

# MATTHEW SHEPARD FOUNDATION

2016 ANNUAL REPORT

## OUR YEAR IN NUMBERS

2016 continued the trend that we have seen for the last 18 years. We still have much more work to do.

## HATE CRIMES REPORTING

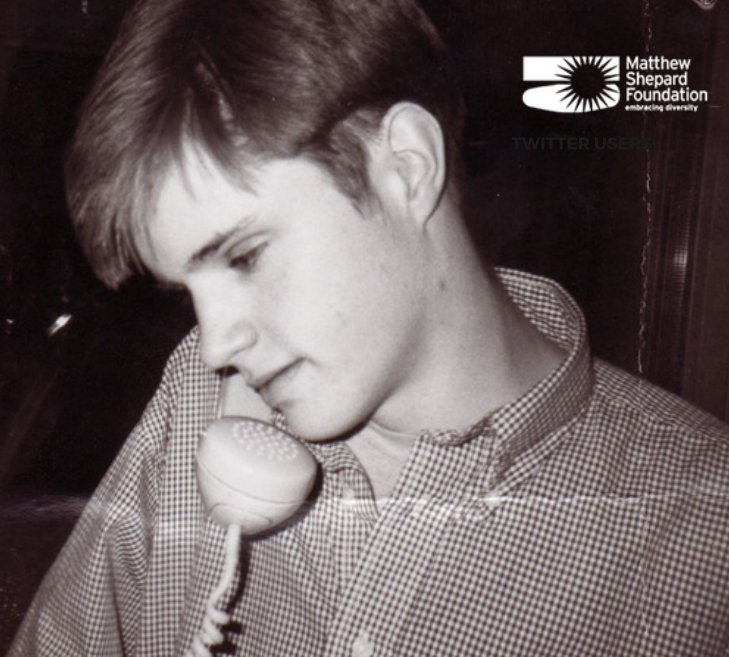
Some of the new numbers and the way these crimes are reported may surprise you.

## WHERE WE'VE BEEN

MSF continues to travel the country and the world to spread the message of acceptance and love.



Matthew  
Shepard  
Foundation  
embracing diversity



# WE THANK OUR PARTNERS.

WITHOUT THEM, THIS WORK WOULD NOT BE POSSIBLE:



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# A Message from Judy & Dennis Shepard

Eighteen years ago, as the reality of Matt's cruel, senseless murder gripped the nation and the world, our family and close friends felt alone in the center of media coverage and civic outrage. We looked at the countless protests and vigils, the tens of thousands of letters, emails, and teddy bears, the endless TV and newspaper coverage, and wondered: "Why? Why now, why us? How will we ever make sense of it all?"

In time, we decided to put our voices and our son's memory to work advocating for equal treatment and equal rights for all people, regardless of difference, and especially for LGBTQ youth.

No matter where we go or who we talk to, we keep finding that many others have suffered similar losses, struggled against bias, and we learned how things can change if we all work together to erase hate.

Last year we celebrated how far our equality had advanced. But our adversaries noticed, and they proved effective at exploiting fear and ignorance about who we are. They've overruled and disempowered cities that passed landmark civil rights protections. They've cruelly targeted and ridiculed transgender Americans, ordering them into the wrong restrooms and endangering their very lives. And then on June 12th, in Orlando, our community suffered a blow like never before.

49 lives were taken because of hate. 53 others were injured because of hate. And countless others -- thousands upon thousands -- have been left traumatized, fearful, and sadly hopeless because of hate.

Pulse. Orlando. These places will join Stonewall and Laramie and Selma and Jasper on the roster of injustices. But it was more than just a mass murder. It was an attack on our community's soul, on its hope. How do you respond to such hatred? With action. It is clear that the Foundation's work has never been more need and vital and has never reached so many as it does today.

We constantly hear about teachers being fired before the ink on their marriage license dries. We mourn with the entire country the untimely loss of so many young people to self-harm, and so many community members -- especially our transgender brothers and sisters -- to violence. We shake our heads in dismay as the hard-line element in our society spouts increasingly drastic, dehumanizing rhetoric in the face of the slightest hint of progress.

