

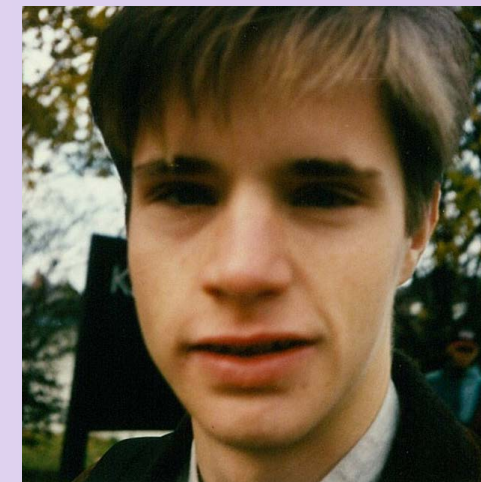
Matthew Shepard Foundation
embracing diversity

2013 Annual Report

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In loving memory, always.
Commemorating 15 years of the Matthew Shepard Foundation

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From the Executive Director

Dear Friend of the Foundation,

There is no doubt that 2013 will be remembered as a battleground year for the LGBT community here in the United States and around the world.

Here at home, the victories have been momentous. The Supreme Court struck down part of the Defense of Marriage Act and overturned California's Proposition 8 – paving the way for marriage equality across the country. New Jersey banned dangerous and misleading "ex-gay" therapy, taking a leading role in ensuring that LGBT youth are free to be themselves. California passed legislation to allow transgender children to use the bathroom that matches their gender identity without fear of punishment at school.

Abroad, however, the LGBT community is being met with fierce oppression. Russia enacted anti-LGBT legislation that bans any public expression of "non-traditional sexual relations to minors" and has encouraged a new wave of anti-gay hate crimes. Ugandan legislators continue to push their Anti-Homosexuality Bill that would punish LGBT people with death. Most recently, five women were arrested under Senegal's anti-gay laws.

Every day, the Matthew Shepard Foundation continues our work to replace hate with understanding, compassion and acceptance. Judy and Dennis Shepard are more dedicated than ever to honoring their son's memory as they travel around the United States and the globe, sharing the story of Matt's life and his death with the hope that no other family should ever have to suffer such a loss. Our online community for LGBT youth, MatthewsPlace.com, has grown significantly this year – including new youth bloggers tackling issues like healthcare for trans* people, being gay and disabled, and coming out in faith communities. Our Laramie Project support work has reached new heights, working with productions around the world – including the historic Ford's Theatre.

Not a day goes by without a phone call or email coming to us asking for help. Students, teachers, parents, reporters, and people from all walks of life continue to reach out to the Matthew Shepard Foundation. It is because of the generosity of our loyal supporters like you that we are able to make a difference in the lives of so many people.

With gratitude,



Jason Marsden
Executive Director



Staff

Jason Marsden, Executive Director

Robin Wood, Development Director

Warren Greene, Operations Director

Robert House, Programs & Outreach Manager

Susan Burk, Laramie Project Specialist

Christine Romero, MatthewsPlace.com Editor

Beth Seibert-Hoy, Administrative Assistant

Brennan Johnson, Events Assistant

Logan Shepard, Communications Associate

Board of Directors

Judy Shepard, President

Gregory Miraglia, Vice President

Randy Zila, Treasurer

Ron Werner, Secretary

John Sullivan, Assistant Secretary

Shirley Potenza, Assistant Treasurer

Doug Sanborn, At-Large

Dennis Shepard, Board Member Emeritus

Erase Hate Program

In 1998, Judy Shepard lost her son, Matthew, to a murder motivated by anti-gay hate. Turning tragedy into a crusade for justice, and determined to prevent Matthew's fate from befalling others, she established The Matthew Shepard Foundation to help carry on his legacy.

Speaking from a mother's perspective, Judy Shepard has made the prevention of hate crimes and the acceptance of diversity the focus of her efforts, and urges her audiences to make their schools and communities safe for everyone, regardless of their sexual orientation, race, sex, religion, or gender identity and/or expression.

