

ABOUT BORN THIS WAY FOUNDATION



Founded by Lady Gaga and her mother Cynthia Germanotta in 2012, Born This Way Foundation is committed to supporting the wellness of young people and working with them to build a kinder and braver world. We work with young people to build communities that provide approachable resources, foster genuine connections, and drive action.

OUR RESEARCH

We believe research is a powerful tool to help solve the problems facing our communities and build a kinder, braver world. Collecting and documenting youth experiences of mental health and the factors that impact their wellbeing allows us to ensure all of our programming is grounded in youth voice and informed by data.

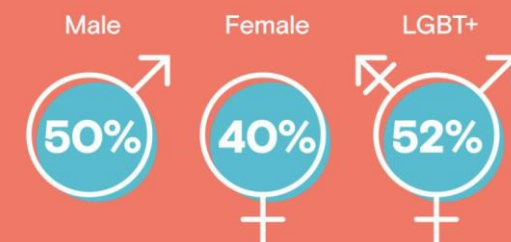
Kindness matters.
Peers are crucial.
Resources make
a difference.



1-in-3 young
people say they
lack reliable access
to mental wellness
resources



Online communities
are a source of
comfort for many
young people



LET'S BUILD A KINDER, BRAVER WORLD. TOGETHER. JOIN US FOR #BEKIND21!

#BeKind21 returns this year to prove that **kindness is essential.**

Through building a diverse coalition of individuals, schools, organizations, and entire communities, we are working to inspire everyone, everywhere to take steps each day to form a practice of kindness in service to our planet and the people that call it home.

#BeKind21 in 2021 is more than a campaign. **It's a movement to inspire and support everyone making positive change for us all.**



WHAT IS #BEKIND21? (HINT: IT'S SUPER FUN AND MEANINGFUL)

#BeKind21 is an annual program created by Born This Way Foundation that **calls on participants to practice an act of kindness each day from September 1st to September 21st.** This Fall, #BeKind21 will return for its fourth year, marking this unique and historic season with kindness and compassion.

Born This Way Foundation's team is here to help **inspire and engage you, your school, and your community, by supporting and cultivating a culture of kindness.**

The kinder, braver world we imagine is only possible if we work together. Will you join us for #BeKind21?

Visit **bornthisway.foundation/bekind21** to learn more and sign up!



#BEKINDBETHERE

#BeKindBeThere is a partnership with Jack.org that reinforces the importance of equipping young people with the knowledge and confidence they need to recognize when someone is struggling, lean into tough conversations, and maintain their own mental health while showing they care.

Through #BeKindBeThere:

- 320k people reached across the U.S. and Canada
- 95% of users found Be There to be a useful mental health resource
- 78% of users felt better prepared to safely support someone struggling with their mental health after using Be There



PLEASE STAY PLEDGE

We partnered with Find Your Anchor to create Please Stay (pleasestay.us), a website where you can find resources to support your mental health, evidence-based self-care tips, suggestions for anchors, and a #PleaseStayPledge you can take promising to stay.

