

# 2011 NATIONAL LGBT MOVEMENT REPORT

*A Financial Overview of Leading Advocacy  
Organizations in the LGBT Movement*

December 2011



movement advancement project ▶

## This report was authored by:

### **Movement Advancement Project**

Launched in 2006, the Movement Advancement Project (MAP) is an independent, intellectual resource for the LGBT movement. MAP's mission is to provide independent and rigorous research, insight and analysis that help speed full equality for LGBT people.

## About this report:

### **2011 National LGBT Movement Report**

The *2011 National LGBT Movement Report* provides a comprehensive and standardized look at the LGBT movement's finances across 40 major LGBT organizations. This report aims to educate both new and longstanding LGBT movement donors and activists and to encourage and sustain their commitment to the movement.

**Disclaimer:** *The opinions expressed in this report reflect the best judgment of MAP based on analyzed data collected from participating organizations. These opinions do not necessarily reflect the views of our funders or other organizations.*

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## KEY FINDINGS

The *2011 National LGBT Movement Report* provides a comprehensive snapshot of the financial health of most of America's largest LGBT social justice advocacy organizations as well as academic organizations conducting research about LGBT people or the LGBT movement. These organizations were categorized by MAP as focusing on general advocacy, issue-specific advocacy, legal advocacy, or research & public education work. The 40 organizations participating in this report collectively represent 71% of the budgets of all LGBT social justice advocacy organizations.<sup>1</sup>

### Revenue and Expenses

*Note, unless stated otherwise, revenue and expense analysis excludes in-kind contributions.*

**Organizations' revenue and expenses have stabilized after several challenging years.** Participating organizations appear to be recovering from the economic downturn.

- Revenue, including in-kind contributions, increased by 1% from 2009 to 2010. Revenue, excluding these in-kind contributions, decreased by 2% over the same period. This compares to a 25% drop in revenue from 2008 to 2009.
- In 2010, organizations' combined revenue exceeded expenses by \$4.6 million. This compares to expenses outstripping revenue in 2009 by nearly the same amount (\$4.5 million).
- Despite cutting total expenses in 2010 by 8%, organizations are projecting expense budget increases of 13% for 2011. The average daily cash expense has also increased 13% over the past five years, from 2006 to 2010, but decreased 9% from 2009 to 2010.

**Organizations have experienced increases in most forms of revenue, but have seen significant decreases in revenue from individual donors.**

- Contributions from individual donors comprise the greatest source of revenue for participating organizations (35% of total revenue in 2010). Alarming, contributions from individual donors dropped sharply (14%) between 2009 and 2010. Foundation contributions also decreased slightly.
- Despite these decreases in major sources of revenue,

participating organizations experienced increases in revenue from corporations, bequests, in-kind contributions, fundraising events, and other sources of income. The overall result was an increase in combined revenue from 2009 to 2010 (from \$162.9 million to \$164.0 million).

**Organizations continue to have a high reliance on large contributors.**

- The average organization receives 45% of its revenue from its 10 largest contributors; this share has remained relatively constant over the past five years (ranging from 45% to 47%).
- Organizations with total revenue in excess of \$3 million are less reliant on large contributors. The average organization with revenue over \$3 million receives 34% of its revenue from its 10 largest contributors.

### Fundraising and Fundraising Efficiency

**Organizations are losing individual donors at alarming rates; finding a way to reach the 97% of LGBT adults who do not give is becoming an increasingly urgent priority.**

- While individual contributions are organizations' most important source of revenue, participating organizations report declines in the number of individuals who contribute. The number of donors giving \$35 or more dropped 12% from 2009 to 2010, while the number of donors contributing \$1,000 or more declined 15% over the same period. The number of small and larger donors has also been decreasing fairly steadily over the five-year period from 2006.
- Donor turnover remains relatively stable; 48% of donors to participating organizations in 2009 did not make a contribution in 2010. Given the drop in the overall number of donors, it appears organizations are having the greatest challenge finding new donors to replace those who leave.
- Even an optimistic estimate concludes that fewer than 3% of LGBT adults give to national LGBT organizations. This is particularly troubling given the top 10 anti-gay opponents spend almost three times as much as all 40 participating LGBT advocacy organizations.
- Despite these decreases in the number of donors,

<sup>1</sup> As calculated by MAP analysis and categorization of 990 filings of all LGBT organizations with over \$25,000 in revenue, using data from GuideStar.

the number of people attending fundraising events increased from 2009 to 2010, and the average cost of benefits received by donors to induce them to attend an event has decreased, so more of the dollars raised go directly to the participants' bottom lines.

**Despite a challenging fundraising environment, organizations remain efficient in their fundraising operations.**

- Of total organizational expenses, 79% are spent on programs and services, 10% on management and general expenses, and only 11% are spent on fundraising. These numbers more than meet the efficiency benchmarks set by the American Institute of Philanthropy and the Better Business Bureau Wise Giving Alliance.
- The fundraising cost to raise \$1 has remained relatively stable from 2006 to 2010. In 2010, the average organization spent approximately \$0.12 to raise \$1.
- The efficiency of the participating organizations' fundraising operations is noteworthy given that 23% of revenue goes to 501(c)(4) and 527/PAC organizations, for which contributions are not tax-deductible, and generally these types of organizations have higher fundraising costs.

## Other Indicators of Financial Health

**Organizations' indicators of financial health remain strong.**

- Increases in revenue and decreases in expenses have allowed organizations to increase cash and shore up working capital. The average organization had nearly seven months of working capital in 2010.
- Several organizations paid off debt obligations and increased cash and investments, and the majority of organizations have at least twice the cash on hand needed to cover short-term financial obligations.
- Cash and cash equivalents have held relatively steady over the last three years, with combined cash and cash equivalents of \$22.5 million in 2010, while investments

have steadily increased over time and increased by more than \$10 million from 2009 to 2010.

## Programs, Staff and Boards

**Organizations employ diverse staff, though their boards of directors are somewhat less diverse.**

- The 879 paid staff members of participating organizations are roughly representative of the broader U.S. population in terms of race/ethnicity; 32% of staff identify as people of color, 48% identify as women, and 3% identify as genderqueer/other. Finally, 6% of staff identify as transgender (note that a transgender staff person will likely also identify as a man, woman, or genderqueer/other).
- Participating organizations have 704 board members, which is slightly less than one board member for every staff member. The board members of participating organizations are less diverse than staff in terms of race/ethnicity and gender; 25% of board members identify as people of color, and 40% are women, while 2% identify as genderqueer/other. Similar to staff, however, 6% of board members identify as transgender.



## INTRODUCTION

This report provides a comprehensive overview of the finances and financial health of a key segment of the LGBT movement: LGBT social justice advocacy organizations with national impact, or leading LGBT organizations focusing on general advocacy, issue-specific advocacy, legal advocacy, or research & public education work.<sup>2</sup> In addition, MAP collected data from several academic organizations conducting research about LGBT people or the LGBT movement. The 40 organizations participating in this report collectively represent 71% of the budgets of all such organizations.<sup>3</sup> As such, this report provides an important perspective on this critical movement segment. Throughout the report, we use the terms “organizations” or “participants” to refer to the 40 organizations from which data was collected.

## METHODOLOGY

The Movement Advancement Project (MAP) selected participating organizations based on their size, importance to the overall LGBT movement, and collective coverage of LGBT issues and constituencies. Most participating organizations (27) had budgets over \$1 million, though 13 organizations had smaller budgets but worked in areas of critical concern to the LGBT movement.

MAP collected standardized financial and operational information<sup>4</sup> from participating organizations and summarized key information across participants.

This report summarizes key information across all participating organizations and by each of the four categories of organizations outlined below.

Note that participating organizations have changed between the 2010 report and the 2011 report. Four organizations are new participants in 2011,<sup>5</sup> while three organizations were unable to participate this year.<sup>6</sup> **Because of the change in participants, numbers in the 2011 report are not directly comparable to numbers in the 2010 report.**

## PARTICIPATING ORGANIZATIONS

A list of participants appears in *Table 1*. MAP grouped participating organizations into four broad categories:

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

**Table 1: Participating Organizations by Category**

<b>Advocacy</b>	Audre Lorde Project, Inc. Council on Global Equality Empire State Pride Agenda Equality California Equality Federation Family Equality Council Gay & Lesbian Victory Fund and Leadership Institute Human Rights Campaign and Foundation (HRC) Keshet Log Cabin Republicans MassEquality National Black Justice Coalition (NBJC) National Center for Transgender Equality (NCTE) PFLAG (Parents, Families and Friends of Lesbians and Gays) Services & Advocacy for GLBT Elders (SAGE) The Task Force
<b>Issue</b>	CenterLink Freedom to Marry Gay & Lesbian Alliance Against Defamation (GLAAD) Gay, Lesbian and Straight Education Network (GLSEN) Gay-Straight Alliance Network Immigration Equality National Coalition for LGBT Health New York City Gay and Lesbian Anti-Violence Project Out & Equal Workplace Advocates Point Foundation Servicemembers Legal Defense Network (SLDN) Soulforce The Trevor Project
<b>Legal</b>	ACLU LGBT & AIDS Project Gay & Lesbian Advocates & Defenders (GLAD) Lambda Legal Defense National Center for Lesbian Rights (NCLR) Sylvia Rivera Law Project (SRLP) Transgender Law Center
<b>Research &amp; Public Education</b>	Equality Forum Fundors for LGBTQ Issues In the Life Media, Inc. The Palm Center

One organization preferred not to be listed.

- **Issue organizations** advocate for the entire LGBT community or a particular subset of the LGBT community on a particular issue or related set of issues.
- **Legal organizations** provide legal services to LGBT people and/or advocate and litigate within the legal system for LGBT people.

<sup>2</sup> This report does not include LGBT community centers; social and recreational organizations; health and human services providers; or arts and culture organizations.

<sup>3</sup> As determined by classifying and totaling the budgets of all general advocacy, issue-specific advocacy, legal advocacy and research & public education-focused LGBT nonprofits, based on an analysis of 990 data from GuideStar.

