The Gill Foundation seeks bold, innovative ideas for new initiatives, campaigns, or projects that (1) immediately confront the policy and narrative attacks targeting transgender Americans, particularly transgender youth, (2) build public familiarity and acceptance of transgender Americans, and/or (3) present and implement a long-term plan to turn the tide and accelerate the advancement of comprehensive, nationwide equality.

The Problem & Context
LGBTQ Americans, particularly transgender youth, are being targeted across every facet of daily life. In just the first few months of 2023, more than 600 anti-LGBTQ bills have been filed in state legislatures – an unprecedented onslaught taking aim at healthcare, schools, libraries, sports, drag performances, workplaces, families, marriage, and more. At least 30% of states have already taken action to restrict healthcare access for transgender youth and adults, and that number is growing.

These cruel intrusions into people’s private lives and personal liberties represent blatant government overreach. The accompanying anti-LGBTQ rhetoric and mobilization is intensifying, resulting in diminished public opinion of LGBTQ people and issues. The Washington Post recently reported that public support for anti-transgender policies is growing, as is the percentage of people who say that gender is determined by sex assigned at birth.

Some of the political actors behind these attacks are avowed opponents of LGBTQ equality. But others are opportunists, exploiting their constituents’ lack of familiarity with transgender Americans in order to advance hidden agendas, like eroding public education and healthcare. They are casting a marginalized group of people as ideologues – a group who in reality just wants to be themselves and live their lives.

Project Priorities
The Gill Foundation will evaluate LOIs based on how the proposed project:

- **Pursues a clear goal**: What will success look like? How will you know if you have achieved the goal? How will you track and measure progress? What comes next?
- **Flips the script**: How will this project break through the current narrative about education or healthcare policies impacting transgender Americans, particularly transgender youth? How will you help reset the narrative to a proactive and affirming one?
- **Incorporates public opinion research**: What research or experience is informing this project, and how will you incorporate research along the way? How does your organization approach the integration of research into the tactics of your current work and this project?
- **Resonates with conflicted audiences**: Which audiences does this project prioritize? How does this project incorporate messages, messengers, and tactics that resonate with conflicted audiences? How do the tactics encourage greater public understanding and acceptance?
- **Prioritizes transgender leadership**: How is this project rooted in the leadership and experiences of transgender individuals? Which organizations and individuals will be involved? How will they be positioned to both build coalition and lead with a bold and clear-eyed vision?
- **Creates a center of gravity**: How will this project create a shared vision and strategy for others to coalesce around? How will it incorporate and/or build on existing efforts? What organizations will you partner with, how will decisions be made, and how will work be delegated?
- **Innovates:** Which new strategies and tactics will you try? Is there anything you need to do to prepare your networks for deploying something new and bold? How will you approach pushback or disagreement to innovative ideas from those within and outside of the LGBTQ movement?

- **Iterates:** What are the potential risks involved? What short-term challenges do you anticipate, and how will they be leveraged or learned from? Are there pivot points built into your plan?

**Submission Materials**

Organizations that are eligible for funding must be located in the United States and be a registered 501(c)(3) public charity or have a confirmed fiscal sponsor that is a 501(c)(3) public charity. The Gill Foundation does not fund lobbying, voter registration, or electioneering, and funds from a Gill Foundation grant may not be used to support these activities.

As a private foundation dedicated to LGBTQ equality, the Gill Foundation requires that all grantees must have an employment nondiscrimination policy that expressly includes “sexual orientation” and “gender identity” and/or “gender expression” to be considered eligible for funding.

Please include the following in your submission:

- **Contact information** for the applicant submitting the concept, including:
  - Legal 501(c)(3) organization name, mailing address, website, and Employer Identification Number (EIN).
  - If the legal 501(c)(3) organization is a fiscal sponsor, please provide all of the contact information for the fiscal sponsor as well as for the sponsored project to be funded.
  - The Gill Foundation may follow up for more documentation to verify eligibility.

- **Concept paper,** no more than four pages long, that summarizes the proposed project or idea, including the overarching goal, the strategies and tactics that you would employ, and explanation of how it addresses the problems and priorities described above.

- **Basic budget outline.** To encourage big ideas and innovative concepts, there are no budget guidelines or restrictions at this stage. However, we do request an overall budget estimate that includes major categories with brief explanations or rationale.

LOIs and questions should be submitted to ideas@gillfoundation.org. Priority deadline for submission is Friday, June 2, 2023. Additional submissions will be reviewed on a rolling basis. Joint projects of two or more organizations are eligible, and multiple LOIs may be submitted by the same organization. The Gill Foundation may invite organizations to provide additional information to support proposed concepts or to submit a full project grant proposal for further consideration.

**Project Duration**

The Gill Foundation seeks projects that address short-term needs in the states with urgency and action, as well as concepts that lay out a long-term strategy and narrative change. Timelines, milestones, and evaluations of impact should reflect the foundation’s typical 12-month funding increments.

The Gill Foundation may choose to bring concepts to the attention of its funding partners.