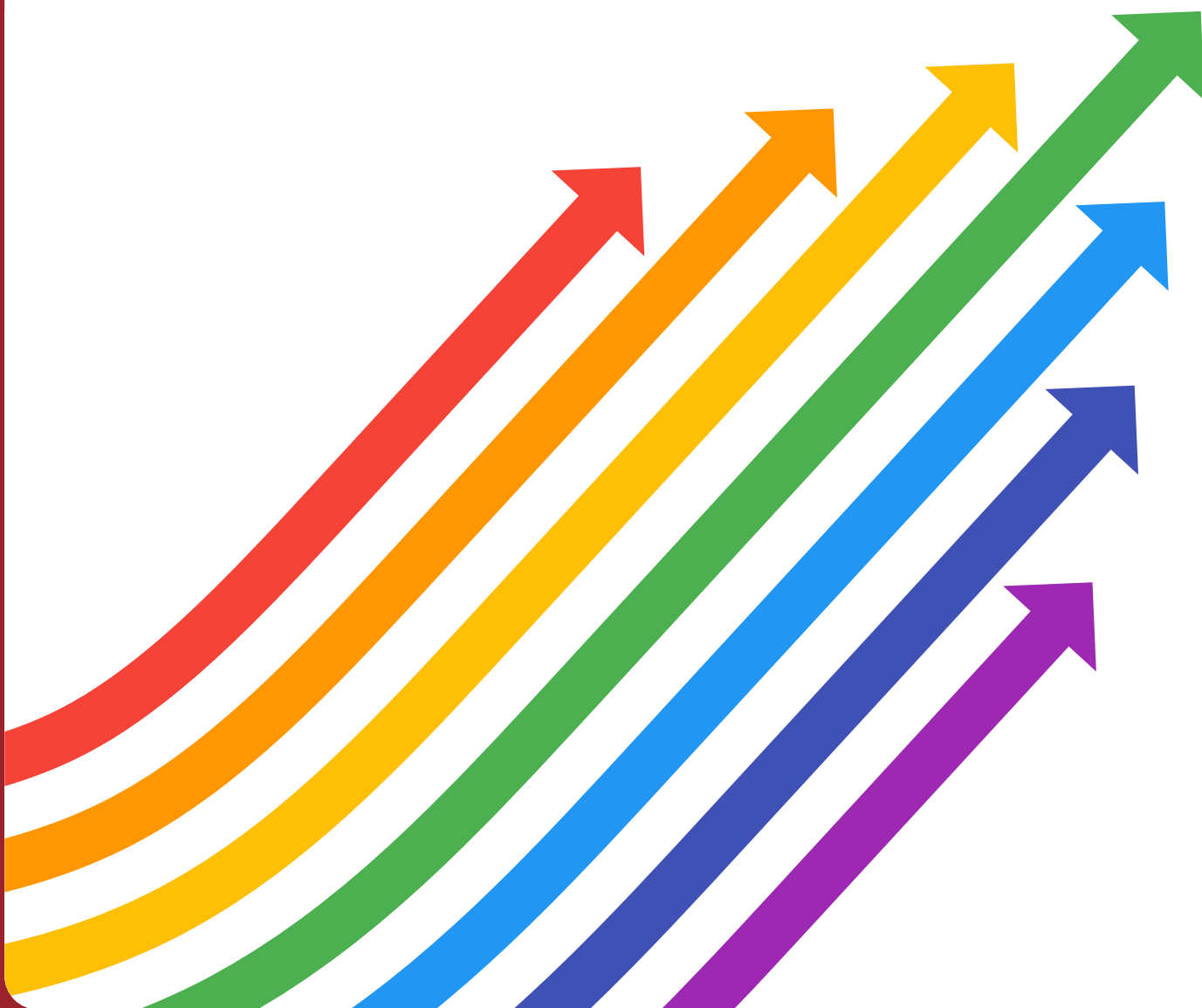


2025 NATIONAL LGBTQI MOVEMENT REPORT

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



This report was authored by:

Movement Advancement Project

MAP's mission is to provide independent and rigorous research, insight, and communications that help speed equality and opportunity for LGBTQ and all people. MAP works to ensure that all people have a fair chance to pursue health and happiness, earn a living, take care of the ones they love, be safe in their communities, and participate in civic life.

Contact Information

Movement Advancement Project

1905 15th Street #1097

Boulder, CO 80306

1-844-MAP-8800

www.mapresearch.org

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TABLE OF CONTENTS

KEY FINDINGS	1
METHODOLOGY	4
REVENUE & EXPENSES	5
FINANCIAL TRENDS.....	6
INDICATORS OF FINANCIAL HEALTH	7
FUNDRAISING	8
STAFF & BOARDS.....	9

Participating Organizations by Category	
Advocacy	
Advocates for Trans Equality (A4TE) Basic Rights Oregon COLAGE Equality Federation Equality Florida Equality North Carolina Equality Ohio Education Fund Family Equality Georgia Equality	GLAAD Human Rights Campaign (HRC) InterACT Keshet National LGBTQ Task Force PFLAG Inc. Services and Advocacy for LGBTQ+ Elders (SAGE) SIECUS: Sex Ed for Social Change StartOut
Issue	
CenterLink Genders & Sexualities Alliance (GSA) Network GLMA Immigration Equality	New York City Gay and Lesbian Anti-Violence Project (NYCAVP) Point Foundation Reconciling Ministries Network (RMN) Soulforce
Legal	
ACLU GLAD Law	Lambda Legal National Center for LGBTQ Rights (NCLR)
Research & Public Education	
Movement Advancement Project (MAP)	

Note: One organization wishes to remain anonymous and is excluded from this list.
See the Methodology infographic (page 4) for definitions of organization categories.

