

2016 NATIONAL LGBT MOVEMENT REPORT

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

December 2016



movement advancement project ▶

This report was authored by:

Movement Advancement Project

The Movement Advancement Project (MAP) is an independent think tank that provides rigorous research, insight, and analysis that help speed equality for LGBT people. MAP works collaboratively with LGBT organizations, advocates and funders, providing information, analysis and resources that help coordinate and strengthen efforts for maximum impact. MAP's policy research informs the public and policymakers about the legal and policy needs of LGBT people and their families.

About this report

The *2016 National LGBT Movement Report* provides a comprehensive and standardized look at the LGBT movement's finances across 36 major LGBT organizations. This report aims to educate both new and longstanding LGBT movement donors and advocates and to encourage and sustain their commitment to the movement.

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KEY FINDINGS

The 2016 National LGBT Movement Report provides a comprehensive snapshot of the financial health of most of America's largest LGBT social justice organizations. These organizations were categorized by MAP as focusing on broad LGBT advocacy, issue-specific advocacy, legal advocacy, or research and public education. The 36 organizations participating in the report represent 75% of the budgets of all LGBT social justice organizations.^a

For participating organizations, revenue and expenses increased between 2014 and 2015. Comparing participating organizations to national averages outside of the LGBT movement, revenue for the top 100 nonprofit organizations across the country increased 2.6%, while expenses increased by about 5%.¹

Revenue

- Participating organizations reported an aggregate increase in revenue of 8% from 2014 to 2015 (excluding in-kind revenue).
- Individual contributions comprised the largest share of cumulative revenue (38%), followed by in-kind contributions (18%), foundation contributions (14%) and fundraising event income (11%).
- Individual donor revenue grew 5% from 2014 to 2015, but organizations experienced an aggregate 11% decrease in government funding, which comprised just 2% of total revenue in 2015.
- Organizations raised a combined total of \$6.8 million from corporate contributions in 2014 and \$9.6 million in 2015, a 41% increase.
- Fourteen participating organizations experienced revenue declines, with the average of these organizations experiencing a 20% revenue decline.

Expenses

- 2015 expenses increased 4% from 2014 (excluding in-kind expenses).
- Revenue for participating organizations exceeded 2015 expenses by \$5.4 million. By comparison, in 2014, revenue fell short of expenses by \$527,000.
- Participating organizations project projected 2016 budgets exceed 2015 spending by 14% (excluding in-kind expenses).

Other Indicators of Financial Health

- Daily cash expenditures increased 4% from 2014 to 2015 to a cumulative average of \$446,400 per day for the 36 participating organizations who reported this data. This is a five-year high for these organizations.
- Participating organizations reported an average of 188 days of working capital in 2015, a 5% decrease from 2014.
- Investment assets increased 10% from 2014 to 2015; total combined investments were \$59.7 million in 2015.

Fundraising and Fundraising Efficiency

- Participating organizations reported a total of 286,987 donors who donated at least \$35 in 2015. Of these, 270,419 donated between \$35 and \$999, 16,171 donated between \$1,000 and \$24,999, and 397 donated \$25,000 or more.
- The number of donors giving \$35 to \$999 decreased 7% from 2014 to 2015, donors giving \$1,000 to \$24,999 increased 2%, and donors giving \$25,000 or more increased 7%.
- The total number of people who gave \$35 or more to a participating organization represents approximately 3.1% of the total number of LGBT adults in the U.S.
- Participating organizations reported an average of \$0.14 spent to raise each dollar in 2015.
- Of total expenses, 79% were dedicated to programs and services and only 11% to fundraising.

Staff and Boards

- Participating organizations employed a total of 860 full-time and 126 part-time staff.
- Staff at LGBT organizations have similar diversity to the general population; 38% of paid staff at participating organizations identify as people of color. Among senior staff, the percentage identifying as people of color dropped to 36%.
- Slightly less than half of staff (48%) identify as women, 46% as men, and 6% as genderqueer or another gender. Slightly more than one in ten staff

^a As determined by classifying and totaling the budgets of all general advocacy, issues-specific advocacy, legal advocacy, and research and public education-focused LGBT nonprofits, based on analysis of Form 990 data from Guidestar.

(11%) identify as transgender. Sixty-two percent of staff are between the ages of 30 and 54.

- Of board members at participating organizations, 28% identify as people of color, 42% as women, and 10% as transgender.

INTRODUCTION

This annual report provides a comprehensive overview of the finances and financial health of a key segment of the LGBT movement: LGBT social justice organizations focusing on broad LGBT advocacy, issue-specific advocacy, legal advocacy, or research and public education.^b In 2016, the 36 national or leading organizations participating in this report collectively represent 45% of the budgets of all LGBT social justice organizations.^c Throughout the report, we used the terms “organizations” or “participants” to refer to the 36 organizations from which data were 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 (30) have budgets over \$1 million; seven organizations have smaller budgets but are national leaders working in areas of critical concern to the LGBT movement.

MAP collected standardized financial and operations information from participating organizations and summarized key information across participants.^d

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.

Participating organizations in this survey vary from year to year. Two organizations included in last’s years report have closed and one organizations is new this year.^e **Because of the change in participants, figures, charts, and numbers in the 2016 report 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.

PARTICIPATING ORGANIZATIONS

A list of participants appears in *Table 1* on the next page. 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.
- **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 advocate and/or litigate within the legal system for LGBT people.
- **Research and public education organizations** provide the LGBT community and the broader public with information about the issues facing the LGBT community. They may provide research, policy analysis, or educate the public through media work.

As an example of our categorization, Family Equality Council advocates specifically for LGBT parents on a broad range of issues, so it is categorized as an advocacy organization. While the Trevor Project advocates for suicide prevention among LGBT youth and is therefore categorized as an issue organization.

Figure 1 on the next page shows the distribution of participants and collective actual 2015 expenses and 2016 budgets by category. For example, advocacy organizations comprised 49% of participating organizations, 47% of total 2015 expenses, and 56% of total 2016 budgets reported by all participants. Advocacy organization budgets totaled \$105.7 million (see *Figure 1c*), while issue organization budgets totaled \$42.4 million (22% of combined budgets), legal organizations budgets totaled \$35.6 million (19%), and research public education budgets totaled \$5 million (3%). Resources were concentrated within the larger organizations: the 10 organizations with the largest budgets constituted 71% of the combined budget total, while the 10 organizations with the smallest budgets comprised only 4% of the combined budget total.

^b This report does not include LGBT community centers; social and recreational organizations; health and human services providers; or arts and culture organizations.

^c As determined by classifying and totaling the budgets of all general advocacy, issues-specific advocacy, legal advocacy, and research and public education-focused LGBT nonprofits, based on analysis of Form 990 data from Guidestar.

^d MAP provided participating organizations with a procedure guide including standardized accounting definitions and nonprofit accounting implementation guidance, to which all participants adhered.

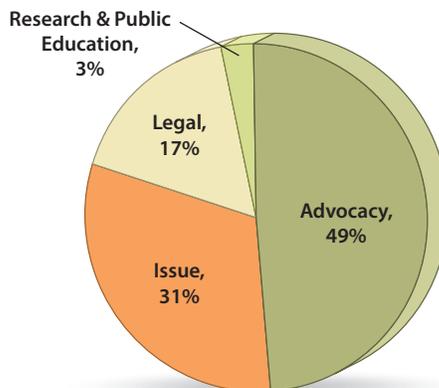
^e Freedom to Marry and Empire State Pride Agenda closed; True Colors Fund is new.

