

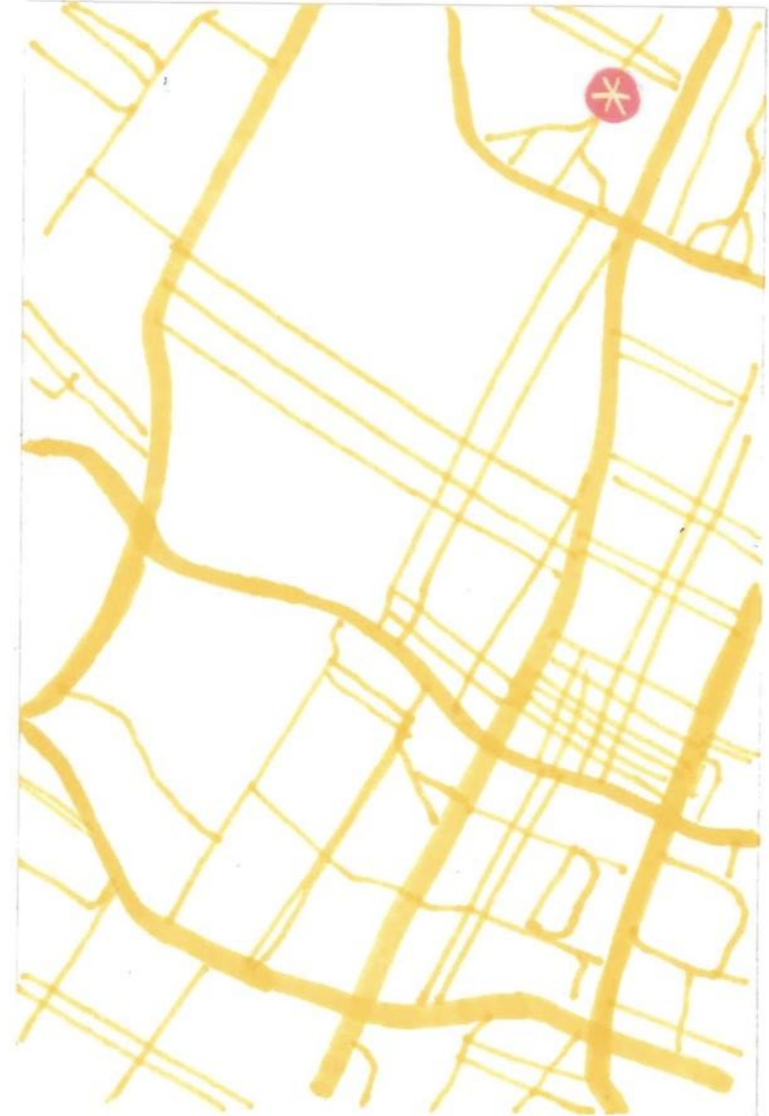


This Capacity-Building Strategy to
Measurably Improve LGBTQIA
Wellbeing in Greater Austin
Belongs to:



Josue, 14, Latinx.
Kicked out for being
gay. Doesn't know
where he'll sleep
tonight.