KEY FINDINGS

The National LGBTQI Movement Report (NMR) series provides a comprehensive, annual snapshot of the financial health of many of the largest lesbian, gay, bisexual, transgender, queer, and intersex (LGBTQI) social justice organizations in the United States. These organizations generally focus on either broad LGBTQI advocacy, issue-specific advocacy, legal advocacy, or research and public education about LGBTQI people and issues.

The report shows that at the end of the 2024 fiscal year, participating organizations continue to have strong financial standing despite increases in expenses. This may be reflective of increasing operating costs due to inflation, travel, contract work to offset staff shortages, increases in retention spending (such as professional development and staff benefits), and more. Participating organizations are supported by a variety of revenue sources, cumulatively reporting increases in funding from in-kind contributions, fundraising events, and individual donors.

This annual report shows key financial trends and benchmarks in these major areas:

- Revenue
- Expenses
- Financial Trends
- Indicators of Financial Health
- Fundraising
- Staff
- Boards

Note that because different organizations participate from year to year, readers should not compare findings in this year's report to those in previous years' reports. Instead, readers can find historical comparisons within this and each prior report, as participating organizations are asked to provide both current and past years' data whenever possible.

Additionally, especially given the tumultuous year that has been 2025, it is critical to remember that the data reported here are for fiscal year 2024, which for many organizations ended in December 2024 though for some could have ended as early as March or June 2024.

REVENUE: CONTINUED INCREASE IN REVENUE

- Across 32 participating organizations, **combined 2024 revenue** totaled \$331.3 million, trailing combined 2024 expenses (\$340.6 million) by roughly \$9 million.
- From 2023 to 2024, organizations reported a **mix of increases and decreases across various sources of revenue**. These changes include a significant combined increase of in-kind contributions (up 148%) and individual contributions (up 21%), and a smaller increase in fundraising event income (up 6%). There were significant decreases in corporate contributions (down 75%) and bequests (down 60%) and smaller decreases in foundation contributions (down 15%) and government grants (down 6%).
- Including in-kind revenue, the 32 participating organizations reported a combined 9% **revenue increase from 2023 to 2024**. Excluding in-kind revenue, however, organizations' revenue decreased 4%. Notably, in-kind revenue alone increased by 148%.
- Organizations for whom five-year trend data are available (n=27) reported an aggregate 14% **revenue increase from 2020 to 2024** (including in-kind). Excluding in-kind revenue, the five-year trend shows an aggregate 17% increase in revenue.
- **Individual donations** remain the largest single source of organizations' combined revenue, comprising 42% of total 2024 combined revenue.

EXPENSES: SIGNIFICANT INCREASE

- Total **combined 2024 expenses** were \$340.6 million. The majority of organizations' combined expenses (78%) were spent on programs and services.
- From **2023 to 2024, total expenses (including in-kind) increased 20%**—with growth across programs and services, fundraising expenses, and management and general expenses. Growth in all areas may indicate increased program operation costs, in-person fundraisers, and costs related to inflation.
- Organizations for whom five-year trend data are available reported an aggregate 20% **expense increase (including in-kind) from 2023 to 2024**. Excluding in-kind, participating organizations' expenses increased 5%.

INDICATORS OF FINANCIAL HEALTH: STRONG LIQUIDITY DESPITE INCREASED DAILY EXPENSES AND A DIP IN WORKING CAPITAL

- All organizations that provided five-year trend data report a five-year average **liquidity ratio** above one, meaning that these organizations have consistently maintained enough cash and liquid assets on hand to at least cover their current financial obligations. In fact, three in four (76%) of organizations report a five-year average liquidity ratio over seven, meaning they can cover their liabilities more than seven times over with what they have on hand. That LGBTQI organizations are maintaining financial health even as expenses increase may be a function of this long-term financial consistency.
- **Daily cash expenditures** increased from 2023 to 2024, with an average of \$27,600 in spending per day, an increase of 5%.
- Participating organizations reported an average of 370 days of **working capital** in 2024, an 11% decrease from the previous year but still reflecting more than a year of capital available to the combined organizations.

FUNDRAISING: GROWTH IN DONORS OF MICRO, SMALL, AND MEDIUM DONATIONS FROM THE PAST YEAR

- In 2024, participating organizations reported a combined total of 73,510 **individual donors**, the vast majority of whom (93%) gave under \$1,000. Nearly half (48%) of all individual donors in 2024 gave under \$35.
- From 2020 to 2024 participating organizations reported aggregate increases in the number of large, medium, and small donors, but a decrease in micro donors. However the two-year trend (2023-2024) shows a decrease in both micro and small donors, but an increase in medium and large donors.
- From fiscal years 2020 to 2024:
 - **Large donors** (\$25,000+ per year) rose by 200%. From 2023 to 2024, however, the number of large donors increased only by 15%.
 - **Medium donors** (\$1,000-\$24,999 per year) increased by 6%, but from 2023 to 2024, the number of medium donors grew by an even larger 13%.

