



Point of
Pride



2022
& 2023

Annual Report

A message from our founders

Dear friends,

Point of Pride was founded almost a decade ago on the simple premise that mutual aid support—often through simple and relatively inexpensive means—would change and even save the lives of our trans siblings.

Ten years later, we've not only dispatched 19,000+ gender-affirming garments to trans people in need—a number that would have been unimaginable to us in our earlier days—we've also awarded more than one million dollars in direct financial relief towards gender-affirming care, including access to surgery, HRT, and permanent hair removal services. None of this would have been possible without supporters like you stepping up and showing up for our community every single day.

To you, we offer our sincerest gratitude. Together, we've touched thousands of lives.

As we look back on 2022 and 2023, the relentless attacks on the transgender and gender diverse community cast a long shadow. When 2021 marked the deadliest year on record for transgender people, we hoped we'd seen the worst—this number was surpassed in 2022 and again in 2023. It's a grim reality deeply rooted in anti-transgender rhetoric and the legislation it often surrounds.

Despite the pain and peril, these years were also ones of immense joy, love, and support within our community. Years of strength. Together, we demonstrated every day that we're more than resilient: we are powerful.



In a world that doesn't always support us, we support each other. Our community needs us now more than ever, as reflected in the increasing volume of daily requests for assistance. And, we show up for each other. A powerful and loving community: a chosen family.