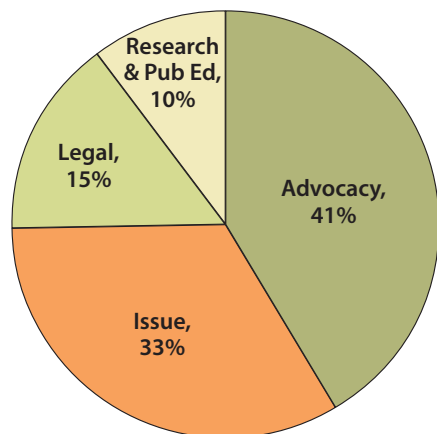
<sup>4</sup> MAP provided participating organizations with a procedure guide including standardized accounting definitions and nonprofit accounting implementation guidance, to which all participants agreed.

<sup>5</sup> Funders for LGBTQ Issues, Keshet, and National Coalition for LGBT Health are new participants, while the Audre Lorde Project, Inc. has participated in past years, but did not participate in 2010.

<sup>6</sup> COLAGE, GroundSpark, and National Youth Advocacy Coalition (the latter of which closed in 2011).

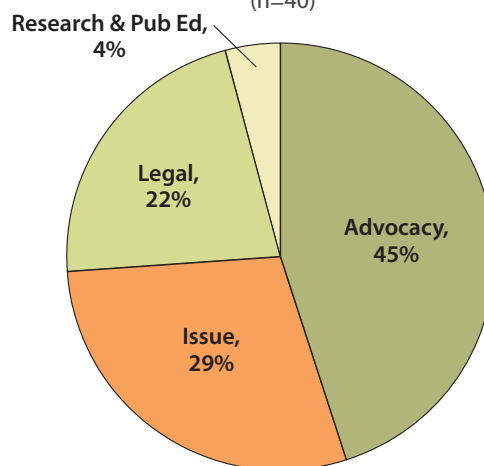
Figure 1: Focus of Participating Organizations

Figure 1a: Number of Participating Organizations by Category  
(n=39)



Note: May not total 100% due to rounding. One organization was not classified into these four categories.

Figure 1b: Combined 2010 Expenses by Category  
100% = \$159.2 million  
(n=40)



Note: For a variety of reasons, figures do not always reflect all 40 participants's data. When this occurs, the number of participants included is specified in the figure. Otherwise, "All Participants" reflects data from all 40 organizations.

- **Research & public education organizations** provide the LGBT community and the broader public with information about the issues facing the LGBT community through research, policy analysis and the media.

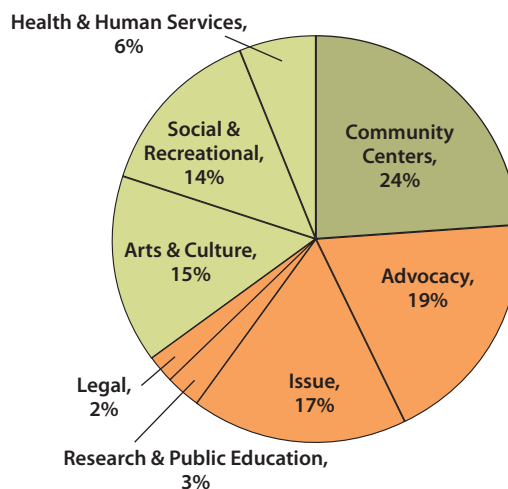
For example, the Family Equality Council advocates specifically for LGBT families on a broad range of issues, so it is categorized as an advocacy organization, while the Gay, Lesbian and Straight Education Network (GLSEN) works for greater acceptance and safety within the school context for LGBT students and teachers and is categorized as an issue organization.

Figure 1 shows the distribution of participants and their collective 2010 expenses by category. For example, the combined expenses of advocacy organizations comprise 41% (or 16) of participating organizations, and their 2010 expenses comprise 45% of the total 2010 expenses reported by all participants.

## PARTICIPANT REPRESENTATION OF THE BROADER LGBT MOVEMENT

To assess the representativeness of the 40 participating organizations compared to all LGBT nonprofits, MAP utilized the GuideStar database of charity IRS filings to identify all LGBT-related 501(c)(3) and 501(c)(4) nonprofit organizations. The GuideStar database includes more than 1.8 million nonprofits and it provides

Figure 2: Categorization of All LGBT Nonprofits  
(n=506)



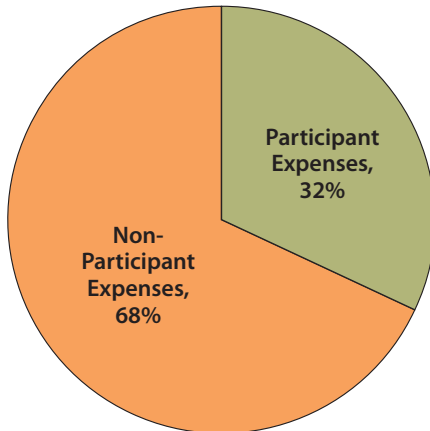
information including revenue and expense data from the IRS Form 990, which is required for nonprofit organizations with gross receipts over \$25,000.

Using search terms "LGBT," "GLBT," "lesbian, gay, bisexual and transgender," "gay, lesbian, bisexual and transgender," "transgender," "gay men," "lesbian," and "gay and lesbian," among others, we identified 506 active 501(c)(3) and 501(c)(4) LGBT nonprofits. This number excludes very small or new LGBT nonprofits (which are not required to file IRS tax returns). MAP also excluded any nonprofit

**Figure 3: Coverage of the LGBT Movement**

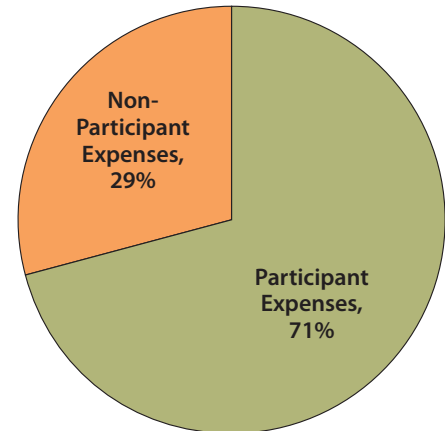
**Figure 3a: Participant Expenses as a Percent of All LGBT Nonprofit Expenses**

Combined Expenses, 100% = \$500.0 million  
(n = 506)



**Figure 3b: Participant Expenses as a Percent of the Four Analyzed Categories**

Combined Expenses, 100% = \$225.6 million  
(n = 204)



whose most recent IRS filing was dated 2007 or older as well as those organizations showing zero revenue and expense data in their most recent 990 filing.

MAP then categorized the 506 LGBT nonprofits identified through GuideStar into eight broad categories: community centers, advocacy organizations, issue organizations, arts and culture organizations (e.g. choirs), social/recreational organizations (e.g. pride committees), health and human service providers, research & public education organizations and legal organizations. As shown in *Figure 2* on the previous page, 41% of all identified LGBT nonprofits fall into one of the four categories covered in this report. While community centers, which comprise an additional 24% of identified LGBT nonprofits, are not included in this report, their financial and operational capacity is examined in MAP's *2010 LGBT Community Center Survey Report*.<sup>7</sup> Thus, between this report and the biennial Community Center Survey Report, 65% of all LGBT nonprofits fall into a category of LGBT organization examined by MAP.

Looking at the data another way, while the 40 participants comprise only 8% of the 506 LGBT nonprofits identified through GuideStar, they comprise 32% of their combined expenses (see *Figure 3a*). More importantly, participants comprise 71% of combined expenses of the four categories of organizations examined in this report

(see *Figure 3b*). Thus, this report provides an excellent overview of the strength and capacity of the LGBT movement's social justice advocacy organizations.

## EXPENSES AND 2011 BUDGETS

While participants continued to cut expenses in 2010, organizations saw a slight increase in 2010 revenue, and are projecting expense budget increases for 2011. This suggests the LGBT movement may be at a turning point, or at least stabilizing, after seeing large drops in expenses and revenue over the last three years, mostly related to the economic downturn.

Cumulatively, the 40 participating organizations report combined 2011 budgets of \$143.2 million. Half (53%) of LGBT participating organizations' cumulative budget figure is attributable to the 16 advocacy organizations, whose combined budgets total \$75.6 million (see *Figure 4* on the following page). Issue organizations comprise 27% of the cumulative total or \$38.6 million. Legal and research & public education organizations comprise a combined 20% (or \$29.1 million) of the budget total, however they also only make up 11 of the 40 participants. Looking at the data another way, the 10 organizations with the largest

<sup>7</sup> The LGBT Community Center Survey Report is conducted every two years by MAP and CenterLink. The 2010 report is available at <http://lgbtmap.org/file/2010-lgbt-community-center-survey-report.pdf>.



2011 budgets constitute 68% of the combined budget total, while the 10 organizations with the smallest 2011 budgets comprise only 4%.

In 2010, these organizations reported combined expenses of \$126.8 million (or \$159.2 million including in-kind expenses),<sup>8</sup> as shown in *Figure 5*. By comparison, the 10 largest groups working against LGBT equality show combined 2010 expenses of \$330.4 million (excluding an unknown level of in-kind expenses) (see *Figure 6*).<sup>9</sup>

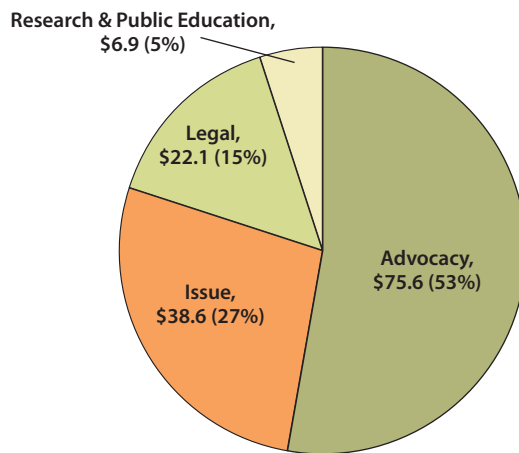
For LGBT organizations, 2010 expenses (excluding in-kind expenses) were down another 8% from 2009, and a total of 15% from 2008 (see *Figure 5*). However, it appears that this downward trend, precipitated by the economic downturn, may be at or nearing an end. Participants' 2011 projected expense budgets are 13% higher when compared to 2010 actual expenses.

