

every one

deserves to be
understood



Providing a better understanding of the LGBTQ+ community through education, research, and advocacy.



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WHO ARE WE?

An LGBTQ+ educational non-profit organization

To Better Understand, Inc. believes in the power of understanding. To Better Understand, Inc. was established in November 2021 to assist those who have a lack of knowledge or understanding of the LGBTQ+ community. Our corporation's focal point is to fulfill this mission through education, research, and advocacy.

The importance of family, friends, and role models in the lives of children and young adolescents is undeniable: starting at birth, continuing through childhood and even into young adulthood, influencing all relationships outside of those with their parents, and shaping the individual's sense of self-worth. Our goal is to explain how parents, friends, and potential allies have such a broad impact and influence on their roles in an individual's sexuality and/or gender identity.

Medical conditions, sexually transmitted diseases, academic failure, non-consensual sex, homelessness, assault, and suicide are all more prevalent among LGBTQ+ individuals. We are focusing on these target areas to provide better conditions, (i.e., physical, mental, and emotional) for everyone in the community.

Although we have our focal points outside of the community, we also help within the community. LGBTQ+ natives (although a part of the sexual minority group) can still be unaware of the history, facts, and resources in which they represent. It's okay that we don't know everything right away, but that's what To Better Understand wants to do. We provide a safe space to ask questions and learn more about the community you are a part of.

As a research-based, educational organization that serves to help individuals perceive and comprehend the community from a variety of perspectives, before we decided to do a full induction as a non-profit organization, we educated over 200+ LGBTQ-identified individuals including families, friends, and allies with the foundations of the LGBTQ+ community. To Better Understand, Inc. showcases its work and dedication through a variety of services, such as classes/workshops, support groups, mentorship, and virtual conferences.

Since we are a brand new organization, we are in need of providing these resources to others, but the lack of funding to book venues for classes/workshops, marketing/advertising, and document printing to provide attendees with additional resources is what keeps our organization stagnant. We are trying to reach our goal of \$10,000 as our initial donation goal in an effort to assemble our organizational necessities.

Let's make it happen.

EVERYONE DESERVES TO BE LOVED, RESPECTED, AND UNDERSTOOD

Heterosexual parents give birth to the vast majority of LGBTQ-identified children. Parents that have implicit or express negative sentiments towards homosexuality and encourage their children to be heterosexual are not rare.

Parents may be astonished to learn that their child is or may be a member of a marginalized group, and they may react negatively to these facts. Correspondingly, the great majority of transgender and/or gender-nonconforming children are born to cisgender and/or gender-conforming families, who frequently harbor negative views toward those who defy social norms for gender identity, expression, and responsibilities, and expect their children to be just like them.

Families' negative reactions to LGBTQ+ children, teens, and young adults can vary from anxiety for the child, potential abuse, eviction from the household, and situations far more dangerous.

To Better Understand wants to erase that.

We are an organization that wants to build stronger foundations for these children and young adults who are a part of the sexual minority and for the families/friends of these individuals. Everyone deserves to live in their truth and it should be supported by everyone surrounding it. It starts with you. Your support, effort, and voices will provide your children and others in the community resilience, safety, and overall happiness.



**As the LGBTQ+
population count
rises in the
United States,
there are now 1
in 6 adults who
identify as
LGBTQ+.**

1

Advise with those who need to more education on the community

Lately, you've seen a lot of emotions being showcased via social media and personal interactions when someone who does not identify within the LGBTQ+ community makes a comment that demeans the community. We would like to shift the narrative to actually educate and assist those who make these comments and help them gain a better understanding of the positive and negative effects of how some actions presented today can be harmful to the community.

2

Ideate a way to transform lives

We are looking to transforming the lives and equality of LGBTQ+ individuals across the nation. Recommending actions that would aid to re-establish the commitment to safeguarding the respect, humanity, and rights of LGBTQ+ individuals in the U.S and around the world.