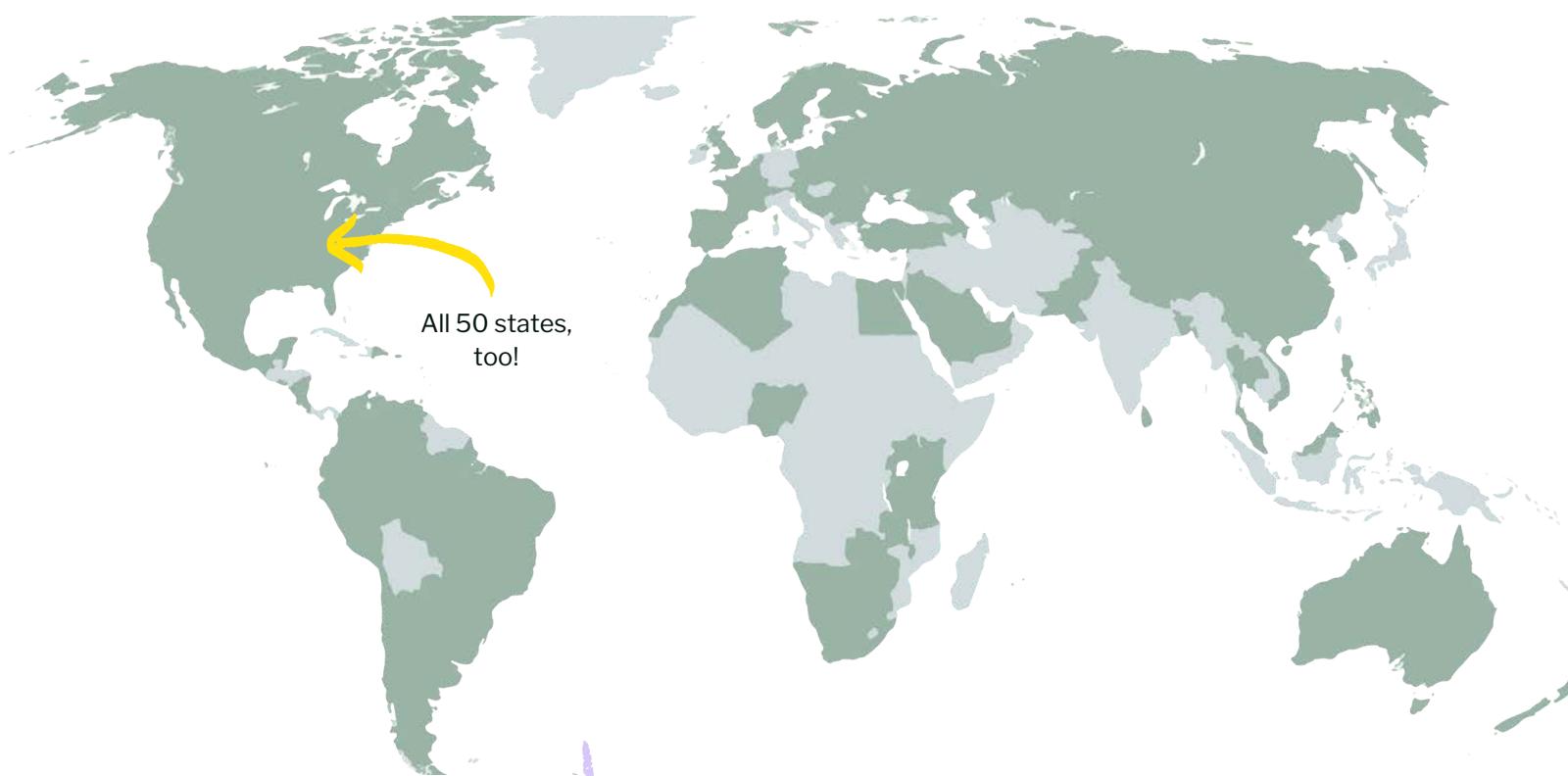
In gratitude and solidarity,

Jeff Main (he/him)
Co-founder,
Executive Director

Aydian Dowling (he/him)
Co-founder, Advocacy &
Engagement Lead

To date, we've supported
**19,000 trans folks
in 120+ countries.**

8,728 people served in 2022–2023.



2022 was the first year we provided support to people in...

Aruba
Canary Islands
Guatemala
Iran

Lebanon
Luxembourg
Moldova
Monaco

2023 was the first year we provided support to people in...

Armenia
Azerbaijan
Bermuda
Fiji
Georgia
Ghana

Gibraltar
Guadeloupe
Iceland
Isle of Man
Kazakhstan

Mongolia
Namibia
Nepal
Northern Mariana Islands
Vietnam

1 in 2

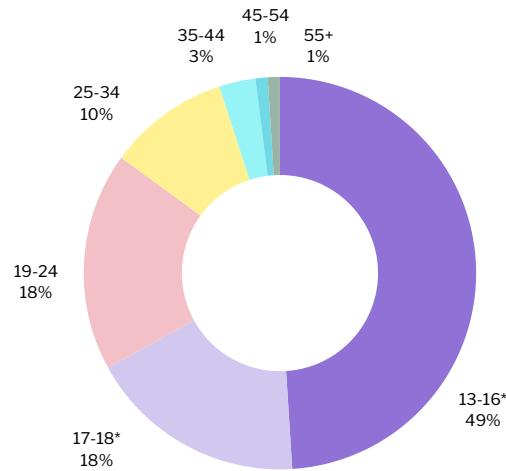
have experienced discrimination
from a healthcare provider or
employer

1 in 3

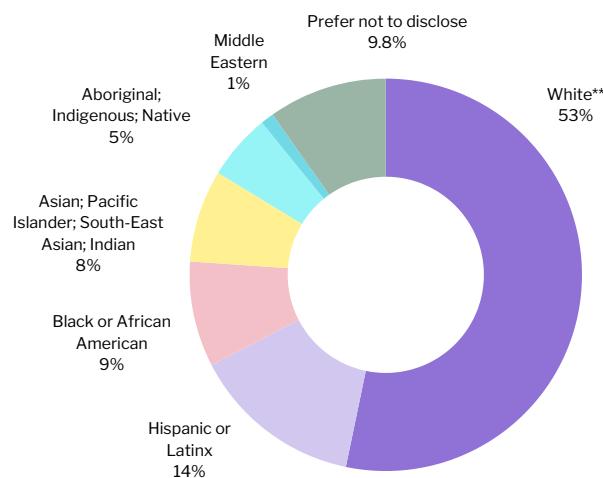
are living with a
disability or chronic
illness



Age



Ethnicity



Gender

Agender	3%	Non-Binary (NB; Enby)	22%
Androgynous	4%	Questioning/Unsure	7%
Bigender	1%	Trans Female (MtF; AMAB)	7%
Demifemale/Demigirl	1%	Trans Male (FtM; AFAB)	31%
Demimale/Demiboy	3%	Transfeminine	2%
Gender Fluid/ Genderqueer	11%	Transmasculine	3%
Gender Non-Conforming (GNC)	3%	Two-Spirit	1%
Intersex	<1%	Write In; Self-described	<1%

*Point of Pride requires applicants seeking surgery, HRT, or permanent hair removal services to be at least 18 years of age.

