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 LGBT POPULATION CONTRIBUTES TO PARTICIPATING ORGANIZATIONS

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

DONORS GIVING UNDER $1,000 COMPRIZE 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)

CONTACTABLE NAMES VARY GREATLY (n=25)

AMONG REPORTING ORGS, INCREASES IN NUMBER OF INDIVIDUAL DONORS

2018-2022 Number of Donors (n=20)

SHARE OF NEW DONORS INCREASED

2019-2022 Percent of Donors That Are First-Time Donors (n=18)

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)

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