to get started.

TO DATE We've seen an overall **16% increase** in mental health knowledge among participants.

TO DATE **95% of our participants** who shared the Be There Certificate improved their ability to recognize if someone is struggling with their mental health.

TO DATE **96% of our participants** feel better able to safely support someone who is struggling with their mental health.

*YOUNG PEOPLE
WANT PRACTICAL
RESOURCES TO
SUPPORT THEIR OWN
MENTAL HEALTH AND
THE WELL-BEING OF
THOSE AROUND THEM.*

MAY

Produced **#Born This Way Foundation Talks** to promote mental health awareness across communities, generations, and sectors.

Launched **#BeKindBeThere**, peer-to-peer support youth mental health education, with Jack.org.

JULY

Initiated the **#KindlyMask** campaign to raise awareness on the importance of wearing a mask as an act of kindness.

Story excerpted from: *CHANNEL KINDNESS: Stories of Kindness and Community*

Written By: Sarah Ryan



Kindness Costs Nothing

In 2020, we published *CHANNEL KINDNESS: Stories of Kindness and Community*, a collection of inspirational stories written by Channel Kindness Reporters, as well as personal notes of empowerment from our co-founder Lady Gaga. *CHANNEL KINDNESS* went on to be a *New York Times* Bestselling book! Here's an excerpt:

In 2011, 14-year-old Carrie Shade decided to create an online movement to encourage kindness and perhaps inspire fellow teens and young adults to identify themselves as being willing to be supportive and helpful to anyone going through a rough time. She thought in particular about mental illness and the level of loneliness and desperation that could lead a person to take their own life.

“I MAKE AN EFFORT TO SMILE AT PEOPLE AS MUCH AS I CAN, EVEN IF I DON’T KNOW THEM WELL OR REALLY AT ALL,” SHE SAYS.

“People who are struggling are not worth any less. It’s important to take care of others – and yourself – whenever necessary. Just showing a little compassion for other people can do wonders.”

When many teens and young adults in the community and elsewhere, via social media, chose to be a light in the darkness and to identify themselves as being willing to welcome those looking for support, the movement took off dramatically, eventually winning the Shorty Award for Best in Activism in 2013 and 2014. This award recognized Carrie and her movement for starting social media campaigns such as #ToThoseWhoNeedIt, #StayingClean, and #ProjectLG and reached more than 250,000 people through social media.

Organized and implemented the **third annual #BeKind21 campaign**.

Published **CHANNEL KINDNESS BOOK: Stories of Kindness and Community**, a collection of inspirational stories written by young people as well as a story and personal notes of empowerment by Lady Gaga.

OCTOBER

Developed the **#PleaseStayPledge** with Find Your Anchor to offer suicide prevention education and additional resources.

“Just be kind, the act itself is free, and it’s priceless.”

Lady Gaga

2021

JANUARY

Launched billboards with **#PleaseStayPledge** messaging, sharing urgent suicide prevention tools.

MAY

Released ***Kindness is Action*** survey identifying how young people define kindness and its impact on mental health.

Kindness in the Classroom

By: Victor Macias

When Lady Gaga announced her Las Vegas residency in 2018, Born This Way Foundation joined, too! Its goal was to support the well-being of young people in the city (like me), with resources and genuine opportunities to strengthen our communities.

The Foundation team visited my school the following year and hosted a conversation with young people in the classroom of one of my teachers, Mr. Arredondo. Every summer, Mr. Arredondo prepares his classroom for the new school year. We have a lot of unhoused students in our class, and Mr. Arredondo knows his classroom can be a place where we all feel safe, comfortable, and welcome. When I overheard him say he ran out of money and wouldn't be able to buy the tables and furniture needed, I knew who I could turn to.

Whenever something breaks in the classroom, Mr. Arredondo fixes it. He's always there for us, and we wanted to be there for him. So I reached out to Born This Way Foundation for help, and they bought new desks, school supplies, and even new couches for Mr. Arredondo's classroom.

