

Ellen DeGeneres Supports The Trevor Project To Help End Bullying

Featured Products and Services: Text to Give
Nonprofit Sector: Human Services and Healthcare

BACKGROUND The Trevor Project is the leading national organization focused on crisis intervention and suicide prevention efforts among LGBTQ youth. Everyday, The Trevor Project saves young lives through its free and confidential lifeline, in-school workshops, educational materials, online resources and advocacy. The organization was founded in 1998 by three filmmakers whose film, "Trevor," a comedy/drama about a gay teenager who attempts suicide, received the 1994 Academy Award® for Best Short Film.

PROBLEM In September 2010, the deaths by suicide of several LGBTQ young people who were bullied became a focus of national media attention. Ellen DeGeneres announced her intentions to help end bullying.

CAUSE On her NBC talk-variety show Ellen DeGeneres' promoted her ongoing commitment to help raise funds for the Trevor Project.

SOLUTION Ellen worked with The Trevor Project and MobileCause to set up a Text to Give campaign. On her show Ellen asked viewers to join in taking immediate action against bullying by texting "KIND" to 85944 to make a \$5 donation to The Trevor Project. She also promoted her keyword and shortcode to her 5 million Twitter followers and 3 million Facebook friends. Ellen was able to rally 30,000 people to help put a stop to bullying—raising \$150,000 for The Trevor Project in 8 days.

HIGHLIGHTS

Ellen DeGeneres, on The Ellen DeGeneres Show, was able to raise \$150,000 from her fans through Text to Give to support The Trevor Project

30,000 donors were empowered to take immediate action against bullying