- **Small donors** (\$35-\$999 per year) increased by 16%. However, from 2023 to 2024, the number of small donors decreased by 7%.
- **Micro donors** (<\$35 per year) decreased 44%, but participating organizations reported a milder 16% decrease in these donors from 2023 to 2024.

STAFF: DEMOGRAPHICALLY DIVERSE IN RACE, GENDER, ORIENTATION, AND AGE

- Participating organizations employed a total of 535 paid staff in fiscal year 2024, 92% of whom are fulltime workers. The **average staff size** at participating organizations is 25 staff, and the median staff size is 17. Staff size ranges from a low of five to a high of 105.
- Not all organizations reported staff demographics. Among those that did, organizations reported **racially** diverse staff, with 49% of all staff and 46% of all senior staff being people of color. Among all staff, 14% are Black or African American, 11% are Hispanic or Latino, 8% are Asian or Pacific Islander (API), 8% are multi-racial, and 8% identify as another race or ethnicity. However, no Native American staff were reported. Compared to the national population, this means that LGBTQI organizations employ more Black and API people, but employ fewer Hispanic or Latino people and fewer Native Americans.^a
- Among reporting organizations, 42% of all staff identify as women, 32% as men, 26% as nonbinary, genderqueer, or another **gender identity**. Looking just at senior staff, the share of men rises to 50%, the share of women falls to 40%, and the share of nonbinary and genderqueer staff declines to 9% of the total.
- Among reporting organizations, 23% of staff and 12% of senior staff identify as transgender. Nationally, an estimated 0.8% of the adult population identifies as **transgender**.^b
- The majority (65%) of all staff are **ages** 30 to 54, followed by 20% of staff under the age of 30, and 15% of staff who are 55 and older.

^a According to the 2020 Census, in 2020, people of color comprised 42.2% of the U.S. population. This includes 12.1% who were Black or African American alone, 18.7% were Hispanic or Latino, 6.1% were Asian or Pacific Islander alone, and 0.7% were Native American alone.

^b Jody L. Herman, Andrew R. Flores. 2025. *How Many Adults and Youth Identify as Transgender in The United States?* Los Angeles, CA: The Williams Institute.

BOARDS: DEMOGRAPHICALLY DIVERSE, THOUGH LESS SO THAN STAFF

- Participating organizations reported a total of 356 board members, with an **average board size** of 17 members and a median of 16. The smallest board is comprised of 6 members, and the largest of 36.
- Boards are less **racially** diverse than staff, with 40% of board members being people of color.^c In particular, fewer board members (7%) are Hispanic or Latino (compared to 11% of staff).
- Among board members, 47% identify as men, 44% as women, and 9% as nonbinary, genderqueer, or another **gender identity**.
- Overall, 12% of board members identify as **transgender**.

^c Though boards are less racially diverse than staff, the 46% of board members who are people of color, exceeds the national census average of 42%.

2025 NATIONAL LGBTQI MOVEMENT REPORT

A FINANCIAL OVERVIEW OF LEADING ORGANIZATIONS IN THE LGBTQI MOVEMENT



METHODOLOGY

The Movement Advancement Project (MAP) invited organizations to participate based on their size, importance to the overall LGBTQI movement, and collective coverage of LGBTQI issues and constituencies. Of the 32 that chose to participate, most participating organizations (28) have budgets over \$1 million; four organizations have smaller budgets but are national leaders working in areas of critical concern to the LGBTQI movement.

MAP collected standardized financial and operations information from participating organizations and summarized key information across participants. This report provides aggregated data across participating organizations, with most figures and charts showing data for all organizations combined. Where figures or charts reflect data based on a subset of participating organizations, this is noted.

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

PARTICIPATING LGBTQI ORGANIZATIONS ARE COMPRISED OF ADVOCACY, ISSUE, LEGAL, AND RESEARCH & PUBLIC EDUCATION ORGANIZATIONS

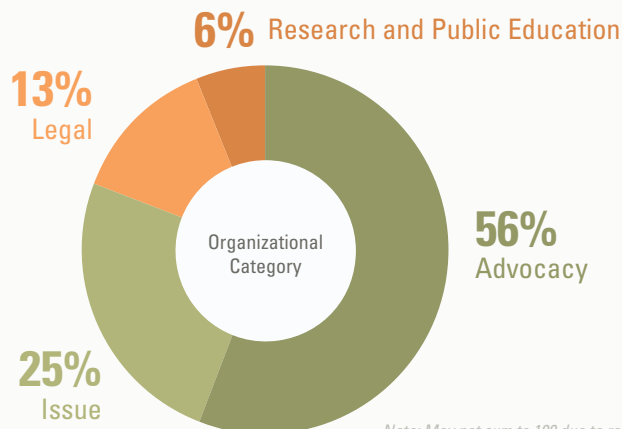
(n=32)

Advocacy organizations advocate for the entire LGBTQI community or a particular subset of the LGBTQI community on a broad range of issues.

Issue organizations advocate for the entire LGBTQI community or a particular subset of the LGBTQI community on a particular issue or related set of issues.

Legal organizations provide legal services to LGBTQI people and advocate and/or litigate within the legal system for LGBTQI people.

