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Glisten Cause Marketing

Partner with Glisten on impactful cause marketing campaigns that engage consumers, amplify LGBTQ+ youth voices, and drive meaningful support for safer, more affirming schools.

glisten is dedicated to creating safe and respectful learning environments for youth of all sexual orientations, gender identities, gender expressions, race and abilities.

500K+ Resources downloaded annually

1.5M+ People in our community nationwide

15 Chapters across **13 states**

4 Core Supports

1 Comprehensive Policies

Glisten's national and local public policy work advocates for policies that guarantee youth's right to quality and equitable education.

2 Supportive Educators

Educators play a vital role in protecting LGBTQ+ youth from harassment and implementing an inclusive curriculum.

3 Youth Engagement

From student-led clubs to organizing community events, when youth lead the way, real change happens.

4 Inclusive Curriculum

Teaching about LGBTQ+ history, culture, and events in school is an integral part of a holistic and intersectional curriculum.

WHY DOES THIS WORK MATTER?

2 in 3 LGBTQ+ students reported feeling unsafe at school because of their sexual orientation, gender identity, or gender expression.

Harassment remains widespread: 62% experienced harassment or assault related to sexual orientation, while 68% experienced it because of gender identity or expression.

More than half experienced discrimination: 53% reported LGBTQ+-related discrimination, including being prevented from using facilities consistent with their gender.

Supportive schools make a measurable difference: Students with supportive educators, inclusive anti-bullying policies and curriculum, and access to GSAs reported greater belonging, higher GPAs, and fewer missed school days due to safety concerns.

**These stats are from our 2025 National School Climate Survey capturing the experiences of thousands of LGBTQ+ students across the U.S., highlighting persistent safety and discrimination challenges while demonstrating how affirming educators, policies, curriculum, and GSAs can improve students' belonging and academic success.*

Our Reach

Facebook: 462k

Instagram: 113k

Tik Tok : 2.6k

LinkedIn: 21.3k

YouTube: 5.1k

Email Subscribers: 157,000+

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Cause Marketing Overview

Glisten partners with mission-aligned brands to create impactful cause marketing campaigns that support LGBTQ+ students. From co-branded products to point-of-sale fundraising and limited-edition collaborations, these efforts drive both awareness and support.

Together, we amplify inclusive messaging, engage consumers and internal employees, and help build safer, more affirming school communities for all.

Partners

HOLLISTER

NBA

WNBA

URBAN OUTFITTERS

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Cause Marketing Ideas

Pride-Themed Product Collaborations: Limited-edition items co-designed with LGBTQ+ youth, with proceeds supporting Glisten's programs.

Point-of-Sale Fundraising: Round-up or donate-at-checkout campaigns that make it easy for customers to give.

In-Store & Digital Pride Campaigns: Brand-led campaigns that spotlight Glisten's mission and amplify LGBTQ+ student voices.

Back-to-School Giveback Initiatives: Donations tied to product purchases during the back-to-school season.

Storytelling Partnerships: Content series and social takeovers that elevate LGBTQ+ youth experiences and shared brand values.

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Cause Marketing Examples

Since 2017, **Hollister** has partnered with Glisten to help create safer, more affirming schools, raising more than $7.8 million to advance our mission. In recent years, Hollister deepened its impact with a $400,000 donation, nationwide customer round-up campaign, and a collection co-created with Glisten's National Student Council.

Pair Eyewear celebrated Pride through its limited-edition United in Love collection, featuring Pride-inspired Top Frames designed to champion self-expression and inclusivity. 20% of proceeds supported Glisten's work to create safer and more inclusive school environments for LGBTQ+ youth.

Urban Outfitters celebrated Pride Month by continuing its partnership with Glisten through a direct donation and customer fundraising campaign. Throughout June, customers across all North American stores were invited to round up their purchases in support of LGBTQ+ students.

In collaboration with **Netflix**, Glisten created a Heartstopper Discussion Guide to spark conversations about identity, self-discovery, mental health, community, and belonging. Designed for classrooms and youth groups, the resource helps young people connect, reflect, and build more inclusive communities.

JOIN US IN BUILDING SAFER, MORE AFFIRMING FUTURES FOR LGBTQ+ YOUTH

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