Over the last decade and a half, Judy has spoken at numerous schools, companies and community groups. From the United Nations to Walmart, from the University of Notre Dame to the University of San Francisco, Judy's message of acceptance is able to move hearts and minds of every audience she addresses. Time and time again, Judy has made a positive impact in the lives of the people she meets.

"Judy's strength lies in her personal story that she tells so quietly and effectively, without malice or anger. We were blessed to have her and she touched many hearts with her story."

— Frito Lay, Inc.

"[Judy] was a lovely lady to meet and spoke so eloquently about her tragic loss and gay rights. Her humor and humility set a hopeful tone to such an important topic."

— SUNY Fredonia

"Many students were listening to her victim statement and wiping tears away. As she spoke, the audience was mesmerized and she received a standing ovation!"

— Hofstra University



Laramie Project Support

This year, the Matthew Shepard Foundation and our *Laramie Project* Specialist, Susan Burk, have assisted more than 65 organizations with their productions of *The Laramie Project* and/or *The Laramie Project: Ten Years Later*, and accompanying education and programming. This support varies, and may include phone and email support, video chat sessions with casts and classes, dramaturgy services, providing resources, and on-site visits for community involvement and post-show discussions. We have assisted several high schools, colleges, and universities as they integrate the plays into their teaching curriculum, and have provided perspective, statements and press interviews into incidents involving controversy over the play's production.

Key program highlights include:

This January, Susan attended the California Teacher's Association LGBT Conference, to observe and evaluate a comprehensive *Laramie Project*-based curriculum created by teacher Kimberly Gilles, and gather information and opinions on the need and demand for similar curriculum pieces.

Over much of 2013, the MSF staff worked with Ford's Theatre as part of the Ford's Theatre Lincoln Legacy Project. Susan took the lead on assisting the Ford's team who traveled to Wyoming to do research and gather material for the Letters exhibit, which documented the powerful

response of strangers around the world and the outpouring of love and support for the Shepard family at the time of Matt's death. Susan was also instrumental in providing visual and historical resources to the play's production staff.



This summer, Susan teamed up with Ottumwa High School drama teacher Natalie Saunders as she navigated through the experience of having the planned production cancelled by school administrators, and then formed an independent company, Theatre Adventures, to produce the play away from the school. Susan provided coaching for media interviews, production assistance and resources, and traveled to opening night to conduct a community conversation and post-show discussion.

In October, the Matthew Shepard Foundation was shocked by what we now refer to as the "Ole Miss Incident." Football players were implicated in heckling the actors during a production of *The Laramie Project*, including using

anti-gay hate speech and slurs. Susan assisted in preparing statements from the Foundation and arranged and participated in media interviews regarding the incident. In November, DePaul University staged a reading of *The Laramie Project* to show support for the cast at Ole Miss.

Currently, Susan is working with Natrona County High School drama teacher Zach Schneider, one of Matt's friends, in a production of *The Laramie Project*. Zach is also engaging teachers in other departments in related programming.



MatthewsPlace.com

Matthew's Place (www.MatthewsPlace.com) is an online community designed to provide support to teens and young adults within sexual orientation and gender identity minorities as well as their allies. We work to create safer communities by offering tools to help young people combat bullying and by providing a medium through which their voices can be heard.

The aim of Matthew's Place is to give youth a space and platform to express their views, while offering valuable information. Matthew's Place hopes to empower LGBTQ youth to lead happy lives and make healthy choices.

Matthew's Place has undergone a transformation in the last year in terms of resources MSF has been able to dedicate toward supporting the site and its growth. MatthewsPlace.com was redesigned and revamped in April 2013 – giving the site an edgy new look that's aimed at increasing traffic and creating a more modern appearance. MSF also increased the number of staff hours dedicated to MatthewsPlace.com to support the plans to increase content and improve the user experience.

Key highlights include:



In recent months, the site has rolled out a new line-up of diverse bloggers, who have a wide range of experiences and backgrounds.

We have increased our offerings related to health. For example, one blogger created a five-part series on transgender health.

