

2012 NATIONAL LGBT MOVEMENT REPORT

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

December 2012



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.

About this report:

2012 National LGBT Movement Report

The *2012 National LGBT Movement Report* provides a comprehensive and standardized look at the LGBT movement's finances across 40 major LGBT organizations. This report aims to educate new and longstanding LGBT movement donors and advocates and to encourage and sustain their commitment to the movement.

Disclaimer: *This report reflects the views, opinions and judgments of MAP based on data collected and analyzed from participating organizations. The report's conclusions do not necessarily reflect the views of our funders or other organizations.*

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TABLE OF CONTENTS

KEY FINDINGS.....1

INTRODUCTION2

METHODOLOGY2

PARTICIPATING ORGANIZATIONS.....2

PARTICIPANT REPRESENTATION OF THE BROADER LGBT MOVEMENT3

REVENUE4

FUNDRAISING6

EXPENSES AND 2012 BUDGETS9

ASSETS AND LIABILITIES11

STAFF AND BOARD MEMBERS12

CONCLUSION14

APPENDIX: ADDITIONAL INFORMATION ABOUT PARTICIPATING ORGANIZATIONS15

KEY FINDINGS

The *2012 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 general advocacy, issue-specific advocacy, legal advocacy, or research and public education work. The 40 organizations participating in this report collectively represent 69% of the budgets of all LGBT social justice organizations.

As the United States slowly recovers from the 2008-2012 Global Recession, LGBT organizations have also gained strength. Following several years during which organizations' revenue declined, leaner and more flexible LGBT social justice organizations are reaping the benefits of belt-tightening years and increased efficiency. They can now refocus on growing their donor bases to drive programs and initiatives that will speed equality throughout the country.

Revenue and Expenses

- Participating organizations experienced a 17% increase in revenue from 2010 to 2011 (excluding in-kind contributions).
- Individual contributions comprised the largest share of total revenue (36%), while foundation contributions and in-kind contributions each accounted for nearly one-fifth of total revenue (20% and 17%, respectively); fundraising events comprised another 12% of revenue.
- In 2011, organizations reported, on average, nearly six months of available working capital.
- The 40 participating organizations are projecting combined 2012 expense budgets of \$158.4 million, which will represent an 11% increase from 2011. 2011 expenses (\$143.3 million, excluding in-kind expenses) increased by 15% from 2010.

Fundraising and Fundraising Efficiency

- The number of individual donors increased from 2010 to 2011 after several years of declines, yet a significant untapped donor base still exists. Only 3% of LGBT adults have donated to one of the 40 participating LGBT organizations.

- Participating organizations received, on average, almost half (44%) of 2011 revenue from their 10 largest contributors—including individual donors, foundations and/or corporate donors.
- Attendance at fundraising events increased 10% from 2010 to 2011, and income from these events increased by 23% during the same period.
- In total, 80% of total expenses are dedicated to programs and services, exceeding the nonprofit efficiency benchmarks set by American Institute of Philanthropy (AIP) and Better Business Bureau Wise Giving Alliance (BBB).

Other Indicators of Financial Health

- Cash has increased 45%, from \$18.8 million in 2007 to \$27.3 million in 2011. In the same vein, investments increased to a five-year high of \$39.0 million in 2011.
- Current liabilities have remained relatively stable from 2007 to 2011, indicating that organizations have continued to consistently meet financial commitments, such as keeping vendors paid and making payroll, mortgage and rent payments.

Staff and Boards

- Participating organizations employ a total of 925 people, of whom 800 are full-time and 125 are part-time.
- The racial and ethnic diversity of paid staff at participating LGBT organizations mirrors that of the general population; 34% of all paid staff identify as people of color.
- A lower percentage of senior staff identify as people of color than do staff as a whole—29% of senior staff identify as people of color compared to 34% of staff as a whole.
- Nearly half (49%) of paid staff identify as women and 7% of all paid staff identify as transgender.
- Participating organizations have a total of 695 board members. Three-quarters (76%) of board members identify as white and 58% identify as men—demographics similar to those of the boards of nonprofits generally.

INTRODUCTION

This report, released annually, provides a comprehensive overview of the finances and financial health of a key segment of the LGBT movement: LGBT social justice organizations focusing on general advocacy, issue-specific advocacy, legal advocacy, or research and public education work.¹ The 40 national or leading organizations participating in this report collectively represent 69% of the budgets of all LGBT social justice organizations.² Throughout the report, we use the terms “organizations” or “participants” to refer to the 40 organizations from which data was collected.