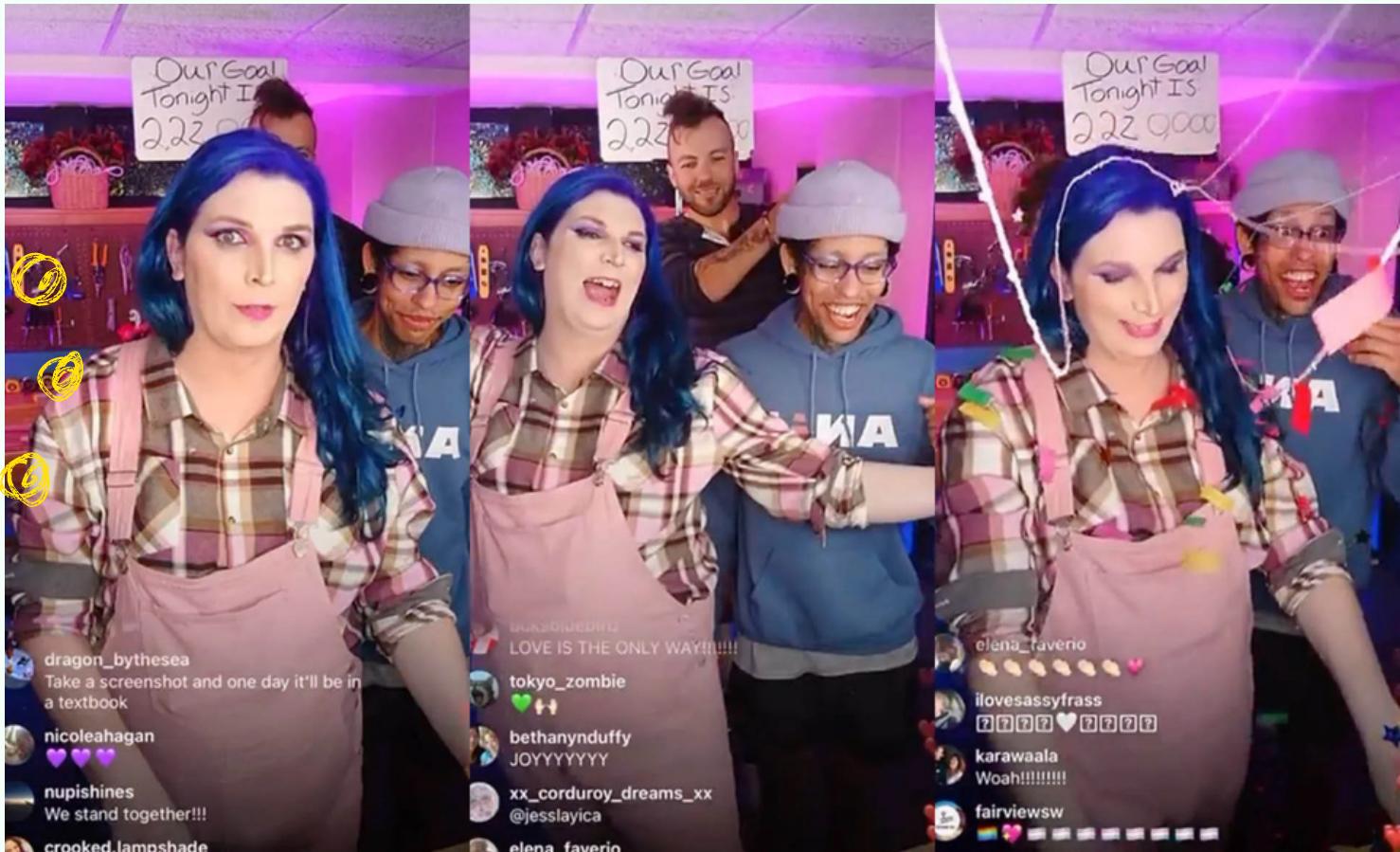
**This percentage reflects the number of white trans folks living in rural areas or areas of the US most impacted by unprecedented levels of anti-trans legislation.