MatthewsPlace.com was also included in a number of news articles and TV stories this year. This was because one of our bloggers, Jake Stallman, won the Spirit of Matthew Award and garnered a tremendous amount of press, including a feature story on the national NBC Nightly News and articles in the LA Times and USA Today.

By the Numbers

- Traffic is up on the site with the total number of visits to the site up 55.2% to 55,208 viewers in 2013 compared to 34,286 viewers in the year-ago period.
- We've increased traffic among people who are new to Matthew's Place with traffic from unique visitors up to 56.3%, or 45,875 people.

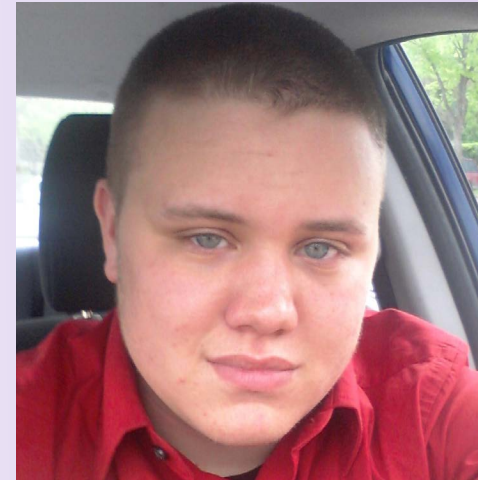
**Jan. 1, 2013 - Oct. 31, 2013 vs. Jan. 1, 2012 - Oct. 31, 2012*



Jake Stallman – Jacob's Safe Place

Jacob Stallman is the youngest member of the Matthew's Place blogging staff and writes about his personal experiences overcoming homophobia and bullying as well as providing peer advice to young people.

"My life well, it hasn't been the most 'smooth sailing.' What can I say? I am a junior in high school and am the only openly gay student at my school. You can say that makes me an easy target."



Jaime Kruse – Sky's the Limit

"Hey! I'm Jaime Kruse, known by some as J. Sky. I am originally from Salt Lake City, Utah and then made the move to St. Paul, Minnesota for college, where I will be graduating with a degree in Social Justice, Legal Studies, and Women's Studies.

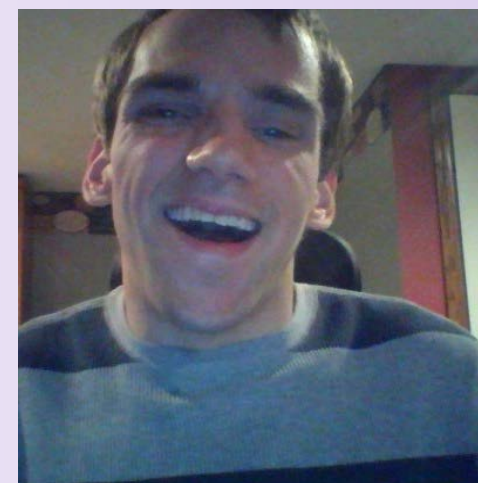
This is 100% me. With is blog I will share my experiences with being a female-to-male (FTM) college student, as well as my story in general. Remember, regardless to where you are on your own personal journey, as long as you stay true to who you are, The Sky's The Limit!"



Shayna Hulbert – A Greater Purpose

Shayna Hulbert is originally from Salt Lake City, Utah. Shayna moved to Grand Junction, Colorado shortly after basic training in 2013 and now attends Colorado Mesa University. Now an Assistant Coordinator for the Gay Straight Alliance on campus, Shayna will be graduating with degrees in psychology and business.

"As a gender-queer individual I have learned to love myself for me and not how others perceive me. I am sharing my story in hopes to reach out to individuals that feel alone. No one is ever alone and I am always open to questions, comments, and concerns."



Matt Neal – Living in America

"My name is Matt Neal and I am a senior psychology major at Kent State University in Ohio. I was born premature with Cerebral Palsy, and have been in a wheelchair since age 3. Growing up, my parents always taught me to be an advocate for myself, always going after the highest goal and the brightest star. as like a huge weight was lifted from me. My family, like many others, sadly saw my being gay as wrong. They asked why I would do that to myself when I had other obstacles in my life. However, I know that it is those obstacles that have made me strong."

