

2024 NATIONAL LGBTQI MOVEMENT REPORT

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



This report was authored by:

Movement Advancement Project

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

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Participating Organizations by Category	
Advocacy	
Basic Rights Oregon Campaign for Southern Equality COLAGE Equality California Equality Federation Equality Florida Equality North Carolina Equality Ohio Education Fund Family Equality Georgia Equality GLAAD	Human Rights Campaign (HRC) InterACT Keshet LGBTQ Victory Fund & Victory Institute National Center for Transgender Equality (NCTE) National Queer Asian Pacific Islander Alliance (NQAPIA) Outright International PFLAG Inc. SAGE: Advocacy and Services for GLBT Elders StartOut URGE: Unite for Reproductive and Gender Equity
Issue	
CenterLink Genders & Sexualities Alliance (GSA) Network GLMA GLSEN Immigration Equality New York City Gay and Lesbian Anti-Violence Project (NYCAVP)	Point Foundation Reconciling Ministries Network (RMN) SIECUS: Sex Ed for Social Change Soulforce
Legal	
ACLU GLAD Law Lambda Legal	National Center for Lesbian Rights (NCLR) Transgender Law Center (TLC)
Research & Public Education	
Funders for LGBTQ Issues	Movement Advancement Project (MAP)

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

KEY FINDINGS

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

The report shows that at the end of the 2023 fiscal year, participating organizations have strong financial standing despite increases in expenses, which may be reflective of increased operating costs in the wake of COVID-19, new hiring, and more.^a Participating organizations are supported by a variety of revenue sources, cumulatively reporting increases in funding from bequests, foundations, fundraising events, and individual donors.

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

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

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

^a For additional research on the impact of COVID-19 on LGBTQI movement organizations, see MAP's ongoing research at www.mapresearch.org/covid-19.

REVENUE: CONTINUED INCREASE IN REVENUE

- Across 40 participating organizations, **combined 2023 revenue** totaled \$355.8 million, exceeding combined 2023 expenses (\$337.1 million) by roughly \$19 million. For organizations with five-year longitudinal data available (n=31), the combined revenue exceeded expenses by \$18.7 million.
- From 2022 to 2023, organizations reported a **mix of increases and decreases across various sources of revenue**. These changes include a significant combined increase in bequests (69%), and smaller increases in foundation contributions (17%), individual contributions (8%), and fundraising event income (6%). There were slight decreases in income from in-kind contributions (1%), government grants (1%), and corporate contributions (7%).
- Including in-kind revenue, these organizations reported a combined 17% **revenue increase from 2022 to 2023**. Excluding in-kind revenue, organizations' revenue increased 18%. Notably, in-kind revenue alone decreased by 1%.
- Organizations that provided five-year trend data reported an aggregate 25% **revenue increase from 2019 to 2023** (including in-kind).
- **Individual donations** remain the largest share of organizations' combined revenue, comprising 34% of total 2023 combined revenue.

EXPENSES: SIGNIFICANT INCREASE

- Total **combined 2023 expenses** were \$337 million. For organizations who provided five-year trend data the majority of organizations' combined expenses (75%) were spent on programs and services.
- From **2022 to 2023, total expenses (including in-kind) increased 26%**—with growth across programs and services, fundraising expenses, and management and general expenses. Growth in all areas may indicate increased program operation costs and in-person fundraisers in 2023, as well as new hiring.
- Organizations that provided five-year trend data reported an aggregate 19% **expense increase (including in-kind) from 2022 to 2023**. Excluding in-kind, participating organizations' expenses increased 21%.

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

- All but one organization that provided five-year trend data reported a five-year average **liquidity ratio** above one, meaning that these organizations have consistently maintained enough cash and liquid assets on hand to at least cover their current financial obligations. In fact, over two-thirds (70%) of organizations reported a five-year average liquidity ratio over seven, meaning they can cover their liabilities more than seven times over with what they have on hand. That LGBTQI organizations are maintaining financial health even as expenses increase may be a function of this long-term financial consistency.
- **Daily cash expenditures** increased from 2022 to 2023, with an average of \$22,300 in spending per day, an increase of 21%.
- Participating organizations reported an average of 387 days of **working capital** in 2023, an 11% decrease from the previous year.