PROGRAM HIGHLIGHTS



Our Collective Power & Generosity

\$2.2 million raised for trans healthcare



When we think about turning points in history, we often make reference to entire populations or civilizations or to large-scale policy change. In 2023, there was one such moment—a moment that will forever change the course of hundreds of lives. For a community as small as ours, this was an historic turning point.

Mercury Stardust and Jory (AlluringSkull) hosted an incredible fundraiser for Trans Day of Visibility (TDOV) 2023 and, without question, this was a monumental inflection point for our community.

The fundraiser, which took place over a period of 30 hours, raised more than \$2,000,000 for Point of Pride.

Mercury and Jory's platforms, commitment, creativity, and talent inspired hundreds of new supporters to join Point of Pride in providing life-saving healthcare and wellness resources to transgender people in need. The astonishing \$2,000,000 raised is a resonant reminder of our collective power and love resulting in an enduring impact on the lives of so many recipients.

When you talk about trans people, talk about our happiness, talk about how we help each other, talk about how we stand together and we are one.

—Mercury Stardust



About the hosts

Mercury Stardust

Mercury Stardust is a professional home maintenance technician, award-winning activist, and *New York Times* best-selling author. Widely known as the Trans Handy Ma'am, her unique brand of compassionate education in the home repair space has earned her internet fame. With over 2.2 million followers on TikTok and over 180,000 followers on Instagram, Mercury spreads DIY knowledge with love.

Jory

Jory, known as AlluringSkull, is a content creator, advocate, and artist. She has built a platform of over 2.3 million on TikTok and 132,000 on Instagram, where she regularly shares her insights on social issues, fashion, and comedy because she believes advocacy and joy are the keystones of liberation.

The funds raised were designated across all of our programs to provide profound, lifelong differences for hundreds of trans people in need of support.

While a large portion of the funds were distributed in 2023, we also responsibly saved for future years to ensure continued growth and stability in the face of ever-changing legislation targeting trans healthcare.

In total...

300+

people will receive gender-affirming surgery with up to 100% of their surgical fees covered.

120+

people will receive a year of hormone therapy and telehealth access.

190+

people will receive a \$1,250 grant towards their permanent hair removal services.

4k+

people will receive a gender-affirming chest binder or femme shapewear garment.

“I’m finally me.”

It's a sentiment we hear again and again from recipients of Point of Pride's Annual Trans Surgery Fund. Gender-affirming surgery is necessary, essential healthcare that is profoundly impactful and cascades throughout every touchpoint of our recipients' lives, allowing them to show up more authentically, and sometimes safely, wherever they go, whether it's the classroom or the boardroom.

For many—and especially the most vulnerable members of our community—life-saving gender-affirming surgery is financially and logistically inaccessible, due in part to recent anti-trans legislation. Point of Pride's Annual Transgender Surgery Fund is a scholarship-like program that provides direct financial assistance to trans folks who cannot afford their gender-affirming surgery.

DATA	2022	2023
Number of recipients	10	18
% aged 18-24	50%	28%
% identify as people of color	80%	78%
% living with disability or chronic illness	30%	61%
% experience of housing insecurity	80%	89%
% experience of discrimination by healthcare provider and/or employer	70%	67%
% in high-risk states for anti-trans legislation	40%	56%

**\$275,800
awarded to
28 recipients**



Inclusive Access to Vital Healthcare

Gender-affirming hormone therapy (HRT) is medically necessary, often life-saving, healthcare for countless transgender and gender-diverse people. Yet, this vital healthcare can be difficult to access due to medical, legislative, and financial barriers compounded by insurance companies with explicit exclusions and geographical hurdles in regions with few qualified providers. For the most vulnerable members of our community, gender-affirming hormone therapy is functionally impossible to receive without help.

Through our partnerships with multiple care providers including Plume, Folx, QueerMed, and QueerDoc, we're breaking down barriers and making this care more inclusive and accessible. Recipients of the HRT Access Fund receive a full year of care with a specialized provider, lab monitoring, and coverage for any travel costs associated with their care.