METHODOLOGY

The Movement Advancement Project (MAP) selected participating organizations based on their size, importance to the overall LGBT movement, and collective coverage of LGBT issues and constituencies. Most participating organizations (28) have budgets over \$1 million; 12 organizations have smaller budgets but are national leaders who work in areas of critical concern to the LGBT movement.

MAP collected standardized financial and operational information from participating organizations and summarized key information across participants.³

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 fluctuate from year to year. Two organizations are new participants in 2012,⁴ while two organizations were unable to participate this year.⁵ **Because of the change in participants, numbers in the 2012 report should not be compared to the numbers in the 2011 or 2010 reports.** This year’s numbers reflect data exclusively for this year’s participating organizations.

PARTICIPATING ORGANIZATIONS

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

- **Advocacy organizations** advocate for the entire LGBT community or a particular subset of the LGBT community on a broad range of issues.
- **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, Services and Advocacy for GLBT Elders (SAGE) advocates specifically for LGBT older adults on a broad range of issues, so it is categorized as an advocacy organization, while Freedom to Marry supports and advocates for marriage for same-sex couples around the country and is categorized as an issue organization.

Table 1: Participating Organizations by Category

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

One organization preferred not to be listed.

Figure 1 shows the distribution of participants and collective actual 2011 expenses and 2012 budgets by category. For example, advocacy organizations comprise 44% of all participating organizations, and their 2011 expenses comprised 45% of the total 2011 expenses reported by all participants.

2012 expense budgets are similar. Slightly more than half (52%) of LGBT participating organizations' cumulative 2012 budget is attributable to advocacy organizations, whose combined 2012 budgets total \$82.3 million (see Figure 1c). Issue organizations comprise 29% of the cumulative budgeted total (\$45.6 million), and legal, research and public education organizations together comprise a combined 20% (\$30.4 million) of the budgeted total. Resources are concentrated within larger organizations. For example, the 10 organizations with the largest 2012 budgets constitute 68% of the combined budget total, while the 10 organizations with the smallest 2012 budgets comprise only 3% of the combined budget total.

PARTICIPANT REPRESENTATION OF THE BROADER LGBT MOVEMENT

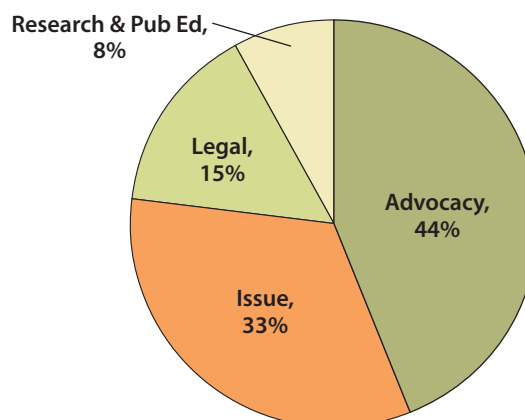
To ensure that the 40 participating organizations are representative of the larger universe of LGBT nonprofits, MAP referenced the GuideStar database of charity IRS filings to identify all LGBT-related 501(c)(3) and 501(c)(4) nonprofit organizations. The GuideStar database includes more than 1.8 million nonprofits. It provides revenue and expense data from the IRS Form 990, which all nonprofit organizations with gross receipts over \$25,000 are required to file.

Using the search terms "LGBT," "GLBT," "lesbian, gay, bisexual and transgender," "gay, lesbian, bisexual and transgender," "transgender," "gay men," "lesbian," and "gay and lesbian," among others, we identified 502 active 501(c)(3) and 501(c)(4) LGBT nonprofits. This number excludes very small or new LGBT nonprofits (which are not required to file IRS tax returns). MAP also excluded any nonprofit whose most recent IRS filing was dated 2007 or older as well as those organizations showing zero revenue and expense data in their most recent 990 filing.