Table 1: Participating Organizations by Category	
Advocacy	Basic Rights Oregon Equality California Equality Federation Equality Florida Equality Maine Family Equality Council Gay & Lesbian Victory Fund and Leadership Institute Human Rights Campaign and Federation (HRC) Keshet Log Cabin Republicans MassEquality National Center for Transgender Equality (NCTE) National Queer Asian Pacific Islander Alliance (NQAPIA) PFLAG National (PFLAG) Services and Advocacy for GLBT Elders (SAGE) National LGBTQ Task Force True Colors Fund
Issue	CenterLink GLAAD GLSEN Gay-Straight Alliance Network (GSA) Immigration Equality New York City Gay and Lesbian Anti-Violence Project Out & Equal Workplace Advocates Point Foundation Reconciling Ministries Network Soulforce The Trevor Project
Legal	ACLU LGBT & AIDS Project GLBTQ Legal Advocates and Defenders (GLAD) Lambda Legal Defense National Center for Lesbian Rights (NCLR) Sylvia Rivera Law Project (SLRP) Transgender Law Center (TLC)
Research & Public Education	Funders for LGBTQ Issues

Note: One organization wishes to remain anonymous and is excluded from this figure.

Figure 1: Focus of Participating Organizations

Figure 1a: Number of Participating Organizations by Category (n=35)



Note: One organization wishes to remain anonymous and is excluded from this figure.

Figure 1b: Combined 2015 Expenses by Category All Participants Combined 100% = \$201.8 million, \$ Millions (n=36)

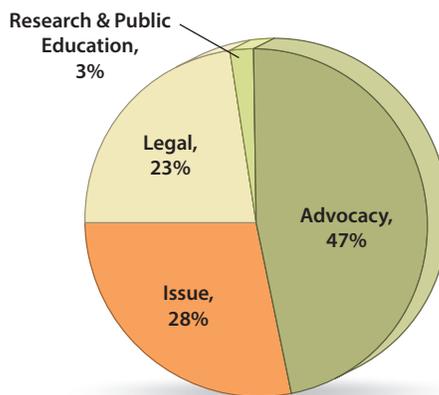


Figure 1c: 2016 Combined Budgets by Category Participants Combined 100% = \$188.8 \$ Millions (n=36)



PARTICIPANT REPRESENTATION OF THE BROADER LGBT MOVEMENT

To ensure that the 36 participating organizations are representative of the larger universe of LGBT nonprofits, MAP referenced 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. It provides revenue and expense data from the IRS form 990, which most tax-exempt nonprofit organizations with gross receipts over \$200,000 or assets in excess of \$500,000 are required to file.

Using the search terms "LGBT," "GLBT," "lesbian, gay, bisexual, and transgender," "gay, lesbian, bisexual, and transgender," "transgender," "gay men," "lesbian," "bisexual," and "gay and lesbian," among others, we identified 588 active 501(c)(3) and 501(c)(4) LGBT nonprofits. This number excludes very small or new LGBT nonprofits, who may not have filled out a 990 form in 2015. MAP also excludes any nonprofit whose most recent IRS filing was dated 2011 or older as well as those organizations showing zero revenue in their most recent 990 filing.

MAP then categorized the 588 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 services providers, research and public education organizations, and legal organizations. As shown in *Figure 2*, 45% of the 588 organizations fall into one of the four categories covered in this report. While community centers, which comprise an additional 29% of the identified nonprofits, are not included in this report, their financial and operational capacity are examined in MAP's biennial *LGBT Community Center Survey Report*.^f

Thus, between this report and our LGBT Community Center Survey Report, 75% of all LGBT nonprofits fall into a sub-category of LGBT organization analyzed by MAP. While the 36 organizations in this report comprise only 10% of the 589 LGBT nonprofits identified through GuideStar, they represent 28% of all LGBT nonprofits' combined expenses (excluding in-kind expenses) (see

Figure 2: Categorization of All LGBT Nonprofits

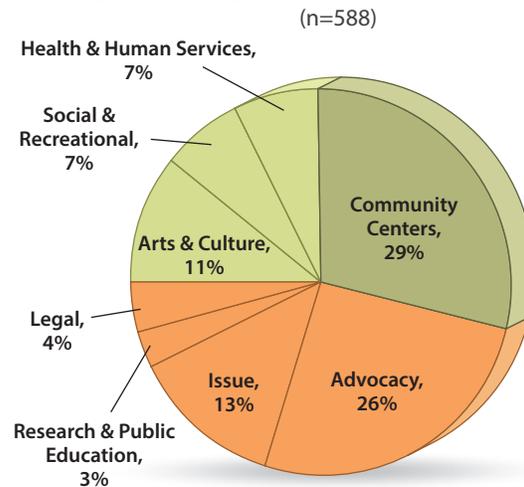


Figure 3: Coverage of the LGBT Movement

Figure 3a: Participant Expenses as a Percent of All LGBT Nonprofit Expenses
Combined Expenses, 100% = \$716.5 million

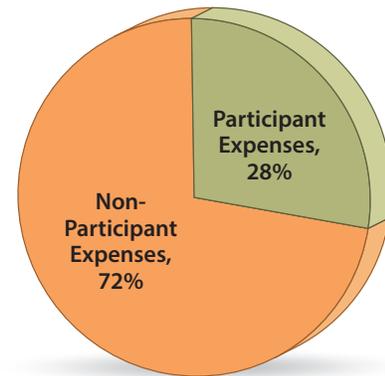


Figure 3b: Participant Expenses as a Percent of the Four Analyzed Categories
Combined Expenses, 100% = \$446.8 million



^f The LGBT Community Center Survey Report is conducted every two years by MAP and CenterLink. Past reports, including the 2016 edition, are available at <http://lgbtmap.org/2016-lgbt-community-center-survey-report>.

Figure 3a on the previous page). Participants comprise 45% of combined expenses of the four categories of organizations examined in this report (see Figure 3b on the previous page). The data from participants is therefore a representative reflection of the strength and capacity of the LGBT movement’s social justice organizations.

REVENUE

The 36 participating organizations combined reported an 8% increase in revenue for 2015 over 2014 (excluding in-kind contributions). Twenty-two organizations reported an increase in revenue, and 10 of these reported an increase of 20% or more. However, the other 14 organizations reported a decrease in revenue from 2014 to 2015, with a median decrease of 14%. Compared to a national report on the top 100 nonprofit organizations in the country, which reported a combined growth of 2.6% over the last year, these LGBT movement organizations as a group showed remarkable growth.²

As shown in Figure 4, over the past five years, the revenue of the participating organizations that provided this data have grown consistently; revenue (excluding in-kind contributions) increased by 21% from 2011 to 2015.

Revenue (excluding in-kind contributions) for participating organizations exceeded 2015 expenses (excluding in-kind expenses) by \$5.4 million. By comparison, in 2014, revenue fell short of expenses by \$527,000. As shown in Figure 5, for the organizations that provided five year data, in all but one year (2014), revenue exceeded expenses.

Figure 6 shows the diversity of revenue sources reported by participating organizations for 2015. Of the \$207.3 million in revenue for participating organizations, 38% was from individual contributions. In-kind contributions accounted for 18% of revenue, followed by foundation funding (14%) and fundraising event income (11%). Corporate and government funding only accounted for 5% and 2% respectively.

Table 2 on the next page contains multi-year revenue data for participating organizations. Contributing to their aggregate overall revenue increase, participating organizations dramatically increased revenue from corporate contributions between 2014 and 2015. Organizations received a joint total of \$6.8 million from corporate contributions in 2014 and \$9.6 million in 2015, a 41% increase. Other revenue sources that

Figure 4: 2011-2015 Revenue
Participants Combined, \$ millions (n=35)

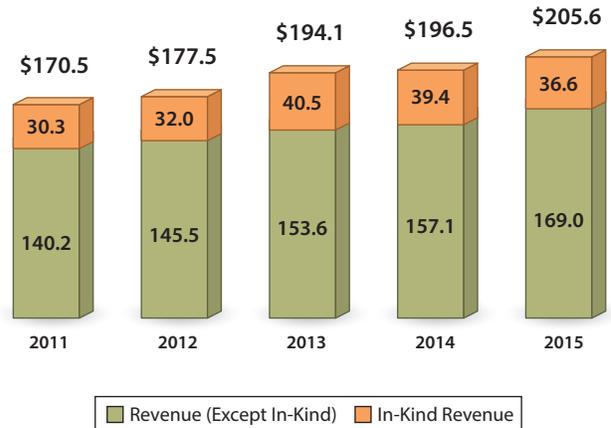


Figure 5: 2011-2015 Difference in Revenue and Expenses
Excluding In-Kind, Participants Combined, \$ Millions (n=35)

