



COMINGOUT

LGBTQ+ group

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Queer stories went viral
—
The fundraising didn't





**Opponents of democracy are
scared of solidarity!
(c)**



What did we come up with?

- A storytelling campaign – telling the world about the lives of LGBTQ+ people in Russia
- 10 stories + 10 artworks
- Available in 7 languages



In Russia, simply being yourself is a risk and can lead to harassment, violence, or worse. The government is trying to ~~erase LGBT+ lives~~, but queer people persist. Their stories deserve to be heard.

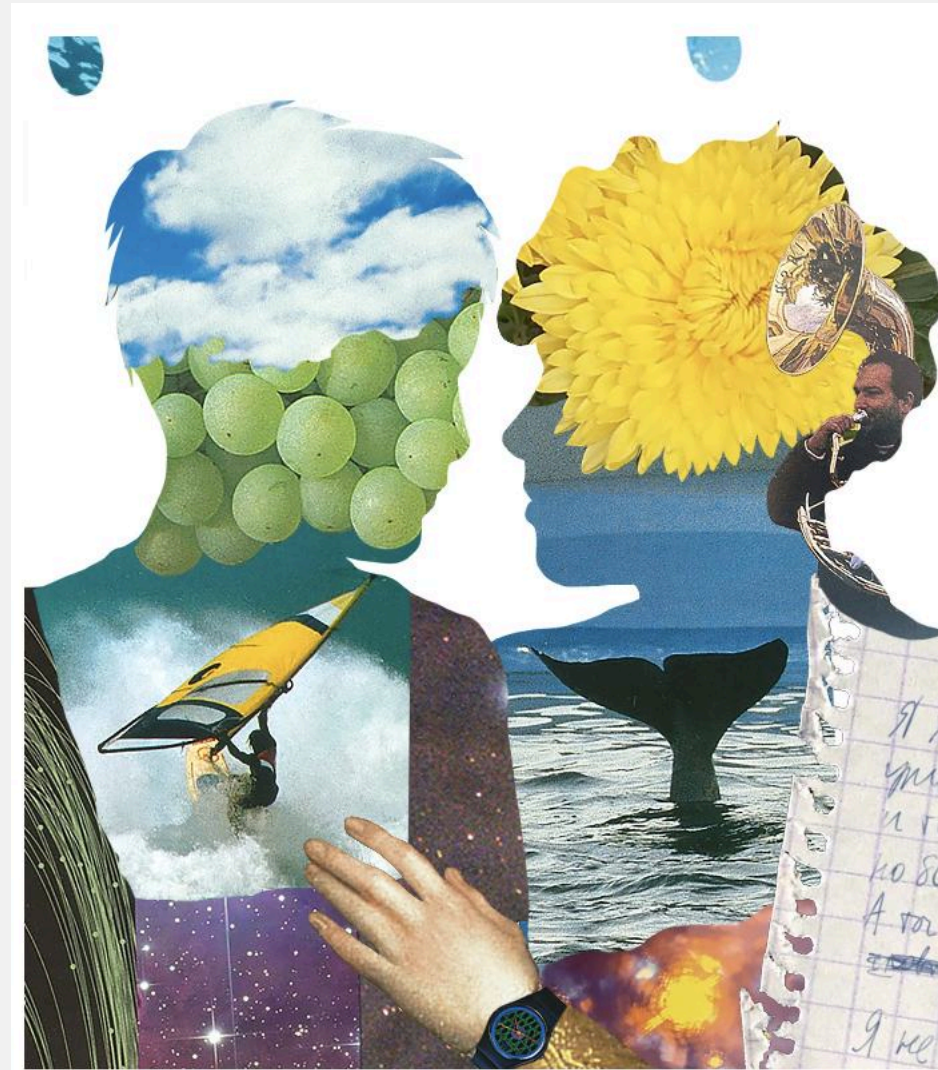
So you have a better idea



Sobre un primer encuentro lleno de emoción y amor

Nuestro primer encuentro tuvo lugar en mi casa a principios de octubre. Hasta ese día, solo habíamos estado mandando mensajes de texto. Fue increíblemente angustiante porque estábamos a punto de vernos en persona por primera vez. **Pero yo ya estaba perdidamente enamorada de ella.**

[Lee la historia completa](#)



About a bus stop full of memories

I want to tell you about a magical and deeply meaningful place—or rather, about a person who is very dear to me and the simplest city bus stop.