MAP then categorized the 502 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),

Figure 1: Focus of Participating Organizations

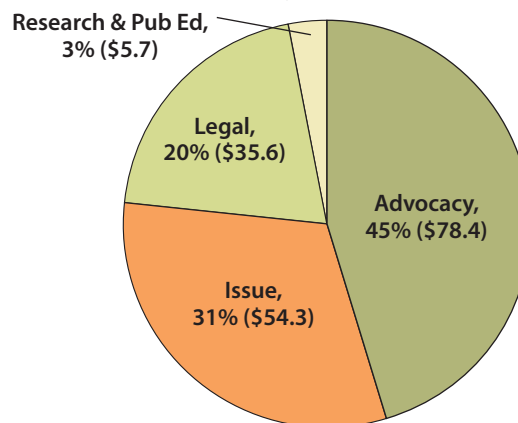
Figure 1a: Number of Participating Organizations by Category (n=39)



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

Figure 1b: Combined 2011 Expenses by Category

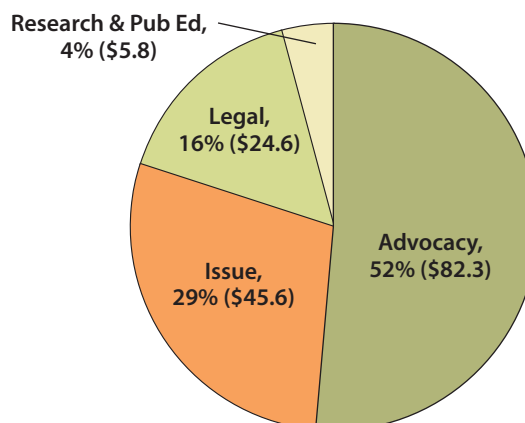
All Participants Combined 100%=\$174.1 million, \$ Millions



Note: May not total 100% due to rounding.

Figure 1c: 2012 Combined Budgets by Category

All Participants Combined 100%=\$158.4 million, \$ Millions



Note: May not total 100% due to rounding.

health and human service providers, research and public education organizations and legal organizations. As shown in *Figure 2*, 36% of all identified LGBT nonprofits fall into one of the four categories specifically covered in this report. While community centers, which comprise an additional 32% of identified LGBT nonprofits, are not included in this report, their financial and operational capacity is examined in MAP's 2012 LGBT Community Center Survey Report.⁶

Thus, between this report and MAP's biennial Community Center Survey Report, 68% of all LGBT nonprofits fall into a sub-category of LGBT organizations examined by MAP. While the 40 participants in this report comprise only 8% of the 502 LGBT nonprofits identified through GuideStar, they represent 28% of all LGBT nonprofits' combined expenses (excluding in-kind expenses) (see *Figure 3a*). Participants also comprise 69% of combined expenses of the four categories of organizations examined in this report (see *Figure 3b*) and the data from participants is therefore a representative reflection of the strength and capacity of the LGBT movement's social justice organizations.

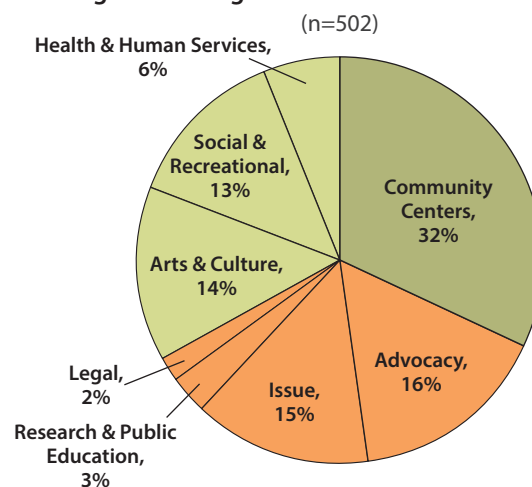
REVENUE

Things are looking up for LGBT organizations! As shown in *Figure 4* on the next page, after seeing revenue drop by 25% from 2008 to 2009, and a further 4% drop from 2009 to 2010, participating organizations experienced a significant 17% increase

in revenue from 2010 to 2011 (excluding in-kind contributions). Looking at revenue *including* in-kind contributions, organizations experienced a smaller but still substantial increase from 2010 to 2011 (13%). This improvement comes during a time in which nonprofits broadly have experienced substantial challenges. As noted in the *Giving USA 2012* report, charitable giving over the past two years has grown at the second slowest rate (3.7%) in the 30 years.⁷

As another indicator of rebounding financial health, revenue exceeded 2011 expenses by \$7.9 million (see

Figure 2: Categorization of All LGBT Nonprofits



Note: May not total 100% due to rounding.