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

- In 2023, participating organizations reported a combined total of 359,052 **individual donors**, the vast majority of whom (98%) gave under \$1,000. More than one in three (37%) of all individual donors in 2023 gave under \$35.
- Among organizations that provided five-year trend data (2019 to 2023), there were **fewer donations from large donors, medium donors, and micro donors**, however the two-year trend (2022-2023) shows an increase in the number of donors across all donation sizes except for large donors.
- From fiscal years 2019 to 2023, the number of **large donors** (\$25,000+ per year) fell by 56%. From 2022 to 2023, however, the number of large donors decreased only by 14%.
- From 2019 to 2023, the number of **medium donors** (\$1,000-\$24,999 per year) decreased by 18%, but from 2022 to 2023, the number of medium donors instead grew by 4%.

- From 2019 to 2023, the number of **small donors** (\$35-\$999 per year) increased by <1%. However, from 2022 to 2023, the number of small donors increased even further, by 8%.
- From 2019 to 2023, the number of **micro donors** (<\$35 per year) decreased 23%, but participating organizations reported a 14% increase in these donors from 2022 to 2023.
- Based on the number of donors to participating organizations (assuming that all donors are LGBT people and that there are no duplicates) and the total number of LGBT adults in the United States, data reported by participating organizations suggest that only 2.6% of LGBT people—only about 1 in every 39 LGBT people—donated to these leading LGBTQI advocacy organizations in 2023. Of course, many non-LGBTQI people donate to these organizations, and some LGBTQI people likely donate to multiple organizations, so the true number of **LGBTQI people who donate to these important organizations** is likely even smaller.

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

- Participating organizations employed a total of 785 paid staff in fiscal year 2023, 92% of whom are full-time workers. The **average staff size** at participating organizations is 26 staff, and the median staff size is 21. Staff size ranges from a low of two to a high of 125.
- Not all organizations reported staff demographics. Among those that did, organizations reported **racially diverse staff**, with 53% of all staff and 44% of all senior staff being people of color. Among all staff, 18% are Black or African American, 13% are Hispanic or Latino, 8% are Asian or Pacific Islander (API), 4% are multi-racial, 1% are Native American, and 8% identify as another race or ethnicity. Compared to the national population, this means that LGBTQI organizations employ more Black and API and Native American people, but employ fewer Hispanic or Latino people.^b

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

- Among reporting organizations, 49% of all staff identify as women, 27% as men, 23% as nonbinary, genderqueer, or another **gender identity**. Looking just at senior staff, the share of men rises to 35%, the share of women rises to 53%, and the share of nonbinary and genderqueer staff declines to 4% of the total.
- Among reporting organizations, 21% of staff and 17% of senior staff identify as transgender. Nationally, an estimated 0.6% of the population ages 13 and older identifies as **transgender**.^c
- The majority (64%) of all staff are **ages 30 to 54**, followed by 24% of staff under the age of 30, and 12% of staff who are 55 and older.

BOARDS: DEMOGRAPHICALLY DIVERSE, THOUGH LESS SO THAN STAFF

- Participating organizations reported a total of 681 board members, with an **average board size** of 16 members and a median of 15. The smallest board is comprised of 4 members, and the largest of 42.
- Boards are less **racially** diverse than staff, as only 46% of boards are people of color.^d In particular, board members are less likely than staff to be Hispanic or Latino or multiracial. Only 10% of board members and executive board members are Hispanic or Latino (compared to 13% of staff).
- Among board members, 41% identify as men, 44% as women, 14% as nonbinary, genderqueer, or another **gender identity**.
- Overall, 12% of board members identify as **transgender**.

^c Jody L. Herman, Andrew R. Flores, and Kathryn K. O'Neill. 2022. *How Many Adults and Youth Identify as Transgender in The United States?* Los Angeles, CA: The Williams Institute.

^d Though boards are less racially diverse than staff, the 41% of board members who are people of color falls just shy of the national average of 42%.

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A FINANCIAL OVERVIEW OF LEADING ORGANIZATIONS IN THE LGBTQI MOVEMENT



METHODOLOGY

The Movement Advancement Project (MAP) invited organizations to participate based on their size, importance to the overall LGBTQI movement, and collective coverage of LGBTQI issues and constituencies. Of the 40 that chose to participate, most participating organizations (34) have budgets over \$1 million; six organizations have smaller budgets but are national leaders working in areas of critical concern to the LGBTQI movement.