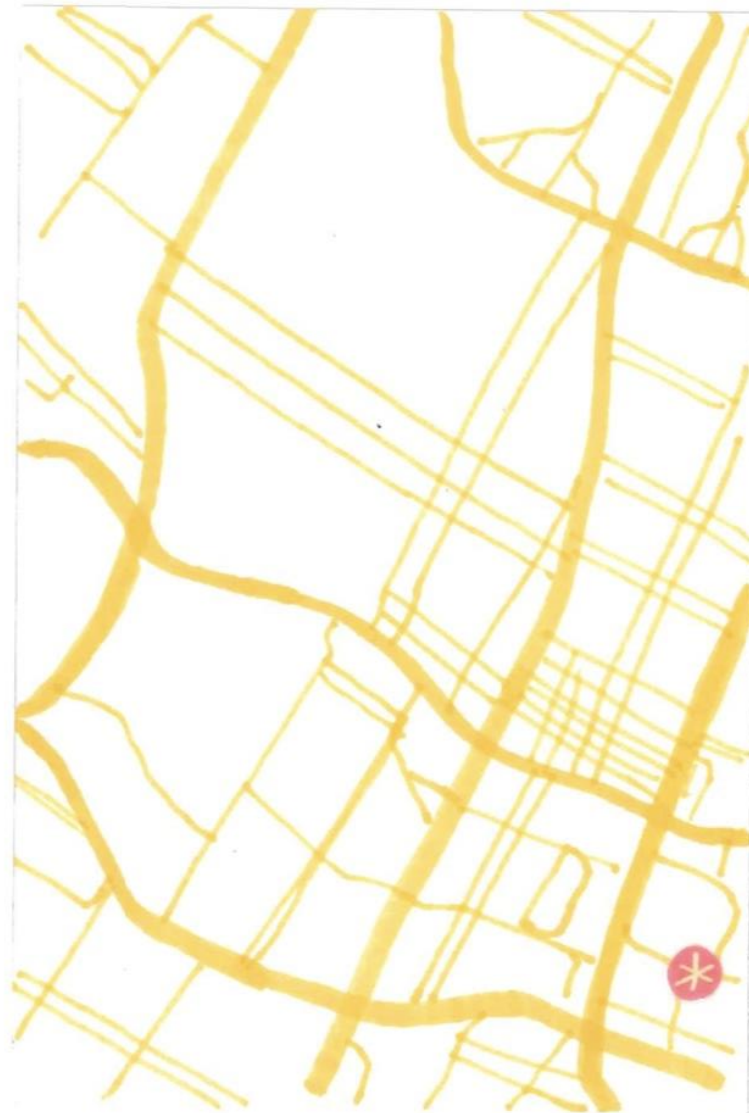
NORTH AUSTIN



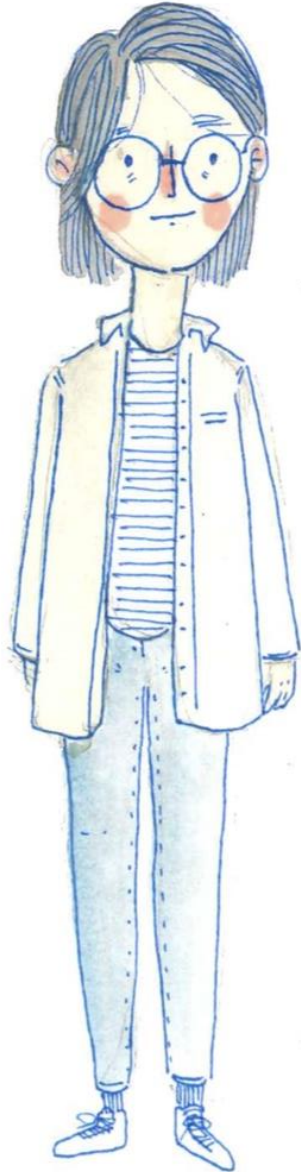


Taz, 27. Black,
female-bodied,
and non-binary.
Can't remember the
last time they
felt happy.