Figure 3: Coverage of the LGBT Movement

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

Combined Expenses, 100% = \$508.8 million
(n = 502)

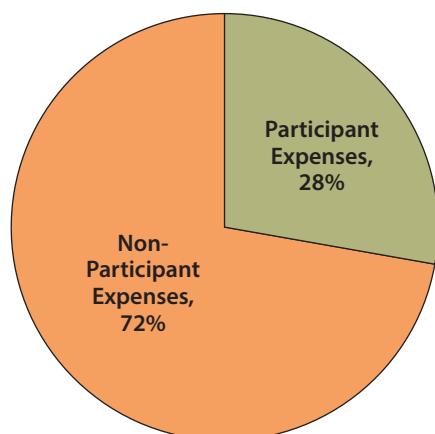


Figure 3b: Participant Expenses as a Percent of the Four Analyzed Categories

Combined Expenses, 100% = \$208.4 million
(n = 180)

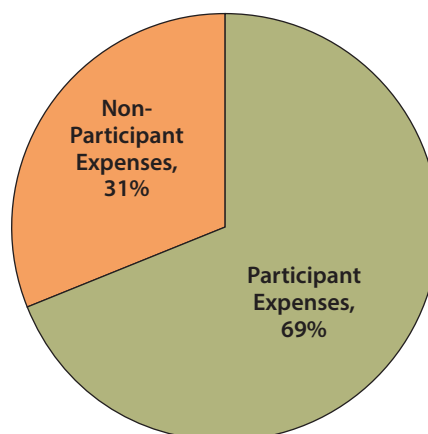


Figure 5). This is a significant positive improvement over 2009, where, for the only time in the past five years, expenses outstripped revenue (by \$3.9 million).

While revenues still have not reached the peaks seen in 2008, several factors may have made 2008 an outlier year. There were several significant state and federal issue campaigns and elections in 2008. In addition, several participating organizations also received substantial bequests, accounting for \$22.0 million of the increased revenue in 2008.

Figure 6 shows the diversity of sources for 2011 revenue reported by participating organizations. Of the \$182.8 million in revenue, 36% is from individual contributions. Foundation contributions and in-kind contributions each account for nearly one-fifth of total revenue (20% and 17%, respectively), while fundraising events comprise another 12% of revenue.

Table 2 on the following page contains multi-year revenue data for all participating organizations. After a concerning 17% drop in revenue from individual donors from 2009 to 2010, contributions from individual donors rebounded by 17% (or \$9.5 million) from 2010 to 2011. Participants also reported increases in revenue from fundraising events (23% increase, or \$4.1 million), foundation giving (19%, or \$5.7 million) and bequests (15% increase, or \$1.1 million). While in-kind contributions comprise 17% of total revenue, 34 of the participating organizations report in-kind contributions of less than \$1 million. The remaining organizations benefit from significant contributions of in-kind services, including legal analysis and technical support.

The 40 LGBT social justice nonprofits examined in this report show both similarities, and important differences, in their ability to capture revenue over the past few years relative to broader nonprofit sectors, as shown in Figure 7 on the next page.⁸ For example, while individual contributions for the participating LGBT nonprofits decreased by 16.5% from 2009 to 2010, many other nonprofit sectors experienced a 4.5% increase in revenue during this same period. However, participating LGBT nonprofits then experienced a 16.7% increase in individual contributions from 2010 to 2011, while broader nonprofit sectors experienced a much smaller 3.9% increase. Both participating LGBT nonprofits and many other nonprofit sectors experienced very little change in foundation support from 2009 to 2010. Yet, participating LGBT nonprofits saw a much larger (18.9% increase) in foundation support from 2010 to 2011 than did broader nonprofit sectors as a whole (1.8% increase).