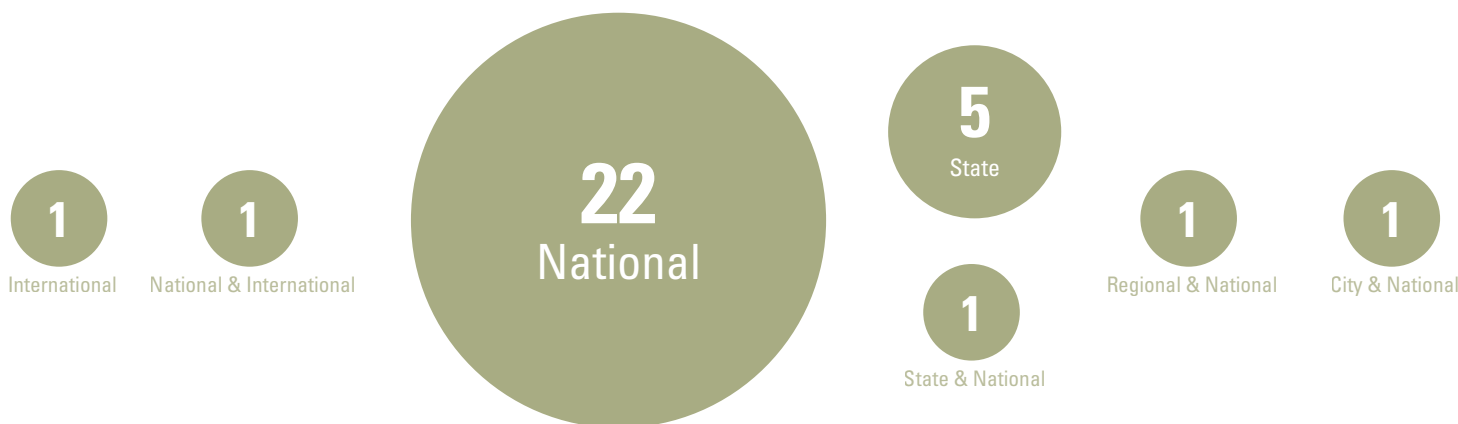
Research and public education organizations provide the LGBTQI community and the broader public with information about the issues facing the LGBTQI community. They may provide research or policy analysis, or educate the public through media work.



Note: May not sum to 100 due to rounding

THE MAJORITY OF PARTICIPATING ORGANIZATIONS FOCUS ON NATIONAL LGBTQI ISSUES

Note: Many organizations noted more than one focus, as shown below.



Note: Participating organizations in this survey vary from year to year. **Because of the change in participants, this report's figures, charts, and numbers should not be compared to those in previous reports.** This year's numbers and analyses (including multiple-year trends) reflect data exclusively for this year's participating organizations.

2025 NATIONAL LGBTQI MOVEMENT REPORT

A FINANCIAL OVERVIEW OF LEADING ORGANIZATIONS IN THE LGBTQI MOVEMENT

5



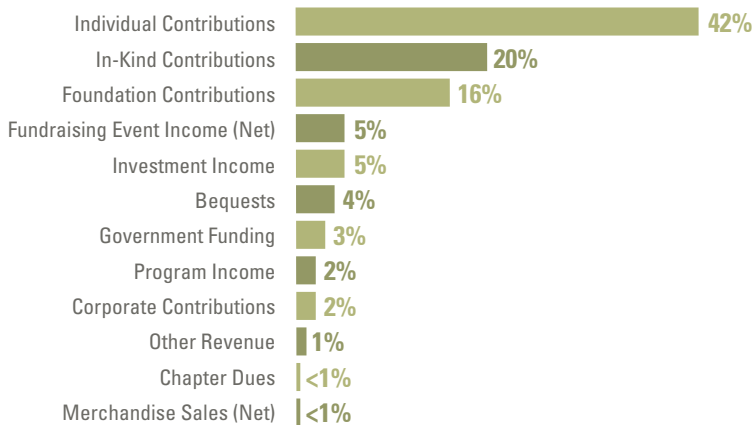
REVENUE AND EXPENSES

This section provides an overview of the revenue and expenses of leading organizations in the LGBTQI movement. For participating organizations, both revenue and expenses rose from fiscal years 2023 to 2024. Note: on this page, some analyses required data from previous years. Only organizations that provided data for all years in each relevant analysis are included. Note also that, where applicable, percentages may not sum to 100 due to rounding.

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

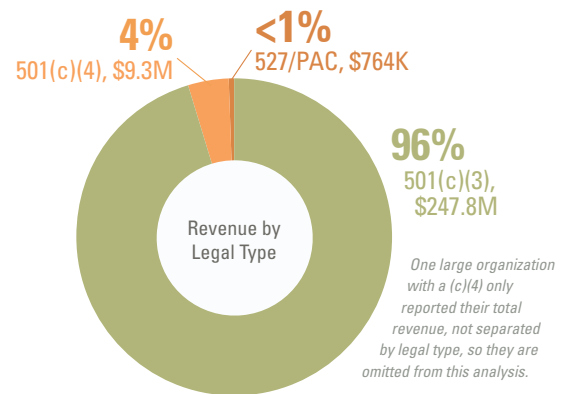
INDIVIDUAL CONTRIBUTIONS REMAIN TOP SOURCE OF REVENUE AMONG LGBTQI ORGANIZATIONS

