2025 Rare Beauty

Social Impact Report

A Note From Our Chief Impact Officer

When Selena Gomez launched Rare Beauty six years ago, her intention was clear. "Ultimately," she said, “I hope it's a safe place where people can chat, have fun, and support each other."

In 2025, that purpose took on new urgency.

Our community has been put to the test over the last 12 months. The year began with the Los Angeles wildfires, which killed at least 31 people and destroyed nearly 17,000 structures. As it all unfolded, we saw life-saving mental health programs in the U.S. lose funding on an astonishing scale.

Today, the safe space Selena imagined is more important than ever—and it’s not something we take lightly. We experienced unprecedented engagement and donor support at the Rare Impact Fund Benefit, where we mobilized record-breaking funds to advance mental health worldwide. And with our undivided focus on people, purpose, and product, we saw remarkable participation at the Rare Beauty Mental Health Summit from those who look to us for belonging, connection, and mental health resources, especially in moments of crisis. Lauren Knapp, a Rare Beauty College Ambassador who lost her home in the fires, told us, “The Mental Health Summit was amazing because I saw friends and heard people talk openly about the tragedy. It was so nice to have that feeling of community and connection.”

In response to ongoing community crises, we held Rare Chats about [tending to our mental health], and our team came together for our neighbors to donate over 418 volunteer hours and $125,000 in products. So much of our work is done outside these office walls, but an award-winning beauty collection makes it all possible. This year we entered a new category with Rare Eau de Parfum, a warm, decadent scent in a first-of-its-kind bottle designed with accessibility in mind. We’ve earned our share of beauty awards, but even Popular Science included Rare Eau de Parfum’s accessible bottle in its prestigious annual Best of What’s New list. And, for the third year, we partnered with Sephora and Sephora.com to “Make a Rare Impact” on World Mental Health Day, raising nearly $1 million for youth mental health worldwide.

2025 put us all to the test. In moments that demanded connection and action, our community counted on us. It’s a responsibility that we carry with great care, and an honor we’ll never take for granted.

With gratitude,



Elyse Cohen
Chief Impact Officer

The Rare Beauty Mission

Since 2020, Rare Beauty has been on a mission to help everyone celebrate their individuality. We want to promote self-acceptance and give people the tools they need to feel less alone.

Rare Beauty is committed to making a difference in the world. With a focus on mental health and self-acceptance, the company aims to support our community, employees, and partners everywhere, all while reducing stigma and giving people access to resources they need to support their well-being.



The Rare Impact Fund Mission

Founded by Selena Gomez in 2020, the Rare Impact Fund is driven by a core belief that every young person should have access to stigma-free, culturally responsive mental health support.

We are on a mission to mobilize

$100M

to expand access to mental health services and education for young people around the world.

1% of all Rare Beauty sales are donated to the Rare Impact Fund in support of its mission. The Fund also raises contributions through philanthropic foundations, corporate partners, and individuals in our community.

The Rare Impact Fund is a fiscally sponsored project of the Hopewell Fund, a 501(c)(3) public charity.



About the Rare Impact Fund

Founded by Selena Gomez in 2020, the Rare Impact Fund is driven by a core belief that every young person should have access to stigma-free, culturally responsive mental health support.

We are on a mission to mobilize $100 million to expand access to mental health services and education for young people around the world.

Since inception, the Rare Impact Fund has worked to close the gap between need and access by mobilizing resources through grantmaking, field-building, and cross-sector collaboration, with a focus on reaching under-resourced communities.

WHAT WE DO

- Mobilize $100 million in contributions from philanthropic foundations, individuals, corporate partners, and the broader community
- Identify and rigorously vet nonprofit partners advancing youth mental health and driving critical impact
- Leverage our unique platform to connect mental health organizations with a global audience of donors and supporters, expanding their reach and strengthening their social capital
- Strengthen the youth mental health ecosystem through flexible funding and holistic capacity building that helps partners grow and increase impact
- We partner with leading organizations, including:
  - The Jed Foundation
  - Trans Lifeline
  - The Trevor Project
  - Jack.org
  - Didi Hirsch Mental Health Services
  - The Steve Fund, among many others.
- We meet young people where they are: in schools, in communities, and in moments of crisis.

BEYOND GRANTMAKING

Traditional philanthropic models focus on program funding but often overlook the organizational health nonprofits need to survive. This gap has left many organizations under-resourced, burned out, and unable to scale, despite doing critical work on issues like youth mental health.

The Fund is challenging that model, creating spaces to bring experts and partners together, exchanging resources for growth, leaning on a network of support, and discovering new ways they can all access additional sources of revenue.

In 2025, Rare Impact Fund hosted its inaugural Capacity Building Workshop Series, an immersive program designed to equip nonprofit leaders with the knowledge, tools, and networks needed to sustain and scale their impact. More than 60 executives from across RIF's global portfolio participated,



representing organizations from North and South America, Asia, Australia, and Europe.

Sessions explored themes such as financial sustainability, trauma-informed leadership, innovative youth well-being models, and organizational resilience. Through each exercise, participants engaged in collaborative problem-solving and dynamic peer exchange.

According to post program evaluations:

- 92% of participants reported increased confidence in strategic decision-making and long-term planning.
- 85% implemented new operational or financial practices within three months of the workshop.
- Participants collectively identified over 40 opportunities for partnership or shared resource development, demonstrating the power of cross-regional collaboration.

This initiative is one of many representing RIF's continued commitment to fortifying youth mental health programs as well as the organizations, leaders, and systems that make progress possible.

To date, the Rare Impact Fund has mobilized over $20M with support from corporations, foundations, and community donors. We're building a stronger, more equitable youth mental health ecosystem around the world. Our 2025 impact in action:

6,000
schools and education systems impacted

3,500,000+
youth reached

30
nonprofit partners supported

208,000
educators trained

1,000
mental health resources developed and disseminated



Rare Beauty Mental Health Summit

11,000,000
reached

On May 1, over 175 thought leaders came together in Los Angeles for Rare Beauty's third annual in-person summit celebrating mental health. Selena opened a day of workshops, panels, and fireside chats to in-person and virtual guests across the globe. The event also launched Rare Beauty's Mental Health Awareness Month campaign, Send Warm Wishes, in partnership with Paperless Post. As part of our mission to expand accessibility, we live streamed the Rare Beauty Mental Health Summit to more than 10,000 virtual attendees worldwide and shared resources from the event with over 11 million followers on social media.

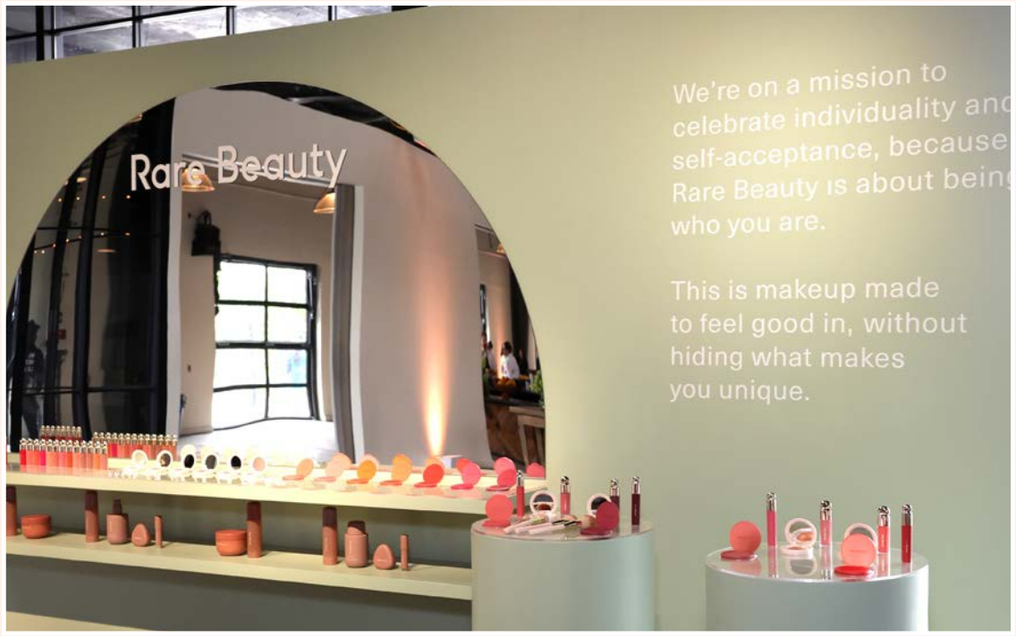
"The partnership with the Rare Impact Fund is so incredibly special to us... I learned so much and have so much to bring back to the teams. Thank you for organizing such a powerful, insightful, introspective day with top-notch speakers and programming."