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

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

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

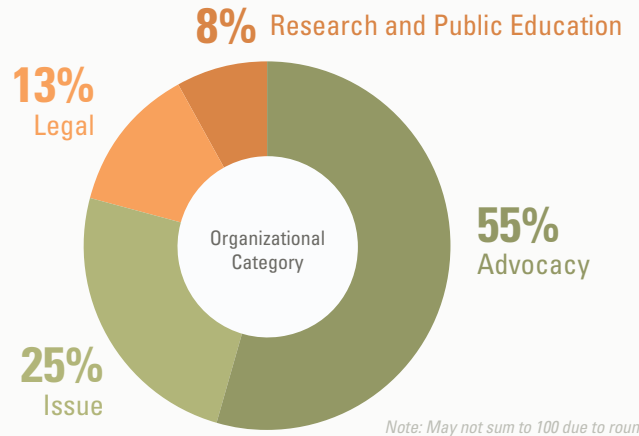
(n=40)

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

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

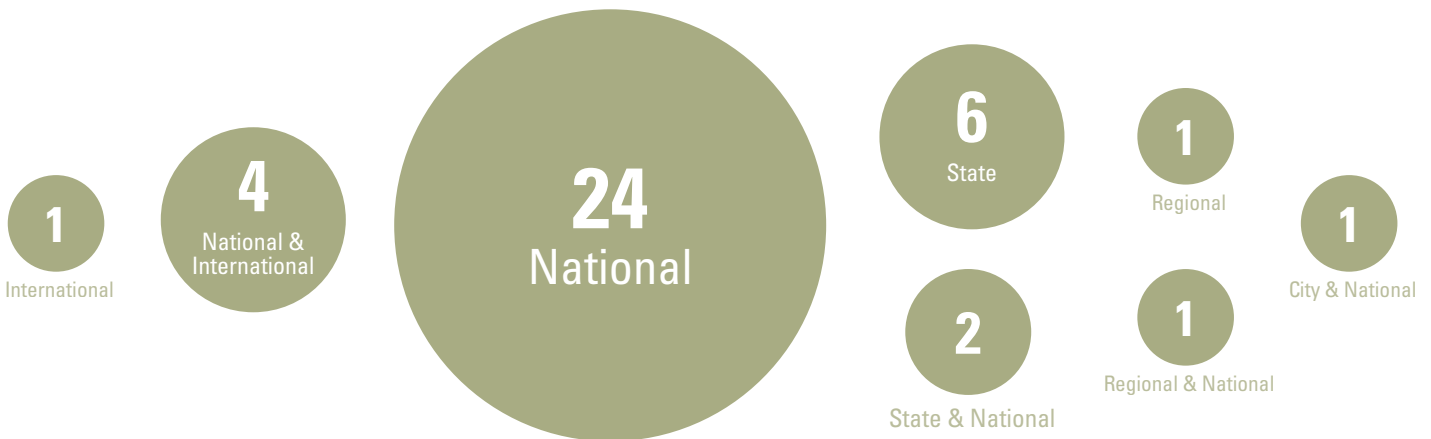
Legal organizations provide legal services to LGBTQI people and advocate and/or litigate within the legal system for LGBTQI people.

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



THE MAJORITY OF PARTICIPATING ORGANIZATIONS FOCUS ON NATIONAL LGBTQI ISSUES

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



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

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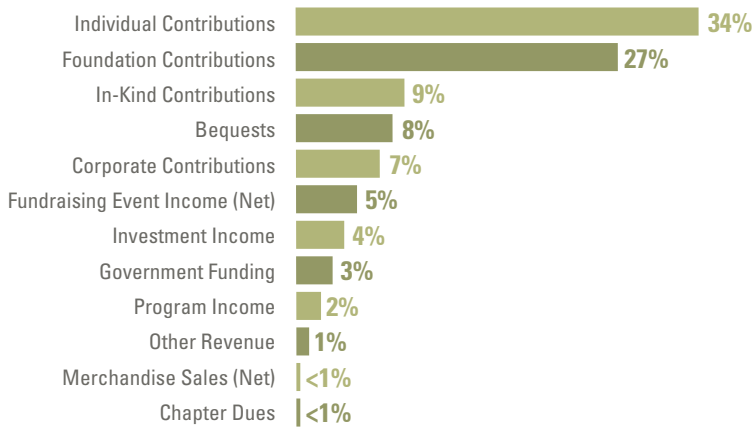
REVENUE AND EXPENSES

This section provides an overview of the revenue and expenses of leading organizations in the LGBTQI movement. For participating organizations, both revenue and expenses increased from fiscal years 2022 to 2023. Note: on this page, some analyses required data from previous years. Only organizations that provided data for all years in each relevant analysis are included. Note also that, where applicable, percentages may not sum to 100 due to rounding.