2024 Revenue by Source (n=32)



MAJORITY OF MOVEMENT REVENUE ATTRIBUTED TO 501(c)(3) ORGANIZATIONS

2024 Revenue By Legal Type (n=32)



EXPENSES INCREASED, THOUGH PERCENT OF EXPENSES SPENT ON EACH CATEGORY REMAINED ROUGHLY CONSISTENT

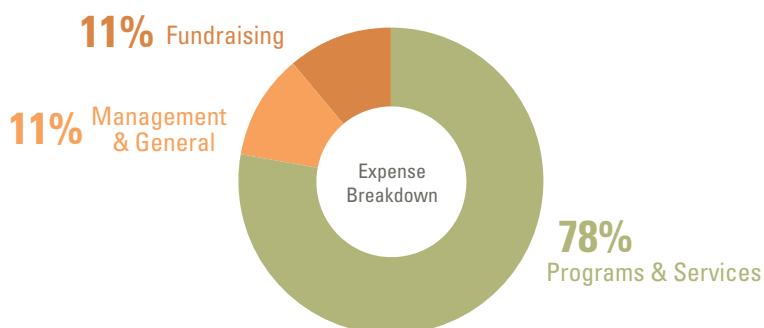
2023-2024 Expenses for Participating Orgs \$ Millions (n=31)

EXPENSES	2023	2024	% CHANGE
Programs & Services	\$212	\$264.5	+25%
Fundraising Expenses	\$35.6	\$38.6	+8%
Management & General Expenses	\$35.6	\$36.9	+3.7%
Total Expenses	\$283.2	\$340	+20%

* Note: Columns may not sum due to rounding.

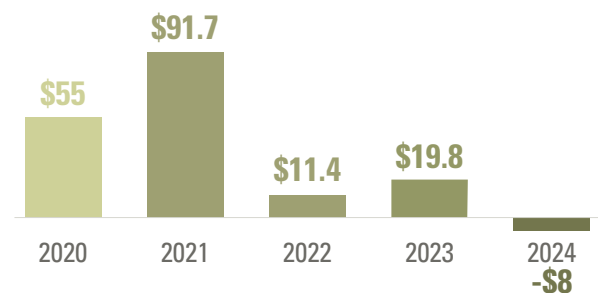
MAJORITY OF MOVEMENT EXPENSES SPENT ON PROGRAMS AND SERVICES

Combined 2024 Expenses (n=31)



2024 REVENUE FELL SHORT OF EXPENSES BY \$8 MILLION

Yearly Difference in Revenue and Expenses, 2020-2024, in Millions (n=27)



2025 NATIONAL LGBTQI MOVEMENT REPORT

A FINANCIAL OVERVIEW OF LEADING ORGANIZATIONS IN THE LGBTQI MOVEMENT



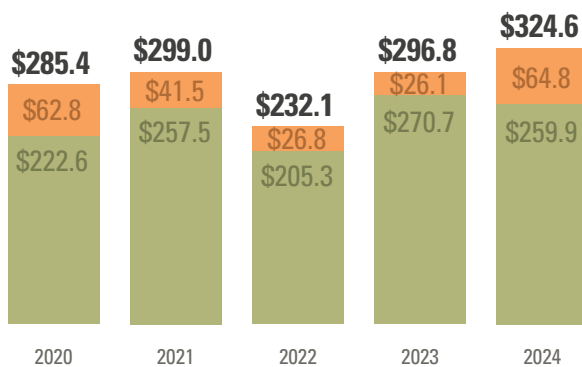
FINANCIAL TRENDS

This graphic examines the financial capacity of LGBTQI movement organizations from 2020 through 2024. At the end of the 2024 fiscal year, participating organizations as a whole remain well-resourced and supported by a diverse range of revenue sources, although there were slight declines in revenue from government and corporate funding. Note: on this page, some analyses required data from previous years. Only organizations that provided data for all years in the relevant analysis are included. Note also that, where applicable, percentages may not sum to 100 due to rounding.

27 PARTICIPANTS, TOTAL 2024 REVENUE = \$324.6M, TOTAL 2024 EXPENSES = \$332.6M

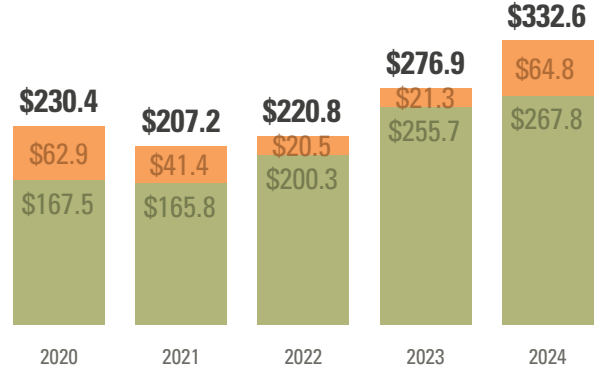
COMBINED REVENUE INCREASED 14% FROM 2020 TO 2024

2020-2024 Revenue by Source, in Millions (n=27)



COMBINED EXPENSES INCREASED 44% FROM 2020 TO 2024

2020-2024 Expenses by Source, in Millions (n=27)