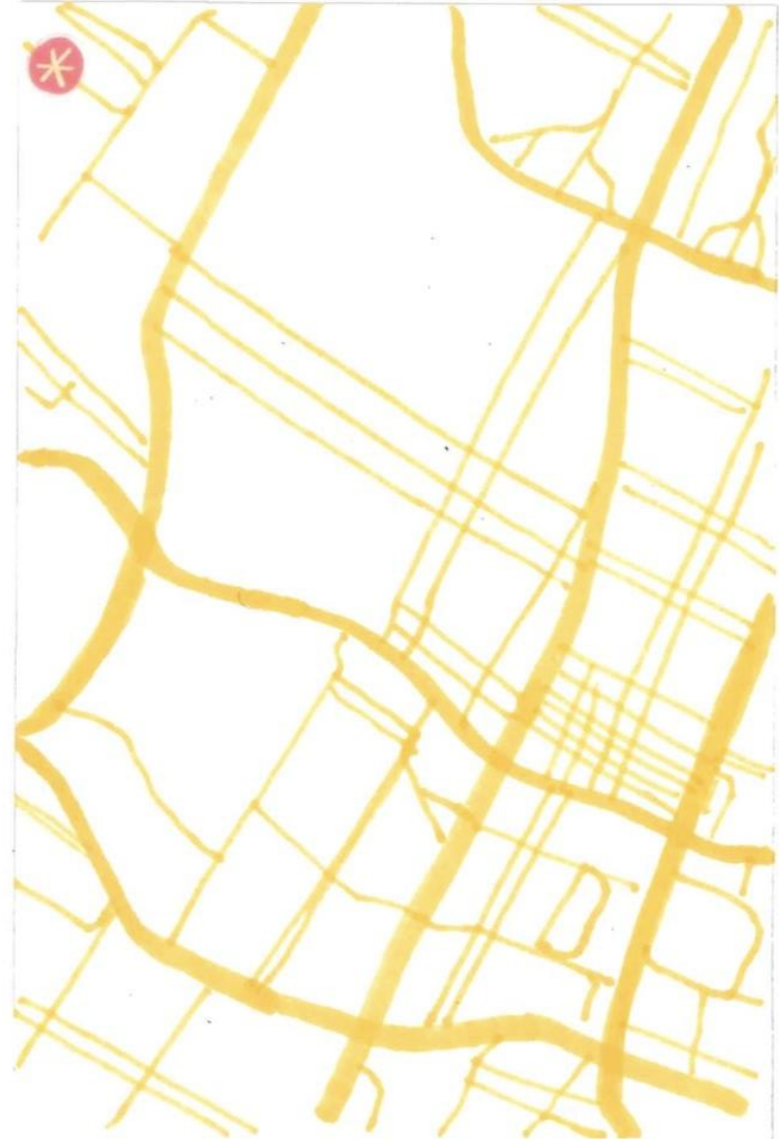
EAST AUSTIN



LAKEWAY



Xiao came out as Sarah after she graduated last year. Now she's 19 and needs hormone-replacement therapy.





Urvashi, 35, Indian,
and bisexual, moved
here for work but
can't find a tribe
that makes Austin
feel like home.