Over the last 18 years, these issues have been brought forward to a more public forum. We are thankful for that. We are thankful to be able to use our voices for good. Whether based on race, religion, or immigration status, heritage, socioeconomic status--equality is about accepting one another as human beings with the same goals and the same aspirations that everybody shares. To love and be loved in return. To feel safe and secure in your job and in your home, and we are so fearful that if we go forward without using our voices, the progress we've made will turn back. We must continue to take action.

In dozens of schools and community theaters across the globe, we are helping actors and audiences of *The Laramie Project* turn performances into tools for greater diversity and more welcoming communities. *Considering Matthew Shepard* was recently released and is making waves by approaching the conversation from a musical stance—opening hearts and minds.

More LGBTQ and allied teens and young adults than ever before are turning to MatthewsPlace.com as a platform for using their voices, accessing resources, and learning they are not alone.



**Sean Hayes, one of this year's "Making a Difference" award winners and his husband Scott Icenogle with Judy & Dennis at the 15th annual Honors Gala**

We continue to visit campuses, companies, and community centers to spread a message of hope and help educate people to the reality of bias-motivated violence. We continue to share the belief that change begins with each of us—one heart and one mind at a time.

We continue to learn. We continue to move forward, driving change. We continue to remember why our rear-view mirror is merely a fraction of the size of our windshield. Our progress will not be thwarted as long as we have your support. You help us look through that windshield at the bigger picture, our mission: "Replace hate and ignorance with understanding, compassion, and acceptance." We trudge on, as we always do. For Matt, for the 49, for the countless others.

We hope this year's report inspires you to continue, a little bit, every day, to erase hate from your corner of the world.

With gratitude always,  
Judy and Dennis Shepard,  
Co-Founders  
The Matthew Shepard Foundation



# Our Year in Numbers

In addition to Judy Shepard's nearly two-decade-long ongoing public speaking tour, the Foundation focuses its work on three major programs in its effort to Erase Hate:

- **The Hate Crimes Reporting and Prevention Initiative** aims to improve the rate at which hate crime victims report the crimes committed against them; law enforcement agencies conscientiously investigate and prosecute these offenses, and accurately report them all to the FBI; and ultimately, the improved reporting leads to awareness and prevention of these needless tragedies.
- **MatthewsPlace.com** is a unique Web resource—a reporting and storytelling site by and for LGBTQ+ youth who use their voices to promote understanding and compassion for all. It also provides a comprehensive list of local resources around the country, offers dialogue opportunities and profiles of inspirational figures who demonstrate the ability to succeed in a variety of fields despite being different from perceived social norms.
- **Laramie Project Support** continues to reach audiences all over the world by making sure productions of this provocative play about one community's response to hatred become community discussions, sources of inspiration for promoting diversity, and an educational tool about the deep price of hatred. MSF's outreach to productions reached across the U.S. and the globe last year on the strength of the resources, guidance and creativity MSF lends to these shows.

## Hate Crimes Reporting and Prevention Initiative

In partnership with the Department of Justice's Civil Rights Division, Judy and Dennis Shepard and Foundation staff joined regional law enforcement agencies across the country to review the history of the Matthew Shepard and James Byrd, Jr. Hate Crimes Prevention Act and educated officers on how to participate in and improve hate crimes reporting practices.

Location	Date(s)	Type	Partners
Washington, DC	2/9/16, 5/2/16, 11/15/16	White House Interagency Hate Crimes Initiative	ADL, HRC, Muslim Advocates, DOJ
Kansas City, KS	March - September	Coalition-building meetings	KCAVP
Boston, MA	4/9/2016	Gay Officers Action League of New England Conference	GOAL, Napa Valley College Criminal Justice Training Center
Topeka, KS	4/13/2016	Victim Rights Conference	DOJ, US Attorney
Seattle, WA	4/27-4/28/2016	Peace Officers Training	Seattle PD, US Attorney, King County DA
Houston, TX	5/19/2016	Coalition-building meetings	Equality Texas
Birmingham, AL	9/21/2016	Attorney General's Advisory Committee Civil Rights Subcommittee	DOJ, EOUSA, ADL, SPLC
Denver, CO	9/29/2016	Attorney General's Justice Forum	DOJ, City & County of Denver, US Attorney, dozens of NGOs
Denver, CO	9/29/2016	LGBTQ Community Public Safety Seminar	The Center, ADL, US Attorney, FBI, US Dept of Education, Boulder County DA

# Matthew'sPlace.com

The Foundation's youth resources site is working to continually expand its reach in the year ahead. The content being collected is now global and the design is being reworked to be more user-friendly. We are also cross-posting to Medium.com for more reach.

