

# 2017 STANDARD ANNUAL REPORTING

## A FINANCIAL COMPARISON OF LEADING ADVOCACY ORGANIZATIONS IN THE LGBT MOVEMENT



**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.

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## KEY FINDINGS

This confidential supplement to the *2017 National LGBT Movement Report* takes a deeper look at the 39 major LGBT organizations participating in the 2017 Standard Annual Reporting project (SAR).

### Revenue and Expenses

**Participating organizations as a whole reported an 11% increase in revenue (excluding in-kind contributions) from 2015 to 2016.** Legal organizations saw the greatest increase in revenue (23%) followed by advocacy organizations (16%). Issue and research and public education organizations reported decreases in revenue from 2015 to 2016 (-9% and -1%, respectively).

**Primary revenue sources varied by organizational type.** Advocacy organizations relied more on individual contributions (50% of total revenue). Issue organizations relied most heavily on in-kind contributions (43%). Research and public education organizations relied heavily on foundation contributions (53% of total revenue).

**Organizations cumulatively predict a 7% increase in expenditures from 2016 to 2017.** Issue organizations anticipate the greatest increase (33%), followed by research and public education organizations (19%). Legal organizations predict an 7% increase in expenditures and advocacy organizations a 3% increase.

### Fundraising and Fundraising Efficiency

**Organizations reported mixed success with donor retention between 2015 and 2016.** Issue, legal, and research and public education organizations all reported an increase in donors giving between \$35 and \$999, though advocacy organizations reported a 6% decrease. Advocacy and issue organizations also reported an increase in donors giving \$25,000 or more, with issue organizations reporting the largest increase (56%). Notably, research and public education organizations reported a 15% decrease in donors giving between \$1,000 and \$24,999, but a 10% increase in donors giving between \$35 and \$999.

**Percent of revenue from top contributors varied by organizational type.** Research and public education organizations reported the largest proportion of revenue from top ten contributors (68%). Advocacy organizations reported just over one-quarter (26%) of revenue from top ten contributors.

## Programs

**Key programmatic goals for the 39 organizations vary greatly, but as a whole the groups are engaged in a comprehensive range of activities.** Advocacy organizations are working at the local, state, and national levels and across diverse communities to achieve greater equality for LGBT people and fight back against anti-LGBT forces. Issue organizations are working to advance employment protections, reform immigration, ensure safe and healthy schools, and advance equality in religious communities, the workplace, and the media. Legal groups provide direct legal services to LGBT and HIV-positive people and undertake impact litigation to advance workplace protections, rights for transgender people, anti-bullying protections in schools, and to improve HIV-related laws. Research and education organizations seek to support the movement and advance LGBT equality through a range of activities including policy analysis, demographic studies, and strategic advice.

### Staff and Boards

**Staff demographics generally reflect the diversity of the population, but diversity decreases for board members.** As a whole, the 39 organizations reported that the racial and ethnic diversity of their staffs reflect the U.S. population. Legal organizations reported the greatest diversity, reporting that 47% of staff identify as people of color, 16% as transgender, and 9% as 55 or older. Legal organizations also reported the greatest diversity among board members: 49% of board members at legal organizations identify as people of color, 51% as women, 5% as genderqueer, and 20% as transgender.



# 2017 NATIONAL LGBT MOVEMENT REPORT

## COMPARATIVE ANALYSIS BY ORGANIZATION TYPE

### METHODOLOGY

This confidential supplement to the 2017 National LGBT Movement Report takes a deeper look at the 39 major LGBT organizations participating in the 2017 Standard Annual Reporting project (SAR).

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 (32) 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. This report provides a broad overview of the differences across four categories of organizations: advocacy, issue, legal, and research and public education. It also provides a composite profile for each category, following a standard two-page format. Where figures or charts reflect data based on a subset of participating organizations, this is noted.

**ALL PARTICIPANTS (N=39), TOTAL 2016 REVENUE = \$230.1 M, TOTAL 2016 EXPENSES = \$223.9 M**

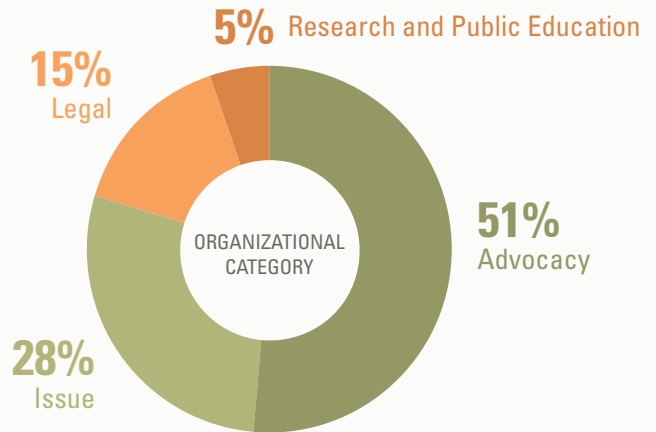
#### PARTICIPATING LGBT ORGANIZATIONS ARE COMPRISED OF ADVOCACY ORGANIZATIONS, ISSUE ORGANIZATIONS, LEGAL ORGANIZATIONS, AND RESEARCH & PUBLIC EDUCATION ORGANIZATIONS (n=39)

**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.

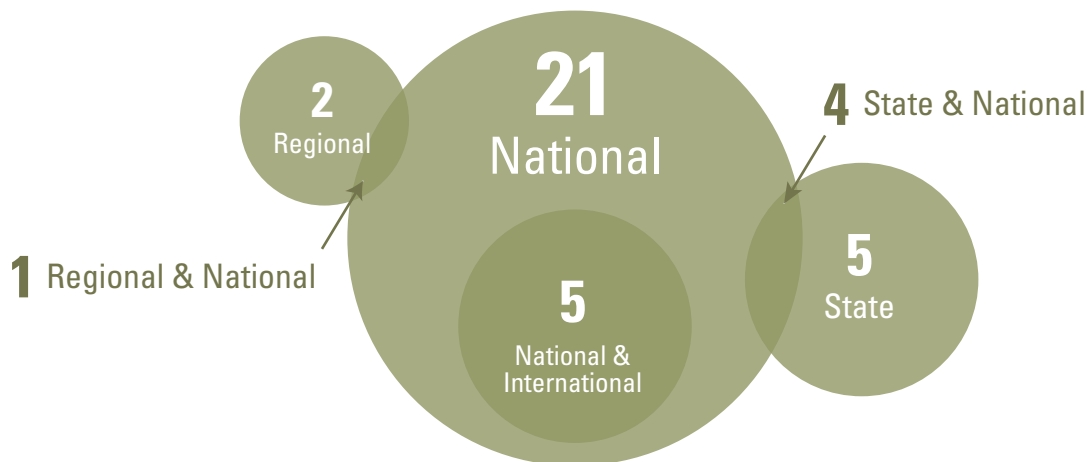
**Legal organizations** provide legal services to LGBT people and advocate and/or litigate within the legal system for LGBT people.

