



Point of
Pride

Media Kit



Section 1: Who We Are



Welcome to Point of Pride

Founded in 2016, Point of Pride is a transgender-led non-profit organization. Our mission is to help trans youth and adults access necessary, life-saving health and wellness services. Our vision is a world where trans and gender diverse people of all ages see a bright, safe future for themselves—living in their authentic truth. We've served thousands of trans folks in all 50 states and around the world.

“

I feel so much more confident and beautiful in my skin. I can finally be more of the woman I know I am.

—Robin (she/her)

Electrolysis Support Fund recipient

Media Contact Info

Mixte Communications
POP@gomixte.com
(619) 732-0789

mixte
communications



Our Guiding Principles

Point of Pride's five guiding principles are rooted in its mission to help trans youth and adults access necessary, life-saving health and wellness services.

1. Affirmation

The work we do—the heart of our mission—is to provide powerful affirmation for our trans siblings. Trans people who feel seen, supported, and valid are able to live their authentic lives.

2. Access

We serve the members of our community who have the biggest challenges in accessing the care they need—whether financial, geographical, or institutional.

3. Equity

Our equity-based approach seeks to address the failures of unequal levels of privilege and access.

4. Empowerment

The result of our programs should create transformative changes for our recipients that extend beyond the direct service they receive.

5. Celebration

With so many narratives and stories around trans hardship, we foster trans joy! We celebrate the resilience, beauty, and power of the people we serve.

Manola (she/her)
Thrive Fund recipient





Section 2: Meet Our Staff



Executive Bios

Jeff Main

he/him

Executive Director & co-founder



Jeff Main (he/him), is the co-founder and Executive Director of Point of Pride, a nonprofit organization helping trans people access gender-affirming health and wellness services they otherwise could not afford or obtain.

Driven by his own experiences as a proud trans man, Jeff is deeply committed to advancing health equity and raising awareness about the lived experiences, systemic barriers, and social determinants of health that impact his community.



Executive Bios

Aydian Dowling

he/him

Chief Advancement Officer & co-founder



Aydian Dowling (he/him) is the co-founder and Chief Advancement Officer of Point of Pride. Aydian leads the organization's strategic growth, spearheading fundraising initiatives, partnerships, and community engagement efforts.

His early social-media notoriety and visibility as a trans advocate helped pioneer the foundation of Point of Pride, transforming personal advocacy into a national movement for access to gender-affirming care.



Section 3: Programs & Resources



Our Programs

Annual Transgender Surgery Fund

Helps trans people afford gender-affirming surgeries, acting as financial aid for those with financial need who can't otherwise access care.

Applicants must be trans, at least 18 years old, and have financial need that prevents them from accessing gender-affirming surgery with a U.S.-based surgeon. Applications open annually, usually in November, with funds disbursed for surgeries occurring in the following year.

Hormone Replacement Therapy Access Fund

Provides financial assistance for gender-affirming hormone replacement therapy (HRT) to trans people who cannot afford this care.

This financial aid program provides recipients with 18 months of HRT-related care through Point of Pride's telehealth partners, and includes financial assistance for lab visits, transportation to and from appointments and prescription costs. Applications open annually, typically in the summer.

Saaji (he/him)
Surgery Fund recipient



Our Programs

Electrolysis Support Fund

Supports permanent hair removal services (electrolysis and laser hair removal) for trans people who cannot afford such care.

Launched in 2018, the fund aims to help trans people live more safely, confidently, and authentically. Applications open annually, typically in January.

Thrive Fund

Provides financial help for a variety of gender-affirming needs, including prosthetics/wigs, vocal training, medical tattooing, fertility preservation, and more.

Launched in 2024, the fund provides small grants, up to \$2,500 per recipient, generally paid directly to the service provider or retailer. Applications open annually, typically in August.

Rissa (she/her)

Electrolysis Support Fund recipient



Ayang (she/her)
HRT Access Fund recipient

Our Programs

Free Chest Binders and Femme Shapewear

Provides free specially-designed chest compression garments and femme shapewear to any trans person who needs one and cannot afford or safely obtain one.

Applications are open year-round, with requests fulfilled on a first-come, first-served basis. As of 2025, Point of Pride has provided roughly 30,000 free garments to folks in all 50 states and around the world.