By comparison, the ten largest anti-LGBT organizations' expenses increased slightly (2%) from 2008 to 2009 (the most recent years for which data was available). A significant outlier to the relatively small expense increases of anti-gay opponents was the National Organization for Marriage, which saw a sharp increase of 161% in its expenses from 2008 to 2009 (from \$3.3 million to \$8.6 million). Conversely, while Focus on the Family spent 2% more in 2010 than in 2009, it experienced the largest revenue drop of the largest anti-LGBT organizations (16%, or \$33 million dollars).

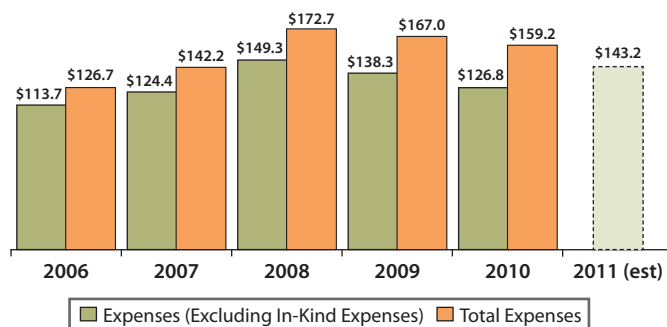
Note also that 2008 was a presidential election year, a major contributing factor to organizations' significantly higher revenue and expenses in that year. Therefore, while participants experienced a 15% decline in expenses (excluding in-kind expenses) from 2008 to 2010, they have actually experienced a 12% increase in such expenses from 2006 to 2010. We may expect to see a similar revenue and expense spike in 2012.

Following the decrease in expenses over the last two years, we see similar trends in the total average daily cash expenses for participants (see *Figure 7* on the next

**Figure 4: 2011 Budget by Category**  
All Participants Combined  
\$ Millions, 100% = \$143.2 million

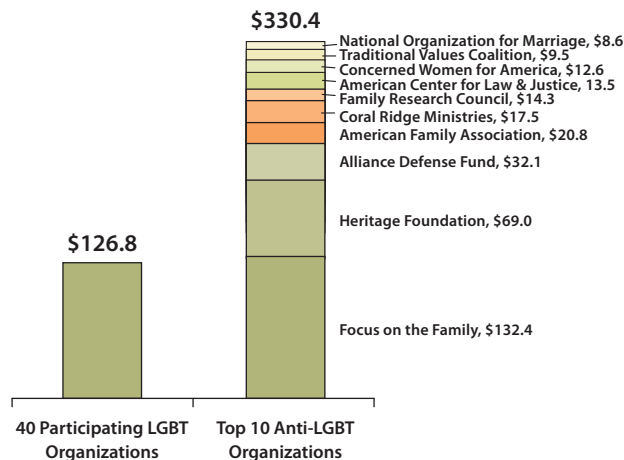


**Figure 5: 2006-2011 Expenses**  
All Participants Combined, \$ Millions



**Figure 6: 2010 Expenses for Participating Organizations vs. Anti-LGBT Organizations**

\$ Millions, Combined (c)(3) and (c)(4)/527 PAC expenses (excluding in-kind expenses)

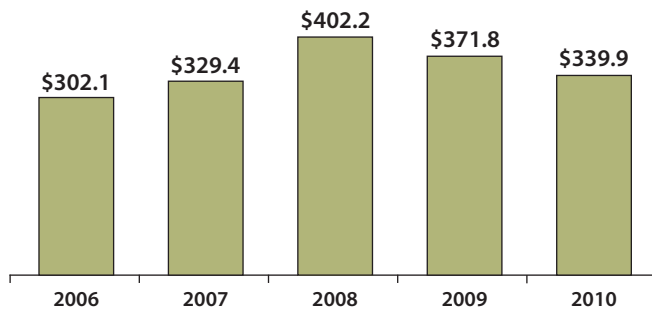


<sup>8</sup> Examples of in-kind expenses include pro bono legal fees, donated computers, or donated food for events. While in-kind expenses are required to be reported by the Generally Accepted Accounting Principles (GAAP), which are the basis of the used in this report, in-kind expenses are not reported on 990 tax returns. Accordingly, in order to be comparable, in-kind expenses are removed in this analysis. Additionally, 2011 budgets do not generally include estimates of in-kind expenses.

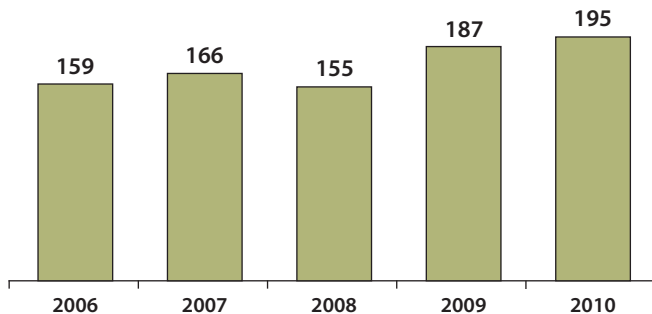
<sup>9</sup> MAP analysis of 990 data and/or annual reports for 2009 (or 2010, if available): Focus on the Family/CitizenLink (\$132.4M), Heritage Foundation (\$69.0M), Alliance Defense Fund (\$32.1M), American Family Association (\$20.8M), Coral Ridge Ministries (\$17.5M), Concerned Women for America/Concerned Women for America Legislative Action Committee (\$12.6M), Family Research Council/FRC Action (\$14.3M), American Center for Law & Justice (\$13.5M), Traditional Values Coalition/Traditional Values Coalition Education and Legal Institute (\$9.5M), and National Organization for Marriage/National Organization for Marriage Education Fund (\$8.6M).

page). In 2006, the 40 participating organizations spent a cumulative average of approximately \$302,100 per day, peaking in 2008 at \$402,200 per day, and declining to \$339,900 in 2010. While participants increased their

**Figure 7: 2006-2010 Cumulative Average Daily Cash Expense**  
All Participants, \$ Thousands

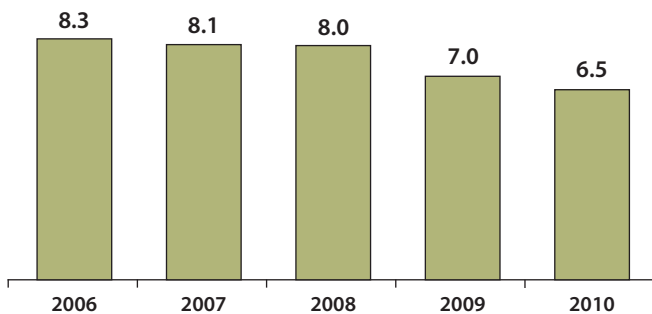


**Figure 8: 2006-2010 Average Days of Working Capital**  
Unweighted Average for All Participants



Note: 2006 and 2007 data was not available for three organizations, and one organization's 2008 data was not available. These averages are adjusted to be based on the total number of organizations for which data was available in a given year.

**Figure 9: 2006-2010 Liquidity Ratio**  
Unweighted Average for All Participants



Note: 2006 and 2007 data was not available for four organizations, and one organization's 2008 data was not available. Two organizations do not report this indicator because they are subsets of larger organizations. These averages are adjusted to be based on the total number of organizations for which data was available in a given year.

total average daily cash expenses by 13% over the last five years, average daily cash expenses decreased 9% from 2009 to 2010.

Decreases in expenses help shore up working capital. Average days of working capital is a measure of organizations' cash reserves relative to their average daily cash expense. As shown in *Figure 8*, between 2006 and 2010, the average organization's days of working capital has been steadily increasing, with the exception of 2008, when working capital fell. Working capital rose again in 2009 and, in 2010 the average organization reported nearly seven months of available working capital.

Another indicator of financial health and stability is an organization's liquidity ratio. The liquidity ratio measures the cash and investments on hand to cover current financial obligations, such as accounts payable and lines of credit. From 2006 to 2009, the average participating organization's liquidity ratio has declined from 8.3 to 7.0 (see *Figure 9*). In 2010, the average organization reported a liquidity ratio of 6.5; this means that the average participant has 6.5 times more cash on hand than needed to cover short-term financial obligations.<sup>10</sup> Despite this reduction, organizations remain adequately able to cover their liabilities.

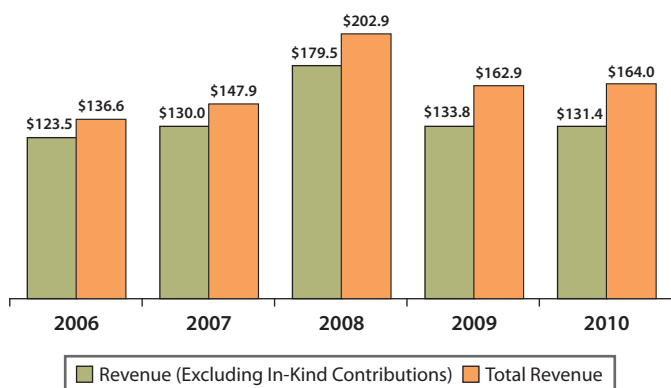
## REVENUE

After experiencing a sharp decline in 2009, the revenue of LGBT organizations appears to have stabilized in 2010 (though it is still slightly down). Again excluding in-kind contributions, participating organizations experienced a 25% drop in revenue from 2008 to 2009, compared to a much smaller decrease (2%) from 2009 to 2010. By contrast, the combined revenue of participants has increased 6% over the five years from 2006 to 2010 (from \$123.5 million to \$131.4 million) (see *Figure 10* on the following page). Looking at revenue including in-kind contributions, organizations actually saw a small increase from 2009 to 2010 (1%). It is worth repeating that 2008 may have been an outlier. Not only was it a presidential election year, but several participating organizations also received a substantial bequest which accounted for \$22.0 million of this increased revenue in 2008, so revenue and spending by LGBT social justice advocacy organizations was at a peak.