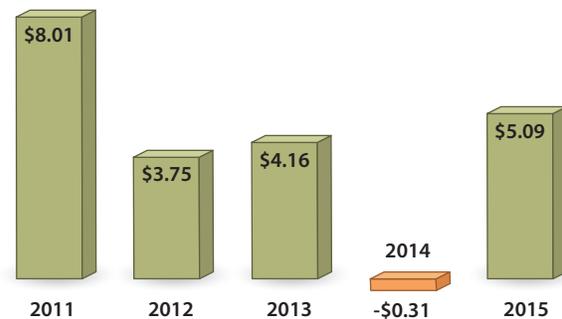


Figure 6: 2015 Revenue by Source
All Participants Combined, 100% = \$207.3 M (n=36)

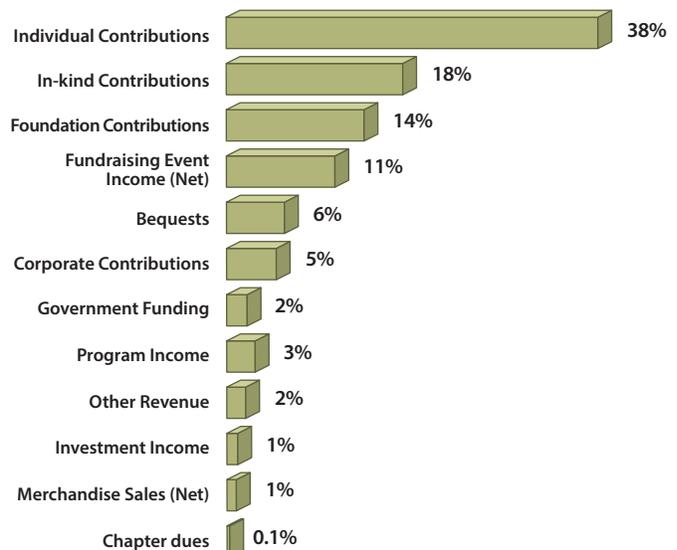


Table 2: 2013-2015 Detailed Revenue for Participating Organizations
\$ Millions (n=36)

Revenue	2013	2014	2015
Individual Contributions	\$69.0	\$74.9	\$78.5
Foundation Contributions	\$30.7	\$28.0	\$29.1
Corporate Contributions	\$7.5	\$6.8	\$9.6
Government Funding	\$5.8	\$5.1	\$4.5
Bequests	\$10.6	\$10.0	\$11.9
Program Income	\$3.6	\$4.7	\$6.9
Fundraising Event Income (Net)	\$20.1	\$20.2	\$22.5
Other	\$1.8	\$2.7	\$3.7
Total Revenue Excluding In-Kind Contributions	\$154.5	\$158.0	\$170.5
In-Kind Contributions	\$40.6	\$39.5	\$36.7
Total Revenue Including In-Kind Contributions	\$195.1	\$197.5	\$207.3

Note: Columns may not sum due to rounding.

increased from 2014 to 2015 include program income (47% increase), bequests (19%), fundraising event income (11%), and foundation contributions (4%). Organizations also received increased revenue from individual donors and this increase was seen across all three years. Participating organizations raised a joint total of \$69.0 million from individual donors in 2013, \$74.9 million in 2014 (a 9% increase), and \$78.5 million in 2015 (a 5% increase).

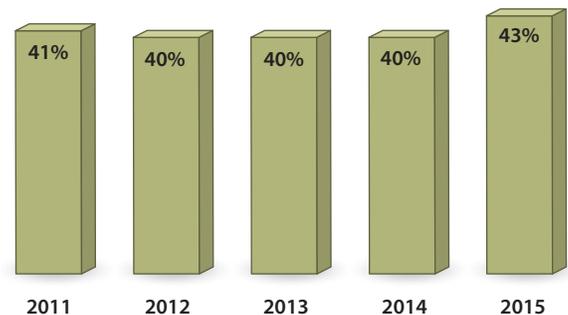
However, organizations also experienced a 22% drop in government funding over three years, falling from \$5.8 million in 2013 to \$5.1 million in 2014 to \$4.5 million in 2015. Other sources of revenue that showed decreases from 2014 to 2015 for participating organizations include: investment income (-33%), merchandise sales (-27%), chapter dues (-9%) and in-kind contributions (-7%).

Revenue Concentration

Participating organizations received, on average, 43% of their 2015 revenue from their top 10 contributors, including individual donors, foundations, and corporate donors (see *Figure 7*). Twelve organizations received more than 50% of their income from their top 10 contributors. Only six organizations received less than 20% of their income from their top 10 contributors.

Figure 7: 2011-2015 Percent of Revenue from Top Ten Contributors

Unweighted Average for All Participants (n=36)



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

EXPENSES AND 2016 BUDGETS

As a group, participating organizations projected an increase in 2016 budgets compared to 2015 expenses. Cumulatively, the 36 participating organizations had combined 2016 budgets of \$188.8 million, a 14% increase from their 2015 actual combined expenses of \$165.1 million (or \$201.8 million including in-kind expenses⁹).

Figure 8 shows the five year expense trends for the 35 organizations that provided data for all years. For these organizations, expenses increased 4% from 2014 to 2015 (excluding in-kind expenses). This compares to a 5% increase for both 2013 to 2014 and 2012 to 2014, and a 7% increase from 2011 from 2012. The growth in expenses reported by national LGBT organizations mirrors the roughly 5% increase reported by the largest 100 nonprofit organizations nationally.³

In-kind expenses represent a significant portion of total expenses. In 2015, in-kind expenses totaled \$36.7 million, making up 18% of organizations' total cumulative expenses, a figure that is fairly consistent over the past five years (ranging from 18% to 21%).

OTHER INDICATORS OF FINANCIAL HEALTH

Cash and Capital

Daily cash expenditures for all participating organizations increased 4% from 2014 to 2015 to a cumulative average of \$446,400 per day. Figure 9 shows that for organizations with all five years of data, 2015 marked the highest average daily cash expense.

Average days of working capital is the measure of an organization's cash reserves in comparison to its average daily days could the organization meet all expenses using its current reserves. As shown in Figure 10, between 2011 and 2015, average days of working capital have been relatively stable, with variation from year to year of 22 days or fewer. In 2015, organizations had, on average, 188 days (approximately 6 months) of working capital on hand. From 2014 to 2015, average days of working capital decreased 5%.

⁹ 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 data used in this report, in-kind expenses are not reported on Form 990 tax returns. Accordingly, in order to be comparable, in-kind expenses are removed in this analysis. Additionally, 2016 budgets do not generally include estimated in-kind expenses.

Figure 8: 2011-2015 Expenses
Participants Combined, \$ millions (n=35)



Figure 9: 2011-2015 Cumulative Average Daily Cash Expense
Participants, \$ Thousands (n=35)

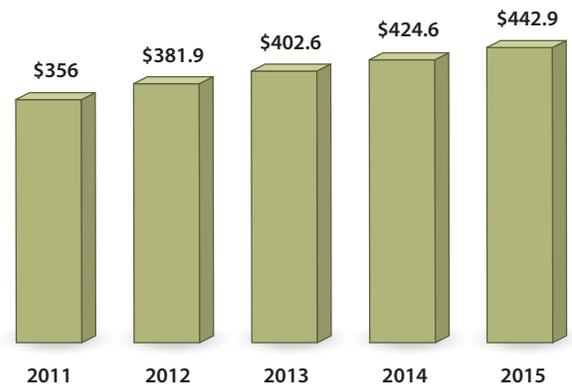
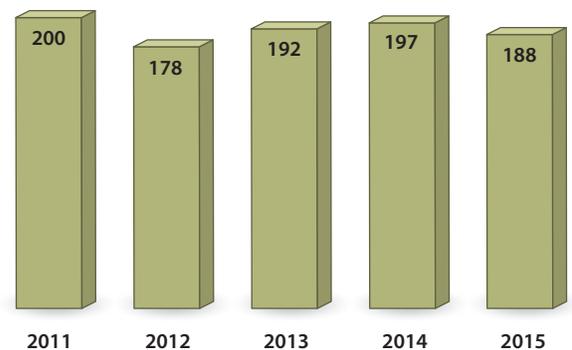


Figure 10: 2011-2015 Average Days of Working Capital
Unweighted Average for Participants, n=34



Another indicator of financial health and stability is an organization's liquidity ratio. This ratio measures cash and investments on hand to cover current financial obligations such as accounts payable and lines of credit. The average liquidity ratio for the 35 participating organizations who reported this information was 10.6 in 2015. In other words, organizations had \$10.60 in cash and investments for every \$1 in current financial obligations. Only three organizations reported liquidity ratios below 1, indicating greater obligations than cash and investments on hand. *Figure 11* shows the five year trend information for the 33 organizations that provided this information showing variation from a high of 12.1 in 2011 to 8.5 in 2012.