**\$105,000
awarded to 95
recipients**

DATA	2022	2023
Number of recipients	46	49
% aged 18-24	44%	41%
% identify as people of color	52%	61%
% living with disability or chronic illness	46%	47%
% experience of housing insecurity	70%	77%
% experience of discrimination by healthcare provider and/or employer	70%	76%
% in high-risk states for anti-trans legislation	60%	77%



**Access to HRT
feels like taking a
deep breath after
holding my breath
for a long time.**

—Ayang, 2022 recipient

Pioneering Support for the Femme Community

For many in the transgender community, gaining access to gender-affirming hair removal isn't just cosmetic or about personal affirmation—it's a crucial measure for safety against anti-trans violence and discrimination.

Point of Pride's Electrolysis Support Program provides financial aid toward permanent hair removal services, including electrolysis and laser. In 2023, we expanded its scope to include applications from trans masc individuals seeking hair removal in preparation for bottom surgery. We also increased our grant awards 25% from \$1,000 to \$1,250.

Guided by our commitment to equity, the program prioritizes its support on femmes of color, recognizing the intersectional challenges they face.

**\$81,000
awarded to 68
recipients**

DATA	2022	2023
Number of recipients	16	52
% aged 18-24	31%	17%
% identify as people of color	81%	71%
% living with disability or chronic illness	63%	67%
% experience of housing insecurity	81%	87%
% experience of discrimination by healthcare provider and/or employer	50%	89%
% in high-risk states for anti-trans legislation	31%	46%

**Finally, I can breathe
and be at peace in my
own body.**

—Yah, 2023 recipient



Affirmation, One Garment at a Time

From our founding almost ten years ago to today, access to chest binders and femme shapewear has been a cornerstone of our mission.

The math is exceedingly simple: one garment = one life changed.

Access to these wellness resources—inexpensive and singular compared to the complexity of surgeries and other medical care—are essential for many trans people.

In 2022 and 2023, we dispatched more garments to trans folks in need than in all prior years combined. We had a resounding impact on the lives and futures of the most vulnerable members of our community only made possible by the generosity of our supporters; an impact best illustrated in the words of one of our 19,000+ total recipients:

DATA	2022	2023
Free chest binders distributed	1,679	5,948
Free gaffs distributed	436	602

88%
of all requests
come from
young people
under the age
of 24.



When I first put my binder on, I cried. I never felt so joyful looking at myself in the mirror.

—Edward, free chest binder recipient

Small Gestures with Outsized Impact

Affirmation transcends access to healthcare. Affirmation can be as simple as telling a trans person: I see you, I accept you, and I love you.

With every free garment we distribute, we include a handwritten note. Sometimes it's a simple message of support; other times, a touching personal letter.

We've heard repeatedly from our recipients that these notes have a significant and lasting impact on their lives. Sometimes, these are the first words of affirmation they receive. Many times, the broader context of their life experience as a transgender person is complex and challenging, and knowing that someone is on their side makes all the difference.

In addition to directly supporting our recipients, Point of Pride builds partnerships through workplace letter-writing events, which foster a sense of community by offering a space for important, enlightening conversation and education.

Partners include...