**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.



#### THE MAJORITY OF PARTICIPATING ORGANIZATIONS FOCUS ON NATIONAL LGBT ISSUES

Note: Many organizations noted more than one focus; options were not mutually exclusive.



NOTE: Participating organizations in this survey vary from year to year. **Because of the change in participants, figures, charts, and numbers in the 2017 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.

# 2017 NATIONAL LGBT MOVEMENT REPORT

## COMPARATIVE ANALYSIS BY ORGANIZATION TYPE

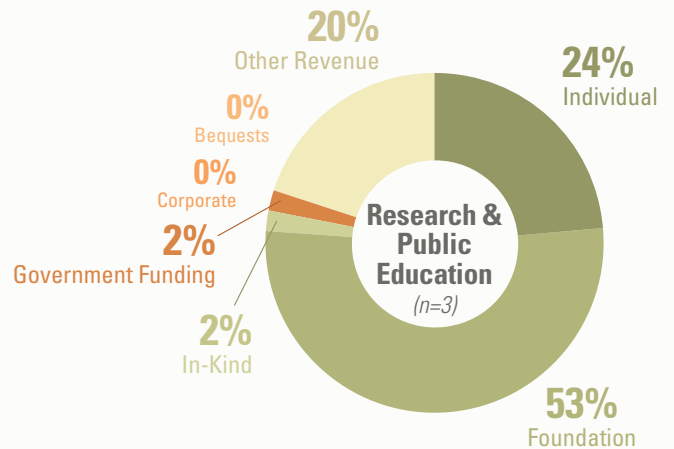
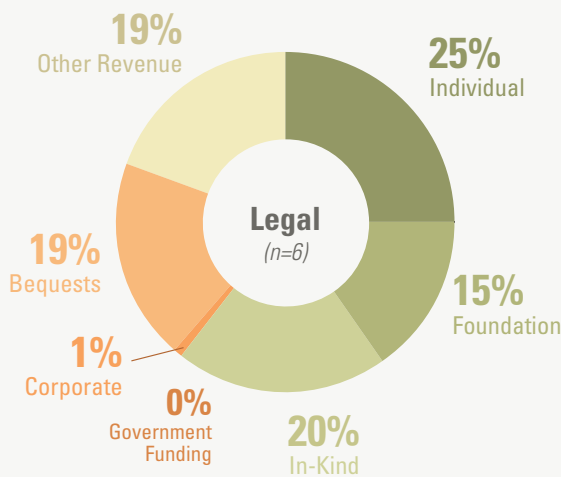
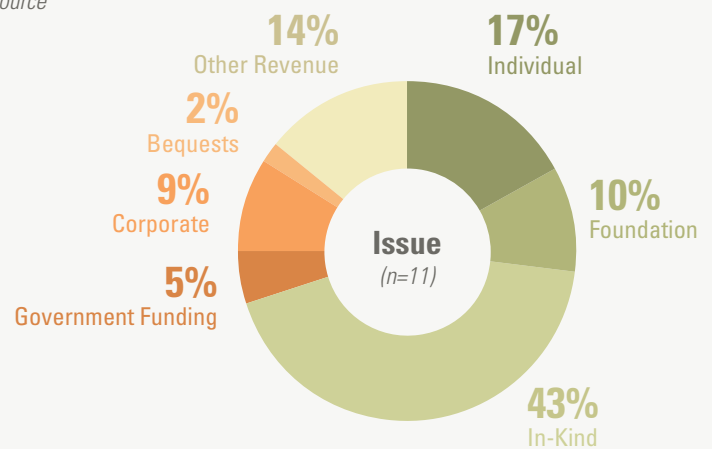
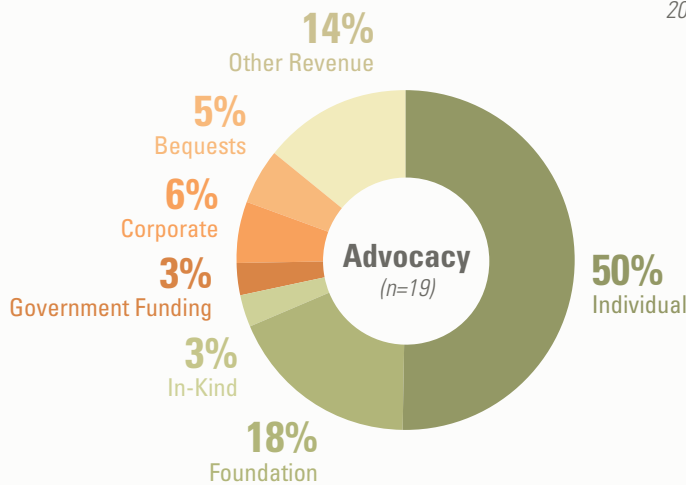
### REVENUE

Participating organizations as a whole reported an 11% increase in revenue (excluding in-kind contributions) from 2015 to 2016. Legal organizations saw the greatest increase in revenue followed by advocacy organizations. Issue and research and public education organizations reported decreases in revenue from 2015 to 2016. Primary revenue sources varied by organizational type. Advocacy organizations relied more on individual contributions/ Issue organizations relied most heavily on in-kind contributions. Research and public education organizations relied heavily on foundation contributions.