Mr. Arredondo does so much for us, and we wanted to give back to him to show what he means to us. And thanks to Born This Way Foundation, we were able to do that. I had the idea, and they had the resources. Together, we were able to help Mr. Arredondo make our classroom the place that we needed it to be.

Fully funded **1,238 classroom projects** focused on mental health in **793 schools** through our partnership with DonorsChoose.

Welcomed a new **Advisory Board cohort** of 29 young people from across the globe.

JUNE

Celebrated Pride Month in support of LGBTQIA+ youth by amplifying and donating to organizations that serve them and creating live-event activations.



SEPTEMBER

Launched fourth annual #BeKind21 campaign, recruiting over **400 partners, 6.8 million participants, and 143 million pledged acts of kindness.**

NOVEMBER

Released *Youth Mental Health in Las Vegas*, a survey noting changes in prioritization, access, and preference of resources among young people.

DECEMBER

Revamped ChannelKindness.org to include action steps and resources within each story, a 'For Educators' page, and an interactive map of stories.

This training program was brought to the United States in partnership with the National Council for Mental Wellbeing. Teens learn how to identify, understand, and respond to signs of mental health and substance use challenges among their friends and peers. Through our partnership with the National Council for Mental Wellbeing, we've helped train 230K+ people in various Mental Health First Aid programs.

YOUNG PEOPLE
HAVE ASKED FOR
RESOURCES THEY CAN
USE THAT NOT ONLY
SUPPORT THEIR OWN
MENTAL HEALTH, BUT
THE WELLBEING OF
THEIR LOVED ONES.

teen Mental Health First Aid

TO DATE We've reached nearly **6,000 students** across the country.

TO DATE We've added **120 training sites** across the country.

TO DATE We've trained over **82,000 high school students** through this program.

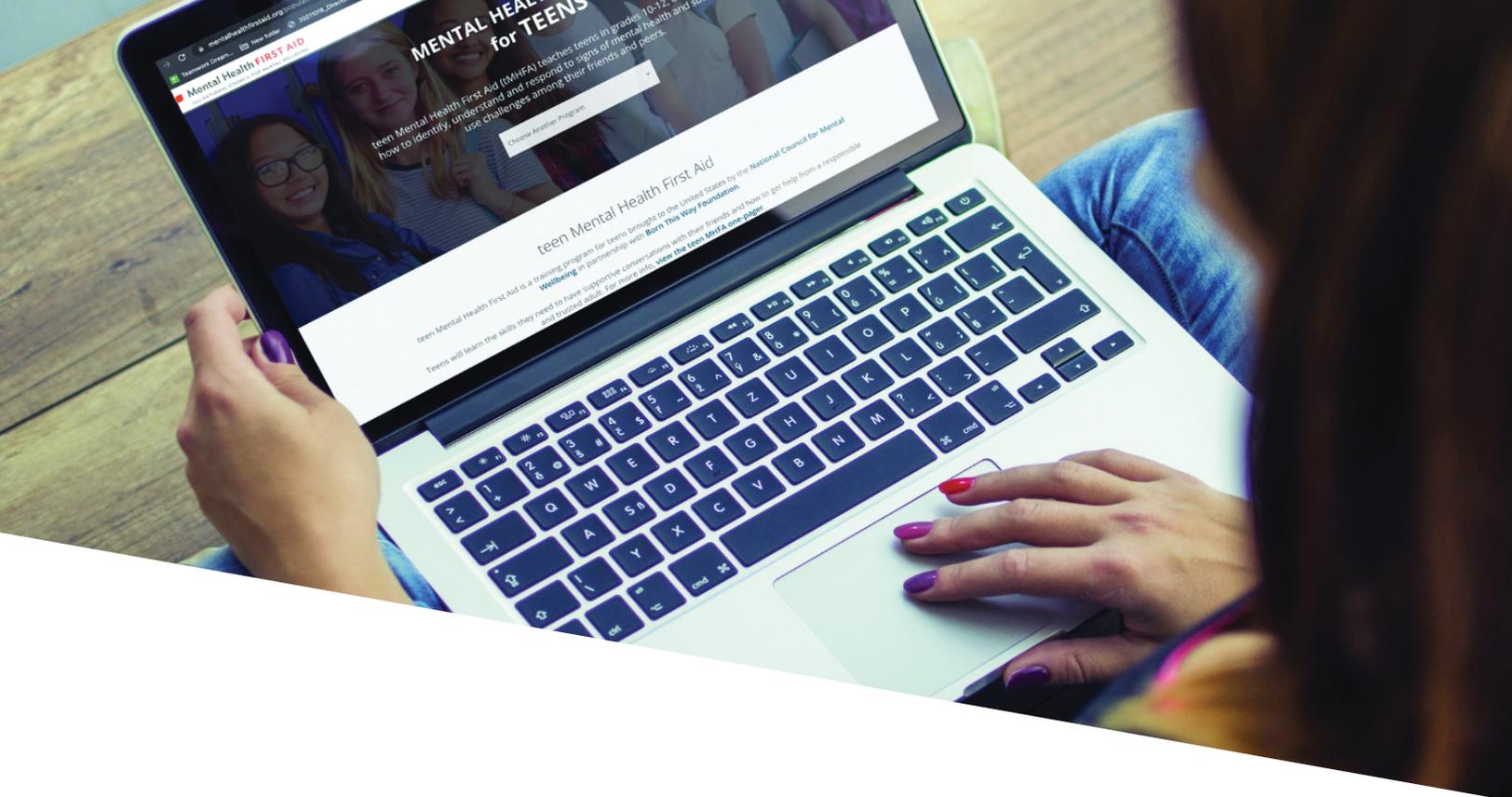
TO DATE We've implemented this program in **600+ training sites** through our teen Mental Health First Aid program.