OUR BUSINESS MODEL

APPROACH

3

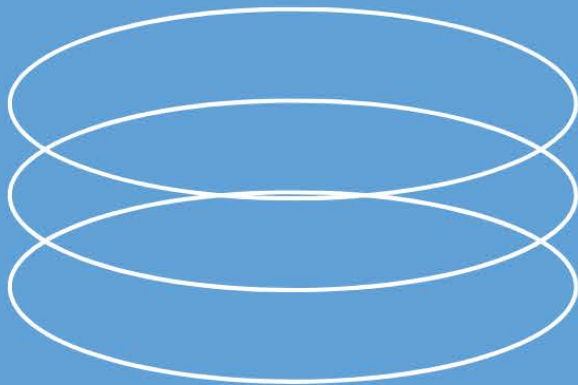
Define the Problem and Solve It

As we know, families, friends, and close role models have a huge influence on a child(ren) and young adolescent(s) upbringing, it's not unexpected that severe, punishing, and traumatic responses from parents and/or caregivers have such a negative impact on youth behaviors and overall health as adults. TBU is looking to steer away from providing that negative reaction instinct from family and friends and lead them down the road to understanding their child(ren) first.

4

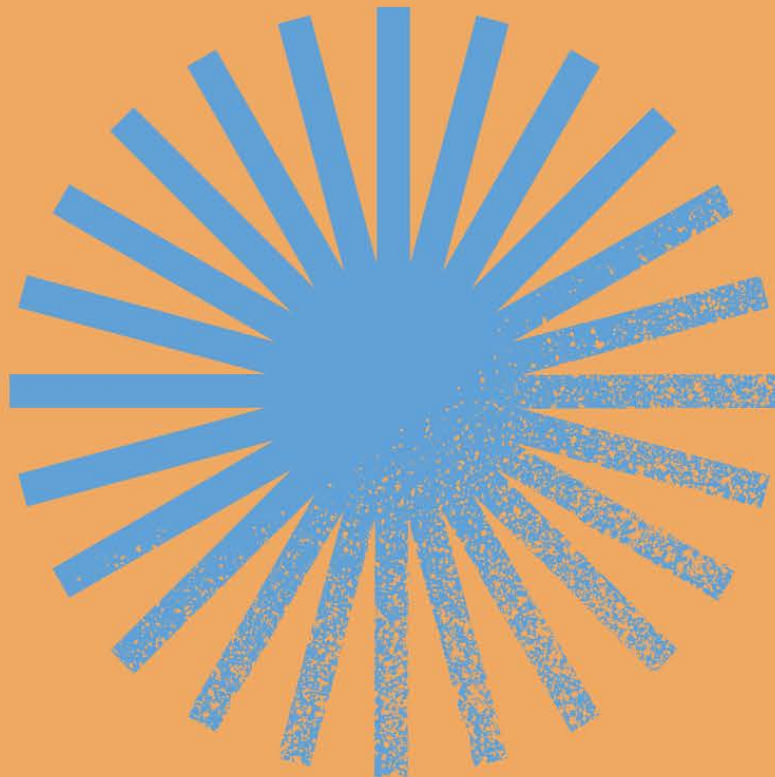
Advocate for the future

We invest our time in ensuring that we advocate for both the LGBTQ+ community and those who are willing to make change for the community from the outside. When people don't have a basic understanding of something, we shouldn't shut them out. We should educate and support their journey to wanting to gain a better perspective on an issue they know little to nothing about. Advocating for their right to understand, just as much as the lives we are advocating for.



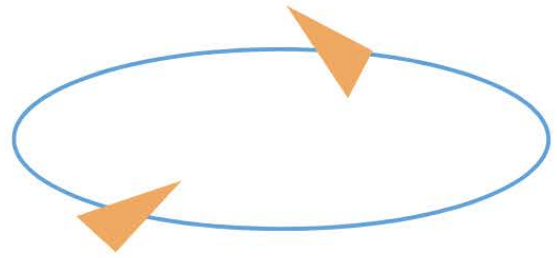
**“IF YOU
UNDERSTAND
EACH OTHER
YOU WILL BE
KIND TO EACH
OTHER.”**

- John Steinbeck



Goals

highlights from our three-year plan



01. Educate 200 family/friends on the LGBTQ+ community
02. Reduce the rate of social rejection and provide a new perspective to LGBTQ+ human rights
03. Provide youth mentorship to 50 LGBTQ+ youth and young adults
04. Assist 100 LGBTQ+ youth and young adults to finding their true identities and how to properly develop them
05. Develop a virtual Q&A platform for family/friends of LGBTQ-identified individuals that answer questions revolving around the LGBTQ+ community
06. Expand our LGBTQ+ educational program to include post-course education on advocacy and the importance of decreasing a child's health disparities





**FIGHT
HATE**

JOIN THE MOVEMENT!

We'd love to help you out!

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