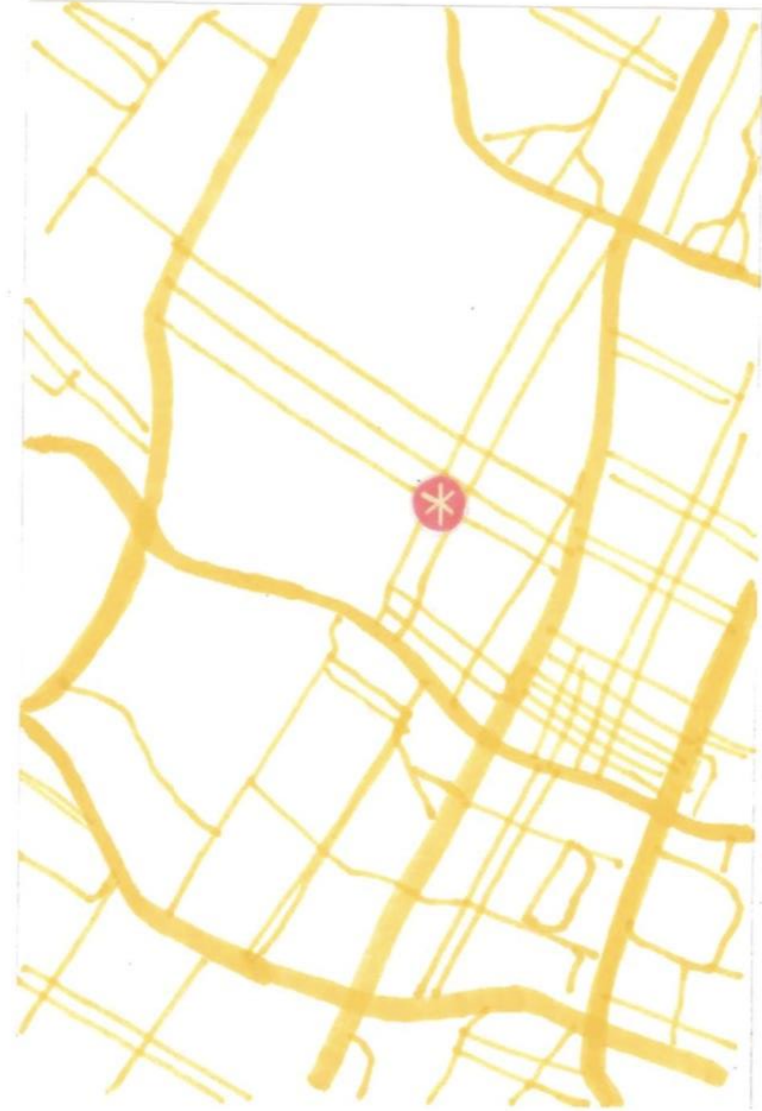
SOUTH AUSTIN



CENTRAL AUSTIN



Gary planned to retire at 65, but financial losses are forcing him to find a new career in a job market unfriendly to an older white gay man





How many LGBTQIA Austinites do you think are struggling with some aspect of their wellbeing?

Austin LGBTQI Population Size Estimates

If Williams Institute and Gallup's 2014 data is accurate, 5.3% of Austin's general population identify as LGBT, meaning ~106,000 of Greater Austin's 2M residents. But it's likely to be many more:

- 41,300+ active Grindr users in Austin
- ~70,000 Millennial Austinites that identify as LGBTQ (2017 GLAAD study)
- ~132,117 Gen Z Austinites may not identify as strictly heterosexual (2017 MTV study)
- 3% of students in ninth and 11th grade are transgender or gender non-conforming (2018 U. of Minnesota study)
- Approximately 1.7% of the population is intersex = 34,000 in Greater Austin (2000 Brown University study)

Your Big Questions

How many LGBTQIA people live here?

In what ways are we struggling?

What resources exist to help us?

What prevents us from accessing those resources?

How can every community member feel heard, valued, and supported?

How can we help each community member navigate their particular struggles?

How can our organizations increase their capacity to meet all these needs?

Why Our Strategy will WORK

01

Reinforce the
behaviors we
want

02

Build deep
community
connections

03

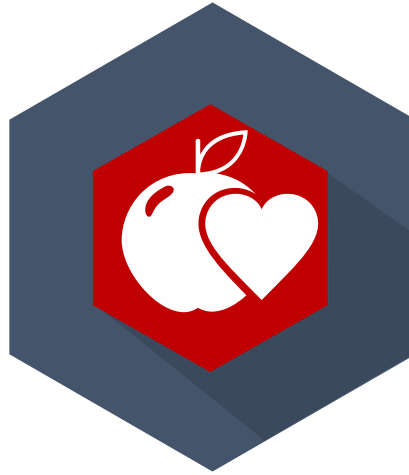
Leverage
resources we
already have

04

Create
sustainable
funding



Engage every LGBTQIA person
in Greater Austin.



Connect each LGBTQIA
community member with
resources they can use to
improve their wellbeing.



Support our partner
LGBTQIA organizations
and businesses so they
can serve more people.



Engage

QWELL and our research partner, Dell Medical School, are preparing to conduct an LGBTQIA Census & Quality of Life Survey in Austin.

Study will begin by July 2018 with initial results available on National Coming Out Day (Oct. 11, 2018).

Data collection will be ongoing.

Over time, QWELL will build an unprecedented “big data” set about queer wellbeing so we can make more effective referrals.





