

2025 NATIONAL LGBTQI MOVEMENT REPORT

A FINANCIAL OVERVIEW OF LEADING ORGANIZATIONS IN THE LGBTQI MOVEMENT



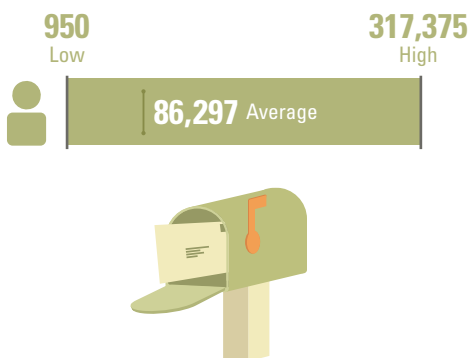
FUNDRAISING AND FUNDRAISING EFFICIENCY

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.

32 PARTICIPANTS, TOTAL 2024 REVENUE = \$331.3M, TOTAL 2024 EXPENSES = \$340.6M

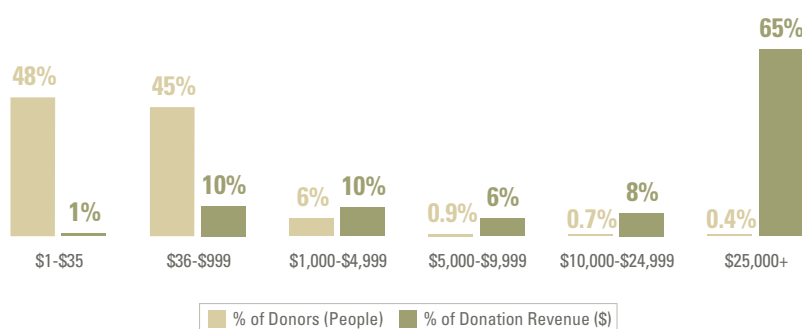
CONTACTABLE NAMES VARY GREATLY

(n=14)



DONORS GIVING UNDER \$1,000 COMPRISE THE MAJORITY OF DONORS, BUT DONORS GIVING OVER \$25,000 RAISED THE MAJORITY OF DONATION REVENUE

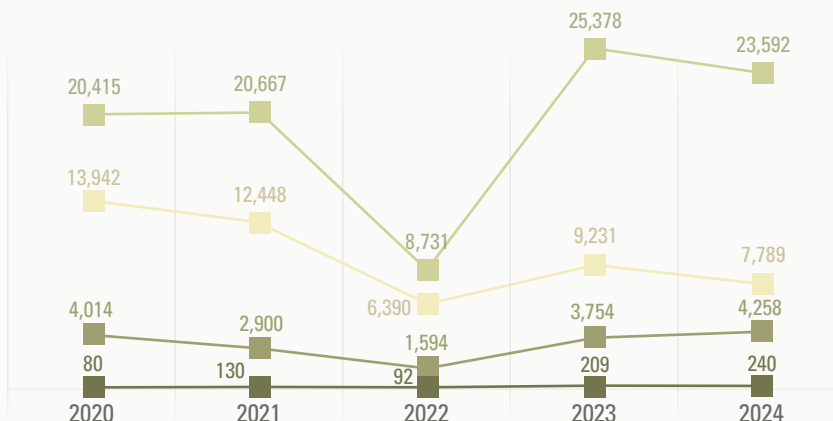
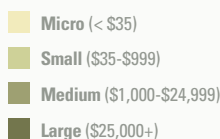
Percent of individual donors and donation revenue, by donation size ranges (n=21)



Example: Across all responding organizations, 45% of all individual donors in 2024 gave \$36-\$999, and those donations comprised 10% of these organizations' revenue from individual donors.

AMONG REPORTING ORGS, DECREASES IN NUMBER OF MICRO AND SMALL INDIVIDUAL DONORS, BUT INCREASES IN MEDIUM AND LARGE DONORS

2020-2024 Number of Donors (n=11)



2023-2024 % Change

▼ -15% Small

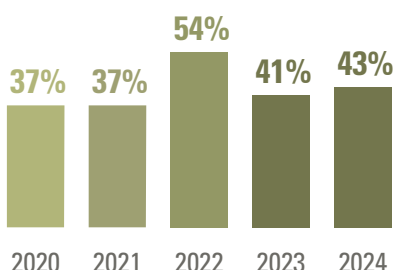
▼ -7% Micro

▲ 13% Medium

▲ 15% Large

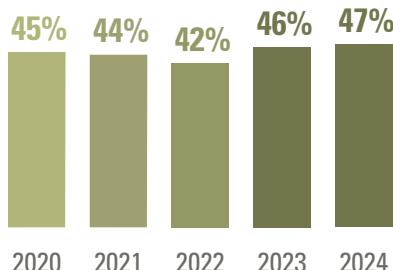
SHARE OF NEW DONORS IS INCREASING

2020-2024 Percent of Donors That Are First-Time Donors (n=10)



CONTRIBUTIONS FROM TOP 10 DONORS INCREASED IN 2024

2020-2024 Percent of Revenue from Top Ten Contributors (n=11)



ORGANIZATIONS' AVERAGE COST TO FUNDRAISE INCREASED DURING 2024

2020-2024 Average Cost to Raise \$1 (n=22)