[Read the full story](#)



Über die Angst, man selbst zu sein bei der Arbeit und gesellschaftlichen Druck

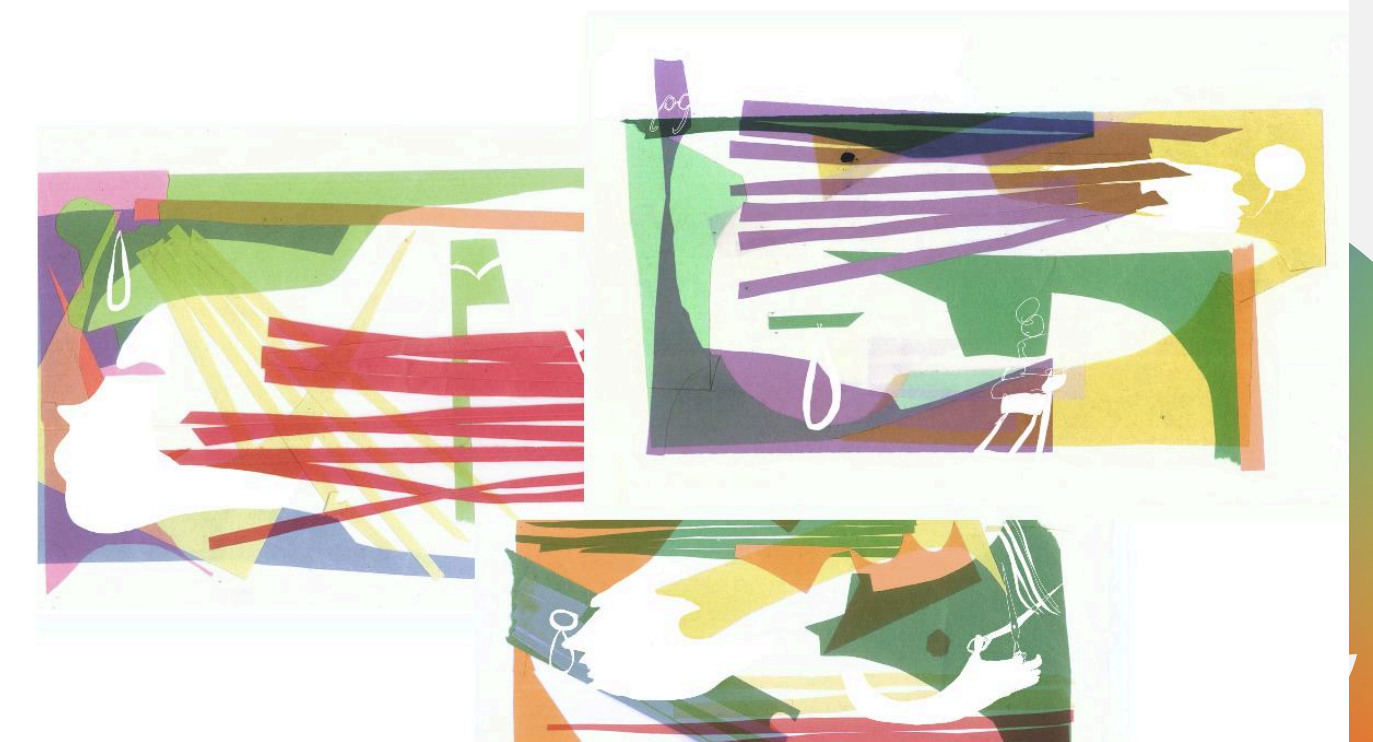
Ich mache mir ständig Sorgen darüber, wie meine Orientierung bei der Arbeit wahrgenommen werden könnte. Ich muss jeden Aspekt meines Lebens kontrollieren und so tun, als wäre ich 'normal', einschließlich der Überwachung meiner sozialen Medien und Freizeitaktivitäten, damit niemand herausfindet, wer ich bin und es meinem Arbeitgeber meldet.

[Lies die Geschichte](#)

À propos de la discrimination dans un salon de coiffure

Après avoir effectué la coupe et payé, la caissière du coiffeur m'a envoyé un SMS pour me dire qu'ils ne servaient que les « vrais hommes », m'accusant d'avoir menti sur tout et me disant que je n'étais plus la bienvenue.

[Lisez l'histoire complète](#)



Results in numbers



May 2025 → August 2025

700,000+

**People reached in all
languages and all mediums**

11,300+

Website views

80+

**Posts in our social media
channels**

+ some especially viral bits



But there is a 'BUT'



May 2025 → August 2025

280 EUR

Donations collected

763

**Signatures collected under the
solidarity pledge**



Main takeaways



- We knew what we were going into
 - new large audiences don't bring instant donations
- Global solidarity is worth building
 - beyond borders and causes
- Classics: fundraising is about building a lasting relationship with the audience

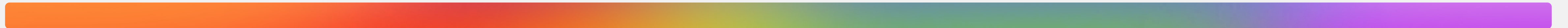




Regime is scared of solidarity

—

Let's turn solidarity into action!





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Staying in touch!

**Yours,
Georgy Kalakutskii**