BRIE OLSON,
CEO OF PACSUN




RARE NEWS


CORNER STORE
Rare Beauty
Social Impact
Report
2024


Rare Beauty
We're on a mission to
celebrate individuality and
self-acceptance, because
Rare Beauty is about being
who you are.
This is makeup made
to feel good in, without
hiding what makes
you unique.


Rare Beauty







34,000
reached

Mental Health Awareness Month

Research shows that adult friendships are positively correlated with well-being. This Mental Health Awareness Month, we launched the Send Warm Wishes campaign at the Rare Beauty Mental Health Summit, asking our community to reach out and tell someone you're thinking of them. With limited-edition postcards, and virtual postcards in collaboration with Paperless Post, we made sending warm wishes easier than ever. When we connect, everyone feels the difference.

"Rare Beauty's new 'Send Warm Wishes' campaign is a simple idea with serious heart. [Summit] attendees wrote postcards (yes, real ones) to someone they care about, reminding them they're seen, supported, and not alone."

L.A. TIMES





Rare Impact Fund Benefit

nearly $2,000,000
raised

The third annual Rare Impact Fund Benefit saw over 400 guests come together for “A Night of Radiance and Reflection.” Building on the momentum of previous years, this year’s gala celebrated the Rare Impact Fund’s fifth anniversary and spotlighted its grantees and mental health initiatives. The event brought together a global community of partners, leaders, and supporters, for an inspiring evening of connection and purpose, featuring a live auction and paddle raise. With host Jimmy Kimmel and unforgettable performances from The Marías and Laufey, the night was defined by music, meaning, and a shared commitment to mental health.



rare impact fund

benefit

JIMMY KIMMEL







rare impact fund

benefit





"Make a Rare Impact is a meaningful extension of what we're building at Rare Beauty — finding small ways to create real impact. Partnering with Sephora at a global scale allows us to meet our community where they are and show up with shared purpose."

ASHLEY MURPHY,
CHIEF MARKETING OFFICER

Make a Rare Impact with Rare Beauty & Sephora

After two successful partnerships in previous years, Sephora and Rare Beauty joined forces for the third Make a Rare Impact campaign in honor of World Mental Health Day on October 10.

This year, Sephora donated 100% of all Rare Beauty fine fragrance sales from October 10 to 12 to the Rare Impact Fund to support youth mental health and education worldwide.

Leveraging Sephora's global reach, donations were directed across 25 markets, from Australia and Portugal to the U.S. and beyond. Together, we're proving that beauty can make a difference.

$830,000+
donated
* approximate global conversion

Purpose

Our mission drives everything we do. In partnership with our community, philanthropists, like-minded brands, nonprofit organizations, and mental health professionals, each day is devoted to making a meaningful difference in the world.

Recognition

WWD 2025 MOST POWERFUL BEAUTY BRANDS: RARE BEAUTY

“It can take decades for founders to breathe the rarefied air of category domination, though Rare Beauty’s done it in near-record time.”

NATIONAL GEOGRAPHIC 33: SELENA GOMEZ

“The superstar supporting mental health on a global scale... Since launching in 2020, the Rare Impact Fund has contributed millions of dollars across 30 different organizations on five continents, aiding groups focused on education, crisis response, and suicide prevention.”

Award Winner

WWD 2025 BEAUTY INC. AWARDS INNOVATOR OF THE YEAR IN FRAGRANCE: RARE FINE FRAGRANCE COLLECTION

“One of the standout launches of the year...”

Award Winner

THE WEBBY AWARDS 2025 PEOPLE’S VOICE WINNER – SOCIAL FASHION & BEAUTY: RARE BEAUTY

“This year’s winners represent a masterclass of creativity and innovation. They’ve harnessed the power of the Internet to drive change, spark conversations and connect us in new ways.”

Gold Winner

ANTHEM AWARDS CORPORATE SOCIAL RESPONSIBILITY (GOLD): MAKE A RARE IMPACT (RARE BEAUTY X SEPHORA)

“... The winners of the 5th annual Anthem Award are a reminder that when we are united in collective action, great change can happen and truly make an impact for the better...”

Award Winner

ALLURE BEST OF BEAUTY AWARDS 2025 BEST CREAM BLUSH: SOFT PINCH MATTE BOUNCY BLUSH

“... A blush that’s goofproof, long-wearing, and ultra-pigmented—and puts it in a convenient putty-like texture.”

Award Winner

ALLURE READERS’ CHOICE AWARDS 2025 BEST POWDER HIGHLIGHTER: POSITIVE LIGHT SILKY TOUCH HIGHLIGHTER

“... Delivers the gentle gleam of candlelight... and you end up with a divine, dimensional glow that can be applied with a soft touch for a translucent finish or layered until it dances under the lights.”

Award Winner

CEW BEAUTY AWARDS 2025 BASE & COMPLEXION PRODUCT: SOFT PINCH MATTE BOUNCY BLUSH

“A cushiony cream-to-powder blush formulated to give a flush of color with a lasting, blurred matte finish.”

POPULAR SCIENCE BEST OF WHAT’S NEW: RARE EAU DE PARFUM

“Most perfume bottles prioritize aesthetics over accessibility, leaving people with limited hand mobility to overcome delicate caps and stiff spray mechanisms. Rare Beauty founder Selena Gomez, who lives with lupus-related arthritis, wanted her brand’s first foray into scent to do better."

Award Winner

POPSUGAR 2025 FEEL GOOD AWARDS BEST FRAGRANCE: RARE EAU DE PARFUM

“The inclusive bottle... was developed based on a small consumer study of people with mild to severe upper extremity impairments, with the goal of solving common problems with perfume packaging, which lead to this ergonomic design that's easier to grip and press down on—not to mention aesthetically beautiful.”





The Power of Community

Coming Together at the Rare Beauty Mental Health Summit

Rare Beauty has cultivated a tight-knit virtual community over the last five years. The fourth annual Rare Beauty Mental Health Summit brought it to life beyond the screen.

On May 1, we transformed a bustling corner of Los Angeles into a storybook neighborhood—and a safe space for conversations about mental health. Set within Rolling Greens DTLA, the improvised block was outfitted with a fully functioning pizza parlor, newspaper and coffee stand, an ice cream cart, and mailboxes to send warm wishes as part of our Mental Health Month campaign. It was the ideal setting for a day of positive conversations about self-acceptance, mental health, and community.

Over 175 thought leaders gathered for the Rare Beauty Mental Health summit: community members, mental health advocates, Rare Impact college ambassadors, Rare Impact Fund nonprofit partners, and beauty creators. More than 10,000 people tuned into a YouTube livestream of the event, which also reached over 11 million people across social media platforms.

