

2023 NATIONAL LGBTQI MOVEMENT REPORT

A FINANCIAL OVERVIEW OF LEADING ORGANIZATIONS IN THE LGBTQI MOVEMENT



FUNDRAISING AND FUNDRAISING EFFICIENCY

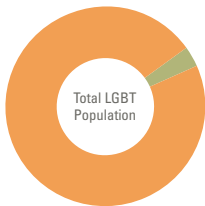
Like most other nonprofits, participating organizations rely on fundraising to generate a significant portion of their revenue. This section includes analysis of top contributor trends, fundraising costs, fundraising from individual donors, and more. Note: on this page, some analyses require data from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

34 PARTICIPANTS, TOTAL 2022 REVENUE = \$308.3M, TOTAL 2022 EXPENSES = \$274.2M

3.8% OF LGBTQ POPULATION CONTRIBUTES TO PARTICIPATING ORGANIZATIONS

Combined Donors Giving Any Amount vs. Total Adult LGBTQ Population (n=30)

96.2%
10.9 million
Non-Donors



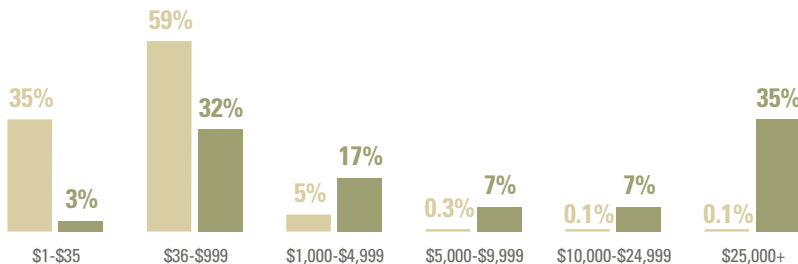
3.8%
430,801 Donors

Source: Williams Institute using Gallup estimates (2020).

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

DONORS GIVING UNDER \$1,000 COMPRISE THE MAJORITY OF DONORS, AND THEY RAISED ROUGHLY THE SAME AMOUNT AS DONORS GIVING OVER \$25,000

Percent of individual donors and donation revenue, by donation size ranges (n=30)



■ % of Donors (People) ■ % of Donation Revenue (\$)

Example: Across all responding organizations, 59% of all individual donors in 2022 gave \$36-\$999, and those donations comprised 32% of these organizations' revenue from individual donors.

CONTACTABLE NAMES VARY GREATLY (n=25)

400 Low 574,531 High

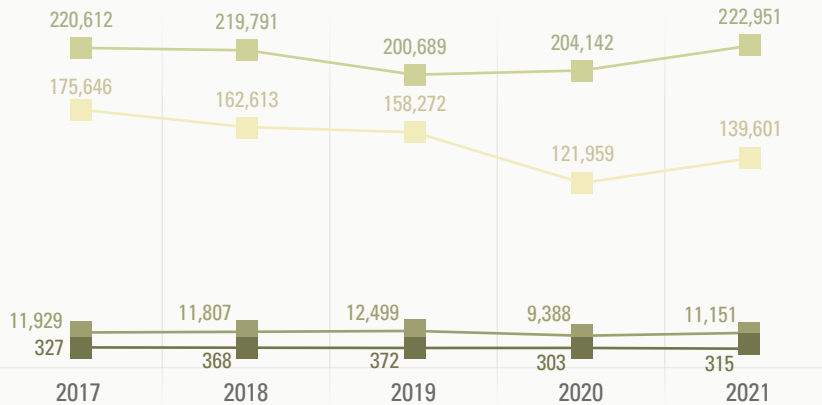


60,329 Average

AMONG REPORTING ORGS, INCREASES IN NUMBER OF INDIVIDUAL DONORS

2018-2022 Number of Donors (n=20)

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



2021-2022 % Change

▲ 9% Small

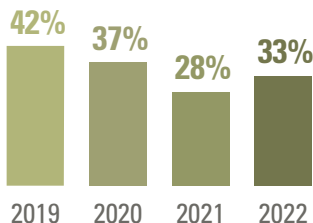
▲ 15% Micro

▲ 19% Medium

▲ 4% Large

SHARE OF NEW DONORS INCREASED

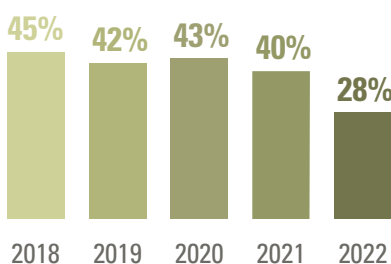
2018-2022 Percent of Donors That Are First-Time Donors (n=18)



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

CONTRIBUTIONS FROM TOP 10 DONORS FELL IN 2022

2018-2022 Percent of Revenue from Top Ten Contributors (n=21)



ORGANIZATIONS' AVERAGE COST TO FUNDRAISE RETURNED TO PRE-COVID LEVELS

2018-2022 Average Cost to Raise \$1 (n=26)