Teamed up with our corporate partners to meet unmet needs of nonprofits across the country for our second annual **Channel Kindness Holiday** campaign.

JANUARY

Released findings from the survey **Peer Counseling in College Mental Health** in partnership with The Mary Christie Institute.

2022



#PleaseStayPledge

THIS YEAR

We've reached nearly **6,000 students** across the country.

TO DATE

We've reached **40,000+ people** directly at PleaseStay.us, and **12M+ impressions** from Please Stay billboards and digital messaging.

In partnership with Find Your Anchor, this suicide-prevention resource and pledge encourages anyone who visits the site to find resources for support, evidence-based self-care tips, soul-filling acts, and suggestions for anchors to keep you here.

MAY

Released findings from the survey ***Kindness in the Workplace*** in partnership with Indeed.

JULY

Fully funded **232 classroom projects in 209 schools** reaching students from majority low-income households through our partnership with DonorsChoose.

AUGUST

Expanded the Kindness in Community Fund, investing in nonprofit, youth mental health organizations across the country in conjunction with our co-founder's The Chromatica Ball Summer Stadium Tour.

Born This Way Foundation pledged to meaningfully invest in nonprofit, youth mental health-serving organizations across the U.S. in coordination with The Chromatica Ball Summer Stadium Tour. The Kindness in Community Fund started informally in 2017 during the Joanne World Tour, when our team met with community organizations along tour stops, learned of their needs, and worked to help continue their work showing up for young people in creative, innovative ways. The Kindness in Community Fund allows our team to respond directly to the emerging and changing mental health needs of our nonprofit partners and the communities they serve.

Kindness in Community Fund

YOUNG PEOPLE WANT TO FEEL A CONNECTION WITH OTHERS IN WHICH THEY FEEL VALUED AS THE PERSON THEY ARE.

THIS YEAR

We invested **\$1M+** in support of **22 youth mental health nonprofits** across the country in coordination with The Chromatica Ball Summer Stadium Tour.

TO DATE

We invested **\$3M+** in **youth mental health nonprofits** across the country.

THIS YEAR

Our team put in nearly **1,500 volunteer hours** and donated thousands of essential items to nonprofits in 12 cities during the Tour.

TO DATE

We've supported more than **250 nonprofits** focused on youth wellbeing across the country.

OCTOBER

Born This Way Foundation announced a **global call for applications** to join the 2022-2023 Advisory Board class, an opportunity to advise on programs, learn leadership development, and serve as an ambassador for the Foundation.