Engage

QWELL will work to connect every LGBTQIA resident with a “life support” team.

Our decentralized network of diverse, intergenerational groups will provide deep listening, unconditional support, learning and volunteer opportunities, and a positive-focused social structure. Research shows such social support is integral to human happiness.

QWELL is developing a life support team leader training with input from helping professionals like social workers, coaches, and clergy. We will begin testing our unique small group model this summer.





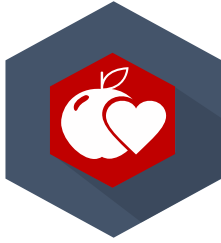
Engage

Our life support teams will assemble for quarterly community-wide gatherings featuring LGBTQIA speakers and performers who can inform and inspire us to lead our best lives.

These special events will provide:

- A broad feeling of community;
- Excitement about LGBTQIA life in Austin;
- The opportunity to see friends from previous small groups; and,
- In-group relationship-building.





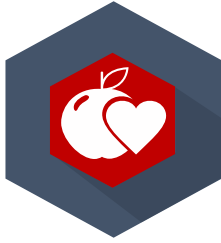
Connect

QWELL community members will receive free referrals to certified services they can use to improve their wellbeing.

Making it easy to find and access wellbeing services will dramatically improve LGBTQIA Austinites' quality of life.

Whenever possible, QWELL will eliminate cost as a barrier to accessing wellbeing services by helping members get insurance, paying service providers directly, or helping them write-off services to QWELL members.





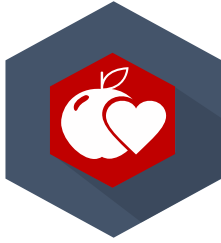
Connect

QWELL and Jelani Consulting are developing an employee-certification program for businesses that want to accept QWELL referrals.

If we refer an LGBTQIA member to a third-party service, we need confidence that every employee there will treat them well.

Our program will train employees to greet diversity with professionalism and kindness.