● Total Page Views:		265,613
● Total Sessions:		198,415
● Total Unique Users:		179,871
● New User Percentage:		90.36%




## Laramie Project Support

MSF supports productions of The Laramie Project all over the globe. When we can, we make on-site visits. When we can't physically be there, we answer questions and debrief with cast members via Skype. We also provide general resources to productions (news articles, letters, photos of Matt, etc.)

Productions Supported: **49**

Venue Type:



-  High Schools (46%)
-  Community / Regional Non-Profits (30%)
-  Universities / Community Colleges (18%)





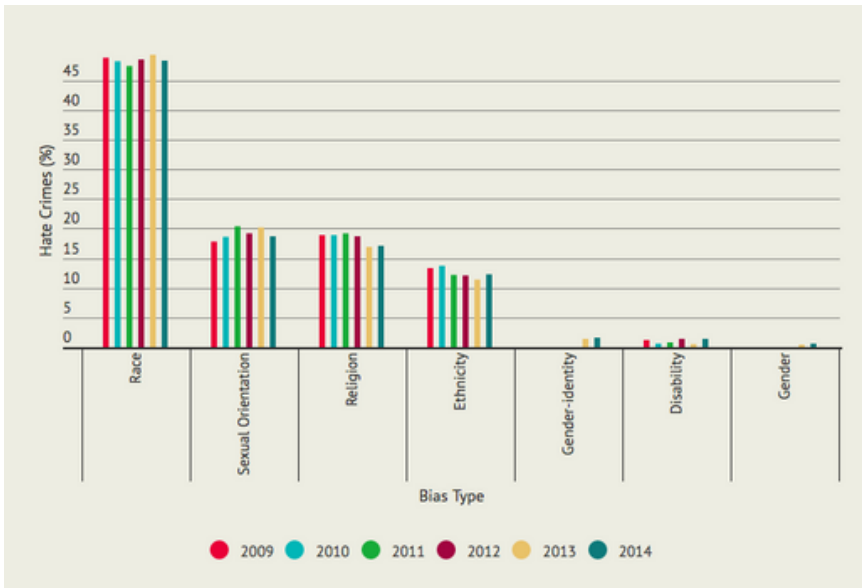




## 2015 Hate Crime Statistics

The Foundation really hit its stride over the last year with Hate Crime Reporting -- both on the advocacy side, as well as working with law enforcement. The FBI releases crime statistics annual for a variety of offenses across the country from the prior year, including hate crimes. The stats cover a wide variety of crimes that local law enforcement agencies concluded through investigation were motivated by bias against a victim's race, religion, ethnicity, sexual orientation, gender identity, disability, and other categories. The types of hate crimes covered range from vandalism, to simple assault, to rape and murder.

It is voluntary for each of the nation's almost 19,000 local law enforcement agencies to file these reports. In any given year, as many as 20% do not file, and many more file reports counting zero hate crimes, in some cases despite independent reports from victims or advocates. The Foundation uses these reports to benchmark the continued need for law enforcement training and community outreach in specific states and localities as well as in determining where to press for better data collection.