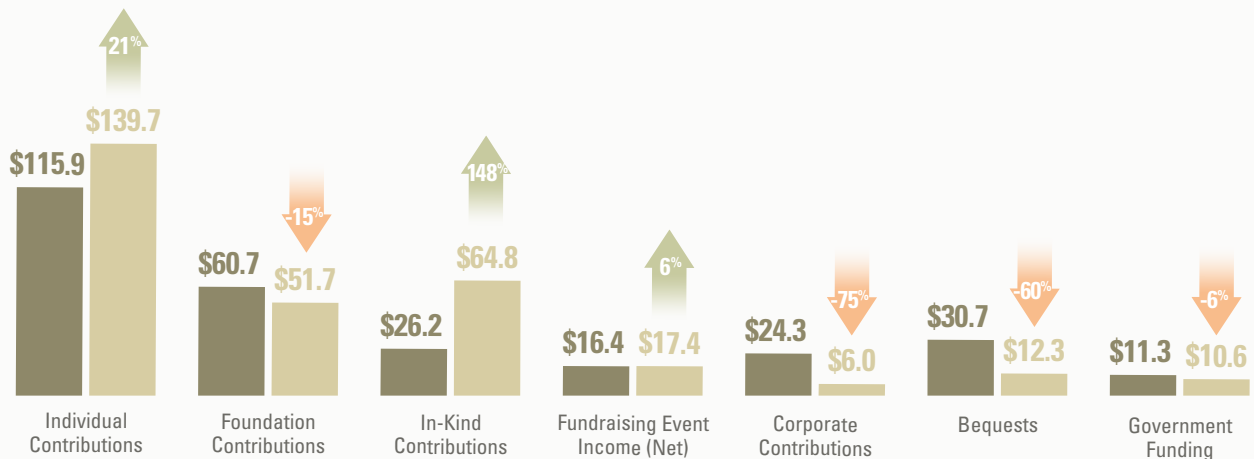
Minus In-Kind Expenses/Revenue In-Kind Expenses/Revenue

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

2024 SAW HIGHLY VARIABLE INCREASES AND DECREASES IN DIFFERENT SOURCES OF REVENUE

2023-2024 Revenue Change by Source in Millions (n=32)

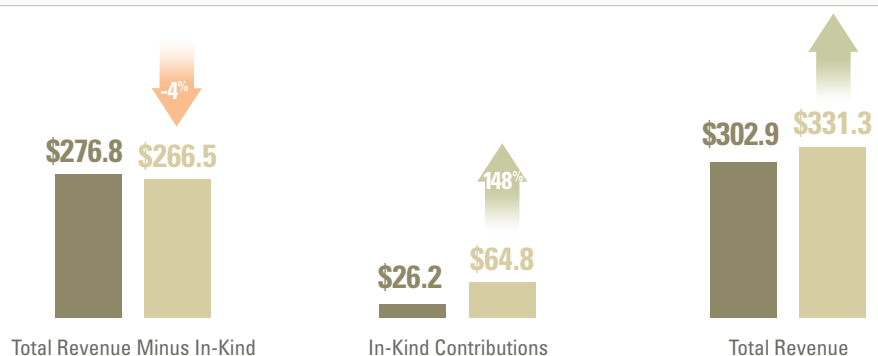
2023 2024



COMBINED REVENUE INCREASED 9% FROM 2023 TO 2024

2023-2024 Total Revenue Change in Millions (n=32)

2023 2024



2025 NATIONAL LGBTQI MOVEMENT REPORT

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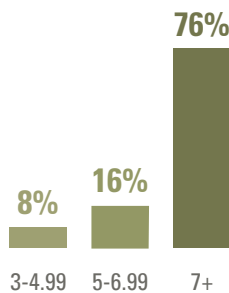


INDICATORS OF FINANCIAL HEALTH

This section examines several key indicators of financial health for leading organizations in the LGBTQI movement. Indicators of financial health measure the average financial stability of participating organizations, including liquidity ratio, days of working capital, and daily cash expense. Liquidity ratio measures cash and investments on hand to cover current financial obligations such as accounts payable and lines of credit. Average days of working capital is the measure of an organization's cash reserves, shown as the average number of days an organization could meet all its expenses using only its current reserves. Note: on this page, some analyses required data from previous years. Only organizations that provided data for all years in the relevant analysis are included. Note also that, where applicable, percentages may not sum to 100 due to rounding.

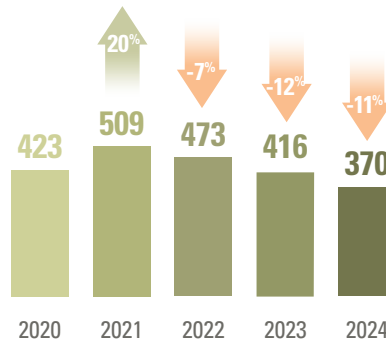
OVER THREE QUARTERS OF ORGANIZATIONS HAVE A 5-YEAR AVERAGE LIQUIDITY RATIO OVER 7

Percent of Organizations (n=25) by 2020-2024 Average Liquidity Ratio



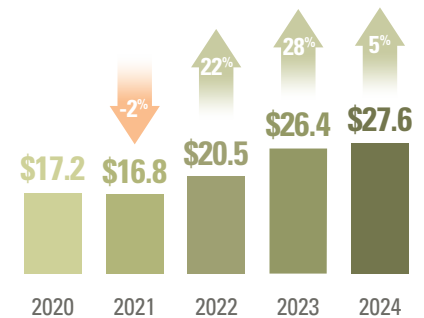
DAYS OF WORKING CAPITAL DECREASED 11% FROM 2023 TO 2024

2020-2024 Average Days of Working Capital (n=25)



DAILY CASH EXPENDITURES INCREASED 5% FROM 2023 TO 2024

2020-2024 Cumulative Average Daily Cash Expense, in Thousands (n=25)



2023-2024 STATEMENT FINANCIALS TREND DATA \$ MILLIONS (N=31)