Resources

- [Point of Pride website](#)
- [Comprehensive list of programs](#)
- [Trans Health Survey](#)

Social media:

- [Facebook](#)
- [Instagram](#)
- [Linkedin](#)
- [YouTube](#)



Section 4: A Decade of Service



Our Milestones

2011

The seeds of **Point of Pride** were planted in **2011**, when founders Aydian Dowling and Jeff Main were running Point 5cc, a trans-led apparel company. By setting aside a portion of proceeds from every order, the team created an Annual Transgender Surgery Fund that provided thousands of dollars in direct financial assistance and launched one of the first and largest international chest binder donation programs.



2016

Point of Pride is **formally incorporated** with a dedicated volunteer team focused on expanding fundraising, supporting more trans community members with affirming resources, and advocating for the inclusive, supportive world everyone deserves.





2017

Point of Pride attends the Gender Odyssey Conference in Seattle and the Philadelphia Trans Health Conference, expanding its network of allies and partners.

2018

Point of Pride hosts the **first-ever LGBTQ support tent** at the Skid Row Carnival of Love in Los Angeles.

Point of Pride kicks off the first-of-its-kind **Electrolysis Support Fund**.

2019

Point of Pride earns GuideStar's (now Candid) **Platinum Seal of Transparency**, the highest recognition for nonprofit transparency.



Point of Pride launches the **Community Grantmaking Fellows (CGFs) program**, engaging trained volunteer reviewers to help ensure fairness and equity in the distribution of financial aid.



**2020**

Point of Pride launches **HRT Access Fund**, providing financial assistance for gender-affirming hormone therapy.

The COVID-19 Emergency Fund delivered critical support at scale, helping hundreds of recipients access prescriptions, mental health services, and essential medical supplies.

2021

Point of Pride reaches milestone of **10,000 gender-affirming garments donated**.

Point of Pride reaches **\$250,000 in financial aid** awarded to date.

2022

Mercury Stardust hosts **the first "TikTok-a-thon"** to coincide with International Transgender Day of Visibility on March 31. Originally aiming to raise \$24,000, it raised more than \$120,000 for Point of Pride.

In response to a tidal wave of anti-trans legislation introduced across the United States, Point of Pride mails **1,500 gender-affirming garments** to impacted youth, alongside messages of affirmation to let them know they are valid, seen, and loved.





2023

No longer just volunteers, Point of Pride welcomes its **first paid staff member.**



Mercury Stardust teams up with Jory (alluringskull) for the Trans Day of Visibility TikTok-a-Thon, **raising an unprecedented \$2 million** to support trans and gender-diverse individuals in need.

Point of Pride earns a **four-star rating** from Charity Navigator.



2024



Point of Pride begins developing its **Trans Health Survey**, inspired by the U.S. Transgender Survey, to gather community-driven data for better health equity.



Point of Pride reaches
\$1 million in financial aid
awarded to date.

Point of Pride surpasses the **\$4 million milestone** in total financial aid awarded to trans youth and adults for gender-affirming healthcare and wellness services.

The Thrive Fund has launched, offering financial aid for life-changing transition-related care, including wigs, vocal training, fertility preservation, and more.

2025

These milestones form the foundation for the work ahead as we enter our next decade.





Section 5: Facts at a Glance



Ryan (he/they)

HRT Access Fund recipient

Point of Pride

- More than **\$4.4 million** awarded in financial aid to date.
- **30,000 people** served to date.
- **127 countries** served (and counting!)
- **88%** of garment requests come from people under the age of 24.
- **3 in 4** people served have experienced housing insecurity.
- **1 in 2** people served have experienced discrimination by a healthcare provider and/or employer.
- **2 in 3** people served are living in high-risk states for anti-trans legislation.



The Trans Community

- More than 2.8 million people in the US identify as trans, including 724,000 youth.
- Of the 2.1 million trans adults, 33% are trans women, 34% are trans men and 33% are trans non-binary people.
- 27 percent of people have had gender-affirming care denied by insurance at least once.
- About 1.6% of U.S. adults are transgender or nonbinary.
- Younger generations are more likely to identify as trans or nonbinary, especially Gen Z.
- Trans people, particularly those who are BIPOC or disabled, report higher rates of workplace discrimination, economic insecurity, and barriers to healthcare.