Figure 11: 2011-2015 Liquidity Ratio
Unweighted Average for Participants, n=33

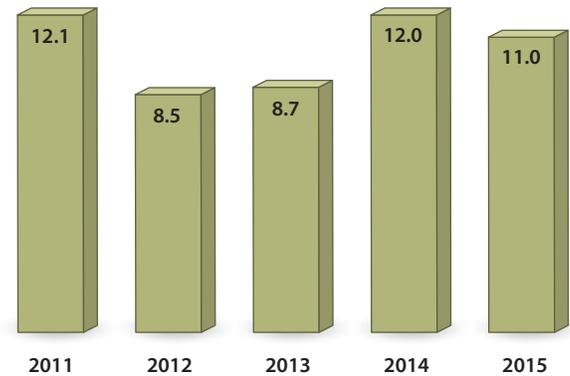


Table 3: 2011-2015 Statement of Financial Position for Organizations with Five-Year Trend Data					
\$ Millions (n=34)					
	2011	2012	2013	2014	2015
Assets					
Cash and Cash Equivalents	\$25.6	\$26.4	\$25.9	\$29.5	\$27.3
Investments	\$40.6	\$44.7	\$51.1	\$54.4	\$59.7
Other Current Assets	\$20.7	\$22.0	\$24.9	\$26.3	\$28.2
Net Fixed Assets	\$27.2	\$29.3	\$27.9	\$26.8	\$27.4
Other Long-Term Assets	\$22.2	\$18.6	\$14.9	\$11.0	\$9.1
Total Assets	\$136.3	\$141.0	\$144.7	\$148.0	\$151.7
Liabilities					
Current Liabilities	\$11.8	\$14.4	\$14.3	\$17.9	\$16.4
Long-term debt	\$7.6	\$5.1	\$4.5	\$3.6	\$3.2
Other Long-Term Liabilities	\$2.1	\$2.7	\$2.7	\$2.8	\$2.9
Total Liabilities	\$21.5	\$22.1	\$21.6	\$24.4	\$22.5
Net Assets					
Unrestricted	\$61.8	\$68.0	\$72.2	\$72.4	\$75.9
Temporarily Restricted	\$35.1	\$32.6	\$31.0	\$29.6	\$31.2
Permanently Restricted	\$17.9	\$18.2	\$20.0	\$21.7	\$22.1
Total Net Assets	\$114.8	\$118.9	\$123.1	\$123.7	\$129.3
Total Liabilities and Net Assets	\$136.3	\$141.0	\$144.7	\$148.0	\$151.7

Note: Columns may not sum due to rounding.

Assets and Liabilities

Total combined assets increased 2% from 2014 to 2015. *Table 3* on the previous page shows the combined Statement of Financial Position from 2011 to 2015 for the 34 organizations for which five-year data was available. Noteworthy data include:

- Cash and cash equivalents decreased 7% from 2014 to 2015 for a total of \$27.3 million.
- Investments increased 10% from 2014 to 2015 for a total of \$59.7 million in investments and a five-year high.
- Current liabilities decreased 8% from 2014 to 2015 and long-term debt decreased 13% from 2014 to 2015.
- Unrestricted, temporarily restricted, and permanently restricted assets fluctuated by relatively small amounts from 2014 to 2015 for the participating organizations reporting this data.

FUNDRAISING

Like most other nonprofits, participating organizations rely on fundraising to generate a significant portion of their revenue. This section examines the ways in which LGBT nonprofits fundraise and includes analysis of top contributor trends, fundraising costs, fundraising from individual donors, and comparisons with national trends. Overall, the data show a slight positive trend for participating organizations when it comes to fundraising, as organizations saw increases in the number of large donors. However, the overall number of donors decreased.

Individual Donors

As noted above and shown in Figure 6 on page 5, individual donors represented 38% of combined revenue for participating organizations (the largest sources of revenue). *Figure 13* examines donors over the period from 2011 through 2015 for the 33 participating organizations. Donors giving \$35 to \$999 decreased 7% from 2014 to 2015, donors giving \$1,000 to \$24,999 increased 2%, and donors giving \$25,000 or more increased 6%. Additionally, the number of attendees to fundraising events increased by 11% in the same period. Compared to 2011, the number of donors increased across all categories. Most notably, the number of donors giving \$25,000 or more increased by 45% over five years.

Figure 12: 2015 Donor Pyramid

Number and Percent of Total Donors Giving at Various Levels Participants (n=35)

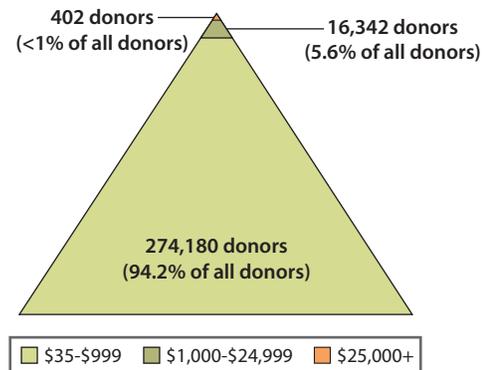
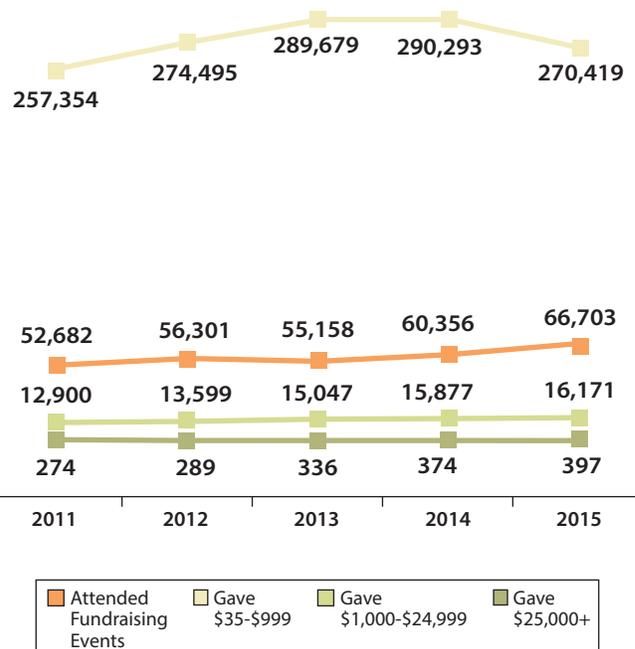


Figure 13: 2011-2015 Numbers of Donors

Individuals Donating at Various Levels or Attending Fundraising Events (n=33)



Another important measure of the ability of the participating organizations 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 28 participating organizations providing this data reported an average turnover rate of 47%, three percentage points higher than 2014 (see *Figure 14* on the next page).

While participating organizations reported a cumulative increase in revenue from individual contributions (see Revenue section above), LGBT organizations continue to rely on contributions from a small fraction of the LGBT community. As shown in *Figure 15*, the total number of people who gave \$35 or more to a participating organization represents approximately 3.1% of the total number of LGBT adults in the United States. It's likely that the percentage of LGBT adults supporting these organizations is even smaller because we count each donor reported by an organization as a unique donor (i.e., we assume no duplicity between lists) and the total number of donors to these organizations likely includes at least some non-LGBT allies. Regardless, this suggests that the vast majority of LGBT adults in the U.S. do not currently financially support the leading LGBT organizations covered in this report. Of course, a larger analysis would need to assess giving to LGBT organizations not included in this report, as well as donors who have given under \$35.

