

# 2022 NATIONAL LGBTQI MOVEMENT REPORT

## A FINANCIAL OVERVIEW OF LEADING ORGANIZATIONS IN THE LGBTQI MOVEMENT



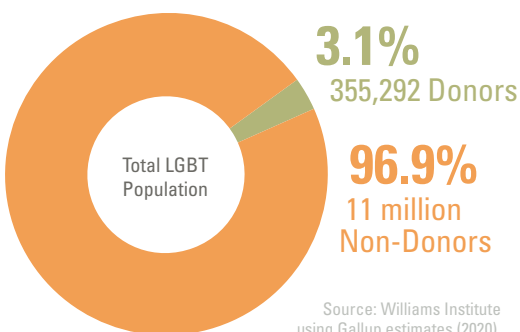
### FUNDRAISING AND FUNDRAISING EFFICIENCY

Like most other nonprofits, participating organizations rely on fundraising to generate a significant portion of their revenue. This section includes analysis of top contributor trends, fundraising costs, fundraising from individual donors, and more. Note: on this page, some analyses require data from previous years. Therefore, only organizations that provided data for all relevant years are included.

**36 PARTICIPANTS, TOTAL 2021 REVENUE = \$385.8M, TOTAL 2021 EXPENSES = \$267.3M**

#### 3.1% OF LGBTQI POPULATION CONTRIBUTES TO PARTICIPATING ORGANIZATIONS

Combined Donors Giving Any Amount vs. Total Adult LGBTQI Population (n=28)

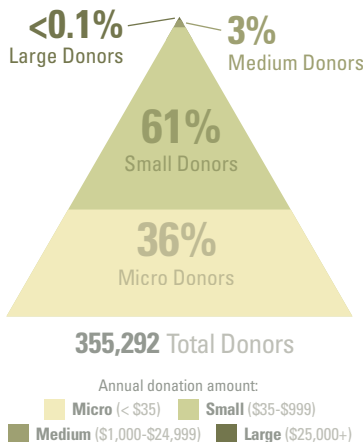


Source: Williams Institute using Gallup estimates (2020).

Note: Assumes all donors are LGBTQI. Likely percent of LGBTQI non-donors even higher.

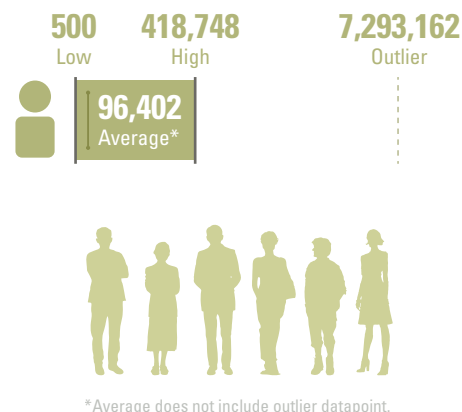
#### SMALL DONORS COMPRISE THE MAJORITY OF INDIVIDUAL DONORS

2021 Donor Pyramid (n=28)



#### CONTACTABLE NAMES VARY GREATLY

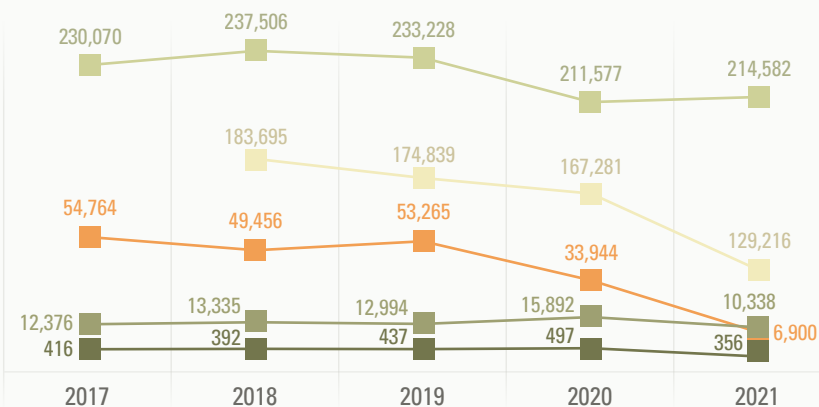
(n=32)



#### AMONG REPORTING ORGS, DECLINES IN NUMBER OF INDIVIDUAL DONORS

2017-2021 Number of Donors (n=27)

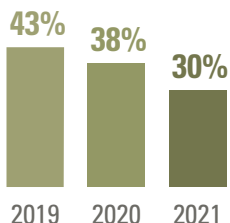
- Attended Fundraising Events
- Micro (<\$35)
- Small (\$35-\$999)
- Medium (\$1,000-\$24,999)
- Large (\$25,000+)



| Category | 2017-2019 % Change | 2020-2021 % Change |
|----------|--------------------|--------------------|
| Small    | ▲ 1%               | ▲ 1%               |
| Micro    |                    | ▼ -23%             |
| Attended | ▼ -3%              | ▼ -80%             |
| Medium   | ▲ 5%               | ▼ -35%             |
| Large    | ▲ 5%               | ▼ -28%             |

#### SHARE OF NEW DONORS IS DECLINING

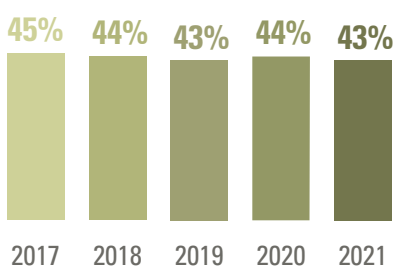
2020-2021 Percent of Donors That Are First-Time Donors (n=27)



Note: This metric was first asked in 2019, so earlier years' data are not available.

#### CONTRIBUTIONS FROM TOP 10 DONORS REMAIN STEADY

2017-2021 Percent of Revenue from Top Ten Contributors (n=26)



#### ORGANIZATIONS' AVERAGE COST TO FUNDRAISE FELL DURING 2021

2017-2021 Average Cost to Raise \$1 (n=35)