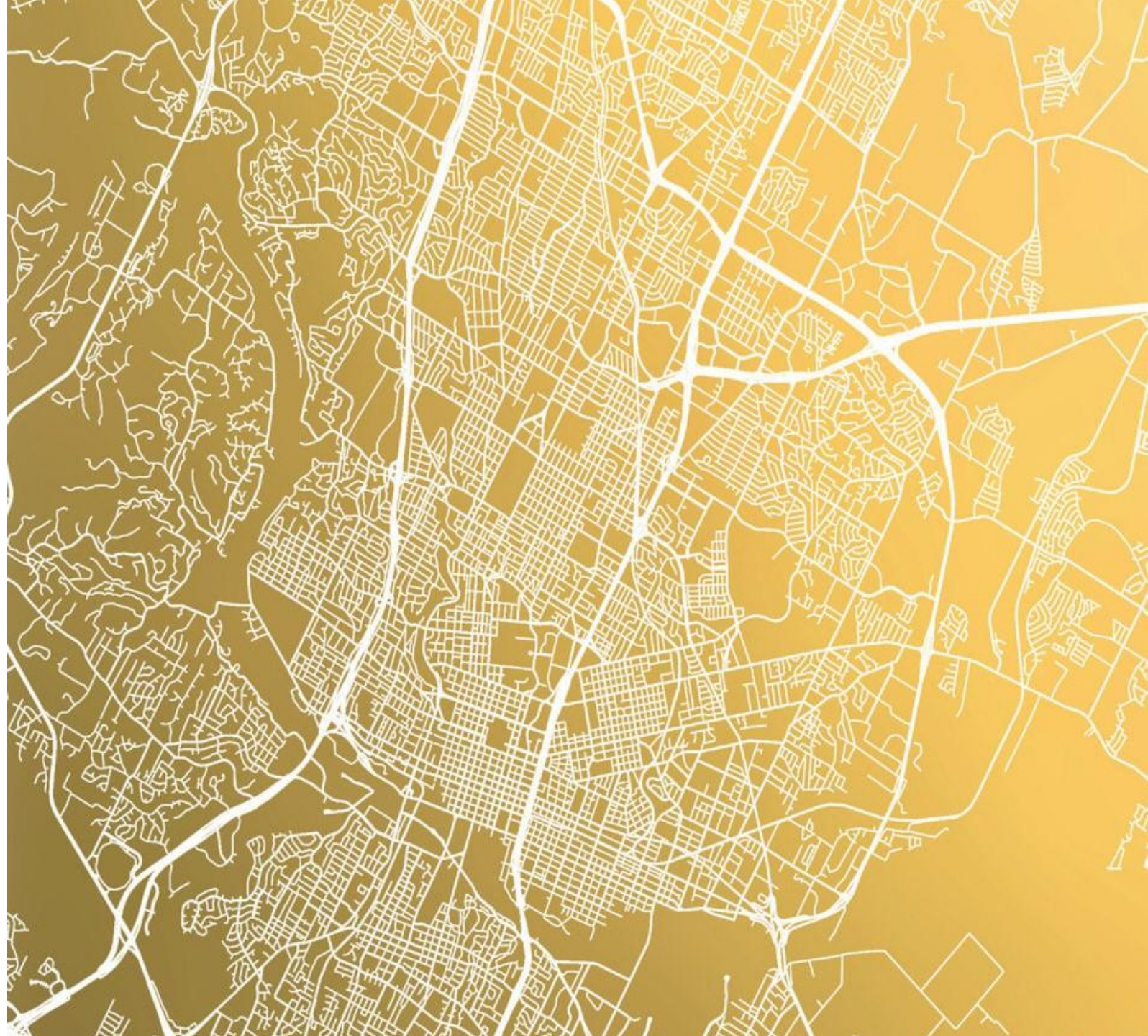


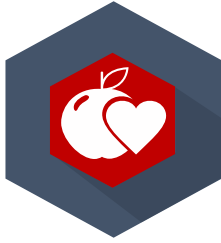
Connect

Our “Everybody Loves You Here” certification program will help QWELL build a dynamic map of LGBTQIA Austin resources.

Asset-mapping builds our capacity to refer community members to service providers near them.

Studies consistently show that the LGBTQIA community is fiercely loyal to queer-friendly businesses. QWELL will take the guesswork out, making it easy for you to frequent businesses that have your back.