Fundraising Efficiency

Participating organizations are relatively efficient in their fundraising operations compared to national benchmarks. In 2015, participating organizations spent an average of 79% on programs and services, 11% on fundraising, and 10% on management and general expenses (see *Figure 16*). These percentages exceed the efficiency benchmarks set by the Better Business Bureau Wise Giving Alliance.⁴ As shown in *Table 4*, fundraising expenses for participating organizations increased 12% from 2014 to 2015, while management expenses increased 9% and program expenses remained flat.

Figure 14: 2011-2015 Average Donor Turnover

Unweighted Average of % of donors in a given year who do not donate but who donated in the previous year (n=28)

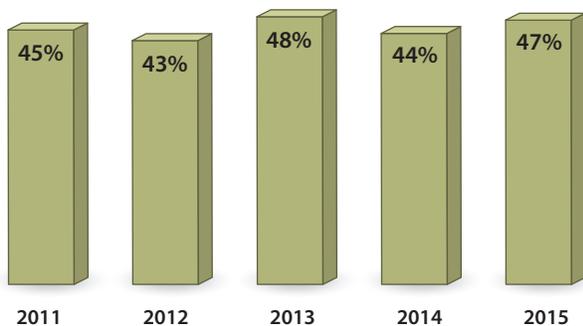
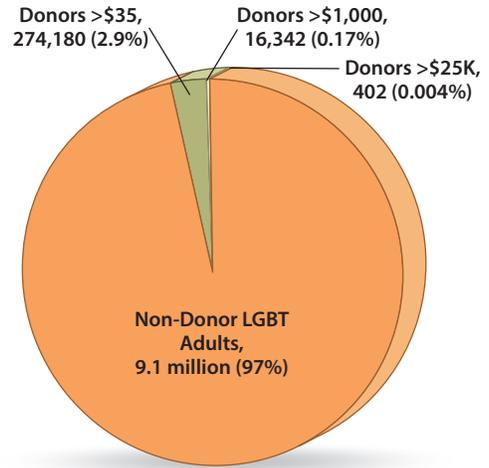


Figure 15: Combined 2015 Donors vs. LGBT Population
Participants Combined, 100% = Est'd 9.4 million LGBT Adults in US (n=35)



Source: Gallup (LGBT Population Estimate).

Figure 16: 2015 Expense Breakdown

All Participants Combined, 100% = \$201.8 (n=36)

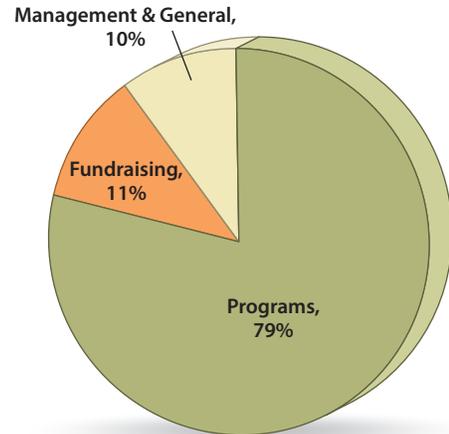


Table 4: 2014-2015 Expenses for Participating Organizations
\$ Millions (n=36)

Expenses	2014	2015
Program Services Expense	\$159.3	\$159.4
Fundraising Expense	\$20.5	\$22.9
Management & General Expense	\$17.8	\$19.5
Total Expenses	\$197.7	\$201.8

Note: Columns may not sum due to rounding.

Participants spent an average of \$0.14 to raise each dollar of fundraising revenue in 2015 (see *Figure 17*). This ratio has remained relatively constant for the past five years for participating organizations.

It should be noted that fundraising is more difficult and costly for 501(c)(4) organizations and 527/PACs than for 501(c)(3) organizations. This is because donations to 501(c)(4) organizations and 527/PACs are not tax deductible since the funds can be used for lobbying and other activities designed to impact legislation and elections. In part because of this more challenging fundraising burden, watchdogs like Charity Navigator do not rate or provide benchmarks for 501(c)(4) organizations and 527/PACs. While most 2015 revenue for organizations in this survey (79%, or \$164.9 million) is attributable to 501(c)(3) organizations, 20% of revenue is attributable to 501(c)(4) organizations and the remaining 1% to PACs (see *Figure 18*). To the extent that the fundraising expenses of the 501(c)(4) organizations and 527/PACs are higher, it may impact the overall average, but the cost to raise \$1 for organizations with 501(c)(4)s and 527/PACs was \$0.15.

National Comparison

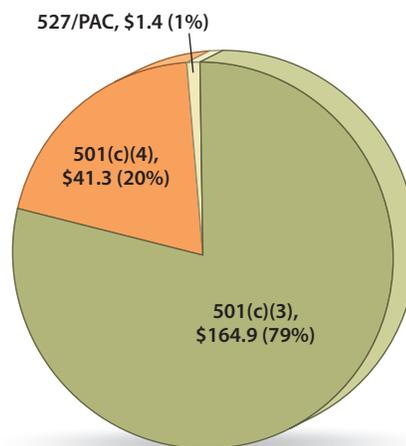
Individual donor contributions to participating organizations grew at a slightly higher rate when compared to the growth in contributions for all nonprofits tracked by Giving USA. Nationwide individual giving to nonprofits increased 3.8% from 2014 to 2015, compared to the increase of 4.8% among participating organizations (see *Figure 19*).⁵

However, LGBT organizations experienced declines in revenues from government funding, in-

kind contributions, and investment income, while this revenue grew across the nonprofit sector more broadly. Participants experienced an aggregate 11.4% decline in government funding compared to a 3.4% national increase.⁶ Finally LGBT organizations saw a 4% increase in foundation giving from 2014 to 2015, while nationwide foundation giving increased 6.5%.⁷

Figure 18: 2015 Revenue by Legal Type

All Participants Combined, \$ Millions, 100% = \$207.7 million



Note: May not total 100% due to rounding.

Figure 19: Percent Change in Revenue from 2014 to 2015

By Source, All Participants (n=36)

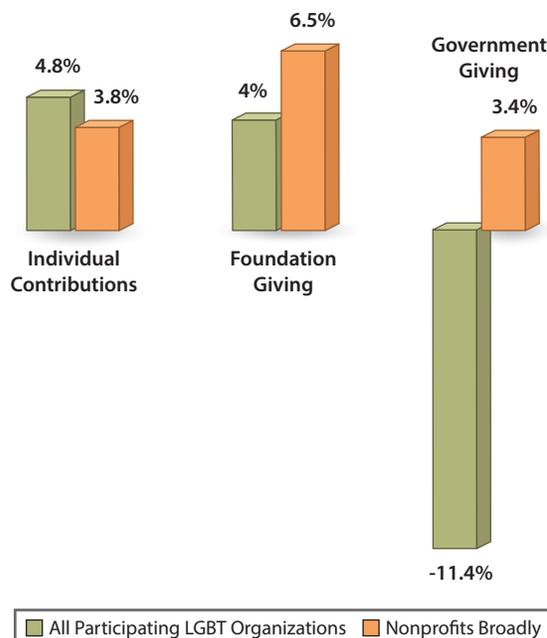
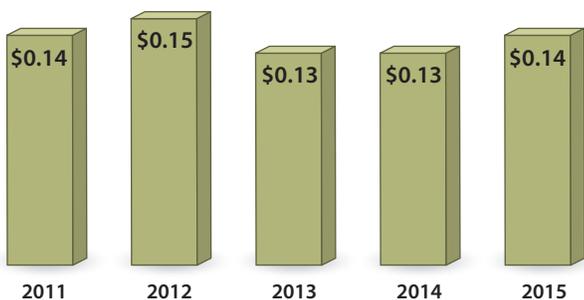


Figure 17: 2011-2015 Overall Cost to Raise \$1

Unweighted Average for All Participants (n=33)



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

Source: MAP analysis; Giving USA and the Lilly Family School of Philanthropy, "Giving USA 2014: The Annual Report on Philanthropy for the Year 2014, Highlights," *Indiana University*, 2013.