Making a surprise appearance at the start of the day, Selena Gomez introduced a fireside chat on the power of collective compassion. Following sessions addressed beauty and accessibility, healing through connection, personal storytelling, and strategies for resilience. The summit closed with a message on hope from author, podcaster, and former monk Jay Shetty.

Just five months after fires devastated local neighborhoods and families, the event held special significance. “In addition to self-care, we need to think about community care,” reminded speaker Dr. Thema Bryant, professor of psychology at the Graduate School of Education and Psychology at Pepperdine University. “Check your circle and get in the presence of people with whom you don’t have to do public relations, where you can unfold and be very, very human. That’s how we’re well... Not by performing wellness, but with people who are there when it’s not so cute.” It’s exactly what guests showed up to do. “I’m so proud of Rare Beauty,” Selena said. “The end goal was always to bring some sort of mental health access to people in every community. I'm so grateful to be here."

"I am honestly in awe of the community of folks there who were all united in authenticity and promoting positive mental health. It truly was an honor to be there. And I definitely felt the love."

DR. KATIE HURLEY,
SENIOR CLINICAL DIRECTOR,
THE JED FOUNDATION






Rare Beauty
MENTAL HEALTH SUMMIT


Rare Beauty
MENTAL HEALTH SUMMIT



Send Warm Wishes

Small gesture. Big impact on mental health.

Connecting with loved ones is good for your well-being—and theirs.

Research shows that efforts to maintain adult friendships are positively correlated with well-being.* But for many of us, distance (and life, in general) can get in the way. In honor of Mental Health Awareness Month, we asked our community to reach out and share warm wishes.

The Send Warm Wishes campaign kicked off at our fourth annual Mental Health Summit on May 1 in Los Angeles. With its urban backdrop, the space was reimagined as a quaint neighborhood complete with a replica post office. Guests wrote and mailed thoughtful postcards—designed by artists Zoë Cain, Patricia Doria, and Kira Cyan Rittgers—to let loved ones know they're on our minds.

To keep the connection going beyond the event, we partnered with Paperless Post for a series of free virtual postcards designed by the artists. Over 5,000 people visited the co-branded page, delivering warm wishes to inboxes around the world.

The Rare Beauty offices were also outfitted with a postcard-writing station, stamps, and mailbox, offering a welcome moment of connection during busy workdays.

* Pezirkianidis, C., Galanaki, E., Raftopoulou, G., Moraitou, D., & Stalikas, A. (2023). Adult friendship and wellbeing: A systematic review with practical implications. Frontiers in Psychology, 14, 1059057.

"I'd send warm wishes to my middle school teacher, Nancy. Her support and mentorship over the years has given me the confidence to be who I am."

ZOË CAIN,
ARTIST BEHIND OUR "GROOVY PATCHWORK" CARD ON PAPERLESS POST

"I'd send a note to my long-distance best friend. We don't get to see each other often but always have the best time when we get together. I'd definitely send my warm wishes her way."

KIRA CYAN,
ARTIST BEHIND OUR "LADYBUG LOVERS" CARD ON PAPERLESS POST





Hope in Action: The Rare Impact Fund Benefit

$2,000,000
raised

The 2025 Rare Impact Fund Benefit marked five years of a belief that began as a promise: that young people deserve access to mental health care, stigma-free support, and resources that reflect who they are and where they come from. What started as an idea has become a global effort to mobilize $100 million to expand youth mental health support—and on a warm October evening, the progress felt tangible.

Designed as an elevated, non-traditional cocktail-style experience, the event brought together over 400 changemakers for an evening of live entertainment, curated brand activations, exceptional food and drink, a live auction, and a paddle raise in support of the Fund's mission.

Since inception, the Rare Impact Fund has grown to support 30 organizations around the world, reaching more than 2 million young people each year through crisis response, school-based programs, and community-led initiatives. And at the Benefit, the work behind the numbers felt real and immediate.

Founder Selena Gomez opened the evening by reflecting on the power of turning honesty into action and the importance of speaking louder than the inner voices that hold us back. "Tonight is about proving that progress is possible," she shared, reminding the room that the Rare Impact Fund is alive in everyday moments of care: when a counselor





answers a call, a parent learns how to support their child, or a conversation about mental health happens where it once wouldn't.

One of the most powerful moments of the night came when five nonprofit partners—The Jed Foundation, Labhya, La Familia, Trans Lifeline, and Transformative Educational Leadership—took the stage alongside host Jimmy Kimmel for an honest, unscripted conversation.

They lifted the curtain on the quiet, essential work of earning trust, leaning on peer connections, and offering care that meets young people where they are, long before emergencies take hold.

Rare Impact Fund President, Elyse Cohen, shared a deeply personal reflection on her journey to this work, connecting her family's lived experience to the Fund's mission and the significance of staying present even when solutions feel complex. "What will matter, more than the answers we don't have, is the strength to stay. To show up. To keep walking alongside them, even when the path is uncertain," she shared. Her words reminded everyone that the Fund's impact is built on steady commitment and partnership.

The room was full of people who care—philanthropists, corporate partners, nonprofit leaders, and advocates—united by the belief that mental health deserves the same attention and investment as physical health. That night, their support raised $2 million, including $600,000 in on-site commitments, advancing the Fund's mission to mobilize $100 million for youth mental health resources around the world.

As the Rare Impact Fund looks ahead, the benefit marked a clear inflection point. Six years in, the Rare Impact Fund is no longer making a case for why this work matters. It's building the structures young people should have had all along, and reminding them that help is there, whenever they need it.









rare impact fund

benefit



Global Impact

The Rare Impact Fund was founded on the belief that young people should have access to stigma-free mental health support and education reflecting their experiences and cultures.

$20,000,000+

raised since inception

Over the past five years, we've worked to bridge the gaps young people continue to face. Our goal is to support organizations that remove barriers, build partnerships that expand impact, and spark global conversations that reduce stigma and inspire action. Guided by our global nonprofit partners, our work remains grounded in community and equity, driven by a shared vision that every young person feels seen, supported, and empowered to thrive.

Together, we have mobilized over $20 million for youth mental health. The Rare Impact Fund currently supports 30 nonprofits across five continents, reaching more than 3.5 million young people around the world.

UNITED STATES

DIDI HIRSCH

Transforming lives through mental health care

UNITED STATES

JED

The Jed Foundation

Building resilience and emotional well-being for teens and young adults

UNITED STATES

THE TREVOR PROJECT

Providing crisis and suicide prevention services to LGBTQ+ youth globally

UNITED STATES

Yale Center for Emotional Intelligence

Using the power of emotions for a more effective and compassionate society

UNITED STATES

Black Teacher Project

Supporting black teachers through community, connection, and collective empowerment

UNITED STATES

LiberatED

Enhancing educator and student mental health through equity and justice

UNITED STATES

McLean

1811

Partnering with patients to build successful, fulfilling lives

UNITED STATES

Transformative Educational Leadership

Integrating mind and spirit with service and action

UNITED STATES

KYDS

Bringing mindfulness and emotional learning to schools and families

UNITED STATES

TRANS LIFELINE

Connecting trans people with the community, support, and resources to survive and thrive

UNITED STATES

EVER FORWARD
SIEMPRE ADELANTE

Helping young men grow through mentorship and emotional learning

UNITED STATES

UCLA
FRIENDS OF SEMEL INSTITUTE
for Neuroscience and Human Behavior

Working to advance innovation and end stigma in mental health

CANADA

jack.org

Canada's only charity training young leaders to revolutionize mental health

UNITED KINGDOM

Place 2Be

Improving children's mental health in schools

UNITED STATES

peerhealth

Equipping young people with the knowledge and resources to build healthier lives

UNITED STATES

F·O·C·U·S

Creating tools that build resilience in children, youth, and families

UNITED KINGDOM

BLACK MINDS MATTER UK

Creating and championing safe, accessible mental health support with and for the Black community