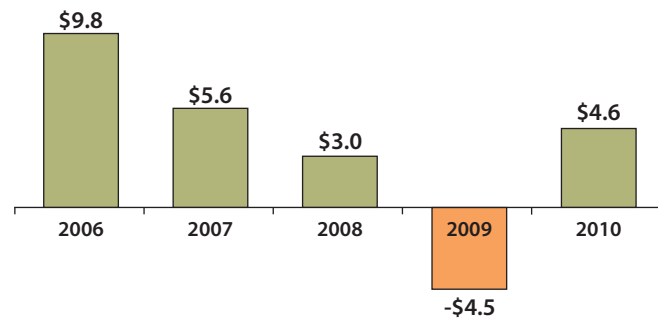
Finally, excluding in-kind contributions, while aggregate expenses dropped from 2009 to 2010, 2010

<sup>10</sup> This average over five years excludes one organization whose liquidity ratio in 2010 was more than 440 due to a substantial increase in cash investment and a reduction in liabilities to nearly zero.

**Figure 10: 2006-2011 Revenue**  
All Participants Combined, \$ Millions



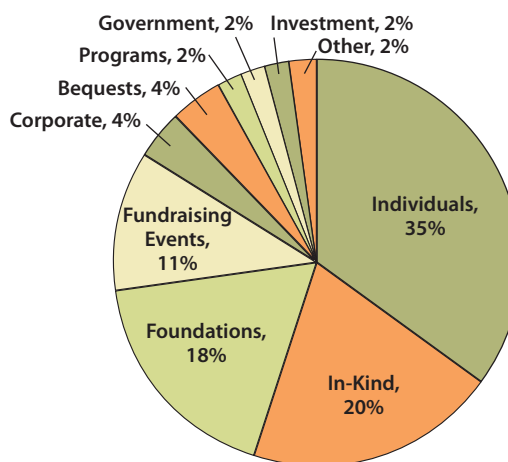
**Figure 11: 2006-210 Difference in Revenue and Expenses**  
Excluding In-Kind Expenses, All Participants Combined, \$ Millions



revenue outstripped 2010 expenses by \$4.6 million (see *Figure 11*). This is a significant positive improvement over 2009, where for the only time in the five years, expenses outstripped revenue (by \$4.5 million). Therefore, it appears we are seeing stabilization of finances despite the continued economic downturn.

*Figure 12* shows the breakdown of 2010 revenue reported by participating organizations. Revenue sources are diverse. Of the \$164.0 million in revenue, 35% comes from individual contributions. However, in-kind contributions and foundation contributions each account for nearly one-fifth of total revenue (20% and 18%, respectively), while fundraising events comprise another 11% of revenue.

**Figure 12: 2010 Revenue by Source**  
All Participants Combined  
100% = \$164.0 million



*Table 2* examines revenue sources for participating organizations over three years. Of particular concern, contributions from individual donors dropped sharply (a 14% drop, or \$9.3 million) between 2009 and 2010. This revenue drop was mostly offset by revenue increases from corporations (41% increase, or \$1.8 million), bequests (30% increase, or \$1.6 million), fundraising events (6% increase, or \$1.1 million) and other income (126% increase, or \$3.2 million). These 2010 increases are notable since all of these revenue sources experienced drops between 2008 and 2009. The increase in revenue from fundraising events is likely tied to the decreasing costs of direct benefits to donors attending such events and the increase in the number of donors attending fundraising events.

**Table 2: 2008-2010 Detailed Revenue for All Participating Organizations (\$ Millions)**

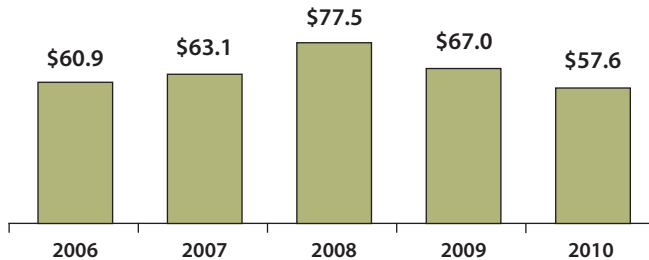
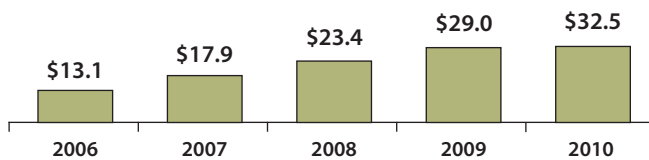
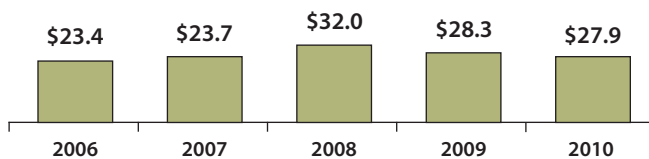
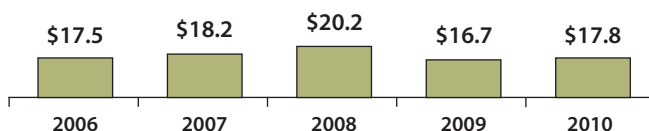
Revenue	2008	2009	2010
Individual Contributions	\$77.7	\$67.1	\$57.8
Foundation Contributions	33.0	30.5	30.0
Corporate Contributions	6.3	4.3	6.1
Government Funding	4.1	3.8	3.5
Bequests	30.4	5.4	7.0
Program Income	3.6	3.4	3.5
Fundraising Events (net)	20.3	16.8	17.9
Other	4.1	2.5	5.7
<b>Total Revenue Excluding In-Kind Contributions</b>	<b>\$179.5</b>	<b>\$133.8</b>	<b>\$131.4</b>
In-Kind Contributions	23.4	29.0	32.5
<b>Total Revenue Including In-Kind Contributions</b>	<b>\$202.9</b>	<b>162.9</b>	<b>164.0</b>

Note: Columns may not sum due to rounding.

<sup>11</sup> A bequest to multiple organizations from a single donor in 2008 accounted for \$22.0 million in revenue for that year.  
<sup>12</sup> This includes dues, merchandise sales, investment income, and other sources of revenue.  
<sup>13</sup> This increase is due to large bequests made by one donor to a number of LGBT organizations.

**Figure 13: 2006-2010 Revenue by Source**

Participating Organizations for Which Trend Data Was Available  
(n=37) \$ Millions

**Figure 13a: Individual Contributions****Figure 13b: In-Kind Contributions****Figure 13c: Foundation Contributions****Figure 13d: Fundraising Events (Net)**

In-kind contributions also rose significantly in the last year, signaling that LGBT organizations (and especially legal organizations) are still able to secure donated professional services and goods from individuals and corporations—even while obtaining monetary donations may be more difficult.

Figure 13 shows five-year trends for the four largest sources of revenue for participating organizations for which five-year trend data is available: individual contributions, in-kind contributions, foundation contributions and fundraising events.

## FUNDRAISING

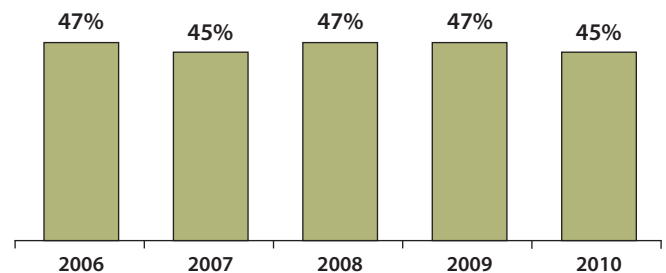
This section examines the ways in which LGBT nonprofits fundraise, including their reliance on top contributors, fundraising costs and fundraising from individual donors.

The average participant receives almost half (45%) of its revenue from its 10 largest contributors—including individual donors, foundations and/or corporate donors. Participants' reliance on its top 10 contributors has remained fairly steady since 2006 (see Figure 14). However, larger organizations have more diverse revenue sources. Looking at participating organizations with revenue of over \$3 million, the average large organization receives just over a third (34%) of its revenue from its 10 largest donors.

In aggregate, individual donors are a very important revenue source for participants, representing 35% of overall revenue (the largest source of revenue for these LGBT nonprofits). Participating organizations report a

**Figure 14: 2006-2010 Percent of Revenue from Top Ten Contributors**

Unweighted Average for All Participants



Note: 2006 and 2007 data was not available for three organizations. One organization does not report this indicator because it is a component of a larger organization. These averages are adjusted to be based on the total number of organizations for which data was available in a given year.

total of 248,173 donors who contributed \$35 or more in 2010 and 12,516 donors who contributed \$1,000 or more.

Looking across five years for the organizations for which data was available, the number of individuals donating in both categories decreased significantly over the last three years, and even over the five-year period since 2006 (see *Figure 15*). Donors giving \$35 or more fell 10% from 2008 to 2009, and 12% from 2009 to 2010. Larger decreases are seen in the number of individuals donating \$1,000 or more (13% from 2008 to 2009, and 15% from 2009 to 2010). This is likely a reflection of the continuing economic downturn. Additionally, the fact that 2008 was a presidential election year could explain the higher number of donors in 2008, but it does not explain the continued drop in small donors from 2009 to 2010, nor the drop in donors giving over \$1,000 from 2006 through 2010 (with 2008 as the only exception).

By contrast, the number of individuals attending fundraising events increased by 20% from 2006 to 2010, and 7% from 2009 to 2010 (see *Figure 16*).<sup>14</sup> The average cost of donor benefit has decreased from

2008 to 2010, so more of the dollars raised go directly toward participants' revenue. As a result, participants' cumulative income from fundraising events increased by over \$1 million in the last year.