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

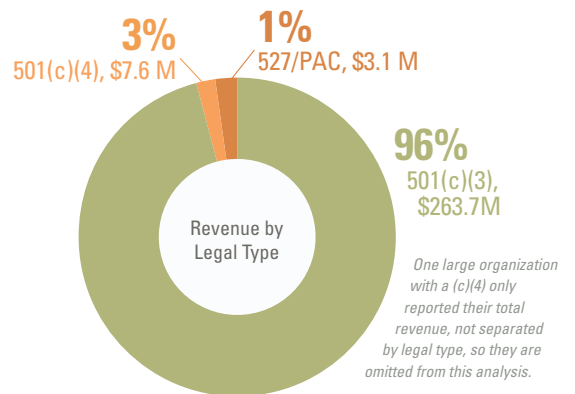
INDIVIDUAL CONTRIBUTIONS REMAIN TOP SOURCE OF REVENUE AMONG LGBTQI ORGANIZATIONS

2023 Revenue by Source (n=39)



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

2023 Revenue By Legal Type (n=39)



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

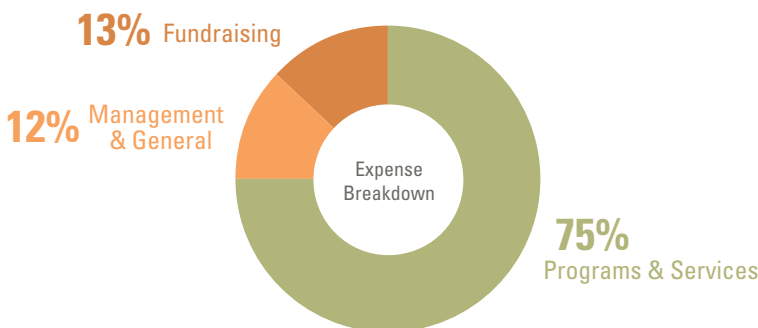
2022-2023 Expenses for Participating Orgs \$ Millions (n=39)

EXPENSES	2022	2023	% CHANGE
Programs & Services	\$187.2	\$236.7	+26%
Fundraising Expenses	\$29.6	\$39.4	+33%
Management & General Expenses	\$34	\$39.5	+16%
Total Expenses	\$250.8	\$315.6	+26%

*Note: Columns may not sum due to rounding.

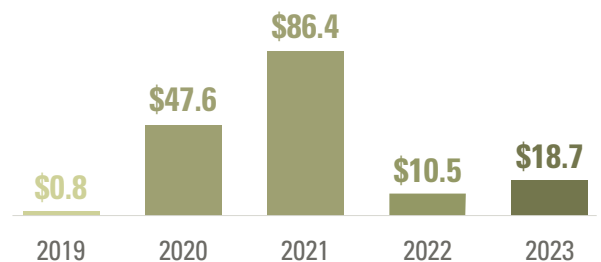
MAJORITY OF MOVEMENT EXPENSES SPENT ON PROGRAMS AND SERVICES

Combined 2023 Expenses (n=39)



2023 REVENUE EXCEEDED EXPENSES BY \$18.7 MILLION

Yearly Difference in Revenue and Expenses, 2019-2023, in Millions (n=31)



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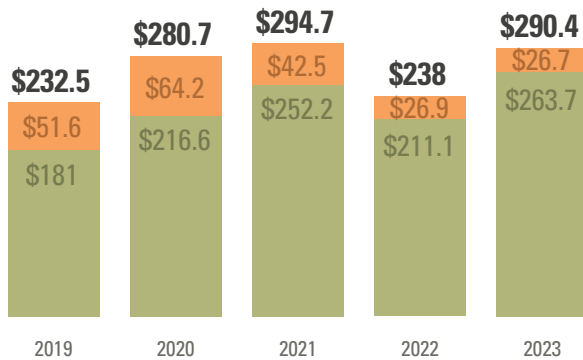
FINANCIAL TRENDS