EUROPE

M·H·E
Mental Health Europe

Advocating for mental health equity, inclusion, and social justice

UNITED STATES

mindful life project

Transforming schools with mindfulness-based social-emotional learning

UNITED STATES

La Familia
COUNSELING CENTER

Supporting families through services that promote stability, growth, and well-being

FRANCE

Ecolhuma
L'éducation au cœur

Bridging educational stakeholders and mental health through digital connection

BRAZIL

CACTUS
INSTITUTO

Expanding mental health prevention and care in Brazil

UNITED STATES

MINDFULNESS FIRST

Providing mindfulness education that fosters lifelong well-being for children and adults

UNITED STATES

I'RAISE

Empowering and inspiring children and families to reach their full potential

BRAZIL

MOVIMENTO DE MULHERES

Creating safety, healing, and support for survivors

INDIA

LABHYA

Empowering vulnerable children through social-emotional learning

UNITED STATES

The Steve Fund

Advancing mental health equity for young people of color

UNITED STATES

Child Mind Institute

Transforming children's mental health through care, science, and compassion

INDIA

KOLKATA SanveD
Empowering Lives through dance

Using dance movement therapy for emotional healing and self-expression

AUSTRALIA

batyr

Reducing stigma through youth storytelling and peer-to-peer education

Rare Beauty Mental Health Council

Established at Rare Beauty's inception, the Mental Health Council is a diverse group across industries whose knowledge and expertise guides our work.



ELISHA LONDON

Founder and CEO
Prospira Global



DR. JANE DELGADO, PHD, MS

Clinical Psychologist and CEO
National Alliance for Hispanic Health



DR. JESSI GOLD, MD, MS

Psychiatrist and Chief Wellness Officer
University of Tennessee System



JUSTIN TRANTER

Singer, Songwriter, and Activist



KATRINA GAY

Executive Director,
NAMI Tennessee



ADRIANA ALEJANDRE

Founder, Latinx Therapy,
Licensed Trauma Therapist



DR. MARC BRACKETT, PHD

Founder and Director, Yale Center for Emotional Intelligence; Author, *Permission to Feel*



CHRISTINE M. CRAWFORD

Associate Medical Director
NAMI



DR. SCOTT L. RAUCH, MD

President and Psychiatrist in Chief
McLean Hospital



TRAMAINE EL-AMIN

VP, Mental Health First Aid USA
National Council for Mental Wellbeing

Don’t Ask What the World Needs

Ashanti Branch on paying it forward



"My friends and I joked about whether we would make it to 18 years old."

Selena started the Rare Impact Fund (RIF) with a mission to make youth mental health services more accessible worldwide, which requires close collaboration with our Rare Impact Fund partners—including the Ever Forward Club.

Founded in 2004 by Ashanti Branch, the Ever Forward Club mentors underserved youth in middle and high school by providing them with safe, brave communities that build character. We sat down with him to hear about his story and the realities of shifting the mental health conversation after growing up in Oakland.

WHEN YOU WERE A KID, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?

Growing up in Oakland, my friends and I sometimes joked about whether we would make it to 18 years old. There was so much violence and killing caused by the crack epidemic that we constantly heard about innocent people getting murdered.

By the time I was in high school, I was putting all my energy into my education. It was going to be my way out of Oakland. I wanted to be successful, rich, and in control of my life. I found out that since I was good at math, I could be an engineer. There were no engineers in my family, so it was a strange concept, but I worked hard and graduated in the top 20 of my high school. Then I studied engineering at Cal Poly, San Luis Obispo and began my career in construction. I was a man—building things, fixing things, and making money. It was the path I chose, the one I was on, and exactly where I planned to stay.

TELL ME ABOUT THE EVER FORWARD CLUB.

I started the Ever Forward Club in 2004 as a first-year teacher at San Lorenzo High School because I saw too many young men of color who were smart but falling behind. They had bought into a message that I almost bought into as well: Ashanti, being smart is not cool, so if you want respect, you can’t act like a nerd. As a teacher, I tried all my pep talks and speeches to get them to see the benefits of giving their best. What began as lunchtime meetings with a few students grew into a movement.

Today, the Ever Forward Club mentors underserved middle and high school youth by providing them with safe, brave spaces to share, grow, and connect. Our mission is to address the underlying causes of high school dropouts, the growing achievement gap of inner-city youth, and youth violence in a preventive manner by creating communities of students who are setting and achieving their goals inside and outside the classroom.

To me, the Ever Forward Club is family. It’s a community where young people feel safe, seen, and heard, and it’s proof that when you create those conditions, 100% of students can graduate and thrive.

HOW DID YOU GET WHERE YOU ARE TODAY?

I never planned to be a teacher. My goal was to be an engineer, make money, and control my life. But when I started tutoring math for high school students, something lit up in me. Those young people needed the kind of help I needed at their age. That spark turned into a call I couldn’t ignore, and I left my career in engineering to teach full-time. From there, I founded the Ever Forward Club, became a vice principal, and eventually stepped out to lead Ever Forward full-time. Every step of the way, it’s been the students—hearing their stories, seeing their struggles, and being reminded of my own—that has kept me on this path.

WHAT WAS YOUR BIGGEST CHALLENGE ALONG THE WAY?

When I left my engineering career to become an educator, the biggest challenge was reminding myself that my career is not me, my career is what I do. Because teachers are not as respected in this country compared to other countries around the world, even my own personal passion for teaching often felt like I was blamed by society for what was wrong in schools. With the rise of the Ever Forward Club, social media, and smartphones, we have been more intentional about making space for young men to connect and have heartfelt connections face to face, shoulder to shoulder, brother to brother. This work is personal. I didn’t start the Ever Forward Club for a job. Because I take it personal—the success and failure—it’s often easier to focus on things that aren’t going well... even though in the past 20 years there are plenty of things that have gone well. I have to constantly remind myself that, regardless of my salary or the failures along the journey, I am more than enough.

WHAT’S THE BEST PART OF EVERY DAY?

There are two best parts. The first is when I get a call from an educator who’s looking to provide support for a group of their students who they feel helpless with and helping them create or envision how our work can support their goals. To hear their joy through the phone or via Zoom is a huge highlight of my day and a testament to doing the work that I've been doing for many years.



The other best part of each day is when I get to deliver our signature #TakingOffTheMask workshop to a group of students or adults and a student comes up at the end to talk about something a little deeper. It's amazing to see their courage and willingness to connect more deeply. When I was a student, I cannot remember ever having any real experiences that helped break through the masks. I do my best to create that for schools and students who are ready to do that work.

HOW HAS THE RARE IMPACT FUND HELPED SUPPORT EVER FORWARD CLUB'S MISSION?

The Rare Impact Fund has been a powerful partner in helping us expand the heart of our mission of creating spaces where young people feel safe, seen, and heard. Their support has allowed us to bring our #MillionMaskMovement and mentorship programs to more schools, and to reach youth who might otherwise fall through the cracks. Rare Impact understands that mental health is at the core of whether a young person thrives in school and in life. Their investment has helped us train more educators, serve more students, and remind young people everywhere that they are not alone in what they're going through.

WHAT'S YOUR PROUDEST ACCOMPLISHMENT TO DATE?

It's hard to choose. Being honored with the U.S. Surgeon General's Medallion is one of the proudest moments of my life. Not because of the award itself, but because it was recognition of the young people, teachers, and communities that have built this movement with me. To know that our work with Ever Forward and the #MillionMaskMovement is being lifted up at a national level, it tells me that what started in one classroom has the power to change lives everywhere.