NOVEMBER

Cynthia Germanotta joined the **Washington Post Live Women's Summit** with Sad Girls Club creator Elyse Fox, U.S. Surgeon General Dr. Vivek Murthy, and opinions columnist Michele L. Norris on the mental health of women and girls.

DECEMBER

Born This Way Foundation launched its annual **#ChannelKindness Holiday campaign** driving all new donations to the 2022 cohort of Kindness in Community Fund recipients.



Partners in Kindness





DIGITAL-FIRST IMPACT

Born This Way Foundation's mission is to meet young people wherever they are with kindness, validation, and accessible resources. With young people being increasingly online, it is a priority for Born This Way Foundation to produce innovative, digital-first campaigns and programs that engage young people (and everyone!) in healthy conversations about mental health, inspire kind action, and uplift resources.

A few past campaigns include:

#IAmNotJust, a campaign connected with the Emotion Revolution event at Yale, reached **1B+ impressions** and discussed the importance of being open about mental health and honoring our whole selves.

#BeKindBeThere, launched in partnership with Jack.org and serving as inspiration for the Be There Certificate, invited participants to learn about the Be There Golden Rules and pledge to show up for their own and others' mental health, and drove **320K+ people** to the resource.

#BeKindBeTheDifference, a campaign launched in partnership with the National Council for Mental Wellbeing, invited participants to use the hashtag pledging to support each other's mental health and sign up for Mental Health First Aid training, and reached **12M+ impressions** and **1K+ Mental Health First Aid enrollments**.

#MultiplyYourGood, a campaign inviting people to support local nonprofits in their communities and have their kind acts matched by Born This Way Foundation. This campaign generated **150M+ impressions** and **2K+ kind acts**.

#KindlyMask, launched during the pandemic, involved partners and high-profile figures sharing the importance of wearing a mask as an act of kindness and reached **70M+ impressions**.

#Someone2Turn2 campaign. To encourage healthy conversations around mental health, Born This Way Foundation launched #Someone2Turn2, inviting people to tag their loved ones and pledge their support. The campaign reached **5M+ impressions**.



HERE'S WHAT OUR ONLINE COMMUNITY HAS TO SAY ABOUT OUR DIGITAL-FIRST CAMPAIGNS AND PROGRAMS:

"They've allowed me to open up my mind more to the **understanding and compassion** in mental illness, including my own."

"For me, **it's like a community**. It gives me the feeling to be part of something."

"Many times, when I have been looking for a digital release from depression/anxiety, I have found sayings that have **helped me through the day!**"

"When I see BTWF in my feed, I feel good that **we are all different** and that **MANY** people believe that is a **GOOD** thing."

"The tweets and things make it so much easier to share with friends because they are so **well worded and informative.**"

"All the posts on social media and campaigns do help **spread positivity** on an everyday basis."

PARTNERS IN KINDNESS

Born This Way Foundation's partnerships aren't transactional. Whether we're working with a local nonprofit that's run by a handful of dedicated volunteers or a major corporation or the hundreds of thousands of schools we work with across the country, we find people who share our belief that a kinder and braver world is possible and that it's our collective responsibility to make it happen.

Here are a few of our partners that make us smarter and kinder. They broaden our reach around the globe and work side-by-side with us to have more impact. We are endlessly grateful.