**ALL PARTICIPANTS (N=39), TOTAL 2016 REVENUE = \$230.1 M, TOTAL 2016 EXPENSES = \$223.9 M**

#### ORGANIZATIONS HAVE DIVERSE REVENUE STREAMS

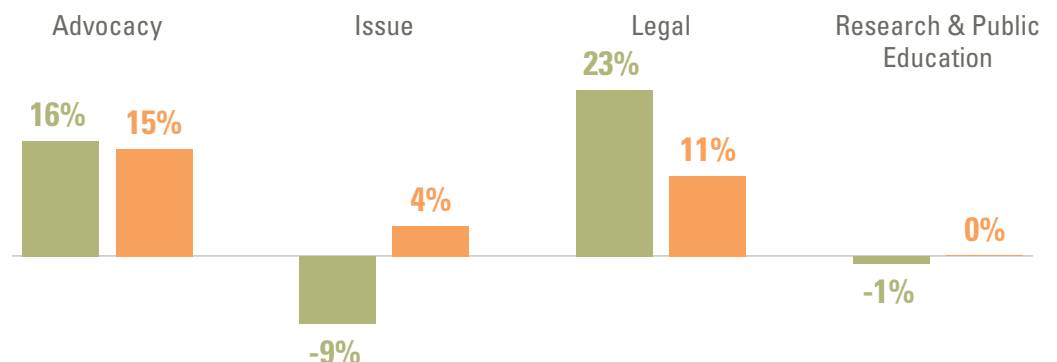
2016 Revenue By Source



#### PERCENT CHANGE IN REVENUE FROM 2015-2016

All Participants

■ Excluding In-Kind Expenses  
■ Including In-Kind Expenses



# 2017 NATIONAL LGBT MOVEMENT REPORT

## COMPARATIVE ANALYSIS BY ORGANIZATION TYPE

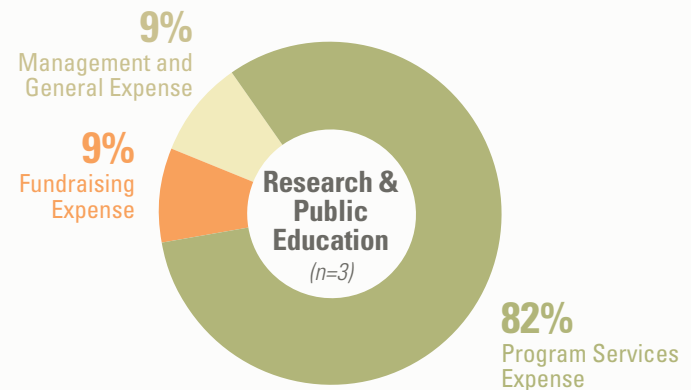
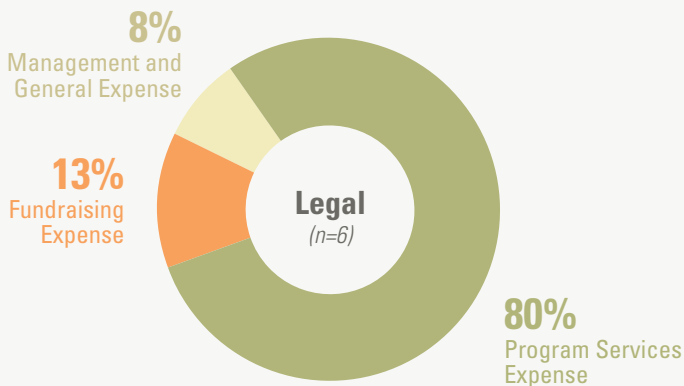
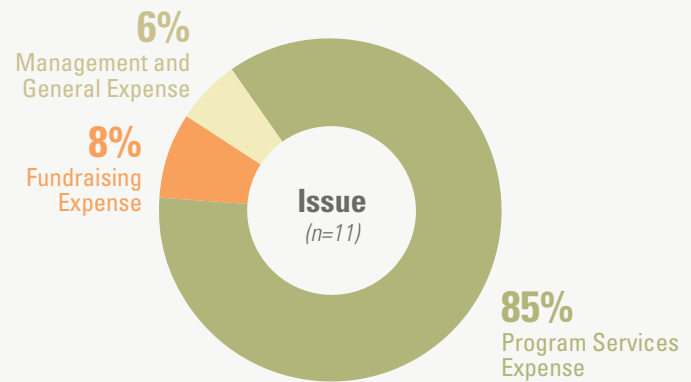
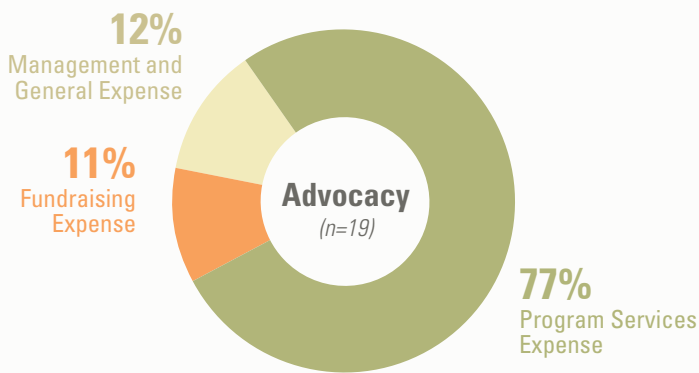
### EXPENSES

Organizations cumulatively predict a 7% increase in expenditures from 2016 to 2017. Issue organizations anticipate the greatest increase, followed by research and public education organizations. Legal and advocacy organizations predict modest increases in expenditures. All organization types exceeded Better Business Bureau benchmarks for programmatic spending.

**ALL PARTICIPANTS (N=39), TOTAL 2016 REVENUE = \$230.1 M, TOTAL 2016 EXPENSES = \$223.9 M**

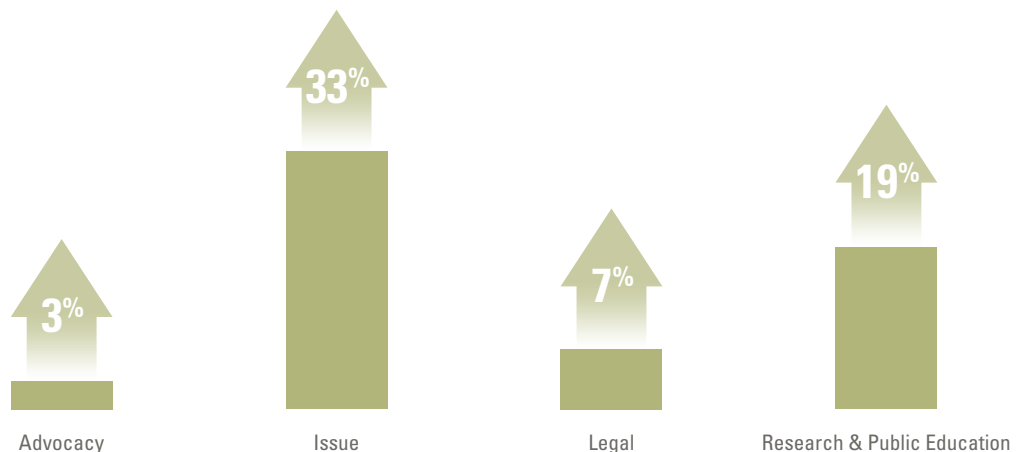
#### ORGANIZATION, REGARDLESS OF TYPE, MEET NONPROFIT STANDARDS FOR PROGRAM SPENDING