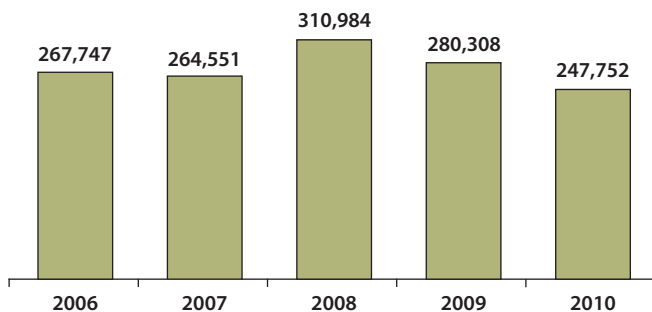
Another important measure of the ability of the LGBT movement to engage donors is the rate of donor turnover. Donor turnover is measured as the percent of donors who contributed in the previous year but did not make a contribution in the current year. The average organization experienced a 48% donor turnover rate in 2010 (48% of donors made a contribution to the average organization in 2009, but did not do so in 2010), as shown in *Figure 17*. Given that the total number of donors declined between 2009 and 2010, these numbers suggest that, while organizations are not experiencing a greater turnover of existing donors, they are having a harder time finding new donors to replace those who no longer give (this finding is troubling, as it was also true from 2008 to 2009).

<sup>14</sup> This figure only includes fundraising events for which the cost to attend was \$100 or more.

**Figure 15: 2006-2010 Total Number of Donors**

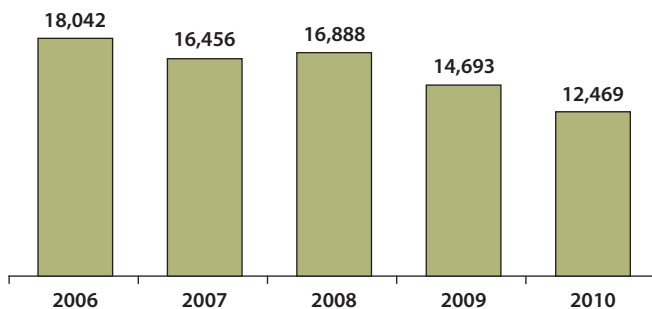
**Figure 15a: Number of People Donating \$35 or More**

(n=37)



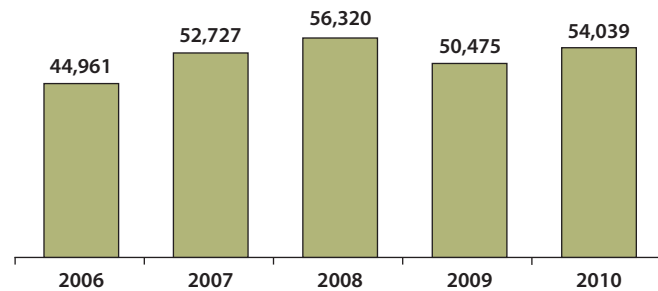
**Figure 15b: Number of People Donating \$1,000 or More**

(n=37)



**Figure 16: 2006-2010 Number of People Attending Fundraising Events**

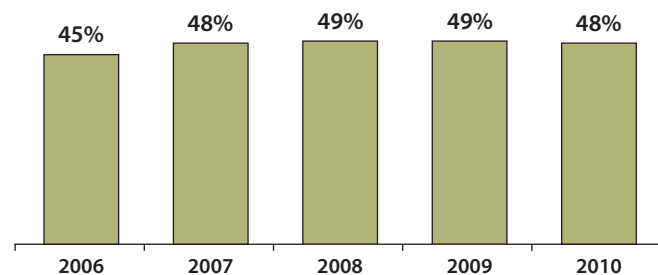
All Participants Combined



**Figure 17: 2006-2010 Average Donor Turnover**

Unweighted average % of donors in a given year who do not donate but donated in the previous year

All Participants

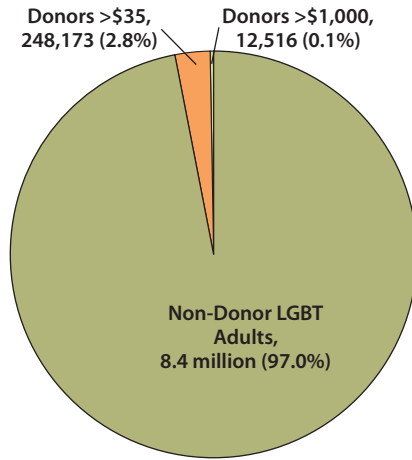


Note: These averages are adjusted to be based on the total number of organizations for which data was available in a given year.



**Figure 18: Combined 2010 Donors vs. LGBT Population**

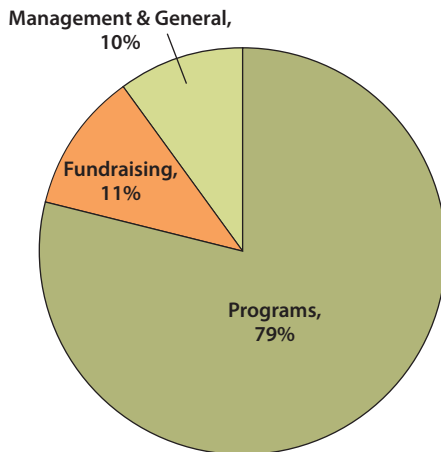
All Participants Combined, 100% = Est'd 8.7 million LGBT Adults in US



Source: The Williams Institute (LGBT population estimate).

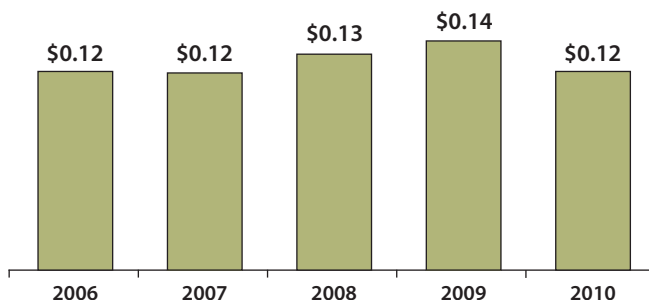
**Figure 19: 2010 Expense Breakdown**

All Participants Combined, 100% = \$159.2 million



**Figure 20: 2006-2010 Overall Cost to Raise \$1**

Unweighted Average for All Participants



Note: These averages are adjusted to be based on the total number of organizations for which data was available in a given year.

Not surprisingly, there is room to increase the number of donors to the LGBT movement. *Figure 18* shows the estimated 8.7 million LGBT adults in the United States. Even if we conservatively assume that each donor reported by participating organizations is unique (no duplication between lists), donates only once and identifies as LGBT (no heterosexual donors), we find that only 3% of LGBT adults have donated to a participating organization. Given that the combined donor figure almost certainly includes a significant number of heterosexual allies and individuals who contributed to multiple organizations, the actual portion of LGBT adults who have donated is likely much lower than 3%. Given that organizations are losing individual donors year over year, finding a way to reach LGBT adults who do not give is becoming a more urgent priority.

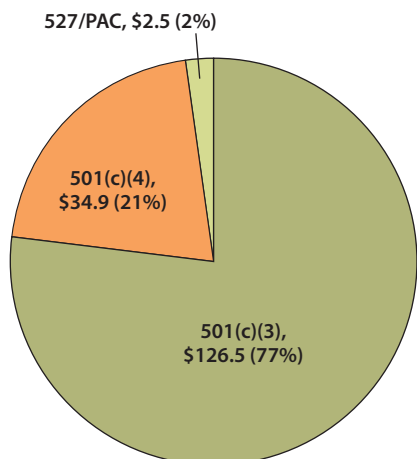
Despite recent fundraising challenges, organizations appear to be quite efficient in their fundraising operations. Of total expenses, 79% are spent on programs and services, 10% are spent on management and general expenses and only 11% are spent on fundraising (see *Figure 19*). These percentages adhere to the American Institute of Philanthropy (AIP) and Better Business Bureau Wise Giving Alliance (BBB) efficiency benchmarks. Similarly, participants spend approximately \$0.12 to raise \$1 (see *Figure 20*). While the cost to raise \$1 decreased from 2009 to 2010, the figure remained relatively constant from 2006 to 2010.

Finally, note that fundraising is much harder and more costly for 501(c)(4) organizations and 527/PACs than for 501(c)(3) organizations. This is because donations to the former are not tax-deductible because they can be used for lobbying and other activities designed to affect legislation and elections. The lack of tax-deductibility creates a significant enough fundraising impact that watchdogs like Charity Navigator refuse to even rate or provide benchmarks for 501(c)(4) organizations and 527/PACs. While most revenue (77% or \$126.5 million) of participating organizations is attributed to 501(c)(3) organizations, 21% of revenue is attributed to 501(c)(4) organizations and a remaining 2% is for 527/PAC organizations (see *Figure 21* on the following page).

While organizations continue to be efficient, we do see a continued reduction in spending on programs and services over the last three years, while the amount spent on fundraising increased from 2008 to 2009, then dropped from 2009 to 2010 (see *Table 3* on the following page). Evidently, organizations are now adjusting to the

**Figure 21: 2010 Revenue by Legal Type**

All Participants Combined, \$ Millions, 100% = \$164.0



continued revenue decline by making across-the-board cuts (though note again that spending is anticipated to increase in 2011).

## ASSETS AND LIABILITIES

Table 4 on the following page shows the combined Statement of Financial Position from 2006 to 2010 for the 34 organizations for which five-year trend data was available. Noteworthy items include:

- *Cash and Cash Equivalents*: Cash has increased from \$20.5 million in 2006 to \$22.5 million in 2010. This may reflect a general trend of organizations cutting expenses and holding onto cash instead of spending reserves in response to decreased revenue. Along the same vein, investments increased by more than \$10 million between 2009 and 2010.
- *Net Fixed Assets*: LGBT nonprofits have \$24.6 million in fixed assets (net of accumulated depreciation), which speaks to the physical stability of the movement; these assets include land, buildings, equipment and furniture. However, participants also owe \$5.6 million in long-term debt, which includes mortgages.

