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Brands Giving Back to LGBTQ Organizations in a Big Way During Pride Month

PEOPLE highlights the brands giving major donations to LGBTQ+ charities and organizations to celebrate Pride month

By **Janine Henni** | Updated on June 14, 2022 06:55 PM



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The retailer is donating \$400,000 to [The Trevor Project](#), the world's largest suicide prevention and crisis intervention for LGBTQA+ young people. To date, A&F has raised more than \$2.8 million for the important cause.

Abercrombie has also dropped a new gender-inclusive collection, featuring summer-approved tie-dye and soft loungewear, in partnership with The Trevor Project.

02 | **Yankee Candle**

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PHOTO: YANKEE CANDLE

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safety, among other forms of assistance.

Yankee Candle has also released the new fragrance Love is Love, a scent "inspired by love lighting the way" and ready to warm any home.

03 | **Williams Sonoma**

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The kitchenware giant is also supporting The Trevor Project this Pride Month. Shop a collection of fun [rainbow-themed items](#) at every price point – from a [pride mug](#) (\$15) to this [Le Creuset L'OVEn](#) (\$400). There are even edible items like rainbow lollipops and bottled Pride Punch.

For every product sold, Williams Sonoma will donate 50% of the purchase price to The Trevor Project.

04 | **Bath & Body Works**

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PHOTO: BATH & BODY WORKS

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To make a change this year, Bath & Body Works is giving \$150,000 to the It Gets Better Project and \$30,000 to the It Gets Better Project Canada. These pledges support the nonprofit's mission to uplift and connect lesbian, gay, bisexual, transgender and queer youth around the world.

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Absolut Vodka

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PHOTO: BRONSON FARR/ABSOLUT

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space they are. According to [Absolut](#), more than 15 percent of these bars closed between 2019 and spring 2021.

To turn the tide, the vodka brand is working with the National LGBT Chamber of Commerce (NGLCC) to enhance training programs for business owners who run bars and restaurants. And for every time an Internet user listens to the real-life stories featured on the [Absolut Out & Open site](#) (including Yang's story!) until June 30, Absolut will add a \$1 donation to its \$175,000 pledge to the NGLCC.

06 | **Glow Recipe**

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The skin care brand is celebrating Pride month by upgrading their best-selling Watermelon Glow Pore-Tight Toner packaging to a limited-edition, rainbow bottle designed by the brand's LGBTQIA+ employees. 100% of Glow With Pride Watermelon Pore-Tight Toner proceeds will benefit nonprofit organizations empowering LGBTQIA+ youth globally, including the [It Gets Better Project](#).

The brand also pledges to donate \$1 million dollars to causes supporting diversity, equity and inclusion by the end of 2022.

07 | Skittles

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PHOTO: SKITTLES

Skittles has switched up its signature packaging to spotlight the work of six LGBTQ+ artists, who created original designs that express how they “see the rainbow” everyday, the candy brand said in a [statement](#). All five of the Skittles PRIDE packs also include a QR code that links to profiles on the artists and their stories, too.

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Harry's x Flamingo

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PHOTO: COURTESY OF HARRY'S AND FLAMINGO

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of the June exclusive kit sales will be donated to [The Trevor Project](#), the world's largest suicide prevention and crisis intervention organization for LGBTQ youth.

With colorful packaging designed by Brooklyn-based illustrator Ohni Lisle, this shaving set is complete with interchangeable razor heads, a limited edition ergonomic green razor handle and a pink shower holder. Together, Harry's and Flamingo created an all-inclusive hair removal system, perfect for all skin types, hair textures and areas that you prefer to groom.

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1-800-Flowers.com

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The flower delivery service is giving \$25,000 to GLAAD in honor of Pride Month this year, adding to the \$200,000 donated to the LGBTQ+ media advocacy organization since 2007. For the month of June, 1-800-Flowers is also featuring a limited edition [Pride Collection](#) with rainbow roses, sweet treats and more.