2016 Expenses By Expense Category



#### ORGANIZATIONS PROJECT INCREASE IN EXPENSES FROM 2016 TO 2017

% Change from 2016 Expenses (Excluding In-Kind Expenses) to 2017 Projected Budgets



# 2017 NATIONAL LGBT MOVEMENT REPORT

## COMPARATIVE ANALYSIS BY ORGANIZATION TYPE

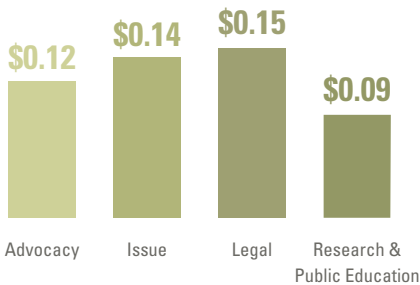
### FUNDRAISING

Organizations reported mixed success with donor retention between 2015 and 2016. Issue, legal, and research and public education organizations all reported an increase in donors giving between \$35 and \$999, though advocacy organizations reported a decrease. Advocacy and issue organizations also reported an increase in donors giving \$25,000 or more, with issue organizations reporting the largest increase. Percent of revenue from top contributors varied by organizational type. Research and public education organizations reported the largest proportion of revenue from top ten contributors.

**ALL PARTICIPANTS (N=39), TOTAL 2016 REVENUE = \$230.1 M, TOTAL 2016 EXPENSES = \$223.9 M**

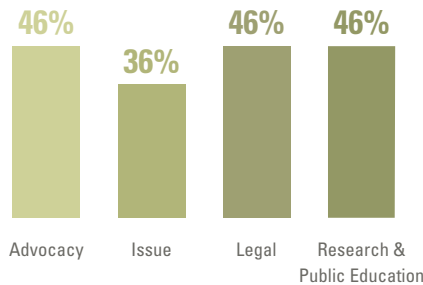
#### 2016 AVERAGE FUNDRAISING EXPENSE TO RAISE \$1

Unweighted Average (n=39)



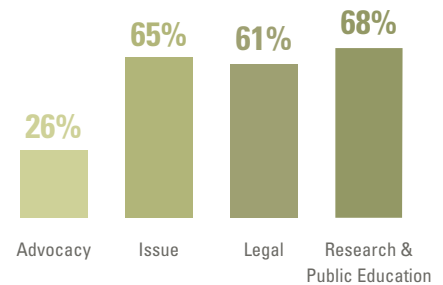
#### 2016 AVERAGE DONOR TURNOVER

Unweighted Average (n=39)



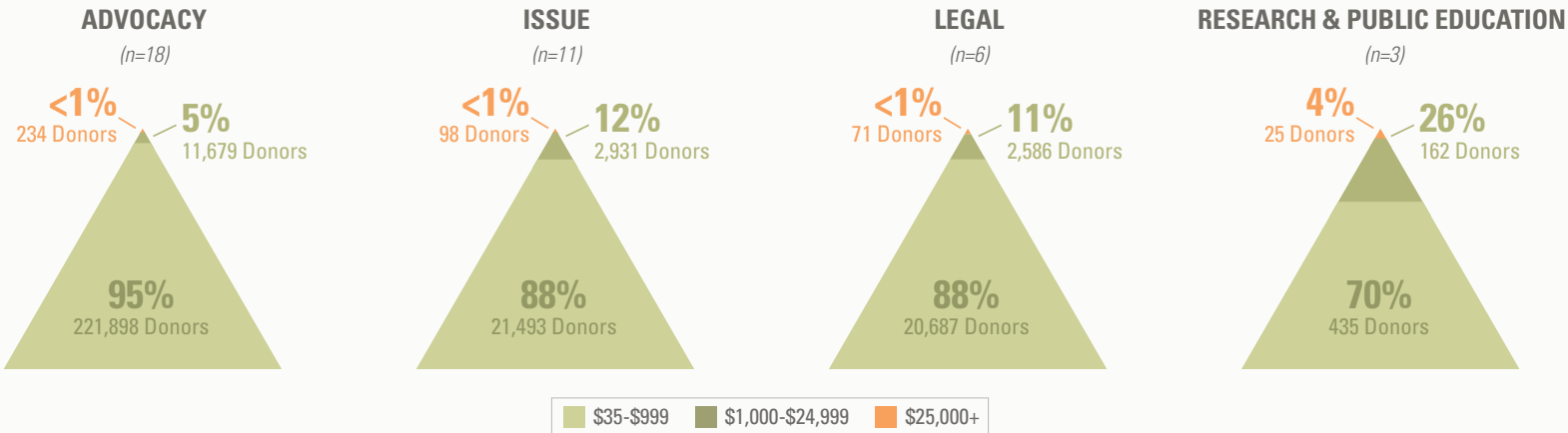
#### 2016 PERCENT OF REVENUE FROM TOP TEN CONTRIBUTORS

Unweighted Average (n=39)



#### ORGANIZATIONS RELY ON SMALL, MEDIUM, AND LARGE DONORS

Number and Percent of Total Donors Giving At Various Levels



#### FROM 2015 TO 2016, MOST ORGANIZATION TYPES SAW INCREASES IN SMALL AND MEDIUM DONORS

Change in Total Number of Donors for Participating Organizations (n=39)



# 2017 NATIONAL LGBT MOVEMENT REPORT

## COMPARATIVE ANALYSIS BY ORGANIZATION TYPE

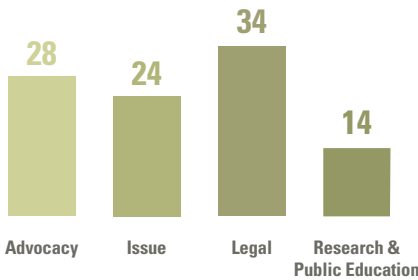
### STAFF

Staff demographics generally reflect the diversity of the population. As a whole, the 39 organizations reported that the racial and ethnic diversity of their staffs reflect the U.S. population. Legal organizations reported the greatest diversity.