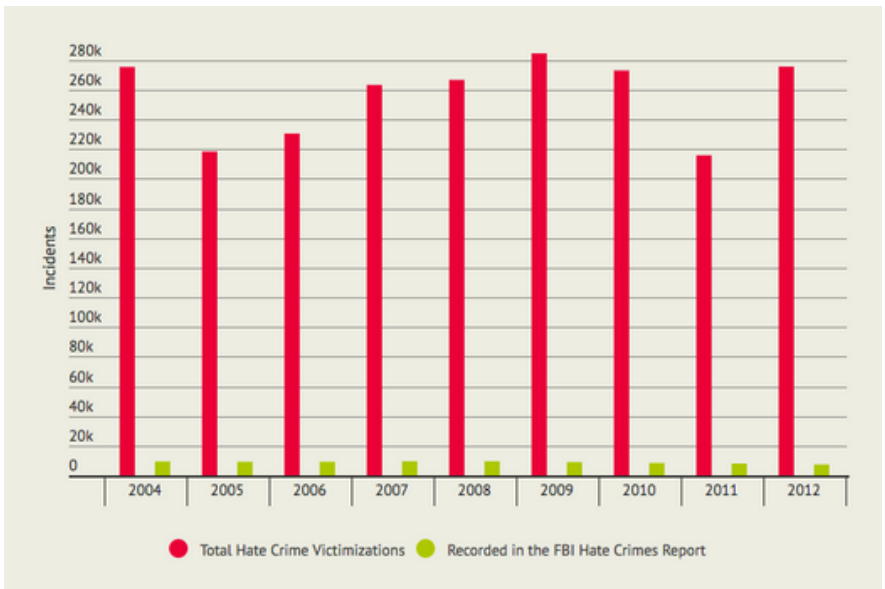




## 2015 Hate Crime Statistics (cont'd)

The option to participate in the Uniform Crime Report program presents the concern of potential gaps in reporting coverage. The graph below shows the percentage of incidents that happen versus the number that are actually reported. As you can see, the difference is staggering. Often, victims don't report out of fear of being re-victimized. Sometimes the report gets lost in the shuffle between the victim and ultimately making it to the FBI. Sometimes law enforcement labels an incident as inconclusive.

Here is food for thought: The FBI in Florida quietly stated that the 49 victims of the Pulse shooting will not count toward the 2016 hate crime statistic because the evidence left behind by the shooter was too vague. We know it was a hate crime. It couldn't have been anything else.





## "Why I Give to MSF"

Mike & Cindy Nelson | Denver, CO



We believe in the mission of the Matthew Shepard Foundation and try to live our lives as such each and every day.

We especially feel it is important now to support MSF due to the political climate of our country. There are a lot of scared people out there, both young and old, and the message needs to continue to be spread: love, accept, erase hate!

It isn't cheap or easy, but it is important and every dollar matters. Every kindness counts. Not to mention, Judy and Dennis are our heroes! They have changed our lives, and bring hope to everyone who meets them.



Jeff Haas | San Francisco, CA

I am very happy to donate to the Matthew Shepard Foundation and grateful that my former company changed its matching gifts policies to also match 100% of donations to any worthwhile organization that pledged non-discrimination - perfect fit for MSF. Matthew's story touched me deeply and personally because I'm from his hometown of Casper, Wyoming and I — probably about 15 years or so before Matthew attended — went to the same elementary school and university that he did. His story could have been my story or anyone else's. A vigil for Matthew held in a San Francisco park near my house shortly after I moved there was one of the first public events that marked my participation in local and national gay community politics, and I credit Matt's story as one that had a deep impact on me.





## 2015-16 Leadership Council

Amy Flakne  
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Angela Jaime  
Anthony Aragon & David Westman  
Afeen & David McGlade  
Arthur Spellissy, Jr.  
B.W. Bastian Foundation  
Ben (Jumper Maybach) Workman  
Blain & Ann Myhre  
Brian Weatherhead  
Carmen Irizarry  
Chad & Sydney McConathy  
Charles Brayshaw  
Charles Middleton  
Charlotte Sweeney  
Chavez for Charity  
Cindy & Mike Nelson  
Coastal Community Foundation  
Colleen and Paul LaFontaine  
Corey Smith  
Crutch & Dana Crutchfield  
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Dennis Dougherty Estate  
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Edith Coffin  
Elaine Dame  
Ellen English  
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Everett Schneider & Robert Phiffer  
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Fran Coliman  
Franklin Foos  
Gareth Clark  
Garry Kief  
George Takei  
Gilman Ordway  
Gina Navani  
Greg Miraglia & Tony Pennachio  
Human Rights Campaign  
International Court Council  
James Cunningham  
James H. Stone & The Stone  
Family Charitable Foundation  
Jason Rusk  
Jeanne Martineau  
Jeff Haass  
Jeffrey & Jennifer Kustok  
Joanne Miller Revocable Trust