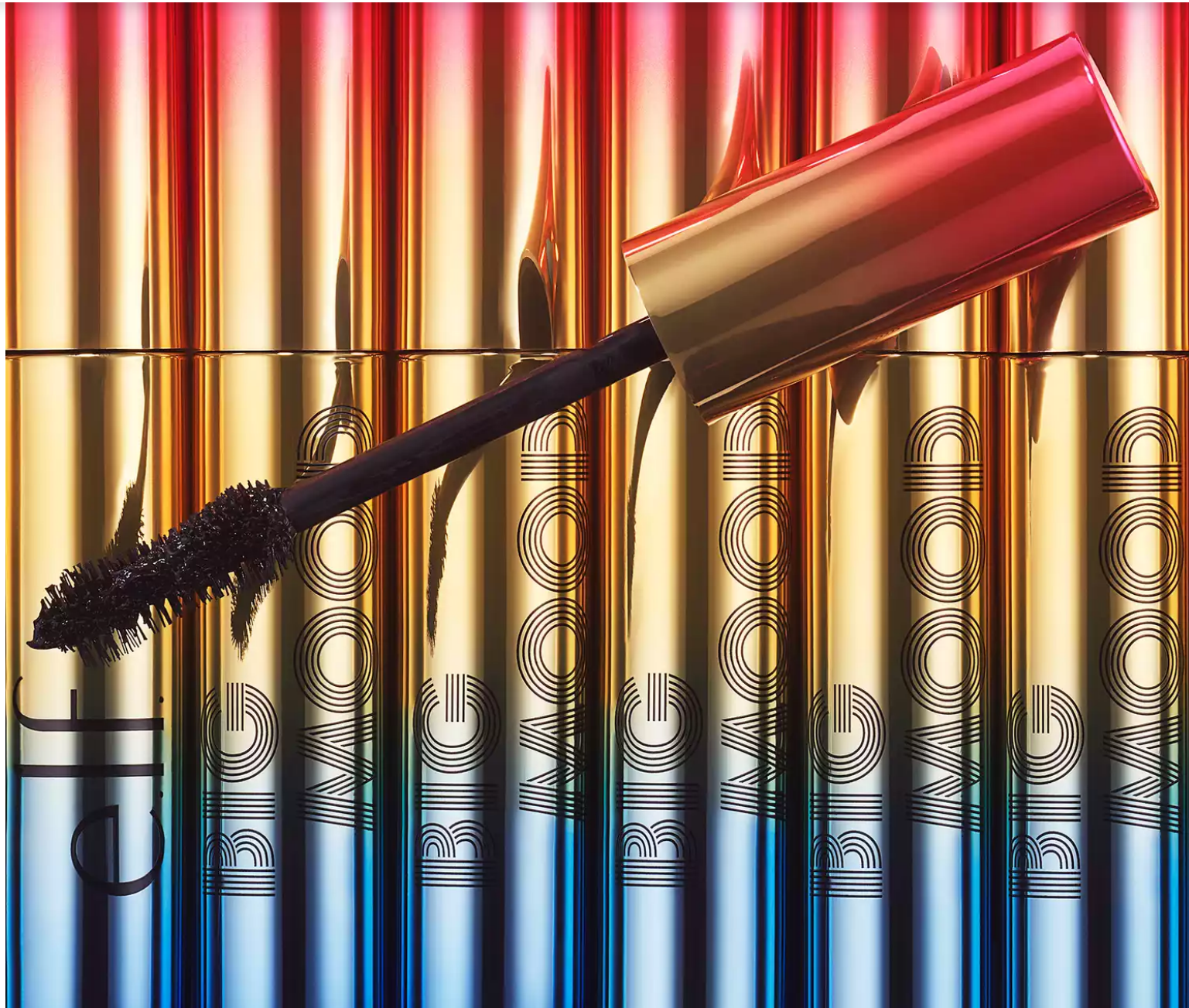
Shopping for a cause, 20% of net proceeds from the special collection will go straight to GLAAD.

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e.l.f Cosmetics

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The affordable beauty company has proudly partnered with the [It Gets Better Project](#) on their limited-edition Pride Big Mood Mascara. 100% of proceeds will go to the nonprofit organization, whose mission is to connect, empower and uplift lesbian, gay, bisexual, transgender, and queer youth around the globe.

Available for the month of June, the new bottle boasts a metallic, rainbow design, making it easy to show off your pride *and* your bold lashes all at once.

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PetSmart

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PHOTO: PETSMART

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and gender identity or expression in schools.

Pet parents can also peruse PetSmart's [Pride Shop](#) to outfit their four-legged family member with the perfect accessory for the local LGBTQ+ parade.

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Dr. Martens

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PHOTO: DR. MARTENS

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a \$200,000 commitment.

Highlighting changemakers in the LGBTQIA+ community with its [Pride Generation](#) conversation series, Dr. Martens also dropped an [ultra-cool pair](#) of white oxfords with a Progress Pride stripe.

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UGG

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PHOTO: UGG

UGG is celebrating Pride Month with an inaugural [“Feel Heard” campaign](#), fronted by everyday LGBTQ changemakers.

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Project to make a difference.

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Kohl's

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PHOTO: KOHL'S

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collection that's seriously stylish.

To continue the important work of amplifying LGBTQIA+ voices beyond just June, Kohl's is giving \$100,000 to The Trevor Project too.

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Quay Australia

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PHOTO: COURTESY QUAY

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fun.

Quay is also paying it forward with a \$100,000 donation to GLSEN to make schools a safer place.

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ShoeDazzle

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[ShoeDazzle](#) has partnered with the [Los Angeles LGBT Center](#) for a second year in a row to celebrate Pride with a pride capsule collection. The collection features eight footwear designs with Pride in mind and modeled by Los Angeles LGBT Center employees.

As a part of this campaign, ShoeDazzle will donate 25% of proceeds from the Pride capsule collection to the Center.