*Data from The Williams Institute, August 2025



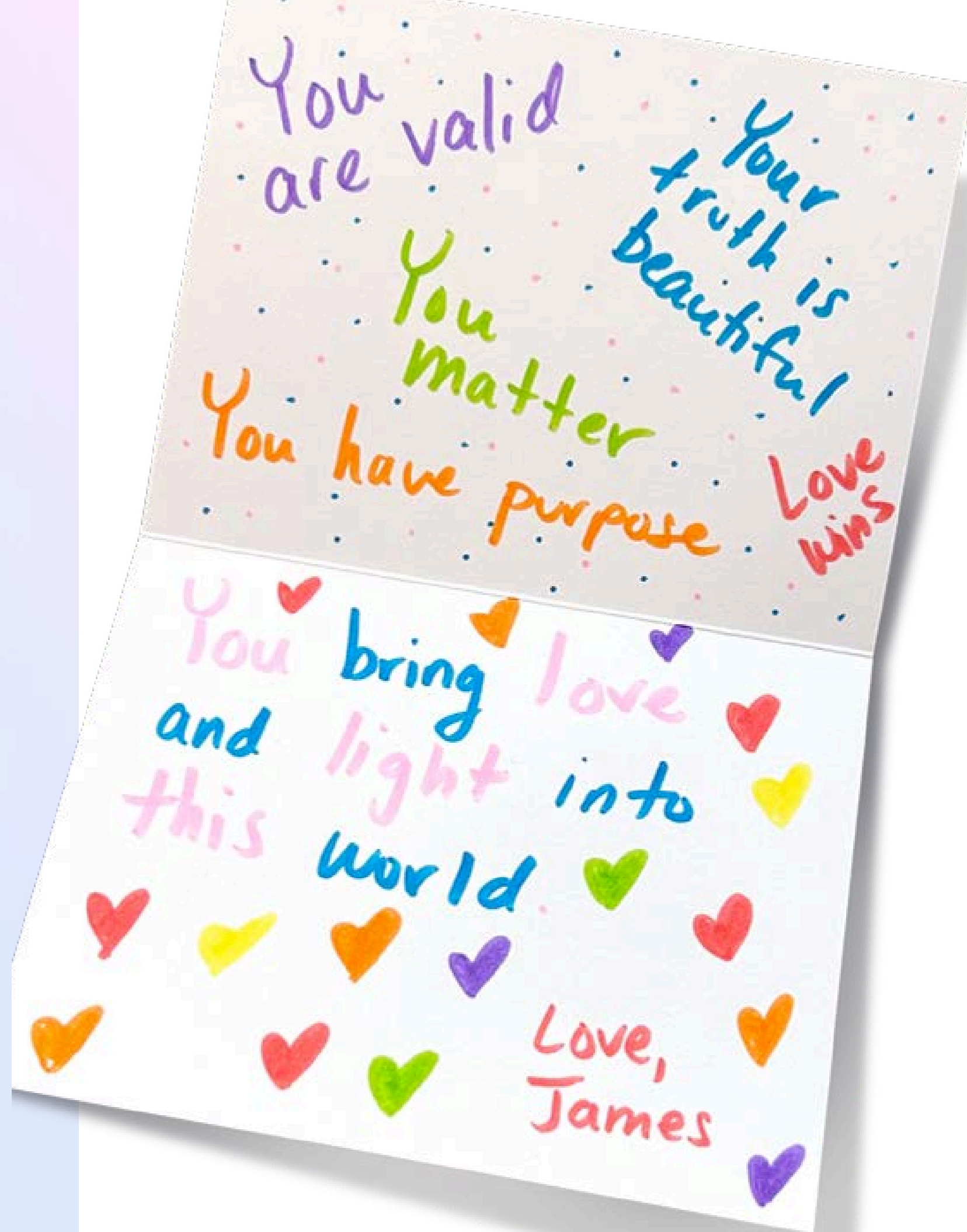
Section 6:

Ways to Get Involved



Virtual Events & Trainings

Point of Pride provides engaging, informative sessions for businesses and organizations on trans inclusion, allyship, and cultural competency, led by subject matter experts. Whether you're hoping to start meaningful conversation or strengthen day-to-day inclusion practices, **our virtual talks, panels, and Q&A sessions** can be tailored to workplaces of all types and sizes.



Letter Writing Program

Point of Pride's letter-writing program provides handwritten notes of support, love, and affirmation to trans individuals facing isolation. The letters are included in care packages reminding them they are seen and valued. **No sign-up necessary; people can begin volunteering right away!**



Donations

Tax-deductible donations to support our mission can be made at www.pointofpride.org/donate.

EIN: 81-2185477



www.pointofpride.org

West Coast:

PO Box 10991

Eugene, OR 97440

East Coast:

PO Box 7824

Newark, DE 19714

STAY CONNECTED



“

**Finally, I look in the
mirror and experience
the euphoric feeling
of being in love with
who I am.**

—Jare (she/her)

Electrolysis Support Fund recipient

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