	2023	2024	% INCREASE/DECREASE
Assets			
Cash and Cash Equivalents	77.1	64.8	-16% ↓
Investments	200.4	236.1	+18% ↑
Other Current Assets	77.3	65.5	-15% ↓
Net Fixed Assets	33.9	30.7	-10% ↓
Other Long-Term Assets	13.6	16.2	+19% ↑
Total Assets	402.3	413.3	+3% ↑
Liabilities			
Current Liabilities	29.2	27.8	-5% ↓
Long-Term Debt	8.4	7.6	-5% ↓
Other Long-Term Liabilities	9.2	10.3	+13% ↑
Total Liabilities	46.7	45.7	-2% ↓
Net Assets			
Without Donor Restrictions	204.8	231.7	+13% ↑
With Donor Restrictions	91.7	77.4	-16% ↓
With Permanent Donor Restrictions	59.1	58.5	-1% ↓
Total Net Assets	355.6	367.6	+3% ↑
Total Liabilities and Net Assets	404.3	413.3	+3% ↑

*Note: Columns may not sum due to rounding.

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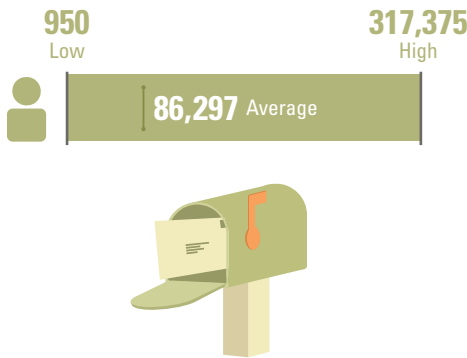
FUNDRAISING AND FUNDRAISING EFFICIENCY

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

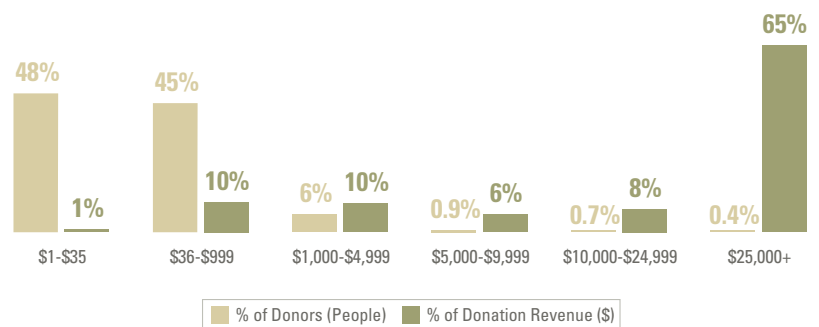
CONTACTABLE NAMES VARY GREATLY

(n=14)



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

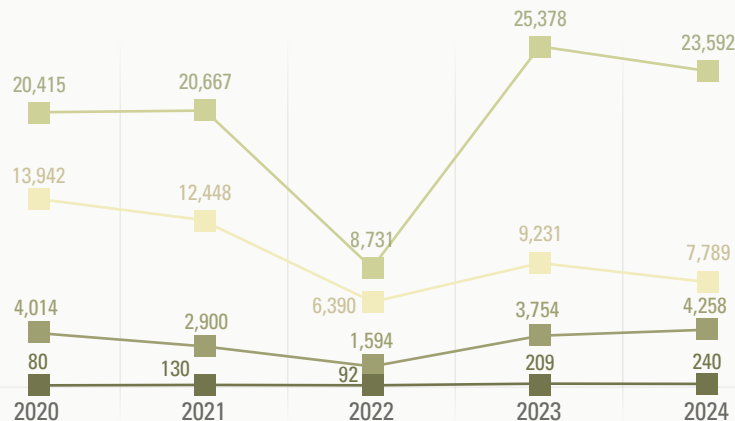
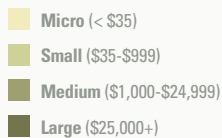
Percent of individual donors and donation revenue, by donation size ranges (n=21)



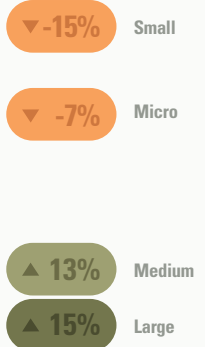
Example: Across all responding organizations, 45% of all individual donors in 2024 gave \$36-\$999, and those donations comprised 10% of these organizations' revenue from individual donors.

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)

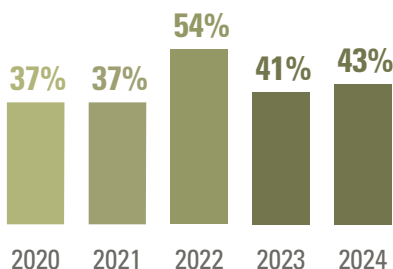


2023-2024 % Change



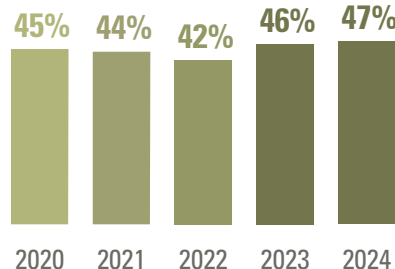
SHARE OF NEW DONORS IS INCREASING

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



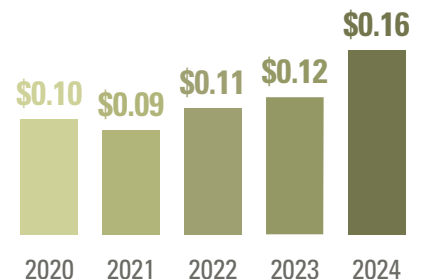
CONTRIBUTIONS FROM TOP 10 DONORS INCREASED IN 2024