IF YOU COULD GO BACK IN TIME KNOWING WHAT YOU KNOW NOW, WHAT WOULD YOU TELL 15-YEAR-OLD YOU?

I'd tell that young man, "You are enough. There's nothing wrong with you. Don't compare yourself to anyone else. Your start was hard, but you are going to grow into the man you're meant to be. There will come a time where you will think about following your thoughts rather than following your heart and I want you to trust that your heart will align with the truest part of your soul." That's the message I wish I had heard more often, and it's the message I now try to pass on to the young people I work with every day.

WHAT'S A MOTTO YOU LIVE BY?

Howard Thurman said, "Don't ask what the world needs. Ask what makes you come alive, and go do that, because what the world needs is more people who have come alive." I am eternally grateful to have found what makes me come alive.

People

Behind every achievement are the people who make it possible. Over the course of the year, our employees, partners, and community proved the power we have when we come together.

Celebrating Our Community and Culture

True belonging happens when people feel safe to be themselves and appreciated for what makes them rare.



Los Angeles Wildfire Relief

In January, our hometown of Los Angeles experienced the unthinkable when wildfires ravaged local neighborhoods. Lives were lost, homes were reduced to ashes, and tens of thousands of people were displaced. We felt a deep responsibility to stand with our neighbors and help rebuild the place we love.

Everyday routines can provide a little bit of solace when everything else feels out of control. In support of our local community, Rare Beauty donated over $125,000 worth of personal care products to those without access to their body care and makeup. Employees rallied around to donate additional boxes of new toiletries, clothing, toys, and other essential items.

To ensure efficient supply distribution, our team volunteered at multiple service days. We supported the Dream Center by unloading and sorting donations, helped Altadena Girls organize supplies, and hosted three in-office pack-out events to assemble emergency and personal care kits.

We also had the privilege of hosting Eliot Arts Magnet Academy, a middle school in Altadena, California, whose campus was damaged by the Eaton Fire, forcing many students to relocate. We wanted to give them a restorative and inspiring day away from the challenges they've faced. Together, Rare Beauty employees, students, and teacher chaperones toured our office and explored color science and cosmetic chemistry through hands-on activities with our Product Development team.

The afternoon concluded with a yoga class and a journaling and mental health session with our Rare Impact team. Every student left with a backpack filled with products and supplies to take home.

Beyond our headquarters, we partnered with Complex and Interscope to bring Rare: The Pop Up to Los Angeles, celebrating the fifth anniversary of Selena's album "Rare" and the launch of our new Soft Pinch Liquid Blush Duo, featuring the exclusive shade, Souvenir. Initially postponed because of the wildfires, the pop-up event donated 100% of proceeds to Direct Relief, supporting those affected in the LA area.

"I appreciated when people I hadn't spoken to in years reached out with a simple, 'Hey, how are you?' One thing I learned from the Rare Beauty College Ambassador program is the importance of asking someone how they are and meaning it. It really is that simple. Just knowing that everyone was thinking of us meant a lot."

LAUREN KNAPP,
FORMER RARE BEAUTY COLLEGE AMBASSADOR IMPACTED BY THE LOS ANGELES WILDFIRES



$125,000+
product donation value





Black History Month

1,622,618
impressions

Our 2025 Black History Month initiatives were rooted in three words: I see you.

This timeless compliment has always brought Black women together. Last February, it became an open invitation for our community to see and celebrate themselves and each other—and it spoke volumes. You are rare. You are admired. You are worthy of being seen, exactly as you are.

Through a series of intimate portraits of friends, colleagues, and sisters, the I See You campaign captured the support and connection between Black women. The project's creative team was comprised primarily of Black women, and the images radiated confidence—a reflection of Rare Beauty's commitment to feel-good makeup.

To celebrate the campaign, we partnered with Fortune & Forks, a supper and networking club for Black women. Gathering our community across industries, we came together over dinner to strengthen our bonds over conversations about what makes us feel seen.

"Not only are you beautiful on the outside, but you have such a good heart."

TYRAH MAJORS
TO VICTORIA MAJORS



"In moments I'm feeling not so confident, I see you as the engine that keeps us going."

NAOMI WRIGHT
TO KRYSTAL VEGA

"The notion of being seen is one that feels different for all of us, and this campaign celebrates that. It also shine a light on Black women through the literal lens of a Black woman, photographer McKayla Chandler, who captured our skin, or vibe, and our stories so beautifully."

CHRYSTINA WOODY TRAIN,
SENIOR VICE PRESIDENT OF BRAND PARTNERSHIPS













i see you

AAPI Heritage Month

AAPI Heritage Month celebrates the contributions of Asian Americans and Pacific Islanders in the U.S., and this year we celebrated one of Rare Beauty's own: Joyce Kim, our Chief Brand Officer. Rare Beauty partnered with Gold House for the organization's annual A100 weekend as they recognized Joyce for her leadership and impact within the AAPI community. Over two days, we showed up across key moments—the A100 Honoree Dinner, Gold Women Breakfast, and the Gold Gala Carpet—alongside content creators and community members.

Gold House is on a mission to unite the Asian Pacific community around common causes, invest capital into passionate creators and companies, and show the world how impactful they can be in every industry and endeavor.

"I'm so grateful for the support of my AAPI peers, and I feel truly blessed to be surrounded by a community that continues to lift me up and inspire me."

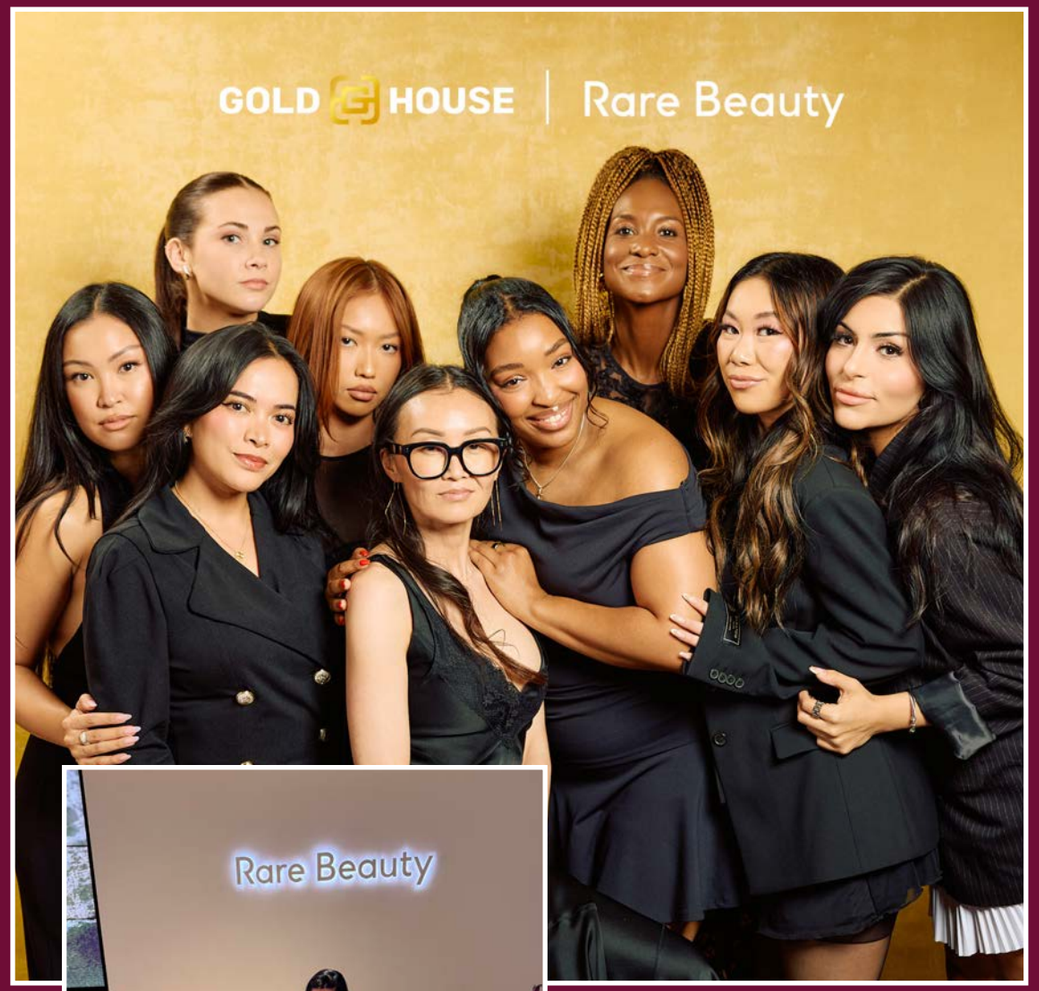
JOYCE KIM, GOLD HOUSE A100 FASHION & LIFESTYLE HONOREE