**Table 3: 2008-2010 Expenses for all Participating Organizations (\$ Millions)**

Expenses	2008	2009	2010
Programs	\$136.8	\$131.4	\$126.2
Fundraising	20.5	21.5	19.4
Management & General	15.4	14.1	13.7
<b>Total Expenses</b>	<b>\$172.7</b>	<b>\$167.0</b>	<b>\$159.2</b>

Note: Columns may not sum due to rounding.

<sup>15</sup> Fundraising expenses should not exceed 35% and program expenses should meet or exceed more than 60% of total expenses. More information about American Institute of Philanthropy's benchmarks are available here: [www.charitywatch.org](http://www.charitywatch.org).

### The Limitations of Fundraising Efficiency Benchmarks

It is important for donors to feel confident in an organization's operational efficiency. MAP's analysis of the program, administrative and fundraising expenses for each participating organization finds that all participating organizations exceed fundraising efficiency benchmarks set by the American Institute of Philanthropy.<sup>15</sup>

Having established this baseline, MAP feels that further comparisons of metrics across organizations may encourage an unhelpful overreliance on financial benchmarking. Nonprofit finances are much more complex than simple ratios would suggest. Costs vary by an organization's size, age, legal structure and location. Younger organizations tend to have higher fundraising and management costs as they build infrastructure, donor lists and contacts. Fundraising costs are usually higher for 501(c)(4) organizations than for 501(c)(3) organizations because donations are not tax-deductible.

Costs also vary by the type and scope of issues that an organization addresses, the tactics employed and the organization's geographic scope. Also, while there are national accounting regulations for expense allocation, organizations have great leeway in how they apply those regulations in practice. Finally, overhead and fundraising costs are necessary to operate a successful organization. It takes money to recruit qualified staff, build a diversified donor base, and build an organization's infrastructure.

While a certain level of financial due diligence is helpful, the best way to tell whether a nonprofit deserves recognition and support for its work is also to include a close look at an organization's programs, activities, and ultimately, outcomes.

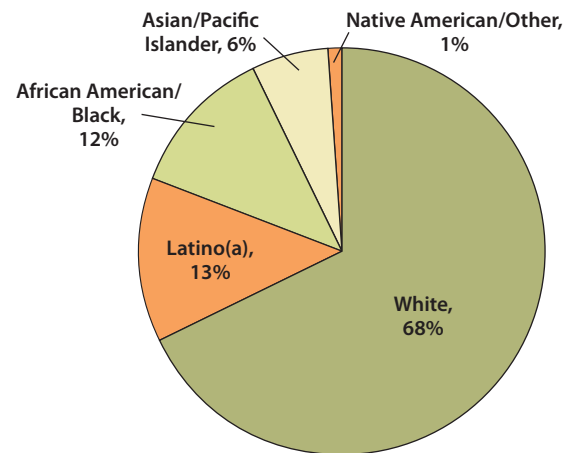
Table 4: 2006-2010 Statement of Financial Position (\$ Millions) for Organizations With Five-Year Trend Data (n=34)					
	2006	2007	2008	2009	2010
<b>Assets</b>					
Cash and cash equivalents	20.5	18.6	22.7	21.6	22.5
Investments	15.3	18.2	22.9	24.7	34.8
Other current assets	17.8	19.2	20.1	21.2	20.6 <sup>16</sup>
Net fixed assets	27.5	26.8	27.0	25.7	24.6
Other long-term assets	13.0	15.9	34.6	30.8	26.8
<b>Total Assets</b>	<b>94.2</b>	<b>98.8</b>	<b>127.3</b>	<b>123.9</b>	<b>129.4</b>
<b>Liabilities</b>					
Current liabilities	10.0	11.0	11.0	11.7	12.2
Long-term debt	11.2	8.0	6.0	6.3	5.6
Other long-term liabilities	1.0	1.3	1.3	1.5	1.9
<b>Total Liabilities</b>	<b>22.2</b>	<b>20.2</b>	<b>18.3</b>	<b>19.6</b>	<b>19.7</b>
<b>Net Assets</b>					
Unrestricted	40.5	44.5	46.3	48.7	58.1
Temporarily restricted	23.1	24.1	49.1	42.1	37.0
Permanently restricted	8.4	10.0	13.5	13.5	14.6
<b>Total Net Assets</b>	<b>72.0</b>	<b>78.6</b>	<b>109.0</b>	<b>104.3</b>	<b>109.7</b>
<b>Total Liabilities and Net Assets</b>	<b>94.2</b>	<b>98.8</b>	<b>127.3</b>	<b>123.9</b>	<b>129.4</b>
Note: Columns may not sum due to rounding.					

- *Other Long-Term Assets:* The large increase in these assets from 2007 to 2008 is due in large part to a single major bequest to several participants. As this long-term gift is paid out, the total of other long-term assets will decrease, as seen over the last three years.
- *Current Liabilities:* These have remained relatively constant from 2006 to 2010. This reflects that organizations have been able to keep their vendors paid during 2010 despite the economic downturn and decreased revenue.
- *Unrestricted Net Assets:* These have consistently increased over the period of 2006 to 2010. This is surprising given the economic downturn, but the increases signal the growing net wealth of the movement.

## STAFF AND BOARD MEMBERS

Participating organizations employ a total of 879 people, of which 759 are full-time and 120 are part-time. Organizations were asked to provide information

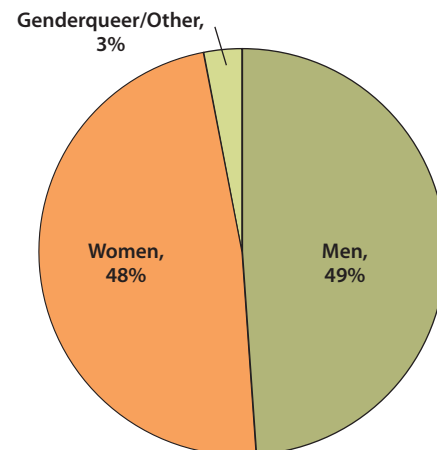
**Figure 22: Staff Race/Ethnicity**  
Combined Staff for All Participants (n=884)



Note: The number of staff depicted in this chart reflects that some staff identify with more than one race/ethnicity.

**Figure 23: Staff Gender**

Combined Staff for All Participants (n=874)



about staff and board race/ethnicity; gender identity and expression; and the number of staff and board who identify as transgender. Organizations could choose more than one race/ethnicity for each employee and board member.

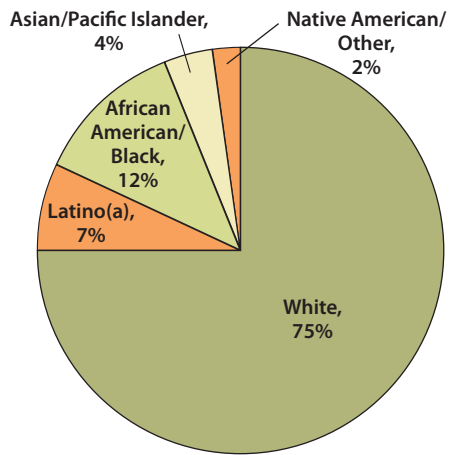
*Figure 22* shows that 32% of staff identify as people of color (POC), the same as in 2009. The staff of participating organizations are roughly representative of the broader U.S. population, of which 36% identifies as POC.

*Figure 23* shows the gender breakdown of staff for whom this information was provided. Approximately

<sup>16</sup> Two organizations accounted for \$6.2 million of the increase in investment between 2009 and 2010.

**Figure 24: Board Member Race/Ethnicity**

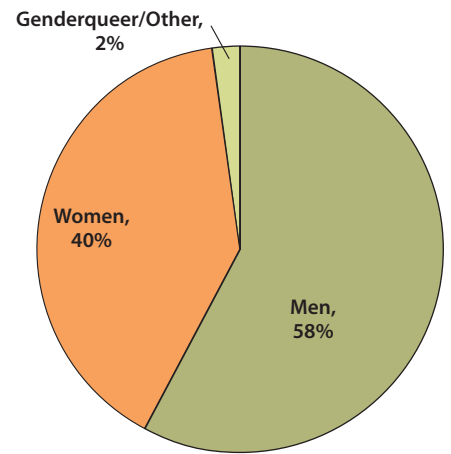
Combined Board Members for All Participants (n=712)



Note: The number of board members depicted in this chart reflects that some board members identify with more than one race/ethnicity.

**Figure 25: Board Member Gender**

Combined Board Members for All Participants (n=704)



49% of staff identify as men, 48% identify as women and 3% of staff identify as genderqueer/other. Separate from gender identity, organizations also reported that 6% of their staff identify as transgender (note that a transgender staff member will likely also identify as male, female or genderqueer). This number is also unchanged from 2009.

Participating organizations have a total of 704 board members, which is approximately one board member for every full-time staff member. The board members of participating organizations are less racially/ethnically diverse, and are also less diverse in terms of gender, than the staff of participating organizations. As shown in *Figure 24*, 75% of all board members identify as

white. *Figure 25* shows the gender breakdown for board members: men comprise 58% of all board members, women comprise 40%, and 2% of board members identify as genderqueer/other. However 6% of board members identify as transgender, the same percentage of the staff who identify as transgender. Overall, these numbers are almost identical to 2009.

## CONCLUSION

The 2011 National LGBT Movement Report aims to educate the public, policymakers, LGBT movement donors, and advocates about the financial health and operating efficiency of the LGBT movement. The report offers a comprehensive look at the finances of 40 leading LGBT social justice advocacy organizations, which comprise 71% of the budgets of all LGBT social justice advocacy organizations.