Meta

zoom



ally

NAVY FEDERAL
Credit Union



blink

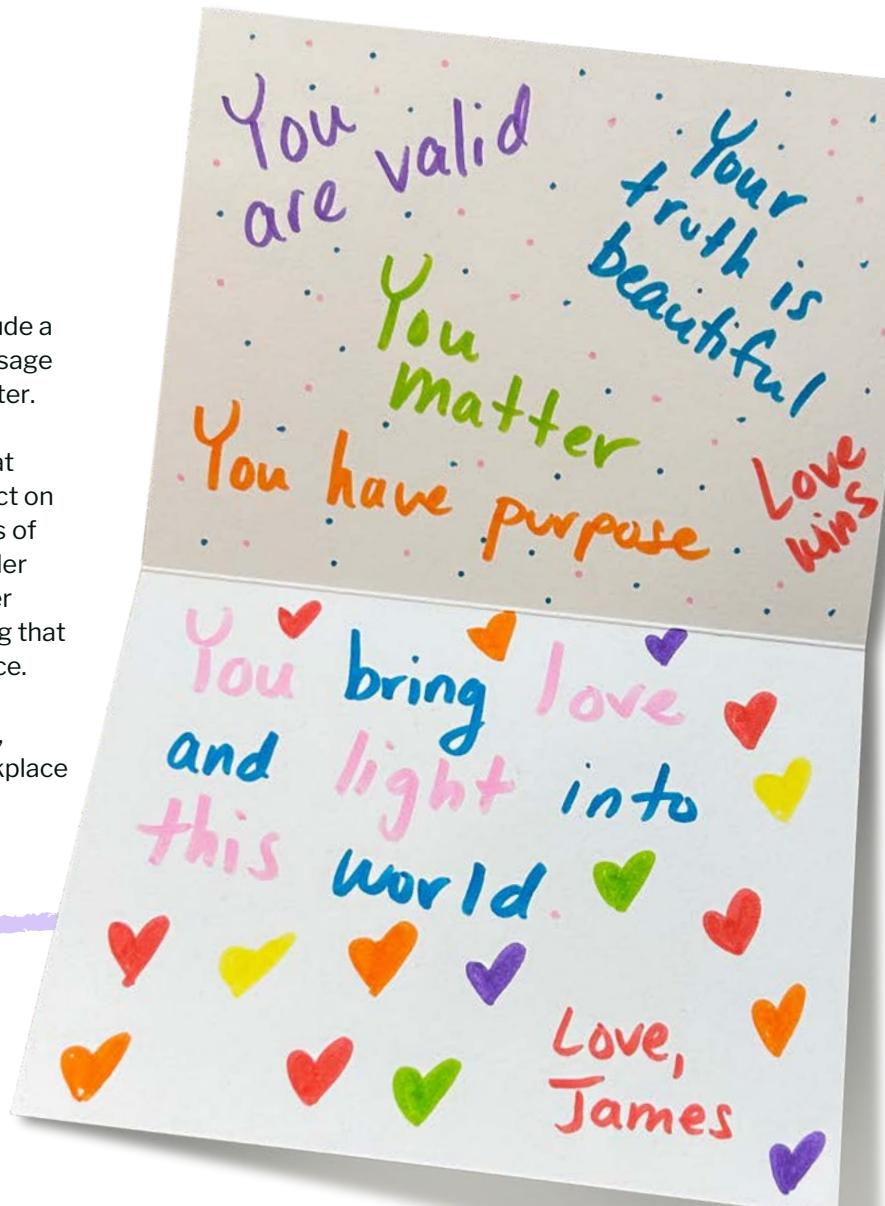


kate spade
NEW YORK

CHIEF

big
spaceship

O MOO



Inclusion and Belonging in the Workplace



More companies than ever before are actively working to create a culture of belonging for all of their employees. These companies have quickly realized an inclusive workplace isn't defined exclusively by policies and procedures: it requires a commitment to education and transformation.

Point of Pride has partnered with companies across industries to participate in panels about inclusion. Additionally, we've executed DEIB training programs designed to empower organizations with the knowledge and tools needed to create an environment that celebrates gender diversity, supports transitioning employees, and fosters cultural competency and inclusion.

The DEIB program catalyzes change by encouraging meaningful conversations, creating awareness around biases, and equipping employees and leaders alike with the tools needed to design a more inclusive, productive work environment as well as improve employee well-being and retention.

The training enabled us to develop a more nuanced understanding of the experiences and needs of our trans and LGBTQ+ colleagues. We left feeling empowered to make positive changes within our communities.

—Sage Levene Program Manager, Social Impact
at Hypha HubSpot Development

Resources for a More Inclusive World

Wellness includes more than healthcare. When we think about our community's needs, we consider the whole person—including their medical, psychological, and environmental wellbeing. Whether it's fostering deeper inclusion in the workplace through trainings and speaking engagements or publishing content to support transgender people and their families in navigating their transition, Point of Pride has invested more than ever before in creating resources.

Some of our most popular wellness resources from 2022 and 2023 included...



How Do I Know If I'm Trans?