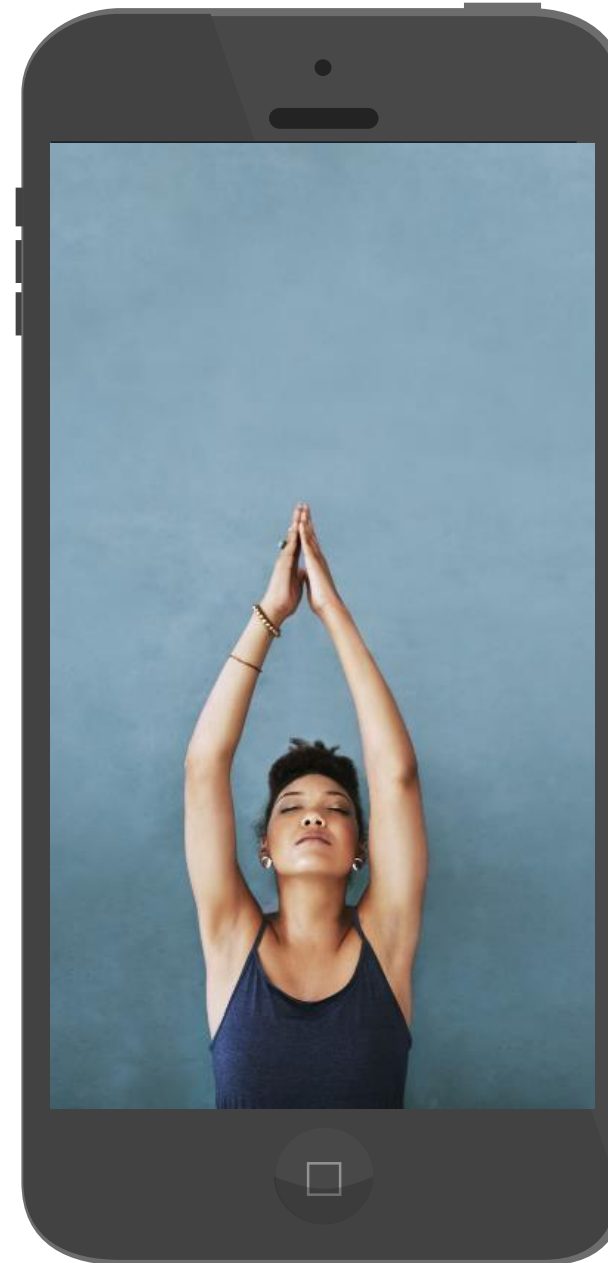


Connect

QWELL is seeking a partner or investor to develop our app.

Community members will use the app to:

- Earn credit for attending life support team meetings
- Find affirming businesses, community events, and volunteer opportunities
- Request referrals to wellbeing service providers
- Redeem coupons and other incentives for members
- Contribute data about their wellbeing over time





Support

As funds become available, QWELL will invest in our nonprofit partners to help them increase their capacity to improve LGBTQIA wellbeing.

QWELL's census may identify a much larger LGBTQI+ population needing each organization's type of services. For them to do 10x the work may require 10x the budget, which is why QWELL must generate sustainable revenue to fund their growth.





Support

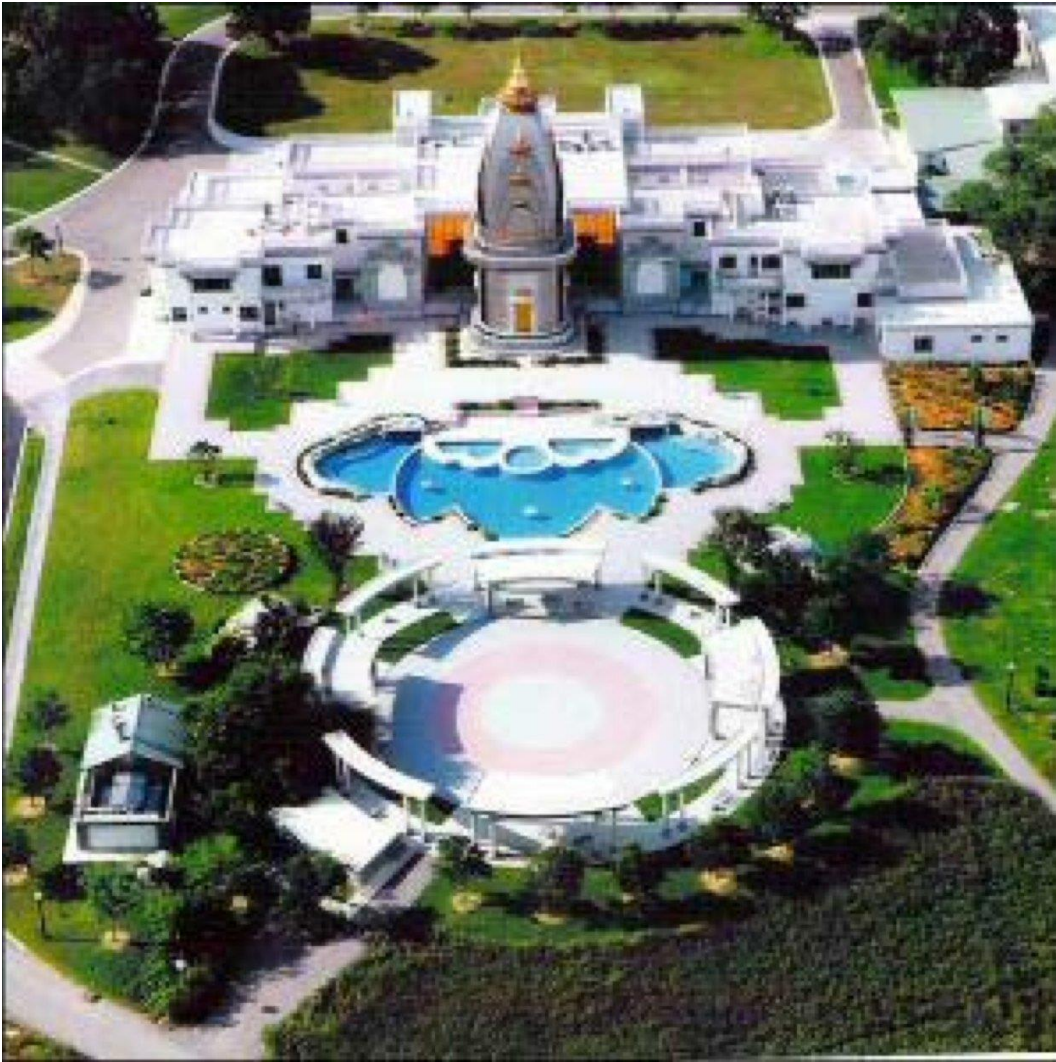
It's time for Austin's LGBTQI+ community to move from renter to owner in the city, and it's the best way to ensure our future.