Where We've Been.

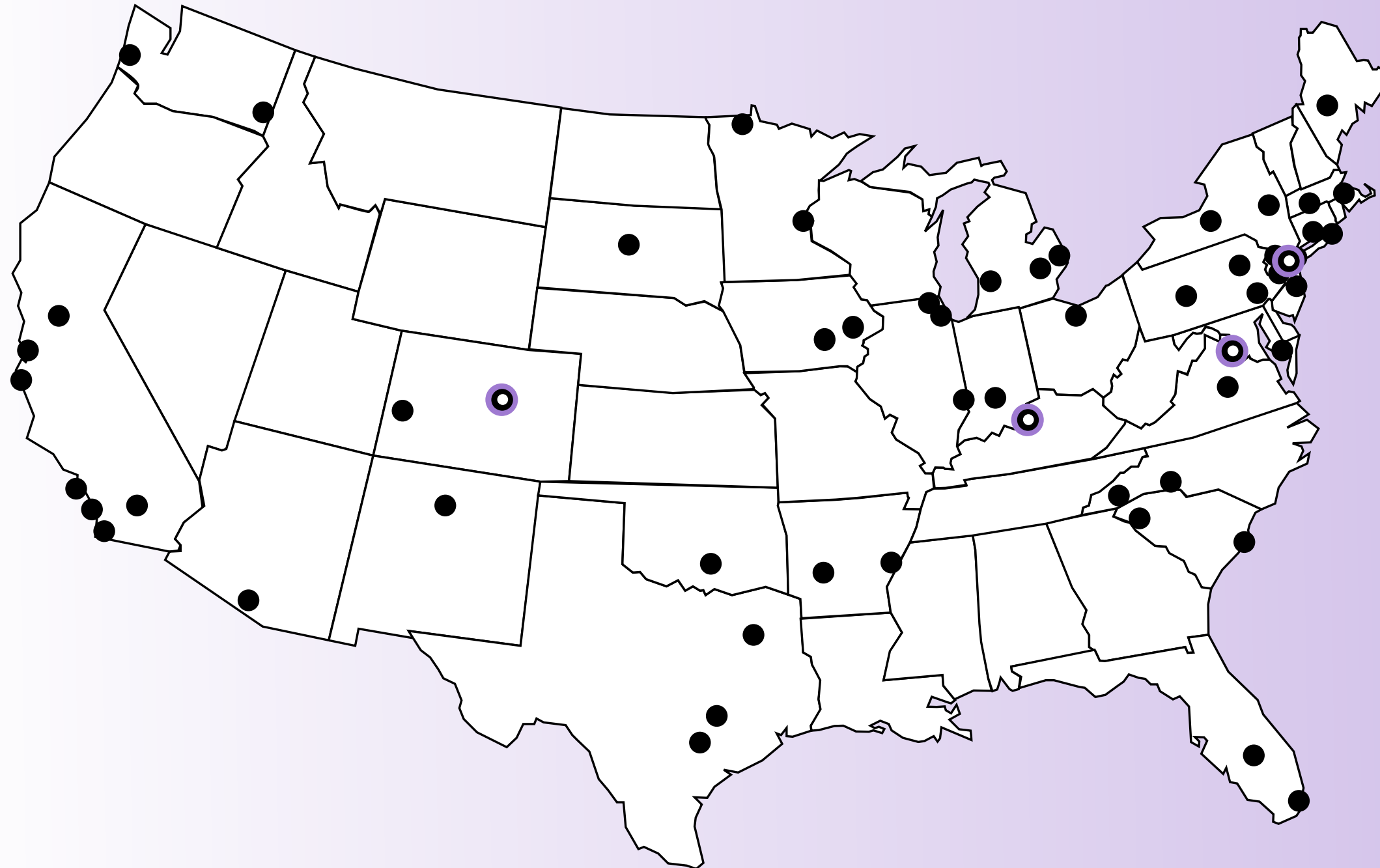
Mapping the Matthew Shepard Foundation

Speaking Engagements:

Chicago, IL
Louisville, KY
Bloomington, IN
Charleston, SC
Roseland, NY
Long Island, NJ
Pullman, WA
Denver, CO
Ottumwa, IA
Washington, DC
Richmond, VA
Dallas, TX
Arkadelphia, AR
Salisbury, MD
Palm Springs, CA
San Diego, CA
Miami, FL
Santa Fe, NM
Seguin, TX
New York, NY
Sacramento, CA
Menlo Park, CA
Geneva, NY
Easthampton, MA
Augusta, ME
*London, ON
*Taipei, Taiwan
*Singapore
Boston, MA
Medford, MA
*Amsterdam, Netherlands
*Stockholm, Sweden

Laramie Project Involvement:

Jenkintown, PA
Albany, NY
Queens, NYC, NY
Brooklyn, NY
Flat Rock, NC
Bolton, CT
Los Angeles, CA
Washington, D.C.
Erlanger, Germany
Palm Springs, CA
Conway, AK
Los Angeles, CA
*Liverpool, England
*Maynooth, Ireland
Bordentown, NJ
Cardiff, CA



*New London, ON
Ottumwa, IA
Minneapolis, MN
*Saskatoon, SK
Gaston, NC
Tucson, AZ
*Ottawa, ON
Bryan/College Station, TX
State College, PA
Tacoma, WA
*Toronto, ON
Detroit, MI
Vincennes, IN
Easthampton, MA
Portola Valley, CA
San Mateo, CA
Ardmore, OK
Roseau, MN
Cedar Grove, NJ
Clemson, SC
*Brussels, Belgium
*Surrey, England
*London, England
Lowell, MI
Pierre, SD
Ann Arbor, MI
Chicago, IL
Springfield, MA
Orlando, FL
Lake Tahoe, WA
New York, NY
Palatine, IL
Lima, Peru
West Orange, NJ

MatthewsPlace.com Bloggers:

Grand Junction, CO
Kent, OH
East Stroudsburg, PA
Tipton, IA
St. Paul, MN
Orlando, FL
Richmond, VA
Floral Park, NY
Detroit, MI
Denver, CO
Terryville, CT
Tucson, AZ
New York, NY
*Karachi, Pakistan

*International destinations not shown.

Where We're Going.

The Matthew Shepard Foundation remains dedicated to erasing hate and making all of our communities safe and welcoming for all people.

Judy and Dennis Shepard already have a full calendar of speaking engagements around the United States and abroad – addressing government agencies, colleges and universities, corporate groups and community organizations. Their travel calendar is a testament to the power of Matt's story and we look forward to continuing to share this important message.

Our Laramie Project Specialist continues to work with schools and theatre companies around the world. Making the power of the Internet work for us, Susan is developing an online toolkit to help various productions gain access to the resources and materials that the Foundation offers to any production of The Laramie Project. Whether in person, over the phone, by email or Skype, we are more committed than ever to supporting The Laramie Project in venues worldwide.

MatthewsPlace.com continues to be the home for LGBT youth online. Throughout the year, we recruit new bloggers to share different perspectives based on their various identities. We strive to offer diversity of race, gender identity, class, geography, faith, sexual orientation and disability so that young people find their own niche in our community. In the coming year, we are planning to launch an online forum component to foster new connections among LGBT youth around the world.



What You Can Do.

Every donor is important to the Matthew Shepard Foundation and we rely on your generous support to continue our work to erase hate. Whether you make a gift of cash, stock, or other asset, your donation has a direct impact on the work of the Foundation.

Direct Contributions:

Outright donations made by cash, check, or credit card are the easiest to make. They are also tax deductible in the year they are given. The Foundation also gratefully accepts pledges—i.e., gifts that are paid over time. You may give online at www.matthewshepard.org/donate or by mail.