This graphic examines the financial capacity of LGBTQI movement organizations from 2019 through 2023. At the end of the 2023 fiscal year, participating organizations as a whole remain well-resourced and supported by a diverse range of revenue sources, although there were slight declines in revenue from government and corporate funding. Note: on this page, some analyses required data from previous years. Only organizations that provided data for all years in the relevant analysis are included. Note also that, where applicable, percentages may not sum to 100 due to rounding.

31 PARTICIPANTS, TOTAL 2023 REVENUE = \$290.4M, TOTAL 2023 EXPENSES = \$271.7M

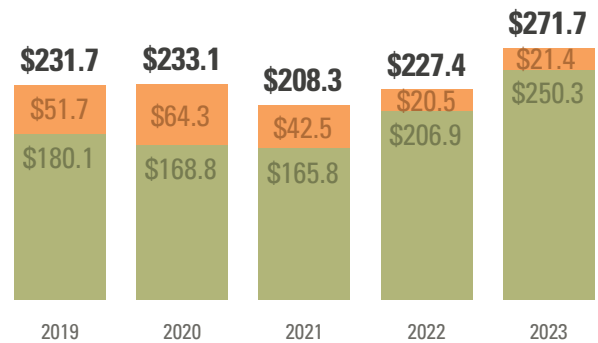
COMBINED REVENUE INCREASED 25% FROM 2019 TO 2023

2019-2023 Revenue by Source, in Millions (n=31)



COMBINED EXPENSES INCREASED 17% FROM 2019 TO 2023

2019-2023 Expenses by Source, in Millions (n=31)



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

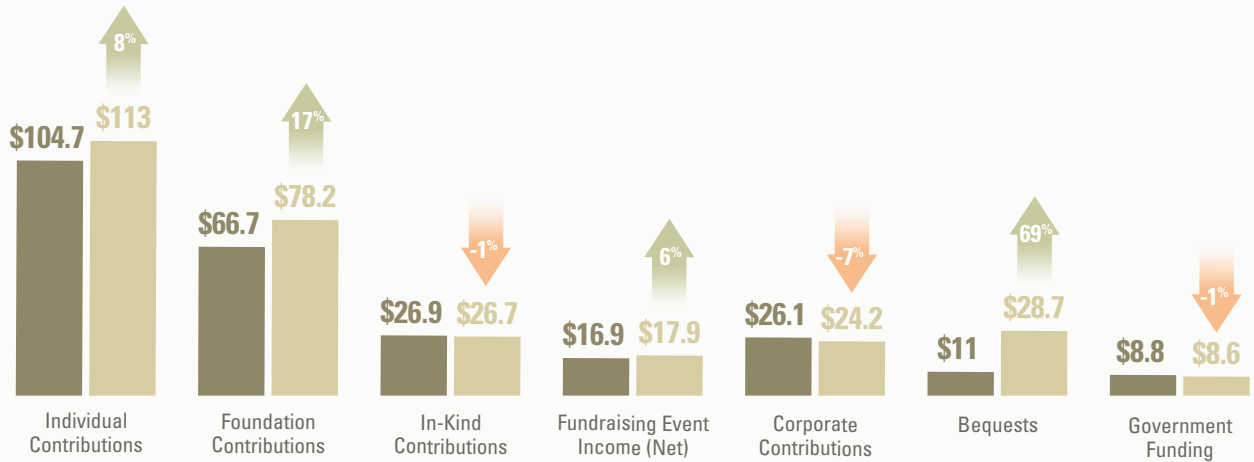
37 PARTICIPANTS, TOTAL 2023 REVENUE = \$234.5M, TOTAL 2023 EXPENSES = \$294.7M

2023 SAW VARIABLE INCREASES AND SLIGHT DECREASES IN DIFFERENT SOURCES OF REVENUE

2022-2023 Revenue Change by Source in Millions (n=37)