50,000 impressions a month
Top 5 Google Search result



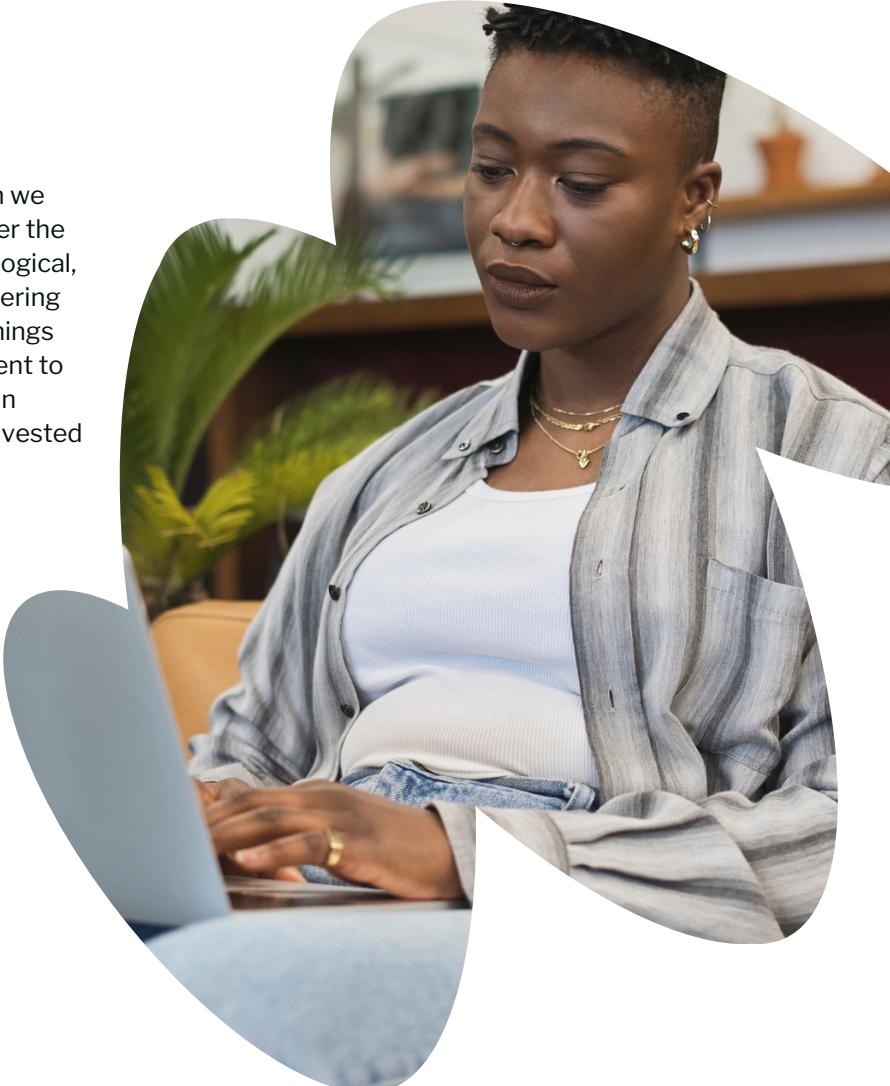
How Do I Know If I'm Non-Binary?

35,000 impressions a month
Top 5 Google Search result



Gaffs 101: Tucking Safely and Comfortably

20,000 impressions a month
Top 5 Google Search result



[How to Approach Getting Insurance Coverage for a Trans Surgery](#)



[My Insurance Has Denied My Gender Affirming Surgery. Now What?](#)



[Binding Safely for Your Body](#)

ORGANIZATIONAL HIGHLIGHTS



Trans in Custody

For many trans people in custody, in addition to facing daily discrimination and violence, accessing gender-affirming support is complex or, more often, impossible.

While policies can vary from jurisdiction to jurisdiction, chest binders and femme shapewear are rarely permissible items within facilities. Decision makers often do not understand how critical access to these resources is or how much they impact the lives and well-being of trans people.

In summer 2023, we launched the Trans in Custody project, an initiative to increase access to gender-affirming garments for trans folks in incarceration and provide valuable educational resources to decision makers.

In collaboration with the NYC Department of Correction's LGBTQ+ Affairs Unit, Point of Pride developed a step-by-step toolkit for counselors and decision makers within correctional facilities in implementing policies that promote broader access to gender-affirming wellness resources like garments. Alongside this effort, we expanded our existing chest binder program to accept requests from people in incarceration and send garments straight to their facility.

Since the project's inception, Point of Pride has advised on the necessity of gender-affirming resources for trans people in custody in jurisdictions across the United States and supplied binders to employees advocating for policy reform in three different jurisdictions (NYC, New York, and Wisconsin) so they may show staff an actual binder in person and use it as a tool to effect change.