QWELL is working with a civil engineer, architects, and planners on a mixed-use district, **CORA**, profits from which will fund efforts to improve LGBTQIA quality of life.

We are designing CORA to strengthen Austin's unique character and our City's status as a quirky and progressive leader.

Affordable housing, mobility, green energy, technology, and other innovations will be baked in.





1,000 Hindu families attend Radha Madhav Dham in South Austin.

Shalom Austin serves our 20,000 Jewish residents.

What can we accomplish for (and with) Austin's hundreds of thousands of LGBTQIA residents?

YOU



CONTACT

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QWELLAUSTIN.ORG



What do we mean by “wellbeing?”



OUTLOOK

How LGBTQI+ people feel about their lives, and their individual experience of the community, influences their optimism about the world around them.



PHYSICAL AND MENTAL HEALTH

Physical and mental health are the cornerstone of good quality of life. When LGBTQI+ individuals, families, and neighborhoods are healthy, our people flourish.



RELATIONSHIPS/COMMUNITY CONNECTIONS

LGBTQI+ people's bonds with family, partners, friends, and people around us are a huge part of what makes us feel good or bad about life. Research proves that human beings thrive in a diverse, intergenerational, positive social structure.



LIVED ENVIRONMENT

The place around you matters. Your physical environment, natural or humanmade, impacts your wellbeing. Austinites deserve healthy, affordable, safe places to live as openly LGBTQI+ people of any age.



LEARNING

Skills training and lifelong learning, in and out of the classroom, promote mental development, personal growth, and challenging experiences. Some learning opportunities – for example, sex education – will be provided to all QWELL members.



ECONOMIC OPPORTUNITY

Austin's vibrant economy should include LGBTQI+-welcoming job training, employment, and chances for advancement, to create an environment where all LGBTQI+ people can afford to make ends meet and may achieve all they hope to accomplish.

Austin LGBTQI+ Quality of Life Scale

1

2

3

4

5

6

7

Very
bad

Neutral

Very
Good

[illegible]

Ideation League
 KIND Clinic
 LGBTQ Coalition on Aging
 LifeWorks
 MyOutSpirit.com
 NAMI Austin
 Out Youth
 PFLAG Austin
 Planned Parenthood
 Pride Interfaith Partnership
 Project Transitions
 Texas Freedom Network
 The Q
 The Wellbeing Project
 Transform Fitness
 Transgender Education Network of Texas
 UT Gender & Sexuality Center
 UT Department of Social Work
 Waterloo Counseling Center
 Whatsinthemirror?

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