■ 2022 ■ 2023

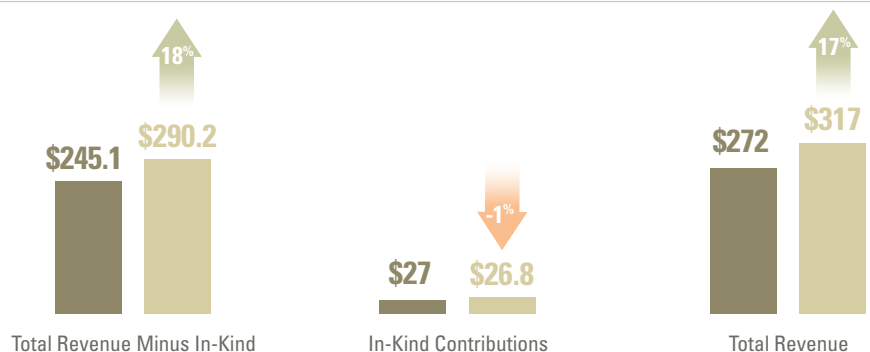
Note: One organization's revenue was an outlier, and so was excluded from this analysis.



COMBINED REVENUE INCREASED 15% FROM 2022 TO 2023

2022-2023 Total Revenue Change in Millions (n=37)

■ 2022 ■ 2023



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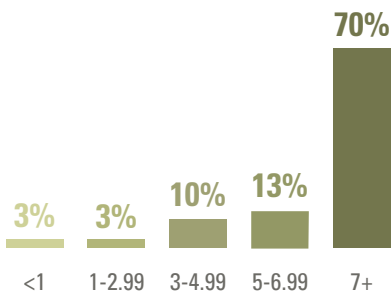
movement advancement project

INDICATORS OF FINANCIAL HEALTH

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

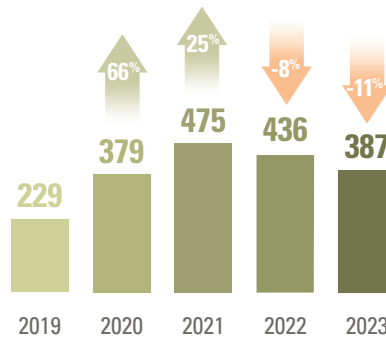
OVER TWO-THIRDS OF ORGANIZATIONS HAVE A 5-YEAR AVERAGE LIQUIDITY RATIO OVER 7

Percent of Organizations (n=30) by 2019-2023 Average Liquidity Ratio



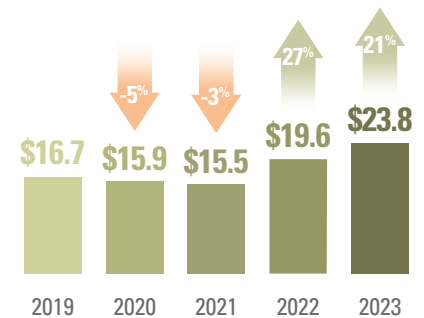
DAYS OF WORKING CAPITAL DECREASED 11% FROM 2022 TO 2023

2019-2023 Average Days of Working Capital (n=30)



DAILY CASH EXPENDITURES INCREASED 21% FROM 2022 TO 2023

2019-2023 Cumulative Average Daily Cash Expense, in Thousands (n=30)



2022-2023 STATEMENT FINANCIALS TREND DATA \$ MILLIONS (N=37)

	2022	2023	% INCREASE/DECREASE
Assets			
Cash and Cash Equivalents	145.5	89.8	-38% ↓
Investments	158.7	248.5	+57% ↑
Other Current Assets	52.4	85.8	+64% ↑
Net Fixed Assets	20.9	20.6	-1% ↓
Other Long-Term Assets	22.6	13.4	-41% ↓
Total Assets	400	458.1	+15% ↑
Liabilities			
Current Liabilities	35.1	34	-3% ↓
Long-Term Debt	0.5	0.04	-92% ↓
Other Long-Term Liabilities	5	11.4	+128% ↑
Total Liabilities	40.6	45.4	+12% ↑
Net Assets			
Without Donor Restrictions	236.5	224.2	-5% ↓
With Donor Restrictions	87.5	108.5	+24% ↑
With Permanent Donor Restrictions	35.5	79.9	+125% ↑
Total Net Assets	359.4	412.6	+15% ↑
Total Liabilities and Net Assets	400	458.1	+15% ↑

*Note: Columns may not sum due to rounding.