OUR TEAM



Maya Enista Smith
Executive Director



Alex Aide
Director of Programs + Impact



Aysha Mahmood
Program Manager + Channel Kindness Editor



Josh Meredith
Chief of Staff



Joshua Hollin
Digital Associate



Mariah Karis
Program Associate



Mitu Yilma
Digital Director



Shadille Estepan
Communications + Creative Manager



Shanice S. Jackson
Director of Finance + Administration



Susan Gordon Horrell
Director of Partnerships



Susie Poore
Partnerships Associate



Terez Hanhan
Programs + Research Manager

OUR BOARD



Lady Gaga



Cynthia Germanotta



Sean F. Cassidy



Charles B. Ortner



Alexander Roque



Tamika L. Tremaglio

OUR YOUTH ADVISORS



Alexander Lilly
Texas, USA



Ayana Jackson
California, USA



Cherrial Odell
Nevada, USA



Colyn Abron
Nevada, USA



Danielle Boyer
Michigan, USA



Defi "Salsa" Utariani
Jakarta, Indonesia



Irlanda Gonzalez
California, USA



Isabella Hanson
Pennsylvania, USA



James Fowler
Queensland, Australia



Joanna Hua
Washington, D.C., USA



Joe Holmes
Essex, UK



Keely Cat-Wells
California, USA



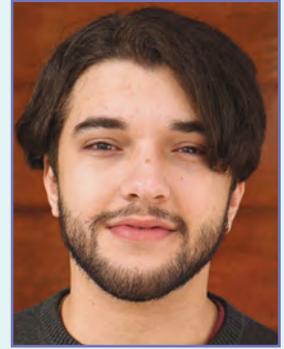
Khawla Nasser AlDeen
France



Laurens-Jan Buitelaar
The Netherlands



Mackenzie Miles
Nevada, USA



Mauricio Correa
Rocha, Uruguay



Maxwell Surprenant
Massachusetts, USA



Roman Sidig
Bavaria, Germany



Saloni Khushal
Kansas, USA



Samuel Lee
Michigan, USA



Sarah Goody
California, USA



Sophie Szew
California, USA



Stellan Knowles
Tennessee, USA



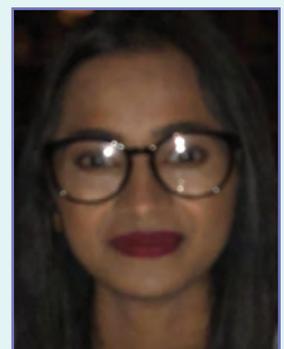
Skya Favor
Minnesota, USA



Toluwalashe Soyemi
Lagos, Nigeria



Spencer Hawk
Colorado, USA



Varshini Balaji
Texas, USA

PRESS HIGHLIGHTS

THE DREW BARRYMORE SHOW

The Drew Barrymore Show:
Cynthia Germanotta on Why She
and Lady Gaga Created the Born
This Way Foundation

THE WASHINGTON POST

Cynthia Germanotta Joined the
Washington Post Live Women's
Summit to Discuss Mental Health
of Women and Girls

PAPER MAGAZINE

Lady Gaga's Born This Way
Foundation Celebrates 10 Years

TEEN VOGUE

The Be There Certificate
Trains Young People in Safely
Supporting Mental Health

THE CUT

Lady Gaga's Mom Is Making
Kindness Cool

FORBES

Indeed And Lady Gaga's Born
This Way Foundation Find Young
Workers Put A High Priority On
Kindness And Mental Health

CHICAGO SUN TIMES

Lady Gaga's mental health
initiative tapped to help CPS
students amid crisis

INSIDE HIGHER ED

Students Embrace Peer Mental
Health Counseling



WHAT'S NEXT?

We've been building a kinder and braver world in partnership with **you**, members of our Born This Way Foundation community, for 10 years and we're so excited for the future of our continued mission together. That future includes further expansion of our existing programs – meeting young people where they are with affirmation, kindness, and accessible resources, deepening our understanding of young people's stories, perspectives, and needs through research, and providing even more tools to help young people care for themselves, build meaningful connections, and encourage mental health.

OUR SOURCES

BORN THIS WAY FOUNDATION RESEARCH:

12–13

Youth Mental Health in America: Understanding Resource Availability and Preferences in early 2019. The survey was commissioned by Born This Way Foundation and conducted by Benenson Strategy Group (BSG)

12, 15

Kind Communities – A Bridge to Youth Mental Wellness in 2017, also commissioned by Born This Way Foundation and conducted by BSG

8, 14–15

Kindness is Action in 2021, commissioned by Born This Way Foundation and conducted by The Harris Poll