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Reef

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The beach-vibes brand commissioned artwork from four queer artists to display on [this collection of beach towels](#), from which 100% of the proceeds will go to PFLAG.

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Levi Strauss & Co.

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Levi's is striding into Pride Month with wide-ranging [Pride Collection](#) inspired by the origins of the Queer liberation movement, per a press release shared with PEOPLE.

Highlights include a "Let us love" jean jacket, denim corset and groovy accessories. The 149-year-old brand is also giving \$100,000 to [OutRight Action International](#), a global group working to advance human rights for the LGBTQ+ community.

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PUMA

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Puma has partnered with [Cara Delevingne](#) for the "[Together Forever](#)" clothing drop, to be followed by unisex shoes later this year.

From there, the athletic brand is giving 20% of proceeds – with a promised pledge of \$250,000 – to GLAAD.

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Roxanne Assoulin

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PHOTO: ROXANNE ASSOULIN

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to provide a new home for trans-identifying youth.

21 | **Vans**
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PHOTO: VANS

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Foundation and the Trans Youth Community Grants program, among other important causes.

Shoppers can also stroll in style all summer long with Vans' chic [Pride](#) line.

22 | **GUESS Watches**

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 GUESS Watches x The Trevor Project #MomentofPride collection

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Time is precious, and GUESS is making the most of it by launching a #MomentofPride collection with three chic watches featuring the colors of the iconic Pride flag. The fashion line has also pledged a \$25,000 donation to The Trevor Project.

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Kopari Beauty

 Kopari Pride

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The new Kopari x @DirtyBoysGetClean Face The Day Skincare Set allows your skin to glow with pride. The exclusive set is available through June and features Matt's (@DirtyBoysGetClean) brand faves, including the Antioxidant Face Shield Mineral SPF 30, Starry Eye Balm, and Coconut Lip Glossy.

100% of proceeds from the limited edition product will be donated to [The Audre Lorde Project](#), supporting LGBTQIA+ people of color by committing to advocating for progressive affairs in New York City that pertain to the community.

24 | Bliss

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 Bliss pride

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The skincare brand is thrilled to partner with [The Trevor Project](#) once again on the launch of their new, limited-edition Pride Block Star Set. This June, the brand celebrates Pride by donating 100% of the new set purchases to The Trevor Project's critical mission.

Beneath the packaging covered in exclusive, empowering artwork by social justice artist Devon Blow, the kit contains two of Bliss' best-selling Block Star SPF 30 sunscreens, and will be available starting June 16th.

25 | **Freedom Moses**

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 [https://freedomoses.com/products/love-rules-slides?
variant=39916601802813](https://freedomoses.com/products/love-rules-slides?variant=39916601802813)

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In celebration of Pride month, the sandal brand has created [a "Love Rules" slide](#) in collaboration with the [It Gets Better Project](#). 20% of proceeds from this new style for the month of June will benefit the organization.

The unisex slides are white with an adorable red, smiley face design, and are available in a variety of sizes exclusively online.

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Gray Malin



Elton John AIDS Foundation + Gray Malin Pride Partnership

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The Los Angeles-based photographer has partnered with the [Elton John AIDS Foundation](#) on a print-only special edition of Gin Beach, Southampton to celebrate Pride month. Throughout June, Gray Malin is donating 50% of this Pride month sales to the organization.

The Foundation's commitment to overcoming the stigma and neglect that keeps us from ending AIDS through advocacy and research aligns with the photographer's goal to end the AIDS epidemic for people and communities who are most vulnerable.

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818 Kendall Jenner

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This company is donating \$50,000 to [The Venture Out Project](#), a queer and trans-led collective that focuses on bringing the restorative effects of nature to the LGBTQ+ community. As a company rooted in sustainability and community, 818's support of The Venture Out Project is an extension of the brand's commitment to protecting our earth and supporting LGBTQ+ communities. 818 team members will also partake in The Venture Out Project's trans inclusion workshop, Beyond Bathrooms.

"This June, we wanted to support the LGBTQ+ community and our Earth. The Venture Out Project shares our passion for sustainability, and they believe in the power of the outdoors to foster community and acceptance for LGBTQ+ people nationwide," said [Kendall Jenner](#). "They also run trans inclusion workshops for companies like ours -- we are honored to participate in one this year."

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serving signature cocktails with a Drag Show performance, the 818 Airstream posting up in LA giving out limited merch, and inspired cocktail recipes including 818 Pride Tai and 818 Very St. Tropez.

28 | **Motorola Razr x The Blonds**

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 LGBTQ Motorola x The Blonds Pride Phone

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The technology company and luxury clothing brand have teamed up for Pride month to create this limited-edition lanyard. The chain lanyard acts as a stylish hands-free phone accessory, and is available in three razr-inspired colorways.

100% of proceeds will benefit the [New York City Gay & Lesbian Anti-Violence Project \(AVP\)](#), whose mission is to empower lesbian, gay, bisexual, transgender, queer and HIV-affected communities and allies to end all forms of violence.

Updated by [Emma Becker](#)

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