STAFF AND BOARD

In total, participating organizations have diverse staff totaling 860 full-time, 126 part-time employees, and 676 board members. Organizations, on average, have 27 staff members, but the number of staff ranges from three staff to 219 staff. The average number of board members is 19, but ranges from three board members to 51 board members.

Organizations were asked questions about their staff and board demographics, including gender identity and expression, identification as transgender, sexual orientation, and race/ethnicity (with the option to choose more than one race/ethnicity for each employee and board member). Some organizations also provided this information as well as data about staff age, tenure, and compensation.

Racial and Ethnic Diversity

Overall, the percent of paid staff identifying as people of color in the remaining organizations mirrors that of the overall population. As shown in *Figure 20*, 38% of paid staff identify as people of color: 13% as Latino/a, 12% as African American, 8% as Asian/ Pacific Islander, 0.2% as Native American, 3% as multi-racial, 1% as another race, and 62% as Caucasian. This roughly the same composition of the U.S. population, where 38% of the U.S. population identify as people of color and 62% identify as Caucasian.⁸ Sixteen organizations reported that a higher percentage of their staff identify as people of color than the general U.S. population.

Slightly fewer senior staff identify as people of color than paid staff overall. As shown in *Figure 20*, 36% of senior staff identify as people of color, with 13% identifying as Latino/a, 10% as Asian/Pacific Islander, 5% as African American, 4% as multi-racial, 3% as another race, 1% as Native American, and 64% as Caucasian. For comparison, a 2015 national survey found that only 11% of executive directors were people of color.⁹

Fewer board members (28%) than staff of participating organizations identify as people of color (see *Figure 21*).

Of the remaining organizations, 10 of 34 providing this information reported that a higher percentage of their board members identify as people of color compared to the general U.S. population. For comparison, the 2015 national survey of nonprofits found that only 20% of board members identified as people of color.¹⁰

Figure 20: Racial/Ethnic Diversity of Staff
% of Paid Staff Identifying as a Person of Color

Figure 20a: Staff Race/Ethnicity
Combined for 31 Participating Organizations (n=831 Paid Staff)

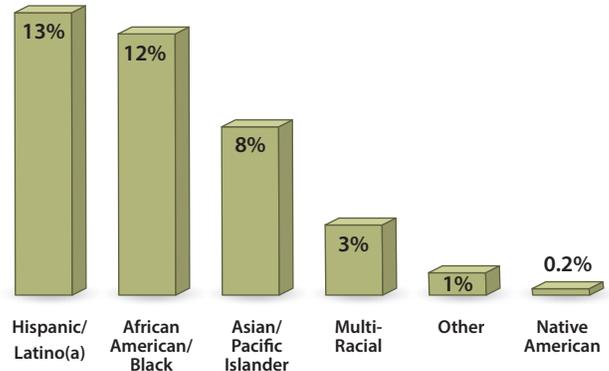
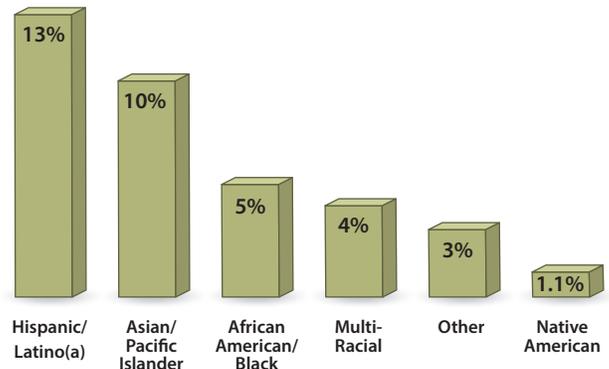
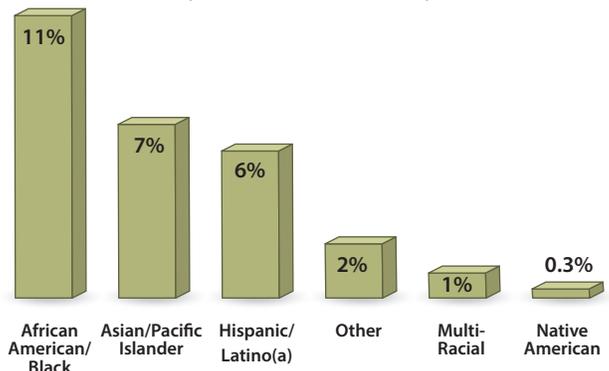


Figure 20b: Senior Management Staff Race/Ethnicity
Combined for 36 Participating Organizations (n=182 Senior Staff)



Note: These averages are not exclusive; staff may identify as more than one race or ethnicity.

Figure 21: Board Member Race/Ethnicity
Combined for 34 Participating Organizations
(n= 630 board members)



Note: These averages are not exclusive; board members may identify as more than one race or ethnicity.

Gender Identity and Transgender Status

As *Figure 22* shows, half of paid staff at participating organizations identify as women (48%), slightly less than half identify as men (46%), and 6% as genderqueer or other. Organizations reported that 11% of their paid staff identify as transgender (see *Figure 22*) (note that transgender status is a separate identification from gender identity and that most transgender staff will also identify as male, female, or genderqueer). Of the 31 non-transgender-specific organizations that reported this data, 11 reported that over 10% of their staff identify as transgender.

Figure 23 shows the gender breakdown for board members: 42% identify as women, 55% as men, and 3% as genderqueer or other. By comparison, national statistics show that nonprofit boards are comprised of 52% men and 48% women.¹¹ Participating LGBT organizations reported that 10% of their board members identify as transgender (see *Figure 23*).

Nine non-transgender specific organizations reported that transgender board members made up 10% or more of their boards.

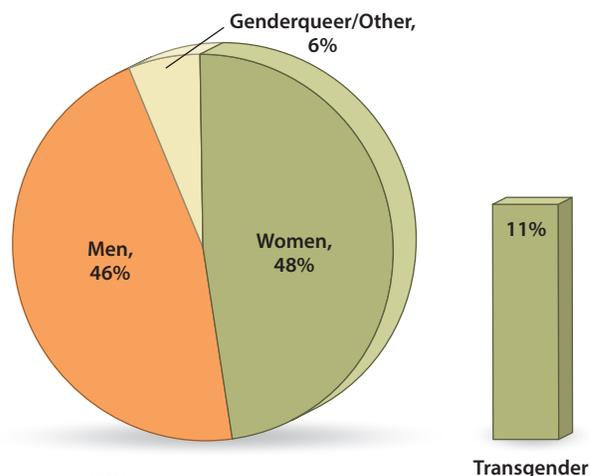
Sexual Orientation

For the first time this year, participating organizations were asked to report on the sexual orientation of their staff and board members. Of the 24 participating organizations to report this data, 59% of staff identified as gay or lesbian, 7% as bisexual, 0.2% as asexual, 24% as other orientation, and 10% as straight (see *Figure 24* on the next page).

These numbers are largely mirrored in board members with slightly lower proportions of those identifying as bisexual and other orientation. At the 29 participating organizations reporting this data, 74% of board members identified as gay or lesbian, 2% as bisexual, 14% as other orientation, and 10% as straight (see *Figure 25* on the next page). Notably, no board members at participating organizations identified as asexual.

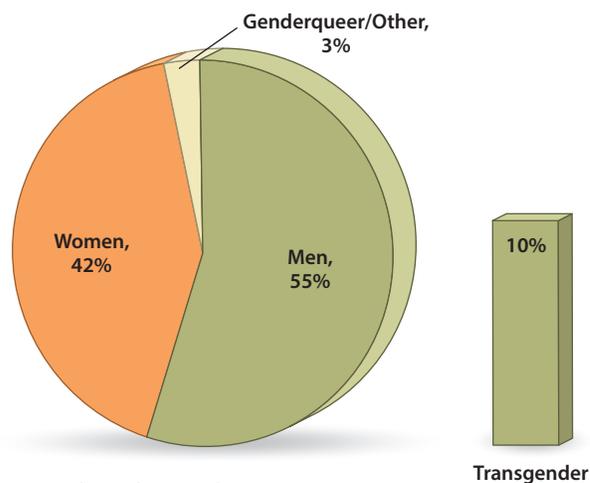
By comparison, several studies have found that bisexual people comprise roughly half of the LGB population in the United States.