16

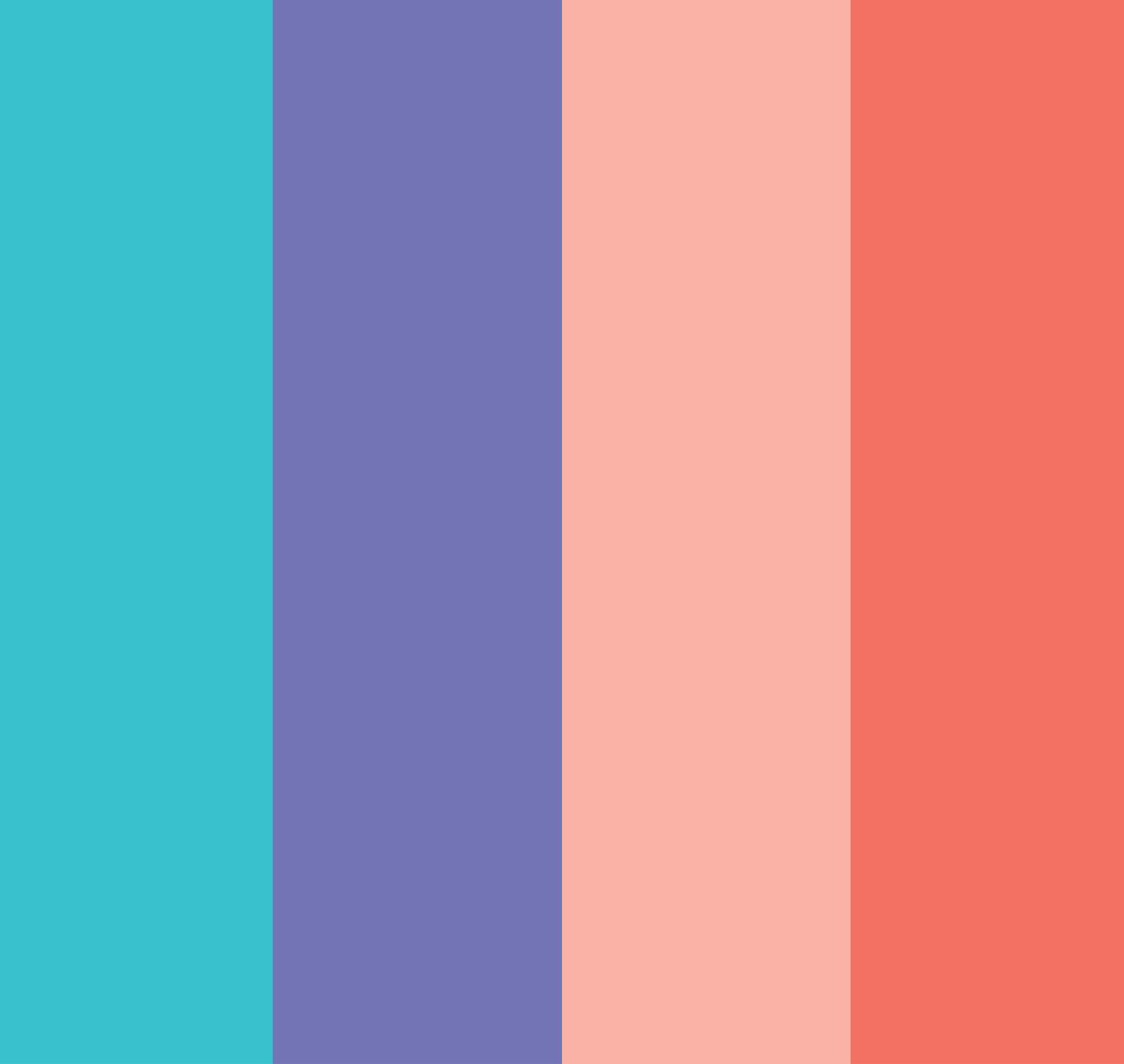
Peer Counseling in College Mental Health, a survey commissioned by Born This Way Foundation and The Mary Christie Institute, and conducted by The MassINC Polling Group

17

Kindness in the Workplace, which was a survey commissioned by Born This Way Foundation and Indeed, conducted by BSG in 2022







©2022 Born This Way Foundation. All Rights Reserved.

**BORN THIS WAY/
FOUNDATION**