

# 2024 NATIONAL LGBTQI MOVEMENT REPORT

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



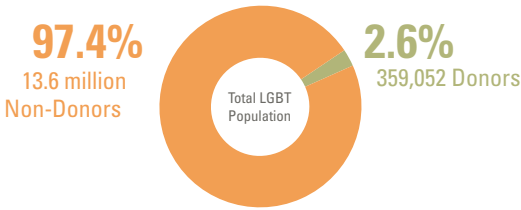
### FUNDRAISING AND FUNDRAISING EFFICIENCY

Like most other nonprofits, participating organizations rely on fundraising to generate a significant portion of their revenue. This section includes analysis of top contributor trends, fundraising costs, fundraising from individual donors, and more. Note: on this page, some analyses require data from previous years. Therefore, only organizations that provided data for all relevant years are included.

**40 PARTICIPANTS, TOTAL 2023 REVENUE = \$355.8M, TOTAL 2023 EXPENSES = \$337.1M**

#### 2.6% OF LGBT POPULATION CONTRIBUTES TO PARTICIPATING ORGANIZATIONS

Combined Donors Giving Any Amount vs. Total Adult LGBT Population (n=26)

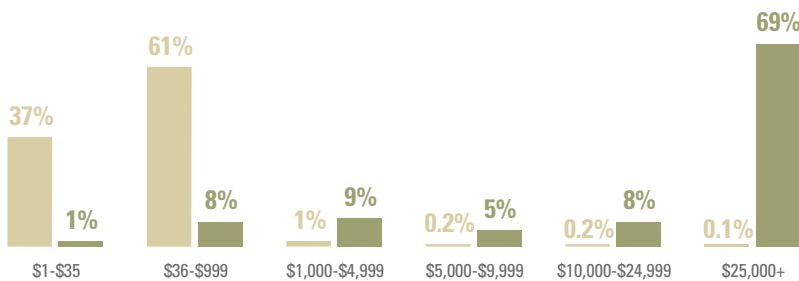


Source: Williams Institute population estimates (2023).

Note: Assumes all donors are LGBT. Likely percent of LGBT non-donors even higher.

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

Percent of individual donors and donation revenue, by donation size ranges (n=26)



#### CONTACTABLE NAMES VARY GREATLY (n=24)



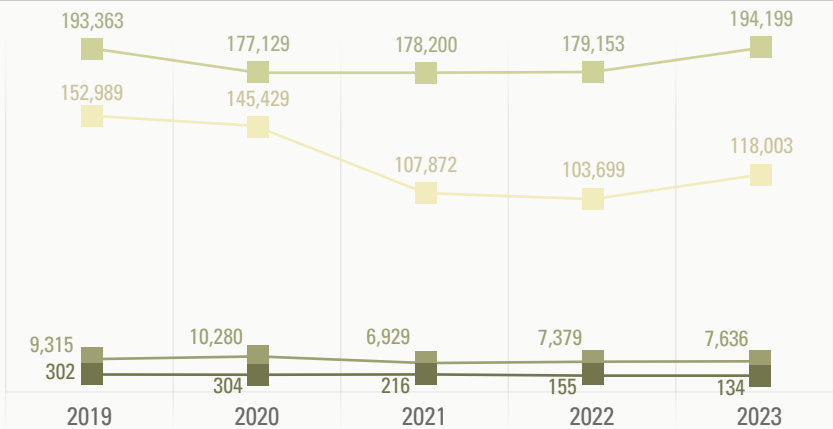
Legend: % of Donors (People) (light green), % of Donation Revenue (\$) (dark green)

Example: Across all responding organizations, 61% of all individual donors in 2023 gave \$36-\$999, and those donations comprised 8% of these organizations' revenue from individual donors.

#### AMONG REPORTING ORGS, INCREASES IN NUMBER OF INDIVIDUAL DONORS OF ALL SIZES EXCEPT LARGE DONORS

2019-2023 Number of Donors (n=14)

- Micro (<\$35)
- Small (\$35-\$999)
- Medium (\$1,000-\$24,999)
- Large (\$25,000+)

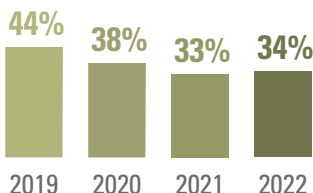


#### 2022-2023 % Change

- ▲ 8% Small
- ▲ 14% Micro
- ▲ 4% Medium
- ▼ -14% Large

#### SHARE OF NEW DONORS IS INCREASING

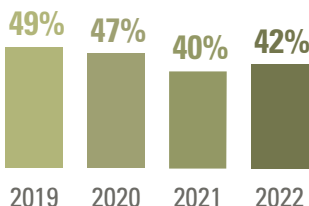
2019-2022 Percent of Donors That Are First-Time Donors (n=13)



Not enough organizations reported this data for 2023, so only four years are available.

#### CONTRIBUTIONS FROM TOP 10 DONORS INCREASED IN 2022

2019-2022 Percent of Revenue from Top Ten Contributors (n=15)



Not enough organizations reported this data for 2023, so only four years are available.

#### ORGANIZATIONS' AVERAGE COST TO FUNDRAISE INCREASED DURING 2023

2016-2023 Average Cost to Raise \$1 (n=26)