Figure 4: 2007-2011 Revenue

All Participants Combined, \$ Millions

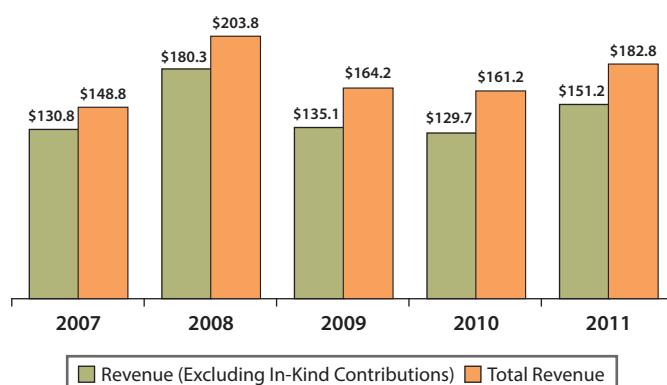


Figure 5: 2007-2011 Difference in Revenue and Expenses

Excluding In-Kind Expenses, All Participants Combined, \$ Millions

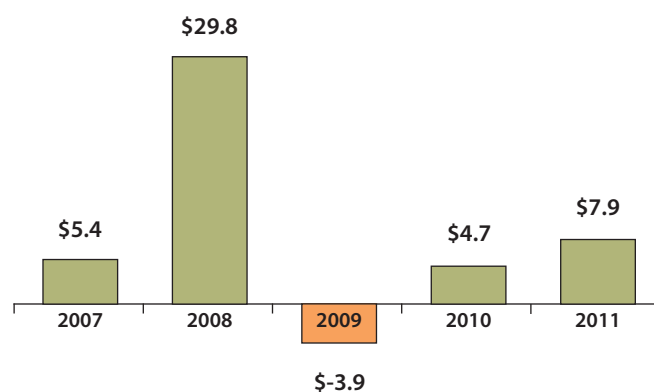


Figure 6: 2011 Revenue by Source

All Participants Combined

100% = \$182.8 million

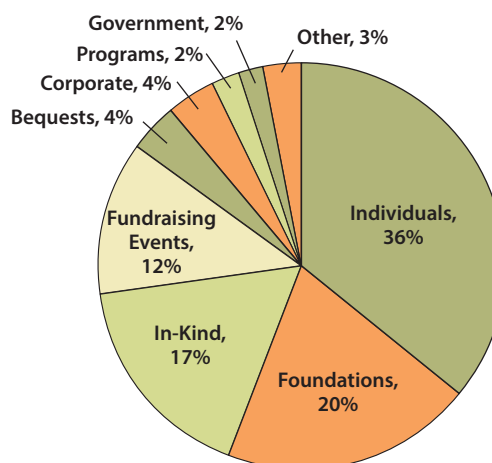
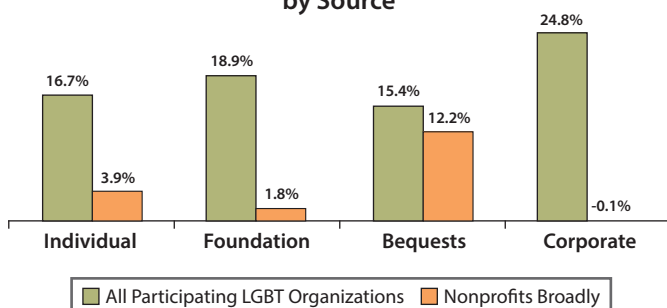


Table 2: 2009-2010 Detailed Revenue for All Participating Organizations (\$ Millions)

Revenue	2009	2010	2011
Individual Contributions	\$67.6	\$56.4	\$65.9
Foundation Contributions	30.9	30.5	36.2
Corporate Contributions	4.3	6.0	7.5
Government Funding	3.6	3.2	3.2
Bequests ⁹	5.4	7.0	8.1
Program Income	3.5	3.5	3.5
Fundraising Events (net)	17.0	17.4	21.5
Other ¹⁰	2.8	5.6	5.3
Total Revenue Excluding In-Kind Contributions	\$135.1	\$129.7	\$151.2
In-Kind Contributions	29.1	31.5	31.6
Total Revenue Including In-Kind Contributions	\$164.2	\$161.2	\$182.8

Note: Columns may not sum due to rounding.

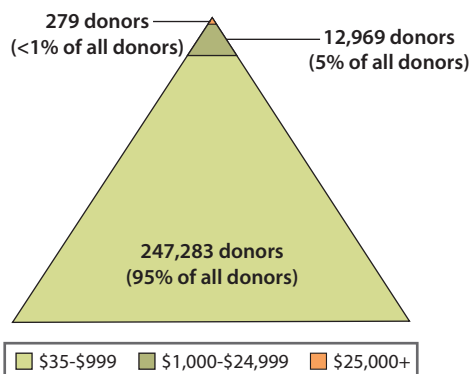
Figure 7: Percent Change in Revenue from 2010 to 2011, by Source



Source: MAP analysis; Giving USA and The Center on Philanthropy at Indiana University, "Giving USA 2012: The Annual Report on Philanthropy for the Year 2011, Executive Summary," 2012.