Joe Solmonese & Jed Hastings  
John Sullivan  
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Jorie Stevens & Tara Roesener  
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Nathan Lane  
National Gay and Lesbian Chamber  
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Patrick Kearney  
Patrick Larvie  
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Paul Holtz  
Paul Tetreault  
Philip Bobzin  
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Scott Case  
Scott Henderson  
Scott Coors & David Hurt  
Sean Hayes & Scotty Icenogel  
Shannon Pierce  
Shauna Knight-Major  
Shawn Hann  
Shawn Monaghan & Greg Plotnikoff  
Sherry Corday  
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Shirley Potenza  
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Susan Harker Brunn  
Susan Klopman  
Susan Boynton & Nancy Fritsch  
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Terrence Bean  
The Cohen Group  
The Helene Foundation  
The Ovation Company  
The Sawaya Foundation  
Therese Bakker  
Timothy Vanover  
Tonamora Foundation  
Toni Maiquez  
Toni Castiglioni  
Tony Cummings  
Warren Greene & Chris Frankland  
Wayne Flick  
Wells Fargo Community Support Campaign  
William Smith  
William Wall  
Zeina Barkawi



## How We Invest Donor Dollars

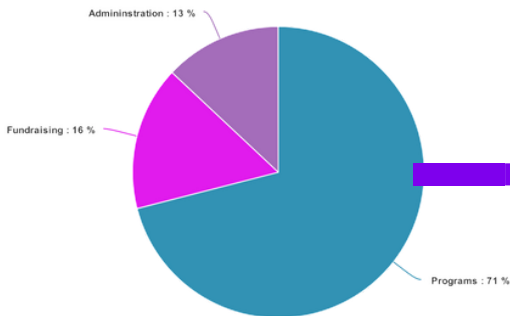
The Foundation's fiscal year is October 1 to September 30. An independent CPA audits each year's financial data before we report to the IRS. Audits and tax forms are usually complete by May 15.

To ensure accurate information, this report uses audited, publicly reported fiscal year 2015 date. Feel free to request more detailed information by contacting us at [info@matthewshepard.org](mailto:info@matthewshepard.org) or calling 303-830-7400.

### October 1, 2014 - September 30, 2015

*(Fiscal 2015-16 data available May 2017)*

**Total Expenses: \$878,662**



#### Programs Allocation

Judy & Dennis Speaking: 14%  
Laramie Project: 14%  
Hate Crimes & Web Presence: 30%  
Advocacy: 5%  
Communications: 19%

 Programs

 Fundraising

 Administrative

# Ways to Contribute to MSF

## DONATE NOW

Visit [MatthewShepard.org/donate](http://MatthewShepard.org/donate) to set up a one-time secured gift to the Foundation. Gifts in Memory Of and in Honor Of will be specially noted, and Recurring Gifts (annual, quarterly, monthly) may also be established.

## DONATIONS & MATCHING GIFTS THROUGH YOUR EMPLOYER

Many companies contribute to the Foundation. Please check with your employer about their mechanism and if they offer matching contributions to the nonprofit organization of your choice.



CO Gives Day is a year-round website encouraging charitable giving on December 6th. "Give where you live!" Gifts may also be set-up prior to this date and will count towards our total.



Proceeds from select bracelets benefit the Foundation. Visit our selection at [ChavezForCharity.com](http://ChavezForCharity.com)



Every purchase of our Erase Hate apparel helps the Foundation continue its work to ensure a future free from discrimination. Visit [MatthewShepard.org/Store](http://MatthewShepard.org/Store)

## P2P FUNDRAISING

Celebrate your birthday, anniversary, local 5k run, or marriage registry with us. There are many everyday opportunities to seek support for your favorite charity.

For more information, visit

[MatthewShepard.org/give](http://MatthewShepard.org/give) or call 303-830-7400.

## COMBINED FEDERAL CAMPAIGN

All federal employees wishing to contribute to the Foundation through your work, please use reference number 28121.



Shop at [smile.amazon.com](http://smile.amazon.com) and select MSF as your charity of choice.



Shop with We-Care.com—a percentage of your purchase will be automatically donated. Visit [MatthewShepard.We-Care.com/GetStarted](http://MatthewShepard.We-Care.com/GetStarted)



[ForeverEqual.com](http://ForeverEqual.com) makes bands created to promote love & equality. A percentage of their profits benefit the Foundation.



Proceeds from the Love+Pride MSF pendant benefits the Foundation. Visit our selection at [LoveAndPride.com](http://LoveAndPride.com)

Matthew Shepard Foundation  
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