Figure 22: Staff Gender
Combined for 36 Participating Organizations (n=943)



Note: May not total 100% due to rounding.

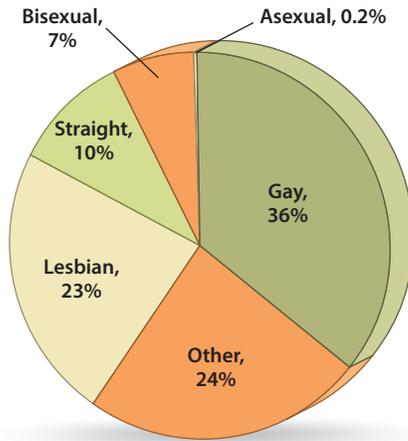
Figure 23: Board Member Gender
Combined Board for 36 Participating Organizations (n=673)



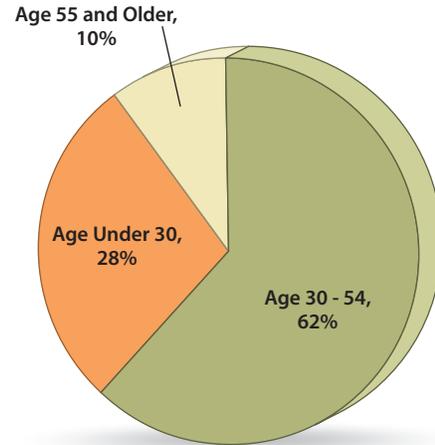
Note: May not total 100% due to rounding.

Figure 24: Staff Sexual Orientation

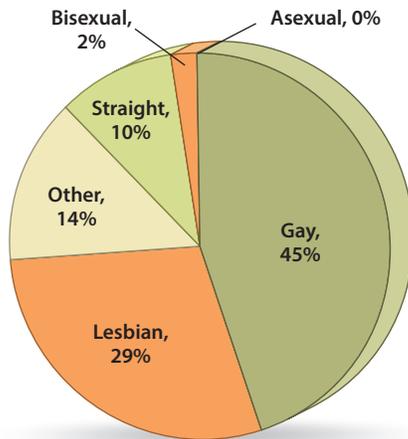
Combined Staff for 24 Participating Organizations (n=439)

**Figure 26: Staff Age**

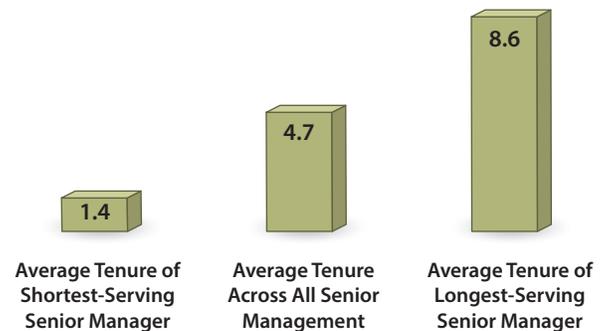
Combined Staff for 36 Participating Organizations (n=983)

**Figure 25: Board Sexual Orientation**

Combined for 29 Participating Organizations (n=509)

**Figure 27: Staff Tenure**

Combined Average for Participating Organizations



Staff Age and Tenure

Participating organizations reported that 62% of their staff were between the ages of 30 and 54, 28% were under 30, and 10% were 55 and older (see *Figure 26*). This compares to 22% of the current U.S. workforce who are 55 and older.¹²

The average tenure for the longest serving senior manager at participating organizations was almost 9 years, while the average overall tenure for senior managers was just under five years (see *Figure 27*).

CONCLUSION

2015 held many changes for LGBT organizations and their funders, especially as a result of the Supreme Court's decisive ruling for the freedom to marry. As several major organizations closed their doors declaring their mission accomplished, others sought to broaden their work and set new priorities. This report examines the financial and organizational capacity of LGBT movement organizations through the 2015 fiscal year.

At the end of the 2015 fiscal year, the participating organizations as a whole remain well-resourced, efficient, and supported by a diverse range of revenue sources. In fact, they predicted increased growth for 2016 fiscal year, with a cumulative 14% increase in budgets for 2016 compared to total expenses for 2015 (excluding in-kind expenses).

Participating organizations have robust working capital and have kept fundraising costs low. The average liquidity ratio is healthy, and long-term debt is down for participating organizations. These are all indicators of a healthy movement poised for the work ahead.

As the national, state, and local landscapes change for LGBT equality, tracking these trends going forward will be crucial for understanding the financial health and stability of the movement.

APPENDIX: ADDITIONAL INFORMATION ABOUT PARTICIPATING ORGANIZATIONS

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

Organization	Mission	Focus Area	Website	Exceeds Better Business Bureau Wise Giving Alliance Benchmarks?
ACLU LGBT & AIDS Project	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.	Legal – LGBT and HIV Legal Advocacy	www.aclu.org/LGBT	
Basic Rights Oregon	Basic Rights Oregon will ensure that all lesbian, gay, bisexual and transgender Oregonians experience equality by building a broad and inclusive politically powerful movement, shifting public opinion, and achieving policy victories.	Advocacy – Oregon	www.basicrights.org	
CenterLink: The Community of LGBT Centers	CenterLink exists to support the development of strong, sustainable LGBT community centers and to build a unified center movement.	Issue – LGBT Community Centers	www.lgbtcenters.org	
Equality California	Our mission is to achieve and maintain full and lasting equality, acceptance, and social justice for all people in our diverse LGBT communities, inside and outside of California. Our mission includes advancing the health and well-being of LGBT Californians through direct healthcare service advocacy and education.	Advocacy – California	www.eqca.org	
Equality Federation	Equality Federation is the movement builder and strategic partner to state-based organizations advancing equality for LGBT people in the communities we call home.	Advocacy – State-based Equality Groups	www.equalityfederation.org	
Equality Florida	Through education, coalition building, grassroots organizing, and lobbying we are changing Florida so that no one suffers harassment or discrimination on the basis of their sexual orientation or gender identity.	Advocacy – Florida	www.eqfl.org	
Equality Maine	Equality Maine works to secure full equality for lesbian, gay, bisexual, and transgender people in Maine through political action, community organizing, education, and collaboration.	Advocacy – Maine	www.equalitymaine.org	
Family Equality Council	Family Equality Council is committed to a future in which families with parents who are lesbian, gay, bisexual, transgender, and queer are legally recognized, valued by society, and afforded equal opportunity to thrive.	Advocacy – LGBT Families	www.familyequality.org	
Funders for LGBTQ Issues	Funders for LGBTQ Issues seeks to mobilize philanthropic resources that enhance the well-being of lesbian, gay, bisexual, transgender and queer (LGBTQ) communities, promote equity and advance racial, economic and gender justice.	Research and Public Education – Philanthropy	www.lgbtfunders.org	
GLBTQ Legal Advocates and Defenders (GLAD)	Through strategic litigation, public policy advocacy, and education, GLBTQ Legal Advocates and Defenders works in New England and nationally to create a just society free of discrimination based on gender identity and expression, HIV status, and sexual orientation.	Legal – LGBT and HIV Legal Advocacy in New England	www.glad.org	