**ALL PARTICIPANTS (N=39), TOTAL 2016 REVENUE = \$230.1 M, TOTAL 2016 EXPENSES = \$223.9 M**

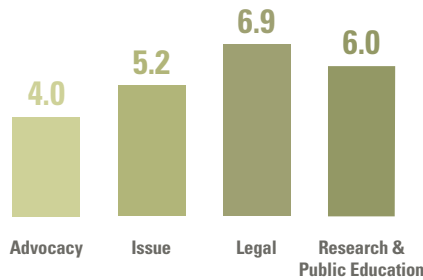
#### AVERAGE NUMBER OF STAFF IS GREATEST FOR LEGAL ORGANIZATIONS

Average Number of Staff

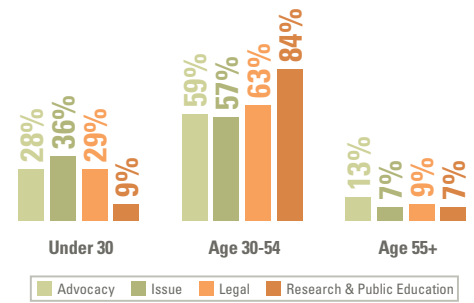


#### TENURE OF SENIOR MANAGEMENT IS RELATIVELY SIMILAR ACROSS ORGANIZATION TYPES

Average Senior Management Tenure



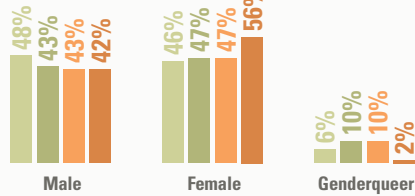
#### AGE by Organization Type



### STAFF DEMOGRAPHICS

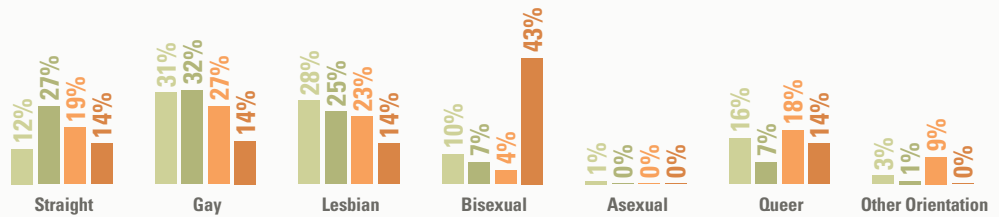
#### GENDER

by Organization Type



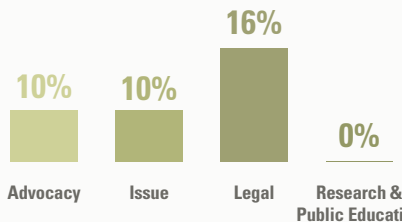
#### SEXUAL ORIENTATION

by Organization Type



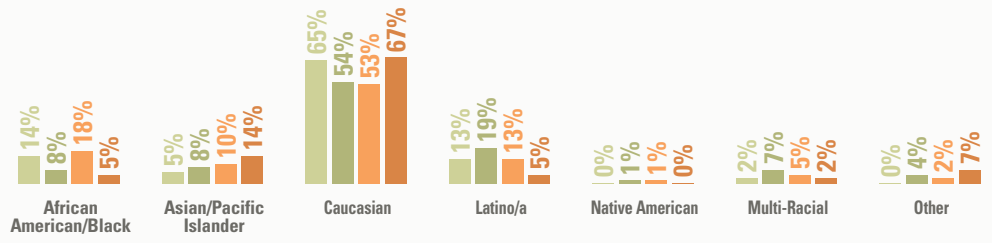
#### TRANSGENDER STAFF REPRESENTATION VARIES BY ORGANIZATION

% of Staff Identifying as Transgender



#### RACE/ETHNICITY

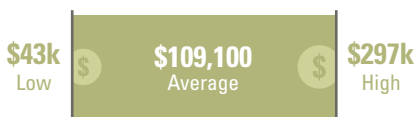
by Organization Type



#### SENIOR STAFF COMPENSATION VARIES BY ORGANIZATION TYPE

Average Senior Staff Compensation

##### ADVOCACY



##### ISSUE



##### LEGAL



##### RESEARCH & PUBLIC EDUCATION



# 2017 NATIONAL LGBT MOVEMENT REPORT

## COMPARATIVE ANALYSIS BY ORGANIZATION TYPE

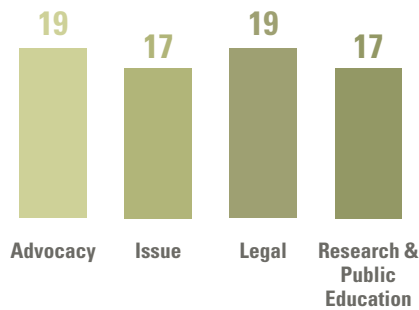
### BOARD

The boards of participating organizations were generally less diverse. Legal organizations also reported the greatest diversity among board members.

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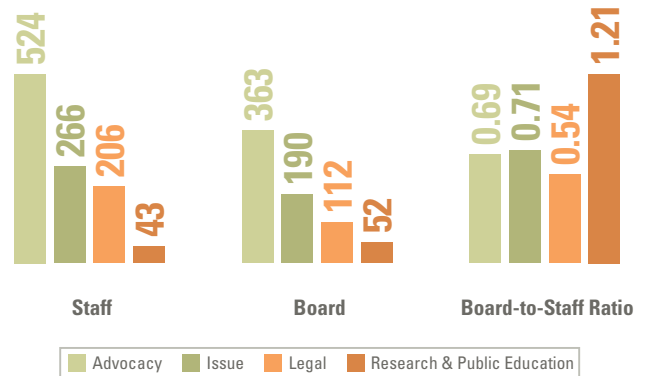
#### ORGANIZATIONS HAVE ROUGHLY THE SAME AVERAGE NUMBER OF BOARD MEMBERS

Average Number of Board Members



#### 2016 BOARD:STAFF RATIO

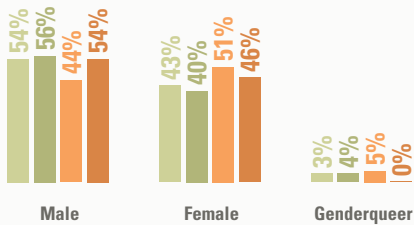
by Organization Type



### STAFF AND BOARD DIVERSITY VARY BY ORGANIZATION TYPE

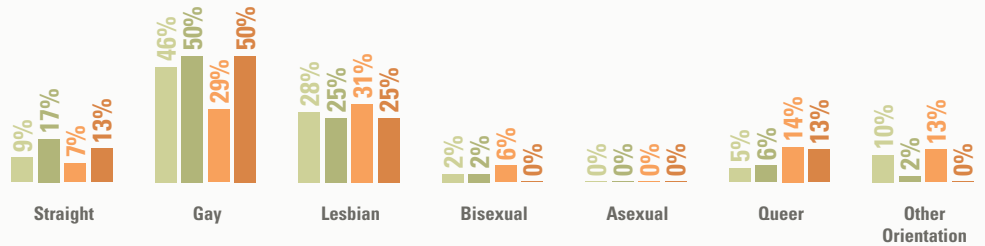
#### GENDER

% of Board Identifying As...