"Joyce ensures every launch meets the highest standards of quality and performance, resulting in some of social media's most viral beauty sensations."

GOLD HOUSE





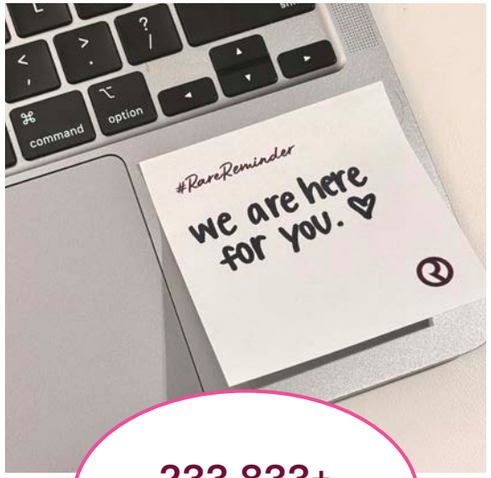


2,300,000
reached

Pride Month

In honor of Pride Month, we hosted a Rare Chat with four unique perspectives: Myles Markham, Director of Development at Trans Lifeline; Kai Alviar Horton, Executive Director at Trans Lifeline; Suni Jade Reid, Founder of Auntie's Coffee & Matcha Bar; and Judith Martinez, Rare Beauty's Director of Social Impact and Inclusion.

Together, they explored joy as a form of resistance and actionable allyship within the LGBTQIA+ community, providing valuable resources to support mental health and inclusivity.



233,833+
reached







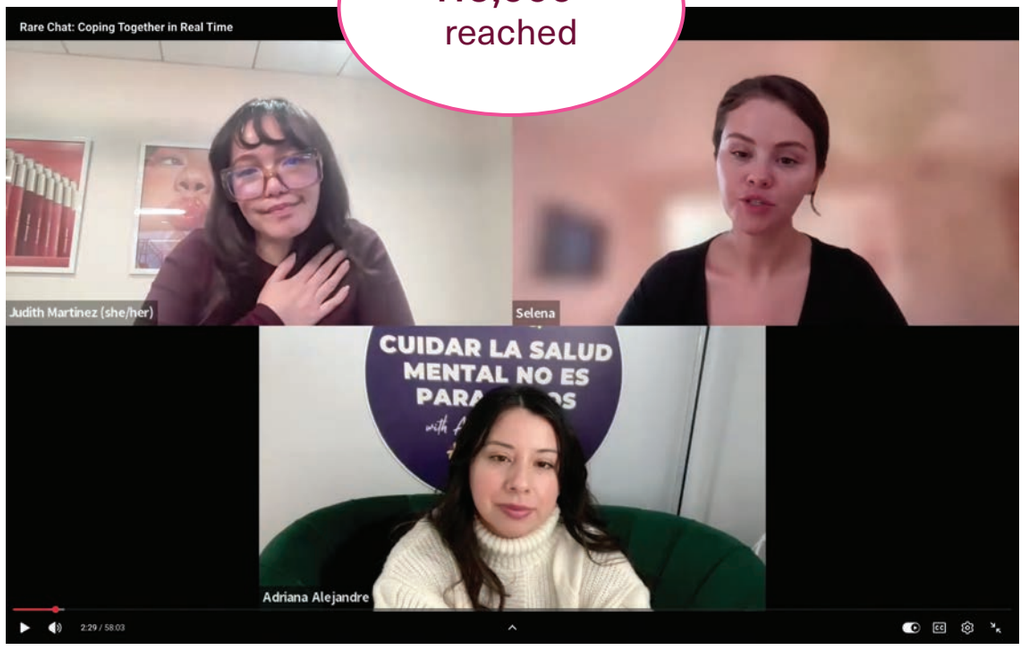
Community Support

As ICE conducted raids in Los Angeles and around the country, checking in with our community and supporting their mental health continued to be a top priority.

In response, we organized a Rare Chat with licensed mental health therapist, founder of Latinx Therapy, and Rare Beauty Mental Health Council member Adriana Alejandre. Hosted by Judith Martinez, Rare Beauty's Director of Social Impact and Inclusion, we explored practical ways to manage anxiety, foster emotional well-being, and support one another during challenging events in our communities.

This virtual session was open to anyone looking for tools to stay grounded and connected. Together, we shared resources and strategies for fostering calm, care, and strength throughout the events happening around us.

415,000+
reached



Our Team

Throughout the year, our team came together for in-office initiatives dedicated to mental health and well-being.





FEBRUARY

MIDDAY GROUP MEDITATION

With expert Emily Kulas's guidance, our team paused our daily routines for a 15-minute group meditation. The midday session reminded us to take time to ground and recenter ourselves in a fast-paced office environment.

APRIL

LUNCH AND LEARN: PRACTICAL APPLICATIONS FOR NAVIGATING UNCERTAINTY

Our team gathered for a virtual seminar focused on practical, grounded tools for navigating stress and uncertainty in trying times. Dr. Jessi Gold, Mental Health Council member and Chief Wellness Officer for the University of Tennessee System, led the session.

LUNCH AND LEARN: CREATING PSYCHOLOGICAL SAFETY IN THE WORKPLACE

Expert Melissa Steach explored the role of psychological safety in building healthy, sustainable workplaces. Topics included common barriers, indicators of safe environments, and actionable strategies for fostering trust and respect with colleagues.

MAY

WELLNESS WEEK

A weeklong series of virtual and in-person experiences centered on mental health and restoration. Our team was invited to cardio dance and other movement-based activities for physical and emotional release, aromatherapy and gua sha workshops, in-office messages for nervous system regulation, and a session dedicated to preventing burnout.

JULY

YOUTH BUSINESS ALLIANCE (YBA) FIELD TRIP

In over 20 Greater Los Angeles schools, the YBA helps students discover their dreams through real-world business experiences that build confidence and career opportunities. The Rare Beauty team hosted students in our office for a career-exploration field trip and a workshop on mental health.

IN CONVERSATION WITH STEFFI GONZALEZ

Steffi Gonzalez joined our team for an open, honest conversation in honor of Disability Pride Month. The content creator and Sephora Squad member spoke about her experience living with Osteogenesis Imperfecta, inclusion, and visibility.

OCTOBER

WELLNESS WORKSHOP: GROUNDED IN PURPOSE

We recognized World Mental Health Day, October 10, with a guided workshop focused on reconnecting with purpose as an experience rather than an outcome. The session included grounding exercises, meditation, journaling, and reflection, with practical tools to support alignment and fulfillment in daily life.