Figure 8: 2011 Donor Pyramid

Number and Percent of Total Donors Giving at Various Levels
All Participants



FUNDRAISING

Most participating LGBT organizations rely on fundraising to generate a significant portion of their revenues. This section examines the ways in which LGBT nonprofits fundraise, including an analysis of top contributor trends, fundraising costs and fundraising from individual donors. Once again, the overall data for 2011 shows strengthened fundraising, with increases in the number of individual donors at all giving levels.

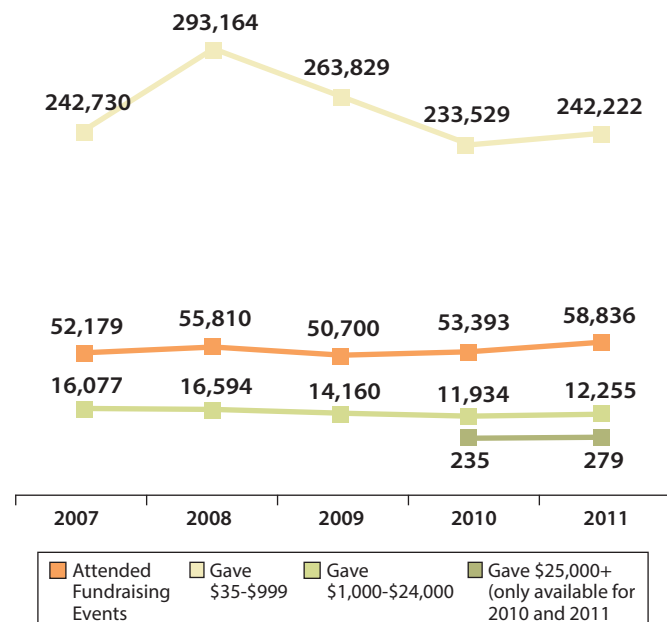
Individual Donors

In aggregate, individual donors are a very important revenue source for participants, representing 36% of their overall revenue (the largest source of revenue for these LGBT nonprofits). Participating organizations report a total of 260,531 donors: 247,283 who contributed between \$35 and \$999 in 2011; 12,969 donors who contributed \$1,000-\$24,999; and 279 donors who contributed \$25,000 or more, as shown in *Figure 8*.¹¹

Looking across five years for the organizations for which data was available, the number of individuals donating in all categories increased in 2011 after a multi-year trend of decreases (see *Figure 9*). Donors giving \$35 or more increased 4% from 2010 to 2011, yet still remain down 2% from 2007 and 18% from 2008. The number of donors who contributed \$1,000 or more increased by

Figure 9: 2007-2011 Numbers of Individuals

Donating at Various Levels or Attending Fundraising Events
(n=36)



5% from 2010 to 2011, though the number of donors at this contribution level in 2011 is still 22% lower than the number of such donors in 2007. The fact that 2008 was an election year, during which there were several significant state and federal issue campaigns and elections, may help explain the slightly higher number of donors in 2008, but not the 2009-2011 overall declines relative to 2007 and 2008. Still, recent increases in the number of individual donors is encouraging.

In 2012, organizations were asked for the first time to provide data about the number of donors contributing \$25,000 or more during 2010 and 2011. Participating organizations reported a total of 279 donors in this category in 2011, reflecting a 19% increase from 2010 (see Figure 9). This could be a bellwether of decreasing economic pressures for major donors and may also indicate that participating organizations are honing their fundraising strategies for these larger contributions.

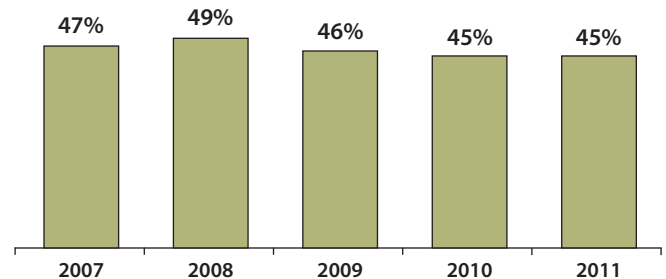
The number of individuals attending fundraising events increased by 10% from 2010 to 2011 and 13% from 2007 to 2011 (see Figure 9).¹² While this increased attendance is a positive indicator, the average cost of event-related fundraising concurrently increased 11% in 2011 after declining for the previous four years. Although revenue increases were partially offset by the increased cost of event-related fundraising, cumulative income from fundraising events in 2011 still increased by 23% from 2010.