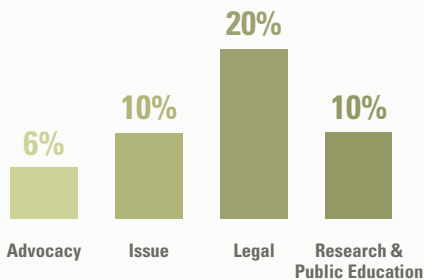
#### SEXUAL ORIENTATION

% of Board Identifying As...



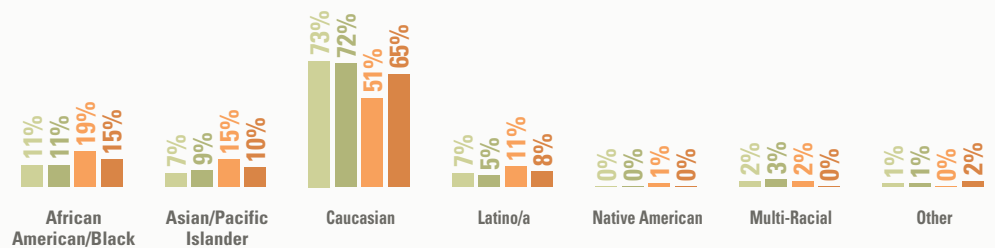
#### TRANSGENDER BOARD MEMBERS

% of Board Members Identifying as Transgender



#### RACE/ETHNICITY

% of Board Identifying As...



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# COMPOSITE PROFILE: ADVOCACY ORGANIZATIONS

## PARTICIPATING ADVOCACY ORGANIZATIONS

Organizations and Legal Structure	C3	C4	PAC
	(% of 2016 revenue)		
Basic Rights Oregon (BRO)	79%	18%	3%
CSE	100%		
Equality California (EqCA)	94%	6%	
Equality Federation (EQ Fed)	65%	35%	
Equality Florida (EqFL)	92%	7%	1%
Equality Maine (EqME)	94%	6%	
Family Equality Council (FEC)	100%		
Gay & Lesbian Victory Fund and Leadership Institute (Victory Fund/GLVI)	68%	32%	
Human Rights Campaign and Federation (HRC)	64%		36%
Keshet	26%	74%	
Log Cabin Republicans (Log Cabin)	100%		
MassEquality	39%	61%	
National Center for Transgender Equality (NCTE)	66%	34%	
PFLAG National (PFLAG)	100%		
National Queer Asian Pacific Islander Alliance (NQAPIA)	100%		
Services and Advocacy for GLBT Elders (SAGE)	100%		
SONG	100%		
True Colors Fund	100%		
Task Force	98%	2%	

### Advocacy Organizations - Category Definition

Advocacy organizations advocate for a specific constituency across a broad spectrum of issues. These organizations use a wide range of strategies, including legislative advocacy, public and media education, litigation, coalition building, protests and rallies, and research.

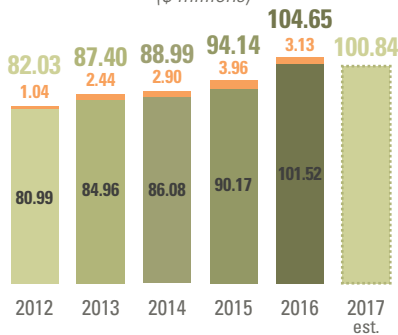


2016 performance on charity watchdog benchmarks: All advocacy organizations met AIP and BBB benchmarks in 2016.

## EXPENSES

### COMBINED EXPENSES

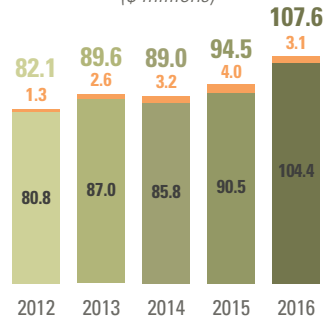
(\$ millions)



Expenses (except in-kind) In-Kind Expenses

### COMBINED REVENUE

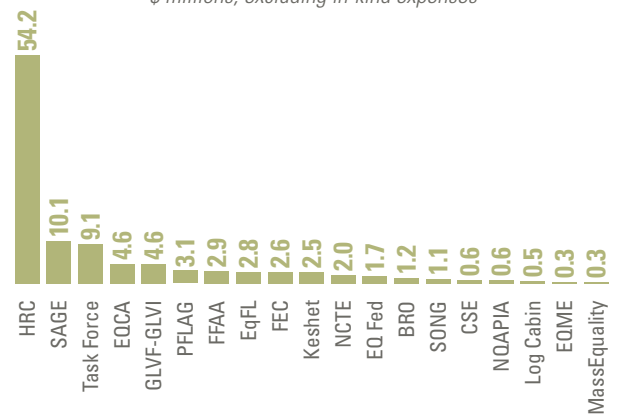
(\$ millions)