Planned Giving:

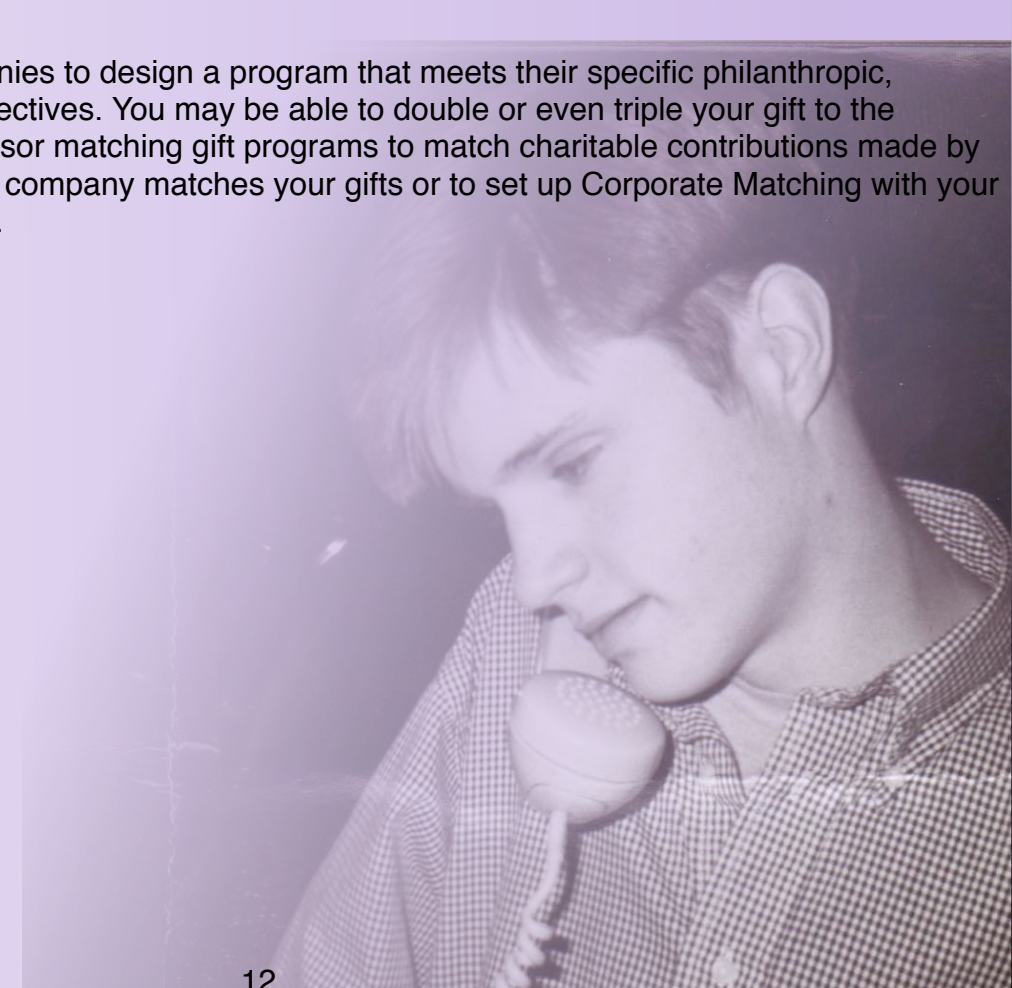
There are several methods of executing planned gifts. You may make a bequest naming the Matthew Shepard Foundation in your will, name MSF as beneficiary of a life insurance policy, or by making a gift of real estate. A bequest is one of the most powerful and flexible expressions of your support. If you are considering naming the Matthew Shepard Foundation a beneficiary of your will, we can provide customized sample language to do so. A carefully planned bequest is an excellent way to leave a significant legacy while reducing, and in some situations eliminating, estate taxes. We suggest discussing financial and estate issues with your accountant and/or attorney in deciding what is best for your situation.

Memorial Gifts:

Honoring a person's memory is a wonderful way to celebrate their life. Upon making a memorial donation, a family representative will be notified of the contribution you made in their loved one's name.

National Corporate Partners:

The Foundation works with companies to design a program that meets their specific philanthropic, marketing, and public relations objectives. You may be able to double or even triple your gift to the Foundation. Many employers sponsor matching gift programs to match charitable contributions made by their employees. To find out if your company matches your gifts or to set up Corporate Matching with your company please contact our office.