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)



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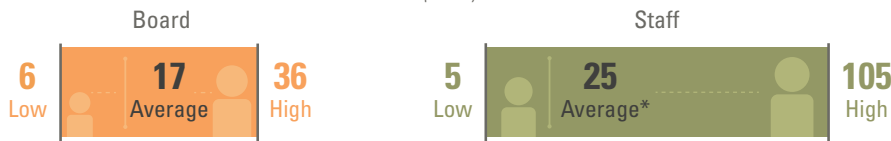
STAFF AND BOARDS

This section examines the staff and boards of participating organizations. Organizations were asked about staff and board size, staff compensation, as well as staff and board demographics, including age, gender identity, identification as transgender, and race/ethnicity. Only some organizations provided each type of this information. Figures show data for combined staff or board across all organizations that provided data. Note that numbers may not sum to 100 due to rounding.

REPORTING ORGS (N=22): 535 TOTAL STAFF (496 FULL TIME; 39 PART TIME) & 356 BOARD MEMBERS

STAFF AND BOARD SIZE VARY

(n=22)

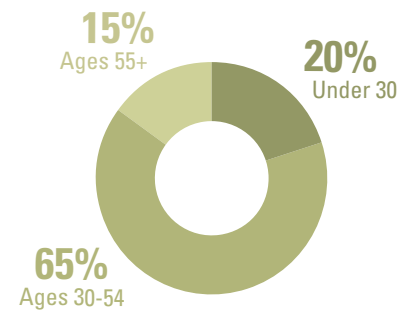


For every **2** Board members, there are **3** staff members

*Staff data include full and part time staff.

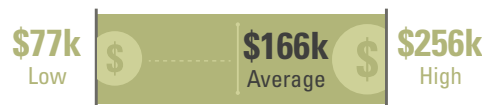
MAJORITY OF STAFF ARE AGES 30-54

(n=21)

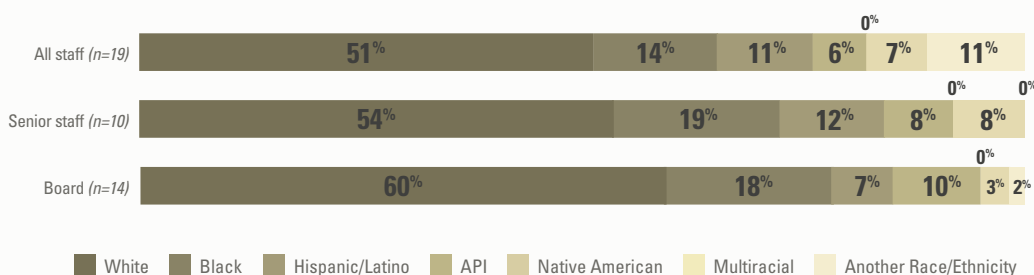


WIDE AVERAGE SALARY RANGE FOR SENIOR STAFF

Average Senior Staff Compensation (n=11)

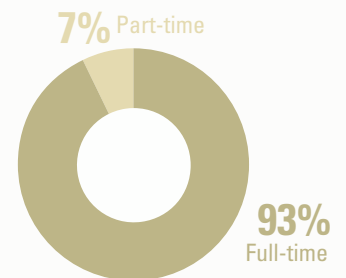


RACE/ETHNICITY OF STAFF AND BOARD

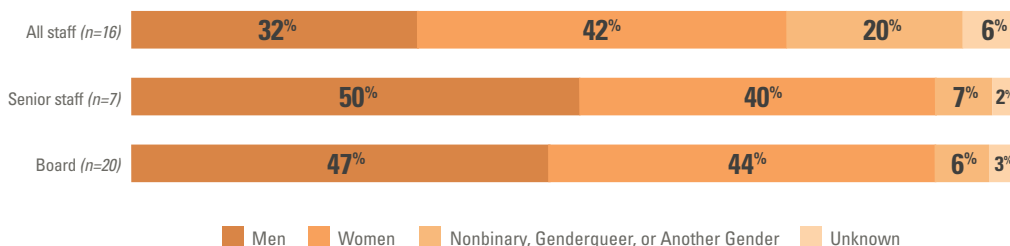


ONE IN 14 STAFF ARE PART-TIME WORKERS

(n=22)

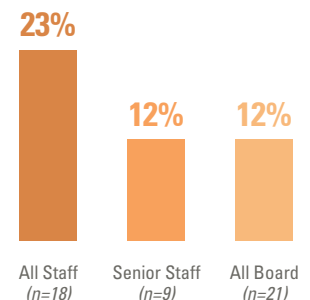


GENDER IDENTITY OF STAFF AND BOARD



TRANSGENDER STATUS OF STAFF AND BOARD

% of staff/board that is transgender



ABOUT THIS REPORT

The National LGBTQI Movement Report, published annually by MAP, examines revenue and expenses, fundraising and fundraising efficiency, and other indicators of financial health for lesbian, gay, bisexual, and transgender, queer, and intersex (LGBTQI) advocacy, issue, legal, and research and public education organizations.



movement advancement project ▶

1905 15th Street #1097 • Boulder, CO 80306-1097
www.mapresearch.org