Revenue (except in-kind) In-Kind Revenue

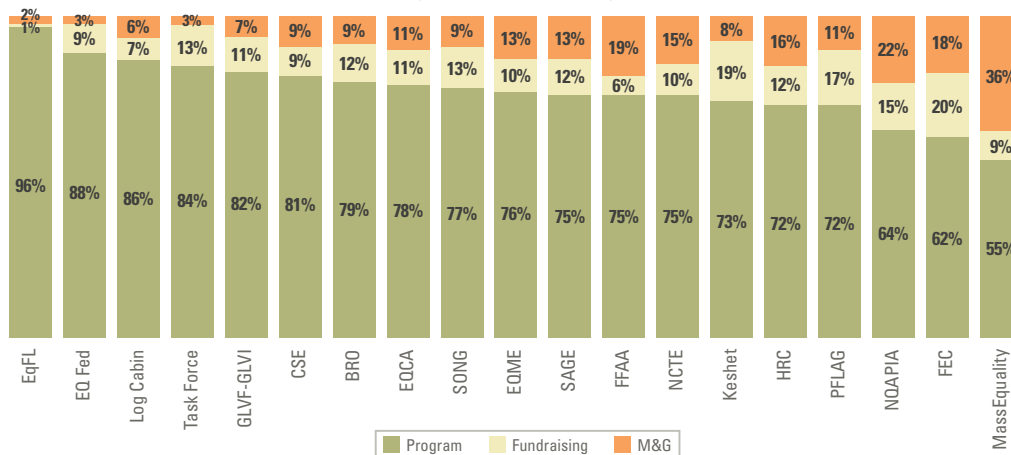
### 2017 BUDGET

\$ millions, excluding in-kind expenses



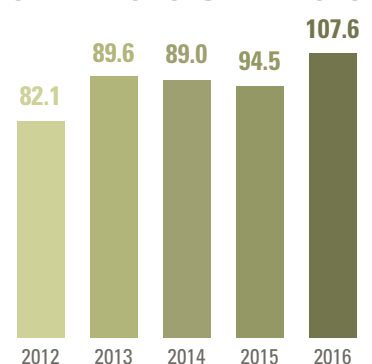
### EXPENSE BREAKDOWN

(numbers shown as %)



Program Fundraising M&G

### AVERAGE DAYS OF WORKING CAPITAL FOR ORGANIZATIONS



Note: The average was calculated using the total number of organizations for which data was available.

# COMPOSITE PROFILE: ISSUE ORGANIZATIONS

## PARTICIPATING ISSUE ORGANIZATIONS

Organizations and Legal Structure	C3	C4	PAC
	(% of 2016 revenue)		
CenterLink	100%		
GLAAD	100%		
GLSEN	100%		
GSA	100%		
Imm EQ	99%	1%	
NYCAVP	100%		
Out & Equal	100%		
Point Foundation	100%		
RMN	100%		
Soufforce	100%		
Trevor Project	100%		

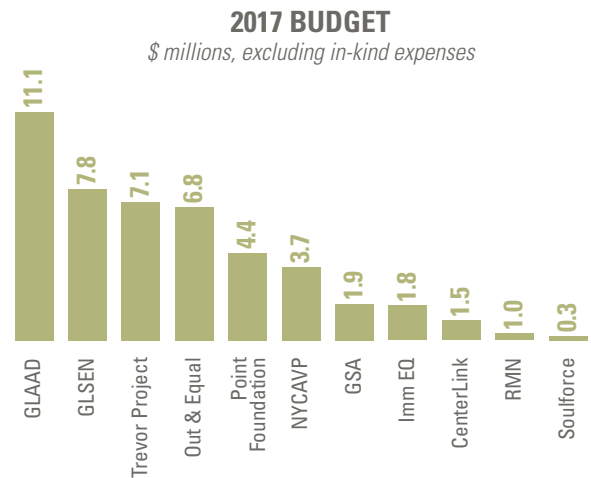
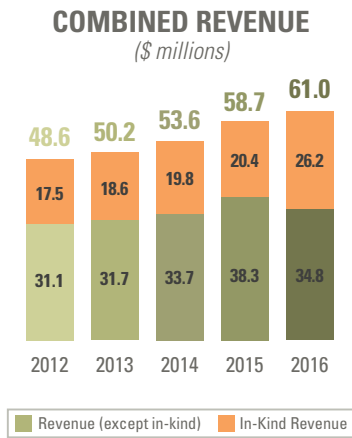
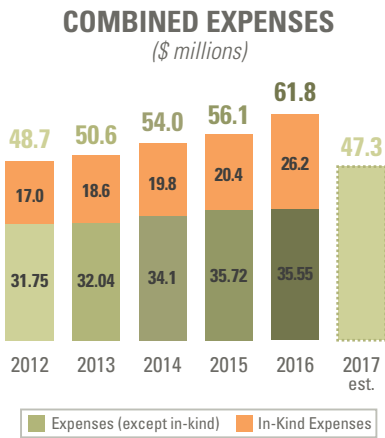
### Issue Organizations - Category Definition

Issue organizations advocate for a specific issue using a wide range of strategies, including legislative advocacy, public and media education, litigation, coalition building, protests and rallies, and research.



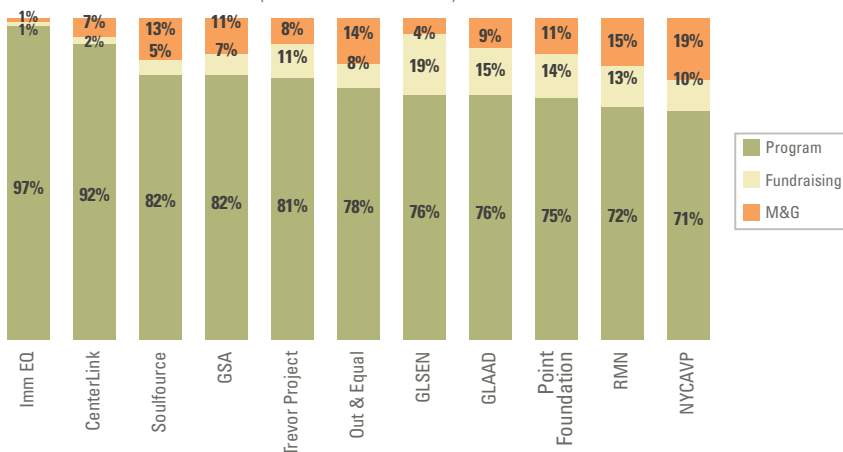
2016 performance on charity watchdog benchmarks: All advocacy organizations met AIP and BBB benchmarks in 2016.

## EXPENSES

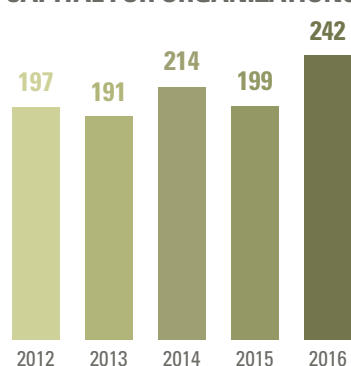


### EXPENSE BREAKDOWN

(numbers shown as %)



### AVERAGE DAYS OF WORKING CAPITAL FOR ORGANIZATIONS



Note: The average was calculated using the total number of organizations for which data was available.