Financials

Revenue:

General Fundraising: \$327,573

Events: \$248,883

Multiyear Grants: \$179,032

Program Services: \$149,147

Investments: \$23,978

Expenses:

Outreach: \$337,169

Development: \$267,620

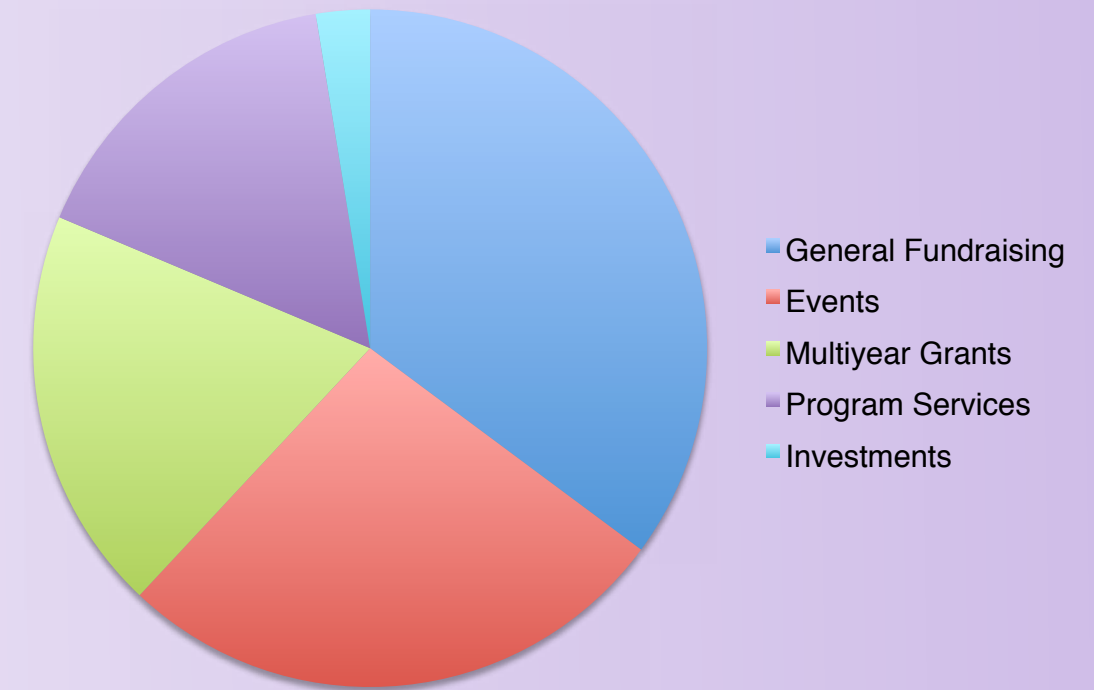
Resource: \$194,637

Administration: \$113,114

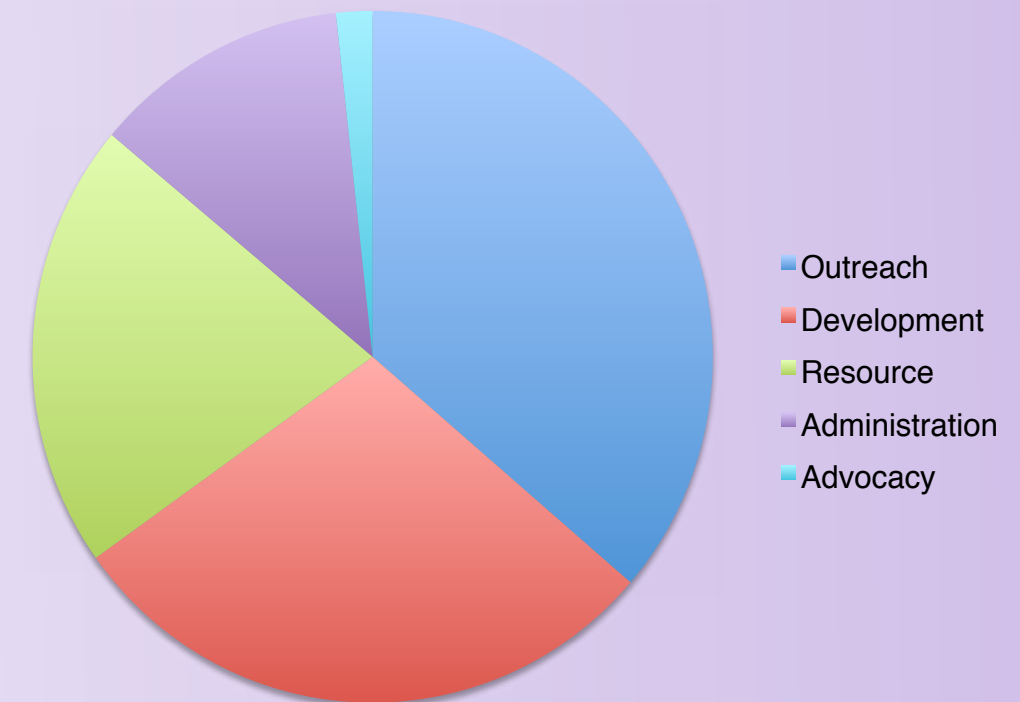
Advocacy: \$16,073

*Unaudited Fiscal Year 2013 Totals

Revenue



Expenses



2013 Leadership Council

Anne Greer
Anti-Defamation League
Arleen & David McGlade
Arthur Spellissy, Jr.
Best Buy Purchasing LLC
Blain Myhre
Brian & Lori Goler
Bruce Brickman
Carmen P. Irizarry
Catherine Smith Lewis
Charles H. Brayshaw
Charles R. Middleton
Christopher Thomsen & Rebecca Van Dyck
Coastal Community Foundation
Corday Foundation
Corn Stalk Theatre
David L. Kuebler
David William Poole
Dennis Dougherty
Donald W. Grimm
EIF Entertainment Industry Foundation
Ellen Scott
Energy Nevada, Inc
Estate of Janice Henry
Franklin Foos
Gilman Ordway
Greg Miraglia & Tony Pennacchio
Gregory Gude & Tony Frier
Human & Civil Rights Organizations of America
Human Rights Campaign
Jason Rusk
Jill Higham
Jim Conwell
Jim Reichert
John F. Smith
John Schmitz
John Sullivan
Jonathan Marquez