After a particularly challenging 2009, 2010 financial analysis suggests that LGBT organizations may be at a turning point, or at least stabilizing. For example, organizations expect increases in their 2011 expense budgets over 2010. And while overall 2010 revenue is still slightly down, unlike in 2009, it exceeds expenses. Finally, organizations continue to be efficient in their fundraising operations and all organizations meet the American Institute of Philanthropy's charity benchmarks.

Overall, this stabilization of revenue and projected increase in expense budget is reason for optimism. However, sharp decreases in the number and contributions of individual donors, the paltry number of LGBT adults who give to national LGBT organizations, and the significantly greater resources of anti-LGBT activists is cause for concern. The LGBT movement has made significant advances towards equality in the last decade. For these advances to continue, LGBT Americans will need to continue to invest in the organizations (whether national or local) who are fighting on their behalf.

## APPENDIX: PARTICIPATING ORGANIZATIONS

The following is a list of the participating organizations, their mission, focus area, and website. One organization preferred not to be listed in this table.

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
<b>ACLU LGBT &amp; AIDS Project</b>	Create a society in which LGBT people and people with HIV enjoy the basic rights of equality, privacy, personal autonomy and freedom of expression and association. This means an America where people can live openly without discrimination, where there's respect for our identities, relationships and families, and where there's fair treatment in employment, schools, housing, public places, healthcare and government programs. The ACLU LGBT & AIDS Project works toward these goals through a combined strategy of impact litigation, public education, and policy work.	Legal – LGBT and HIV Legal Advocacy	<a href="http://www.aclu.org/LGBT">www.aclu.org/LGBT</a>	
<b>Audre Lorde Project, Inc.</b>	The Audre Lorde Project is a Lesbian, Gay, Bisexual, Two Spirit, Trans and Gender Non-Conforming People of Color center for community organizing, focusing on the New York City area. Through mobilization, education and capacity-building, we work for community wellness and progressive social and economic justice. Committed to struggling across differences, we seek to responsibly reflect, represent and serve our various communities.	Advocacy – LGBT people of color, primarily in New York City	<a href="http://www.alp.org">www.alp.org</a>	
<b>CenterLink: The Community of LGBT Centers</b>	CenterLink exists to support the development of strong, sustainable LGBT community centers and to build a unified center movement. We believe that LGBT community centers are primary change agents in the national movement working toward the liberation and empowerment of LGBT people.	Issue – LGBT Community Centers	<a href="http://www.lgbtcenters.org">www.lgbtcenters.org</a>	
<b>Council on Global Equality</b>	Encourage a clearer and stronger American voice on international LGBT human rights concerns by bringing together international human rights activists, foreign policy experts, LGBT leaders, philanthropists, corporations and political strategists. Council members seek to ensure that representatives of the U.S. leverage available diplomatic, political and economic resources to oppose human rights abuses based on sexual orientation, gender identity or gender expression.	Advocacy – International LGBT Human Rights	<a href="http://www.globalequality.org">www.globalequality.org</a>	
<b>Empire State Pride Agenda</b>	Win equality and justice for LGBT New Yorkers and our families through education, organizing and advocacy programs. We work to create a broadly diverse alliance of LGBT people and allies in government, communities of faith, labor, the workforce and other social justice movements to achieve equality for LGBT New Yorkers and broader social, racial and economic justice.	Advocacy – New York	<a href="http://www.prideagenda.org">www.prideagenda.org</a>	
<b>Equality California</b>	Equality California (EQCA) is the largest statewide lesbian, gay, bisexual, and transgender (LGBT) rights advocacy organization in California. Over the past decade, Equality California has strategically moved California from a state with extremely limited legal protections for LGBT individuals to a state with some of the most comprehensive civil rights protections in the nation. Equality California successfully sponsored more than 85 pieces of legislation and continues to advance equality through legislative advocacy, electoral work, public education and community empowerment.	Advocacy – California	<a href="http://www.eqca.org">www.eqca.org</a>	
<b>Equality Federation</b>	Achieve equality for LGBT people in every state and territory by building strong and sustainable statewide organizations in a state-based movement.	Advocacy – State-based Equality Groups	<a href="http://www.equalityfederation.org">www.equalityfederation.org</a>	
<b>Equality Forum</b>	Equality Forum is a national and international LGBT civil rights organization with an educational focus. Equality Forum coordinates LGBT History Month, produces documentary films, undertakes high impact initiatives and presents the largest annual international LGBT civil rights summit.	Research & Public Education – LGBT Rights Nationwide and Internationally	<a href="http://www.equalityforum.com">www.equalityforum.com</a>	



Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
<b>Family Equality Council</b>	Family Equality Council connects, supports and represents the one million LGBT parents in this country and the two million children they are raising. It works to change attitudes and policies to ensure all families are respected, loved and celebrated.	Advocacy –LGBT families	<a href="http://www.familyequality.org">www.familyequality.org</a>	
<b>Freedom to Marry</b>	Freedom to Marry is the campaign to win marriage nationwide. We are pursuing our Roadmap to Victory by working to win the freedom to marry in more states, grow the national majority for marriage, and end federal marriage discrimination. We partner with individuals and organizations across the country to end the exclusion of same-sex couples from marriage and the protections, responsibilities, and commitment that marriage brings.	Issue – The freedom to marry	<a href="http://www.freedomtomarry.org">www.freedomtomarry.org</a>	
<b>Funders for LGBTQ Issues</b>	Funders for LGBTQ Issues seeks to mobilize philanthropic resources that enhance the well-being of lesbian, gay, bisexual, transgender and queer communities, promote equity and advance racial, economic and gender justice.	Research & Public Education – philanthropy	<a href="http://www.lgbtfunders.org">www.lgbtfunders.org</a>	
<b>Gay &amp; Lesbian Advocates &amp; Defenders (GLAD)</b>	GLAD is New England's leading legal rights organization dedicated to ending discrimination based on sexual orientation, HIV status and gender identity and expression. GLAD is at the cutting edge of the historic fight for full equality and justice. Through impact litigation, education and public policy work, GLAD's precedent-setting work has established anti-discrimination laws for transgender, gay, lesbian and bisexual people and protected the rights of those with HIV throughout New England.	Legal – LGBT and HIV Legal Advocacy in New England	<a href="http://www.glad.org">www.glad.org</a>	
<b>Gay &amp; Lesbian Alliance Against Defamation (GLAAD)</b>	The Gay & Lesbian Alliance Against Defamation (GLAAD) amplifies the voice of the LGBT community by empowering real people to share their stories, holding the media accountable for the words and images they present, and helping grassroots organizations communicate effectively. By ensuring that the stories of LGBT people are heard through the media, GLAAD promotes understanding, increases acceptance, and advances equality.	Issue – Media	<a href="http://www.glaad.org">www.glaad.org</a>	
<b>Gay &amp; Lesbian Victory Fund and Leadership Institute</b>	Gay & Lesbian Victory Fund: To change the face and voice of America's politics and achieve equality for LGBT Americans by increasing the number of openly LGBT officials at all levels of government.  Gay & Lesbian Leadership Institute: To achieve full equality for LGBT people by building, supporting and advancing a diverse network of LGBT public leaders.	Advocacy – Elected Officials	<a href="http://www.victoryfund.org">www.victoryfund.org</a> <a href="http://www.glli.org">www.glli.org</a>	
<b>Gay, Lesbian and Straight Education Network (GLSEN)</b>	GLSEN, the Gay, Lesbian and Straight Education Network, is the leading national education organization focused on ensuring safe schools for all students. Established in 1990, GLSEN envisions a world in which every child learns to respect and accept all people, regardless of sexual orientation or gender identity/expression. GLSEN seeks to develop school climates where difference is valued for the positive contribution it makes to creating a more vibrant and diverse community.	Issue – Schools	<a href="http://www.glsen.org">www.glsen.org</a>	
<b>Gay-Straight Alliance Network</b>	Empower youth activists to fight homophobia and transphobia in schools.	Issue – Schools	<a href="http://www.gsannetwork.org">www.gsannetwork.org</a>	
<b>Human Rights Campaign and Foundation (HRC)</b>	The Human Rights Campaign is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. HRC seeks to improve the lives of LGBT Americans by advocating for equal rights and benefits in the workplace, ensuring families are treated equally under the law and increasing public support among all Americans through advocacy, education and outreach programs. HRC works to secure equal rights for LGBT individuals and families at the federal and state levels by lobbying elected officials, mobilizing grassroots supporters, educating Americans, investing strategically to elect fair-minded officials and partnering with other LGBT organizations.	Advocacy – Nationwide	<a href="http://www.hrc.org">www.hrc.org</a>	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
<b>Immigration Equality &amp; Immigration Equality Action Fund</b>	End discrimination in US immigration law, reduce its negative impact on the lives of LGBT and HIV-positive people and help obtain asylum for those persecuted in their home countries based on their sexual orientation, transgender identity or HIV-status. Through education, outreach, advocacy and by maintaining a nationwide network of resources, we provide information and support to advocates, attorneys, politicians and those threatened by persecution or the discriminatory impact of the law.	Issue – Immigration	www.immigrationequality.org  www.immigrationequalityactionfund.org	
<b>In The Life Media, Inc.</b>	In The Life Media (ITLM) produces change through innovative media that exposes social injustice by chronicling LGBT life and providing our audiences with effective ways to advance equality within and beyond our communities. Founded in 1992, on the simple premise of using media to advance social justice for LGBT people, ITLM produces investigative video journalism for national broadcast and digital distribution. ITLM is best known for its award-winning productions of IN THE LIFE, the public television series documenting the people and issues shaping the LGBT experience.	Research & Public Education – Multi-Media	www.itlmedia.org	
<b>Keshet</b>	Keshet is a national grassroots organization that works for the full inclusion of lesbian, gay, bisexual, and transgender (LGBT) Jews in Jewish life. Led and supported by LGBT Jews and straight allies, Keshet offers resources, trainings, and technical assistance to create inclusive Jewish communities nationwide.	Advocacy – Jewish community	www.keshetonline.org	
<b>Lambda Legal Defense</b>	Lambda Legal is the oldest and largest national legal organization whose mission is to protect and advance the civil rights of lesbians, gay men, bisexuals, transgender people and those with HIV through impact litigation, education and policy work. Our impact strategy combines groundbreaking work in the courts with innovative public education to transform the legal and cultural landscape. Lambda Legal's historic 2003 Supreme Court victory in Lawrence v. Texas marked a new era of legal respect for the LGBT community.	Legal – LGBT and HIV Legal Advocacy	www.lambdalegal.org	
<b>Log Cabin Republicans &amp; Liberty Education Forum</b>	Log Cabin Republicans —Work within the Republican Party to advocate for equal rights for gay and lesbian Americans. We emphasize how our principles of limited government, individual liberty, individual responsibility, free markets and a strong national defense—and the moral values on which they stand—are consistent with the pursuit of equal treatment under the law for gay and lesbian Americans.  Liberty Education Forum —Use the power of ideas to educate people about the importance of achieving freedom and fairness for all Americans, regardless of sexual orientation or gender identity. LEF conducts educational programs, grassroots training and research on key issues that impact the LGBT population.	Advocacy – Republican Party	www.logcabin.org  www.libertyeducationforum.org	
<b>MassEquality</b>	MassEquality is Massachusetts' statewide, grassroots organization working to ensure equal rights and opportunities for every lesbian, gay, bisexual and transgender person from cradle to grave – in schools, in marriage and family life, at work and in retirement. By building a broad and inclusive movement, shifting public opinion, and achieving electoral and policy victories, MassEquality is protecting marriage equality in Massachusetts, working to win it in other states, and promoting a comprehensive Equality Agenda to ensure full social and legal equality for every LGBT person in Massachusetts.	Advocacy – Massachusetts	www.massequality.org	
<b>National Black Justice Coalition (NBJC)</b>	The National Black Justice Coalition (NBJC) is a civil rights organization dedicated to empowering black lesbian, gay, bisexual and transgender (LGBT) people. NBJC's mission is to eradicate racism and homophobia. Since 2003, NBJC has provided leadership at the intersection of mainstream civil rights groups and mainstream LGBT organizations, advocating for the unique challenges and needs of the African American LGBT community that are often relegated to the sidelines. NBJC envisions a world where all people are fully empowered to participate safely, openly and honestly in family, faith and community, regardless of race, gender identity or sexual orientation.	Advocacy – Black LGBT Community	www.nbjc.org	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
<b>National Coalition for LGBT Health</b>	The Coalition is committed to improving the health and well-being of lesbian, gay, bisexual, and transgender individuals through federal advocacy that is focused on research, policy, education, and training.	Issue - Health	<a href="http://www.lgbthealth.net">www.lgbthealth.net</a>	
<b>National Center for Lesbian Rights (NCLR)</b>	Advance the civil and human rights of LGBT people and families through litigation, policy advocacy and public education.	Legal – LGBT Legal Advocacy	<a href="http://www.nclrights.org">www.nclrights.org</a>	
<b>National Center for Transgender Equality (NCTE)</b>	End discrimination and violence against transgender people through education and advocacy on national issues of importance to transgender people. By empowering transgender people and our allies to educate and influence policymakers and others, NCTE facilitates a strong and clear voice for transgender equality in our nation's capital and around the country.	Advocacy – Transgender Rights	<a href="http://www.transequality.org">www.transequality.org</a>	
<b>New York City Gay and Lesbian Anti-Violence Project</b>	Envisions a world in which all lesbian, gay, bisexual, transgender, queer, and HIV-affected people are safe, respected, and live free from violence. Empowers lesbian, gay, bisexual, transgender, queer, and HIV-affected communities and allies to end all forms of violence through organizing and education, and support survivors through counseling and advocacy. Through our National Coalition of Anti-Violence Programs (NCAVP), create a national response to the violence within and against LGBTQ and HIV-affected communities via public policy work, documentation of violence, direct service, training and technical assistance.	Issue – Anti-Violence, Domestic Violence, Sexual Violence and Hate Violence	<a href="http://www.avp.org">www.avp.org</a>	
<b>Out &amp; Equal Workplace Advocates</b>	Out & Equal Workplace Advocates is committed to ending employment discrimination for lesbian, gay, bisexual, and transgender employees. Every day, we work to protect and empower employees to be productive and successful by providing high quality events, ongoing community education, diversity training, and resources for job seekers, employees and allies, as well as opportunities for people around the world to convene and connect.	Issue – Workplace Equality	<a href="http://www.outandequal.org">www.outandequal.org</a>	
<b>The Palm Center</b>	The Palm Center uses rigorous social science to inform public discussions of controversial social issues, enabling policy outcomes to be informed more by evidence than by emotion. Our data-driven approach is premised on the notion that the public makes wise choices on social issues when high quality information is available.	Research & Public Education – Military Policy and Research	<a href="http://www.palmcenter.org">www.palmcenter.org</a>	
<b>PFLAG (Parents, Families and Friends of Lesbians and Gays)</b>	Promote the health and well-being of LGBT persons, their families and friends through support, to cope with an adverse society; education, to enlighten an ill-informed public; and advocacy, to end discrimination and to secure equal civil rights. PFLAG provides opportunity for dialogue and acts to create a society that is healthy and respectful of human diversity.	Advocacy – Families of LGBT People	<a href="http://www.pflag.org">www.pflag.org</a>	
<b>Point Foundation</b>	Provide financial support, mentoring, leadership training and hope to meritorious students who are marginalized due to sexual orientation, gender identity or gender expression.	Issue – Education	<a href="http://www.pointfoundation.org">www.pointfoundation.org</a>	
<b>Service-members Legal Defense Network (SLDN)</b>	SLDN is dedicated to bringing about full LGBT equality within the military and providing free and direct legal assistance to service members affected by discrimination or harassment based on sexual orientation or gender identity. It also does impact litigation in behalf of Servicemembers currently serving as well as veterans. SLDN works to ensure that evenhanded policies and regulations, providing equal treatment and opportunity for all, regardless of actual or perceived sexual orientation or gender identity are established and effectively implemented in the armed forces, including active duty, National Guard, reserve and officer training programs.	Issue – Military	<a href="http://www.sldn.org">www.sldn.org</a>	
<b>Services &amp; Advocacy for GLBT Elders (SAGE)</b>	The mission of Services & Advocacy for GLBT Elders (SAGE) is to lead in addressing issues related to lesbian, gay, bisexual and transgender (LGBT) aging. In partnership with its constituents and allies, SAGE works to achieve a high quality of life for LGBT older adults, supports and advocates for their rights, fosters a greater understanding of aging in all communities, and promotes positive images of LGBT life in later years.	Advocacy –LGBT Older Adults	<a href="http://www.sageusa.org">www.sageusa.org</a>	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
<b>Soulforce – Home of the Equality Ride</b>	Soulforce is the longest-tenured LGBT organization working at the intersection of religion and politics. Formed in 1998, Soulforce has directly engaged the Vatican, the U.S. Council of Catholic Bishops, the United Methodist, Southern Baptist, Evangelical Lutheran, Presbyterian and Mormon General Conferences and Assemblies on the rights of LGBT people to full inclusion and office within their fellowships. In addition, Soulforce has entered into dialogue with the five largest (mega) churches in America, two of which have now eliminated their ex-gay ministries and over the last five years visited 84 distinctively Christian Colleges resulting in 14 removing antigay policies. Soulforce continues to call upon Focus on the Family and all of the National Religious Broadcaster's members and affiliates to cease and desist use of federally issued permits to broadcast anti-gay propaganda and is one of the United Nation's Compass Coalition leaders in working to decriminalize LGBT lives in Nations where imprisonment, violence and the death penalty are sanctioned.	Issue – Religion	<a href="http://www.soulforce.org">www.soulforce.org</a>	
<b>Sylvia Rivera Law Project (SRLP)</b>	Sylvia Rivera Law Project (SRLP) works to guarantee that all people are free to self-determine their gender identity and expression, regardless of income or race and without harassment, discrimination or violence. SRLP is a collective organization founded on the understanding that gender self-determination is inextricably intertwined with racial, social and economic justice. We seek to increase the political voice and visibility of people of color (POC) and low-income people who are transgender, intersex or gender non-conforming.	Legal – Low Income Transgender Rights and Legal Advocacy	<a href="http://www.srlp.org">www.srlp.org</a>	
<b>The Task Force</b>	Build political power in the LGBT community from the ground up by training activists, organizing broad-based campaigns to defeat anti-LGBT referenda and advance pro-LGBT legislation, and building the movement's organizational capacity. Via the Task Force Policy Institute, the LGBT movement's premier think tank, provide research and policy analysis to support the struggle for complete equality and to counter right-wing lies. We work within a broader social justice movement to create a nation that respects the diversity of human expression and identity and that fosters opportunities for all.	Advocacy – Nationwide	<a href="http://www.thetaskforce.org">www.thetaskforce.org</a>	
<b>Transgender Law Center</b>	The Transgender Law Center (TLC) connects transgender people and their families to technically sound and culturally competent legal services; increases acceptance and enforcement of laws and policies that support transgender communities; and changes laws and systems that fail to incorporate the needs of transgender people. TLC utilizes legal services, policy advocacy, and public education to advance the rights and safety of diverse transgender communities, including all of the innumerable genders and forms of gender expression that fall within and outside of stereotypical gender norms. TLC understands, acknowledges, and resists non-gender based oppressions that limit people's ability to live in peace.	Legal – Transgender Rights and Legal Advocacy	<a href="http://www.transgenderlawcenter.org">www.transgenderlawcenter.org</a>	
<b>The Trevor Project</b>	The Trevor Project is determined to end suicide among LGBTQ youth by providing life-saving and life-affirming resources including our nationwide, 24/7 crisis intervention lifeline, digital community and advocacy/ educational programs that create a safe, supportive and positive environment for everyone.	Issue – LGBT Youth and Mental Health	<a href="http://www.thetrevorproject.org">www.thetrevorproject.org</a>	

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movement advancement project ▶

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