Organization	Mission	Focus Area	Website	Exceeds Better Business Bureau Wise Giving Alliance Benchmarks?
Gay & Lesbian Victory Fund and Leadership Institute	<p>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.</p> <p>Gay & Lesbian Leadership Institute: To achieve full equality for LGBT people by building, supporting and advancing a diverse network of LGBT public leaders.</p>	Advocacy – Elected Officials	www.victoryfund.org www.glli.org	
GLSEN	GLSEN strives to assure that each member of every school community is valued and respected, regardless of sexual orientation or gender identity/expression.	Issue – Schools	www.glsen.org	
Gay-Straight Alliance Network (GSA Network)	Empower youth activists to fight homophobia and transphobia in schools.	Issue – Schools	www.gsanetwork.org	
GLAAD	GLAAD rewrites the script for LGBT equality. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to positive change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.	Issue – Media	www.glaad.org	
Human Rights Campaign and Foundation (HRC)	The Human Rights Campaign is organized and operated for the promotion of the social welfare of the lesbian, gay, bisexual and transgender community. By inspiring and engaging people from around the globe, HRC strives to end discrimination against LGBT people and realize a world that achieves fundamental fairness and equality for all. The Human Rights Campaign Foundation is organized for the charitable and educational purposes of promoting public education and welfare for the lesbian, gay, bisexual and transgender community. HRC Foundation envisions a world where lesbian, gay, bisexual and transgender people are ensured equality and embraced as full members of society at home, at work and in every community.	Advocacy – Nationwide	www.hrc.org	
Immigration Equality & Immigration Equality Action Fund	Immigration Equality is a free legal services organization which works to end discrimination in U.S. 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, gender identity/gender expression, or HIV status. Through education, outreach, and advocacy, and by maintaining a nationwide network of resources, Immigration Equality provides information and support to advocates, attorneys, politicians, and those threatened by persecution or the discriminatory elements of the law.	Issue – Immigration	www.immigrationequality.org www.immigrationequality-actionfund.org	
Keshet	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	
Lambda Legal Defense	Achieve full recognition of the civil rights of LGBT people and those with HIV through impact litigation, education and public-policy work.	Legal – LGBT and HIV Legal Advocacy	www.lambdalegal.org	

Organization	Mission	Focus Area	Website	Exceeds Better Business Bureau Wise Giving Alliance Benchmarks?
Log Cabin Republicans & Liberty Education Forum	<p>Log Cabin Republicans (LCR) works within the Republican Party to advocate for equal rights for gay and lesbian Americans. We emphasize how our principles of limited government, individual liberty, personal 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.</p> <p>Liberty Education Forum (LEF) uses 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.</p>	Advocacy – Republican Party	www.logcabin.org www.libertyeducationforum.org	
MassEquality	MassEquality works to ensure that everyone across Massachusetts can thrive from cradle to grave without oppression and discrimination based on sexual orientation, gender identity, or gender expression. We do this by partnering across identities, issues and communities to build a broad, inclusive and politically powerful movement that changes hearts and minds and achieves policy and electoral victories.	Advocacy – Massachusetts	www.massequality.org	
National Center for Lesbian Rights (NCLR)	NCLR is a national legal organization committed to advancing the civil and human rights of lesbian, gay, bisexual, and transgender people and their families through litigation, legislation, policy, and public education.	Legal – LGBT Legal Advocacy	www.nclrights.org	
National Center for Transgender Equality (NCTE)	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	www.transequality.org	
National Queer Asian Pacific Islander Alliance (NQAPIA)	The National Queer Asian Pacific Islander Alliance (NQAPIA) is a federation of lesbian, gay, bisexual, and transgender (LGBT) Asian American, South Asian, Southeast Asian, and Pacific Islander (AAPI) organizations. We seek to build the organizational capacity of local LGBT AAPI groups, develop leadership, promote visibility, educate our community, enhance grassroots organizing, expand collaborations, and challenge homophobia and racism.	Advocacy – Asian Pacific Islander LGBT Community	http://www.nqapia.org	
New York City Gay and Lesbian Anti-Violence Project	We empower 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.	Issue – Anti-Violence, Domestic Violence, Sexual Violence, and Hate Violence	www.avp.org	
Out & Equal Workplace Advocates	Out & Equal Workplace Advocates educates and empowers organizations, human resources professionals, employee resource groups and individual employees through programs and services that result in equal workplace policies, opportunities, practice and benefits, and which include all sexual orientations, gender identities, expressions and characteristics.	Issue – Workplace Equality	www.outandequal.org	
PFLAG National (Parents, Families & Friends of Lesbians and Gays)	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	www.pflag.org	

Organization	Mission	Focus Area	Website	Exceeds Better Business Bureau Wise Giving Alliance Benchmarks?
Point Foundation	Point Foundation empowers promising LGBTQ students to achieve their full academic and leadership potential – despite the obstacles often put before them – to make a significant impact on society.	Issue – Education	www.pointfoundation.org	
Reconciling Ministries Network	Reconciling Ministries Network mobilizes United Methodists of all sexual orientations and gender identities to transform our Church and world into the full expression of Christ's inclusive love.	Issue – Religion	www.rmnetwork.org	
Services and Advocacy for GLBT Elders (SAGE)	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	www.sageusa.org	
Soulforce – Home of the Equality Ride	End religion-based discrimination against the LGBTQ community through relentless, nonviolent resistance.	Issue – Religion	www.soulforce.org	
Sylvia Rivera Law Project (SRLP)	Work 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	www.srlp.org	
The Task Force	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	www.thetaskforce.org	
Transgender Law Center	Transgender Law Center changes law, policy and attitudes so that all people can live safely, authentically, and free from discrimination regardless of their gender identity or expression. In partnership with constituents and allies, Transgender Law Center works to realize a future where gender self-determination and expression are seen as basic rights and matters of common human dignity. TLC's programs include litigation; legal information and referrals; and policy advocacy and movement building to advance rights, health and economic security of diverse transgender communities.	Legal – Transgender Rights and Legal Advocacy	www.transgenderlawcenter.org	
The Trevor Project	The Trevor Project is determined to end suicide among LGBTQ youth by providing lifesaving and life-affirming resources, including a nationwide, 24/7 crisis intervention lifeline, a digital community and advocacy/educational programs that create a safe, supportive and positive environment for everyone.	Issue – LGBT Youth and Mental Health	www.thetrevorproject.org	
True Colors Fund	Co-founded by Cyndi Lauper, the True Colors Fund works to end homelessness among lesbian, gay, bisexual, and transgender youth, creating a world in which young people can be their true selves.	Advocacy – LGBT Youth and Homelessness	www.truecolorsfund.org	

ENDNOTES

- ¹ Mark Hrywna, "NPT 100: Public Dollars Buoy Nonprofits," *The NonProfit Times*, November 7, 2016, <http://www.thenonprofittimes.com/news-articles/public-dollars-buoy-nonprofits>.
- ² *Ibid.*
- ³ *Ibid.*
- ⁴ Better Business Bureau Wise Giving Alliance, "How We Accredit Charities," <http://www.give.org/for-charities/How-We-Accredit-Charities>.
- ⁵ Giving USA, "Giving USA: Americans Donated an Estimated \$358.38 Billion to Charity in 2014; Highest Total in Report's 60-year History," Indiana University Lilly Family School of Philanthropy, June 16, 2015, <http://givingusa.org/giving-usa-2015-press-release-giving-usa-americans-donated-an-estimated-358-38-billion-to-charity-in-2014-highest-total-in-reports-60-year-history>.
- ⁶ Mark Hrywna, "The 2015 NPT 100: The Turnaround Continues," *The NonProfit Times*, November 3, 2015, <http://www.thenonprofittimes.com/news-articles/the-npt-top-100-the-turnaround-continues>.
- ⁷ Giving USA, "Giving USA: 2015 Was America's Most-Generous Year Ever," June 13, 2016, <https://givingusa.org/giving-usa-2016>.
- ⁸ United States Census, "State and County Quick Facts, People Quick Facts," 2015, <https://www.census.gov/quickfacts/table/PST045215/00>.
- ⁹ BoardSource, "Leading with Intent: A National Index of Nonprofit Board Practices," 2015, <https://my.boardsource.org/eweb/pdf/LWI-Report.pdf>.
- ¹⁰ *Ibid.*
- ¹¹ *Ibid.*
- ¹² U.S. Census, "Household Data, Annual Averages," 2015, <http://www.bls.gov/cps/demographics.htm#age>.

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movement advancement project ▶

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www.lgbtmap.org