# COMPOSITE PROFILE: LEGAL ORGANIZATIONS

## PARTICIPATING LEGAL ORGANIZATIONS

Organizations and Legal Structure	C3	C4	PAC
	(% of 2016 revenue)		
ACLU	100%		
GLAD	100%		
Lambda	100%		
NCLR	100%		
SRLP	100%		
TLC	100%		

### Legal Organizations - Category Definition

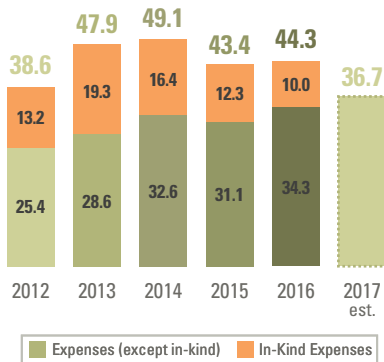
Legal organizations work to achieve full civil legal rights for LGBT people through litigation, policy advocacy, public education, and coalition building.



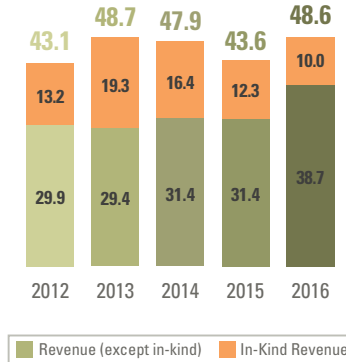
2016 performance on charity watchdog benchmarks: All advocacy organizations met AIP and BBB benchmarks in 2016.

## EXPENSES

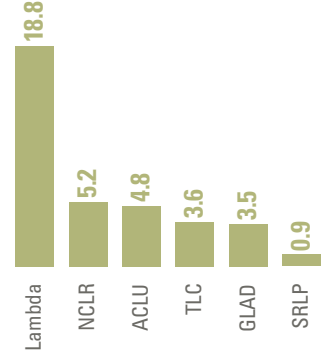
### COMBINED EXPENSES (\$ millions)



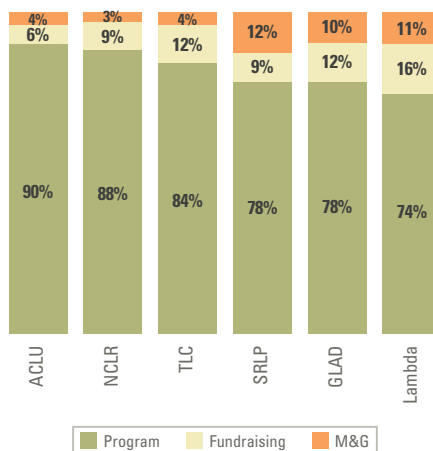
### COMBINED REVENUE (\$ millions)



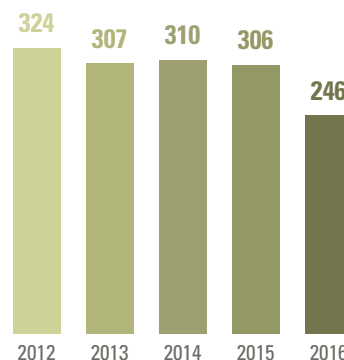
### 2017 BUDGET \$ millions, excluding in-kind expenses



### EXPENSE BREAKDOWN (numbers shown as %)



### AVERAGE DAYS OF WORKING CAPITAL FOR ORGANIZATIONS



Note: The average was calculated using the total number of organizations for which data was available.

# COMPOSITE PROFILE: RESEARCH & PUBLIC EDUCATION ORGANIZATIONS

## PARTICIPATING ADVOCACY ORGANIZATIONS

Organizations and Legal Structure	C3	C4	PAC
	(% of 2016 revenue)		
FLGBTQI	100%		
MAP	100%		
Williams Inst	100%		

### Research & Public Education Organizations - Category Definition

Research and public education organizations provide data and information to the LGBT movement and the general public on the social and economic status and needs of LGBT people.

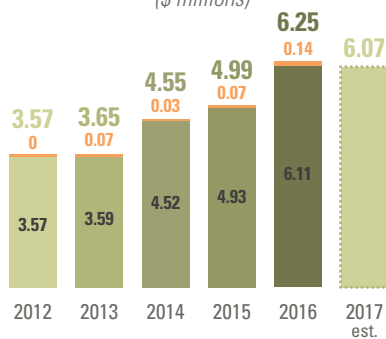


2016 performance on charity watchdog benchmarks: All advocacy organizations met AIP and BBB benchmarks in 2016.

## EXPENSES

### COMBINED EXPENSES

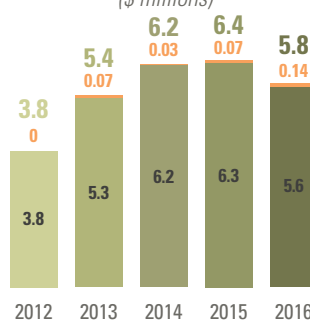
(\$ millions)



Expenses (except in-kind) In-Kind Expenses

### COMBINED REVENUE

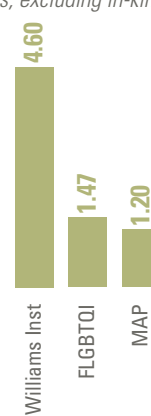
(\$ millions)



Revenue (except in-kind) In-Kind Revenue

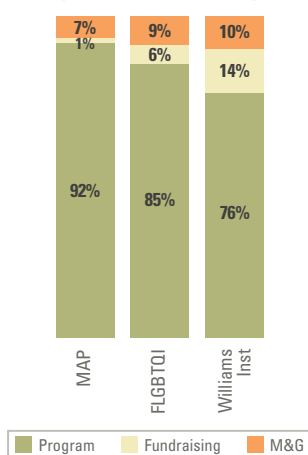
### 2017 BUDGET

\$ millions, excluding in-kind expenses

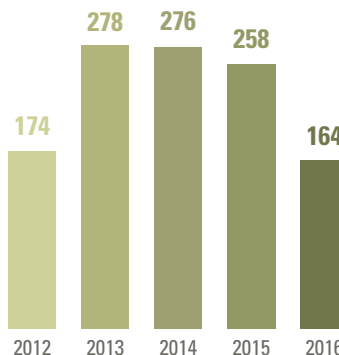


### EXPENSE BREAKDOWN

(numbers shown as %)



### AVERAGE DAYS OF WORKING CAPITAL FOR ORGANIZATIONS



Note: The average was calculated using the total number of organizations for which data was available.

## ABOUT THIS REPORT

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



movement advancement project ▶

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