Joseph Doyle
Josh Marquette & Casey Nicholaw
Kenneth Zamesnik
Kevin Richeson

Suzanne Schon Foundation, Inc
Kimberlie Ann Jackson
Kurt Anderson
Laura B. Tobey
Laura Rutland
Linda Karn
Love and Pride
The Melting Pot Restaurant
Metropolitan Tennis Group, Inc
Michael & Janelle Grimes
Michael Lund
Mike & Cindy Nelson
Mike Garrison
MillerCoors
Nicki Jenkins
Northern Trust, NA
Pamela Maitland
Patrick Kearney
Patrick Larvie
Patti Paredes & Dori Claunch
Paul Gregory De Vido
Paul Silberberg
Phyllis M. Coors
Players By the Sea
Rich Eychaner Charitable Foundation
Richard McGuire
RMF Acquisition Co., Inc
Robert & Florence Werner
Robert Phifer & Everett Schneider
Schell Brothers, LLC
Scott & Lynn Greenhalge
Scott Case
Shalom Cares
Shih-Fang Frank Hwang
Shirley L. Potenza
Sky Dayton
Stanley Zareff
Star City Pride
State Farm Mutual Automobile Insurance Company
Stefan Holger Ohlinger
Steven Wissing
Tambra Woods
The Aguda

The Helene Foundation
The Ovation Company
Thomas Mack Dugger
Thomas V. Sliviak
Timothy Field
Timothy Vanover
Tom Postilio & Mickey Conlon
Valerie Hastings
Wayne S. Flick
Write from the Heart
Zeina Barkawi
Ziff Brothers Investments, LLC

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