NOVEMBER

SESSION WITH RARE IMPACT FUND MENTAL HEALTH PARTNER TEL: HEALING BURNOUT WITH A WISE AND TENDER HEART

Led by Transformative Educational Leadership (TEL) founder Meena Srinivasan, this interactive session explored personal and systemic contributors to burnout, introducing self-compassion as a stabilizing and transformative practice. Meena addressed comparison, perfectionism, and boundary-setting through both tender (soothing) and fierce (protective) approaches.









Rare Impact College Ambassador Program

The Rare Impact College Ambassador Program empowers the next generation of mental health leaders to drive change on their campuses and within their communities. Designed to promote awareness and reduce stigma while expanding access to youth mental health resources, the program brings together students from across the country to lead with empathetic action and purpose. Through ongoing training and collaboration with nonprofit partners and peer networks, ambassadors advance three core pillars: advocacy, community engagement, and personal growth.

In 2025, our ambassador cohort represented students across 10 states and 25 college campuses, including two Historical Black Colleges and Universities (HBCUs). The program continued to reflect the communities it serves, with 88% of ambassadors identifying as Black, Indigenous, or People of Color, and 40% attending public or community colleges. These leaders bring cultural insight and a deep commitment to advancing youth mental health advocacy where it's needed most.

As the brand celebrated five years, we reflected on the meaningful impact our ambassadors have made on their campuses and beyond—translating purpose into action year after year. Ambassadors successfully pushed legislation within the Atlantic Sun Conference to mandate mental health training for professionals working closely with student athletes. Others raised more than $5,000 for the American Foundation for Suicide Prevention, published mental health research and guided journals, contributed to UNICEF and national campaigns, and supported global healing efforts, from Rwanda to nationwide teen support spaces. Ambassadors also partnered with clinicians and foundations to elevate rare disease awareness, moderated global support chats, and helped shape mental health dialogue through research and policy.

Together, these student leaders are not only expanding awareness; they're reshaping what mental health advocacy looks like on campus and beyond. Through commitment and creativity, the Rare Impact College Ambassador Program continues to cultivate changemakers who are building a more informed, compassionate, and connected future.









Rare Beauty Secrets

We're always exploring new ways to connect with our community, and publishing platform Substack offered a unique opportunity this year. With our weekly Rare Beauty Secrets newsletter—launched on Substack in April 2025—we're fostering direct relationships with readers through meaningful longform content. Thousands of dedicated subscribers check their inboxes week after week for insider knowledge about the brand, beauty tips, mental health resources, and intimate interviews with the people who inspire us. We engage with readers daily through comments and direct messages to nurture an open dialogue.

One of the first beauty brands on the platform, we've proudly seen other brands follow suit as they build connections with their own unique communities.

"...You treat everyone like they are your family. The love and passion you show to everyone, including me, doesn't go unnoticed."

ASHLEY G.,
SUBSTACK SUBSCRIBER



"While Instagram and TikTok are Rare Beauty's top social channels... Substack has become the brand's secret weapon of choice, offering a quieter, more reflective, and intimate space for meaningful conversations with its consumers."

VOGUE BUSINESS

Product

We create award-winning, bestselling products that go more than skin deep. This year, accessibility remained a priority as we launched Rare Eau de Parfum and Positive Light Luminizing Lip Gloss with inclusive packaging. Our dedication to mental health also continued, with 1% of all product sales going to the Rare Impact Fund as always.

A Fragrance That Feels Different

We marked one year of the Made Accessible Initiative with the launch of Rare Eau de Parfum, a warm, decadent scent—and our first fine fragrance.

"When we started considering a fragrance, Selena and I discussed ways we could do things differently," says Rare Beauty's Chief Product Officer, Joyce Kim, "and she mentioned she struggles with perfumes when she's having flare ups with her arthritis." Traditional perfumes, with standard pumps and decorative caps, can be challenging for anyone with dexterity issues. Partnering with a group of certified hand therapists and a team of packaging engineers, we created a luxe, custom-designed fragrance bottle that ensures the most effortless and comfortable dispensing. Joyce explains, "We knew we had to commit to something accessible. That's a priority for Selena."

Our Made Accessible Initiative is dedicated to packaging that's easy to open and close, hold, and apply for people with dexterity challenges. In collaboration with the Casa Colina Research Institute (CCRI), part of Casa Colina Hospital and Centers for Healthcare, we've continued identifying what makes a beauty product more accessible. We're using that information for future packaging decisions and making it widely available to the beauty industry so they might do the same.



"I have rheumatoid arthritis, and my hands tend to get stiff, painful, and clumsy on my bad days... The bottle design is genius."

ONLINE REVIEWER

"Thank you for thinking of the consumers that this would benefit and help. It may seem small to some, but this is actually huge."

ONLINE REVIEWER

96%
say the oversized pump makes it easier to press down on with any part of your hand/ body

95%
say the shape of the bottle allows for a more secure grip

90%
say the size of the pump makes it easier to twist and unlock/lock the cap

90%
say the size and shape of the pump allow you to spray fragrance more easily

*In a consumer study of 56 individuals with mild to severe upper extremity impairments

Rare
eau de parfum

Products That Make an Impact



GLASS EFFECT LIP LINER & GLOSS DUO

In the spirit of the holiday season, we introduced the Glass Effect Lip Liner & Gloss Duo. With 100% of sales going to the Rare Impact Fund, the high-shine lip pairing made an impact in more ways than one. The full-size, limited-edition duo featured Kind Words Matte Lip Liner and Positive Light Luminizing Lip Gloss in set-exclusive shades, earning five-star reviews across the board.

"I'm obsessed with this duo! I just had to buy two. I feel beautiful and—most importantly—happy!"

JOANNA C., COMMUNITY MEMBER

SOMETHING ROSY LIP & CHEEK SET

Selena values every opportunity to raise awareness for the Rare Impact Fund—even her wedding day. The bride curated this limited-edition kit of finishing touches for every cherished moment.

The set featured Soft Pinch Tinted Lip Oil in bestselling Happy (something old); Kind Words Matte Lip Liner in set-exclusive Committed (something new); Soft Pinch Liquid Blush in set-exclusive Smitten—an homage to the blush worn by Selena's mom on her own wedding day (something borrowed); a special-edition Puffy Makeup Bag lined in blue to keep everything close (something blue); plus, a personal letter from Selena herself. As always, 1% of all sales went to the Rare Impact Fund.

"This set is close to my heart because it includes my must-haves for my wedding day. I hope it helps make getting ready for any special moment, big or small, even more meaningful."

SELENA GOMEZ



Beauty Isn't Made for Everyone

But Tara Sigari thinks it should be

When Tara Sigari spoke at the Rare Beauty Mental Health Summit, she shared her experience with juvenile rheumatoid arthritis, self-esteem, self-expression, and where beauty fits into all of it. After the event, Rare Beauty sat down together to continue the conversation.

WHAT ROLE HAS BEAUTY PLAYED IN YOUR LIFE?

Beauty has been so important to me. Living with juvenile rheumatoid arthritis, there were days where my body felt like it was betraying me, but makeup gave me back a sense of control. It was a creative outlet. It allowed me to shift the focus from what my body couldn't do to what my spirit could express.

HOW DO YOU DEFINE CONFIDENCE?

Confidence is the ability to walk into a room and know you have value before you even say a word. It's rooted in knowing who you are. For me, real confidence isn't in a perfect photo or my full glam, it's in showing up authentically—pain, struggles, smiles, and all. Things happen in life. It's choosing to love yourself anyway.

HOW DID YOU BECOME A VOICE FOR ACCESSIBILITY IN THE BEAUTY SPACE?