Scaling Our Impact

From our inception in 2016 through 2022, Point of Pride was entirely volunteer-operated by a trans-led team of volunteers. In that time, we grew to be one of the world's largest organizations focused entirely on direct service to the trans community. While we were proud of our ability to make the most of every donor dollar, we also knew this would not be a long-term approach to building and sustaining a strong organization and continuing to grow our impact in the trans community.

In January 2023, we welcomed our first-ever staff member—Tyler Rodriguez, Program Manager. Tyler came to this role after having served as a volunteer on the Board of Directors for five years, and brought with him more than 15 years of expertise in the healthcare industry and a knowledge of the issues most impacting our community. Six months later, Point of Pride's co-founder and Board Secretary, Jeff Main, stepped into the role of Executive Director.

With two full-time staff in place, Point of Pride has scaled output exponentially: awarding more gifts, managing more applications, and dispatching more garments than ever before. The number of lives changed by our mission doubled in 2023.



Co-founders Aydian (left) and Jeff (right) pose with Tyler (center) during a volunteer event in July 2023.

Special thanks

We express our heartfelt gratitude to our board members for their invaluable contributions and steadfast leadership.

Our Board of Directors

- Liz Byrne
- Nic Minard
- Rob Voorhees
- Meryl Lumba
- Chris Mosier

Our Advisory Board

- Blossom C. Brown
- Samantha Filoso
- Hannah Graf
- Queen Victoria Ortega
- Jodie Patterson
- Eden Torres
- Brian Michael Smith

Thank you to the dedicated volunteers, consultants, and providers who tirelessly support our work, especially... Izzy Lowell, Crystal Beal, Hailey Everheart, Angela Divina, Max Golek, Avery Eaton, Rae Hill, Ash Angeli, Bette Stewart, Mike Bonanza, Jos Coffman, Sarah Bogusewski, Liz Munsky, Kelly Storck, LCSW, Vivienne Esrig, Lauren Lubin April, and Melissa Rodriguez.

Media Coverage and Coalition Building

Recognition



Partnership

2023

- With GLAAD and 100+ other organizations, we protested The NY Times' coverage of trans people.
- With NTCE, we called for health equity for intersex people. We also supported the EEOC's proposed guidance to protect trans people in the workplace.
- We joined with 10+ orgs in protest of Florida's HB1069, an expansion of the "Don't Say Gay" bill.

2022

- With NCTE, we encouraged participation in the US Trans Survey, the largest survey devoted to the lives and experiences of transgender people.
- With GLSEN, we advocated for Title IX Protections for transgender and all LGBTQ+ students.
- We joined 100+ other organizations to oppose Florida rules that restricted or blocked access to healthcare for trans young people.



FINANCIAL SNAPSHOT



2023 Revenue

TOTAL REVENUE: \$2.65M*

Individual donors	82%
Corporate/Foundation Grants	12%
In-Kind Donations	5%
Other	1%

40%

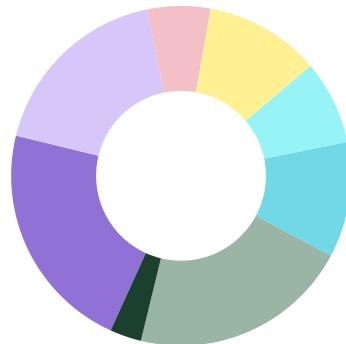
increase in gifts from individual donors from 2022 to 2023.

5.75x

increase in overall revenue from 2022 to 2023.

*Check out our 3-year plan for responsibly disbursing these funds in their entirety by visiting www.pointofpride.org/transparency

2023 Expenses



Annual Trans Surgery Fund	22%
HRT Access Fund	18%
Electrolysis Support Fund	6%
Gender-Affirming Garments	11%
Program Oversight	8%
Admin	11%
Engagement & Mobilization	21%
Advocacy	3%

3x

increase in grants and garment spending from 2022 to 2023.

90¢

of every dollar raised goes to our direct support programs.

Point of Pride has earned the **GuideStar Platinum Seal of Transparency** and **Charity Navigator's 4-star rating**—the highest levels of recognition for each platform.



THANK YOU

**for affirming and uplifting trans
people who need support.**



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