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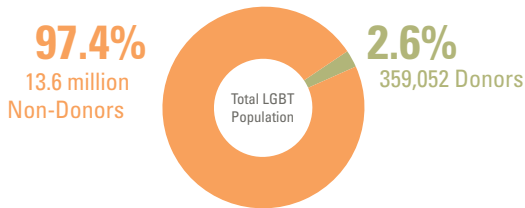
FUNDRAISING AND FUNDRAISING EFFICIENCY

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

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)

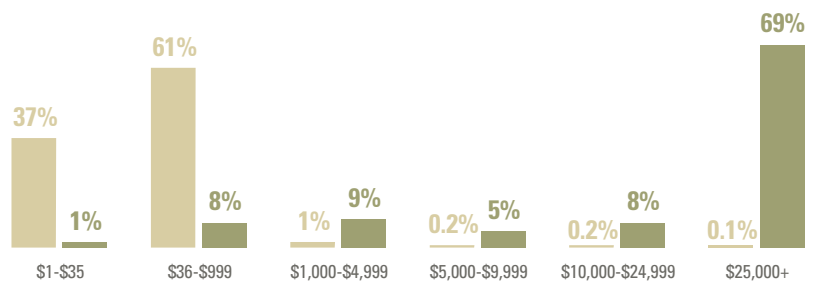


Source: Williams Institute population estimates (2023).

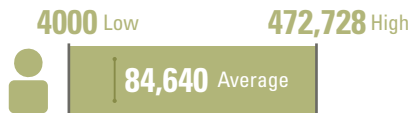
Note: Assumes all donors are LGBT. Likely percent of LGBT non-donors even higher.

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)



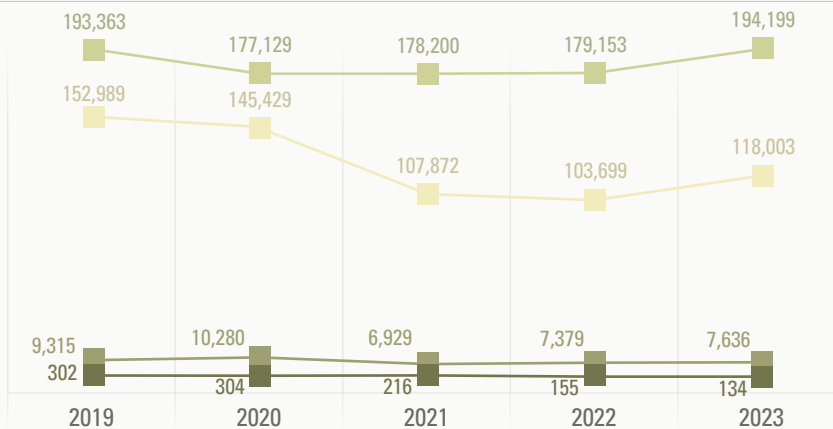
Legend: % of Donors (People) (light green), % of Donation Revenue (\$) (dark green)

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+)

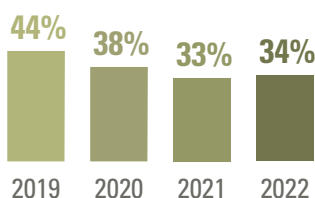


2022-2023 % Change

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

SHARE OF NEW DONORS IS INCREASING

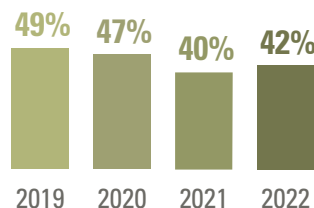
2019-2022 Percent of Donors That Are First-Time Donors (n=13)



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)



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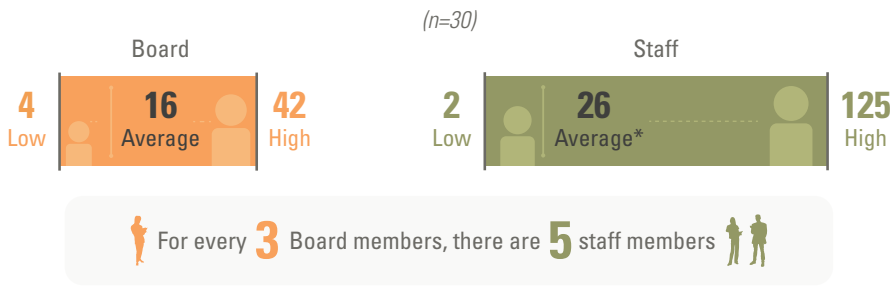