Navigating the beauty world with arthritis showed me how many invisible barriers there still are with packaging that's hard to open, especially on days I have a flare-up. And it's not just people with arthritis. Lupus, multiple sclerosis, Parkinson's, anxiety... there are so many different reasons, and it would be nice if that was [always] considered. As I found my voice, my relationship with beauty changed from something personal to something more powerful.

WAS THERE A SPECIFIC MOMENT YOU REALIZED YOUR PRESENCE IN THE BEAUTY INDUSTRY COULD EMPOWER OTHERS?

Absolutely. I kept getting messages from other people who have arthritis, or moms with kids who have it. They'd say things like, "Seeing you makes me believe I can do anything, too." One mother said I made her hopeful for her daughter's future. That hit me deeply. It made me realize that simply existing in spaces where people like me aren't always seen is powerful. It's not just about representation. It's also about making people feel like they belong.



WHAT ADVICE WOULD YOU GIVE TO SOMEONE INTIMIDATED BY BEAUTY?

Start with the belief that you're already enough. Have you heard of "fake it till you make it"? Every morning, when you brush your teeth in the mirror, say something kind to yourself. Makeup is just an accessory to that truth, not a replacement for it.

Think of makeup and beauty as a celebration, not a correction. It's your personal art form. There are no wrong colors, no wrong styles, and no wrong ways to show up. Let your beauty routine be a daily reminder that you are worthy of creativity. For me, my face is just my canvas. Makeup is color, the same way paint is.

ANY CLOSING THOUGHTS ABOUT EMBRACING BEAUTY?

Your beauty was never meant to fit a mold. Imagine how boring life would be if we were all the same. Beauty is individuality, and the most powerful, unforgettable beauty is the kind rooted in your truth, not someone else's expectations.

Why This Fragrance Feels Different (Literally)

The science behind accessible design



Rare Beauty partners with the Casa Colina Research Institute (CCRI), part of Casa Colina Hospital and Centers for Healthcare, for the Rare Made Accessible Initiative. CCRI's studies have helped us figure out what makes our products easy to open and close, hold, or apply for people with dexterity issues.

Niko Fullmer is Research Project Supervisor at CCRI, and he worked with patients and therapists to confirm our new Rare Eau de Parfum bottle was designed with accessibility in mind. He shared his experience collaborating with us.

NIKO, I'M SO CURIOUS ABOUT ALL THE THINGS YOU AND YOUR TEAM DO. BEFORE WE JUMP IN, CAN YOU TELL ME A LITTLE ABOUT CASA COLINA'S TYPICAL PATIENTS?

We see a lot of stroke or spinal cord injury patients, or traumatic brain injury survivors. They come in for inpatient treatment and sometimes transfer to our transitional living center, where they'll continue to receive therapy for a smooth transition home.

DO YOU WORK WITH A LOT OF BEAUTY BRANDS IN YOUR RESEARCH?

No, we typically work with technology and device companies in the rehabilitation industry. Partnering with Rare is pretty unique!

YOU'VE PARTNERED WITH RARE BEAUTY FOR TESTS ON BOTH MAKEUP AND OUR NEW FRAGRANCE. HOW DID YOU CHOOSE PARTICIPANTS FOR EACH STUDY?

For Rare, criteria were based on upper extremity use, so participants had to have mid-level challenges with their hand, arm, or shoulder. Therapists referred patients, and we also went to our transitional living center for teatime with the women over there. We asked who wanted to participate, and pretty much everyone said yes.

HOW DOES A STUDY LIKE THIS USUALLY WORK?

Recruitment is the first step. We do screening, they come in for official paperwork, and then they're matched with either a therapist or me. Next, we do clinical assessments measuring upper strength as well as grip strength. The perfume study was a single visit, so we showed the Rare Eau de Parfum with a control group of perfumes, but it was a blind test—we didn't tell them any of the brand names. The therapists had prepared a video of different ways the Rare perfume bottle can be activated: with your forearm, your palm, your elbow. We gave participants a chance to play around with everything and asked them to fill out a survey about their experience.

The makeup study lasted several weeks, but we turned our lab into a kind of beauty salon. At one point all your products were laid out, and I got to learn about color matching [laughing]. Luckily, the women were very knowledgeable, so they were able to guide me.

ARE YOU A SHADE MATCHING EXPERT NOW?

Ha, I'd say I can get within four shades when it comes to matching complexion products. That's a decent batting average...

WHAT KIND OF FEEDBACK DID YOU GET FROM PATIENTS AFTER THE STUDIES?

It was nice to see how much makeup improves people's moods. This type of study is quite different from what they're usually doing in a rehabilitation center setting. Some patients don't do their makeup anymore because it'll take three hours, or they don't have someone around to help them. But many women had tears in their eyes. With something as simple as a makeup routine, they felt like they were brought back to where they were prior to their accidents.

IS THERE ANYTHING UNEXPECTED YOU LEARNED DURING THIS PROCESS?

Everything about the beauty industry. I've seen how our patients' everyday activities are affected but seeing it from a beauty perspective was new. It opens your eyes, like, wow, there are thousands—millions—of products out there. A lot of them don't even consider dexterity challenges. It's important that therapists and others in the field help people see it's not over. You can still do things. Brands just need to make products more accessible.

Mental Health Resources

At Rare Beauty, we believe mental health support should be accessible, compassionate, and stigma-free. Below is a list of our Rare Impact Fund community resources, along with additional educational tools from our nonprofit partner network.

If you or someone you know is in immediate danger, please contact your local emergency number.

Trusted Resources

988 SUICIDE & CRISIS LIFELINE
24/7 free and confidential support for anyone in emotional distress. Call or text 988, or chat at
988lifeline.org

CRISIS TEXT LINE
Text HOME to 741741 for 24/7 support from a trained crisis counselor
crisistextline.org

FIND A HELPLINE
Global directory of verified helplines and support lines
findahelpline.com

NAMI HELPLINE
Information, referrals, and peer support for individuals and families
nami.org/support-education/nami-helpline

NAMI FAMILY CAREGIVER HELPLINE
Emotional support and guidance for caregivers and loved ones
https://www.nami.org/nami-helpline/family-caregiver-helpline/

THE TREVOR PROJECT
24/7 crisis support and resources for LGBTQIA+ young people
thetrevorproject.org

TRANS LIFELINE
Peer support hotline run by and for transgender people
translifeline.org/hotline

DIDI HIRSCH TEEN LINE
Teen-to-teen support via call, text, or email
teenline.org

FOCUS (FAMILIES OVERCOMING UNDER STRESS)
Resilience-building support for military families
focusproject.org

MINDFUL LIFE PROJECT
Free mindfulness practices and grounding resources for youth and communities
mindfullifeproject.org/resources

AMERICAN FOUNDATION FOR SUICIDE PREVENTION (AFSP)
Education, advocacy, and community-based programs for suicide prevention
afsp.org

LATINX THERAPY
Therapist directory and bilingual mental health literacy
Latinxtherapy.com

MENTAL HEALTH AMERICA (MHA)
Free screenings, education, and advocacy
mhanational.org

ANXIETY & DEPRESSION ASSOCIATION OF AMERICA (ADAA)
Resources and evidence-based information on anxiety and depressive disorders
adaa.org

NATIONAL CHILD TRAUMATIC STRESS NETWORK (NCTSN)
Trauma-informed tools and resources for children and families
nctsn.org

WARMLINE DIRECTORY
Non-crisis peer support lines available by state
warmline.org

THE LOVELAND FOUNDATION
Therapy support for Black women and girls
thelovelandfoundation.org

BLACK GIRLS SMILE
Mental health programs and resources for Black girls and women
blackgirlssmile.org