STAFF AND BOARDS

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

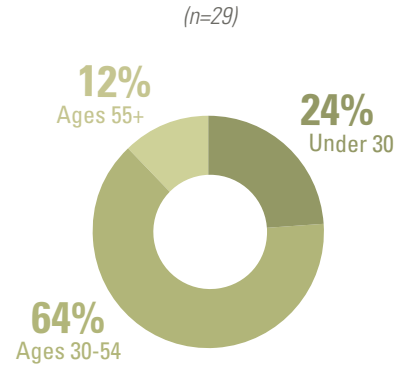
REPORTING ORGS (N=30): 785 TOTAL STAFF (724 FULL TIME; 61 PART TIME) & 479 BOARD MEMBERS

STAFF AND BOARD SIZE VARY



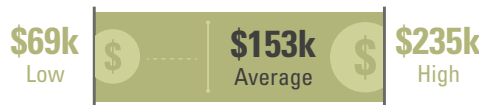
*Staff data include full and part time staff.

MAJORITY OF STAFF ARE AGES 30-54

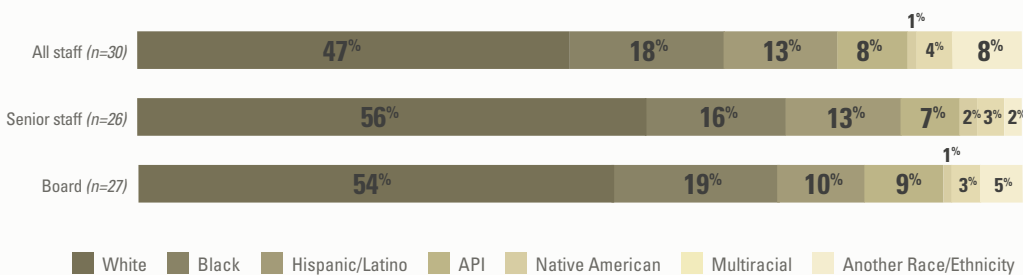


WIDE AVERAGE SALARY RANGE FOR SENIOR STAFF

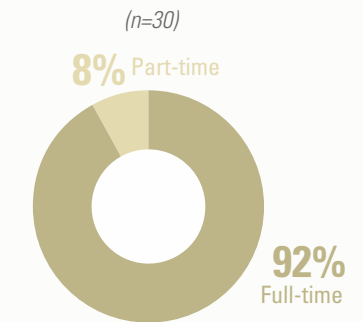
Average Senior Staff Compensation (n=19)



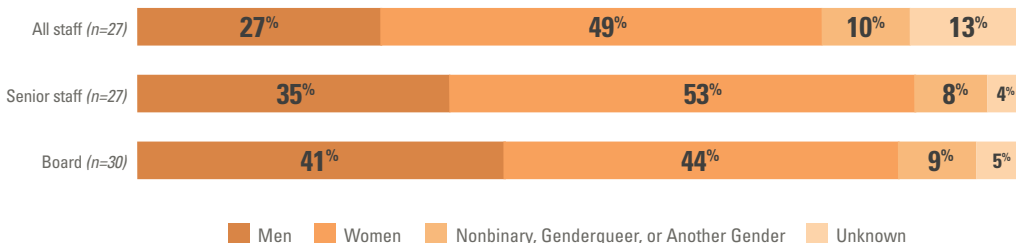
RACE/ETHNICITY OF STAFF AND BOARD



ONE IN 12 STAFF ARE PART-TIME WORKERS

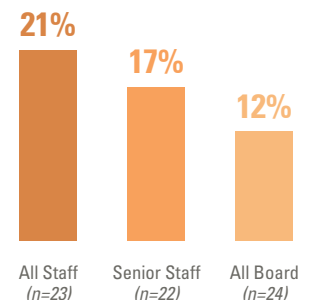


GENDER IDENTITY OF STAFF AND BOARD



TRANSGENDER STATUS OF STAFF AND BOARD

% of staff/board that is transgender



ABOUT THIS REPORT

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



movement advancement project ▶

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