Another important measure of the ability of the participating LGBT 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. Organizations experienced, on average, a 45% donor turnover rate in 2011 (in other words, on average, 45% of donors made a contribution to an organization in 2010, but did not do so in 2011), as shown in *Figure 10*. Participating organizations, on average, report lower donor turnover rates than do nonprofits generally. According to the 2011 Fundraising Effectiveness Project conducted by the Urban Institute and the Association of Fundraising Professionals, 59% of 2009 donors did not give again in 2010 (the most recent year for which data was available).¹³ Given that the total number of donors giving to participants increased between 2010 and 2011, these numbers suggest that organizations may also be more strongly positioned to engage new donors.

Figure 10: 2007-2011 Average Donor Turnover

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

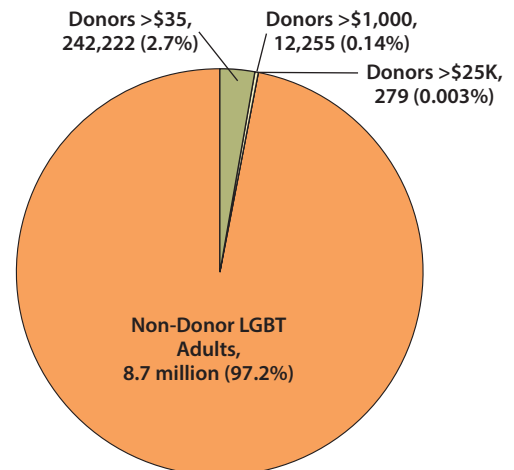
All Participants



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

Figure 11: Combined 2011 Donors vs. LGBT Population

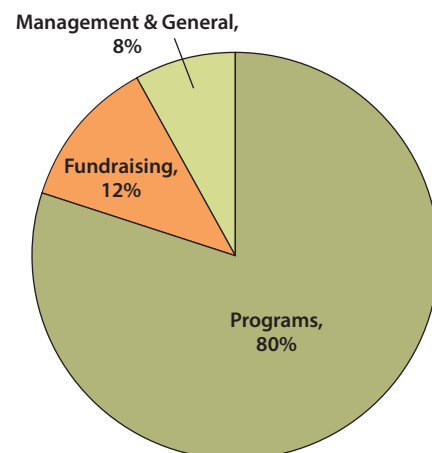
All Participants Combined, 100% = Est'd 8.9 million LGBT Adults in US



Source: The Williams Institute (LGBT population estimate).

Figure 12: 2011 Expense Breakdown

All Participants Combined, 100% = \$174.1 million



Not surprisingly, there is room to increase the number of donors to the participating LGBT organizations, as shown in *Figure 11* on the previous page. Even if we conservatively assume that each donor reported by participating organizations is unique (no duplication between lists) and identifies as LGBT (no straight donors), we find that only 3% of LGBT adults have donated \$35 or more to a participating organization in the last year. Given that the combined donor data almost certainly includes a significant number of straight allies and individuals who contributed to multiple organizations, the actual percentage of LGBT adults who have donated to LGBT social justice organizations is likely lower than 3%. This data suggests that a majority of LGBT adults in the U.S. do not currently financially support these leading advocacy organizations.

Fundraising Efficiency

Participating organizations continue to be efficient in their fundraising operations. Of total 2011 expenses, 80% were spent on programs and services, 8% were spent on management and general expenses and 12% were spent on fundraising (see *Figure 12* on the previous page). These percentages adhere to the American Institute of Philanthropy (AIP) and Better Business Bureau Wise Giving Alliance (BBB) efficiency benchmarks.¹⁴ As shown in *Table 3* on the following page, overall program, fundraising and management spending decreased in from 2009 to 2010, but increased in 2011.

Participants spend approximately \$0.13 to raise \$1 (see *Figure 13* on the next page). This cost to raise \$1 has remained relatively constant over the past five years. 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 because donations to the former are not tax-deductible as 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 2011 revenue (78% or \$138.6 million) of participating organizations is attributed to 501(c)(3) organizations, 21% of revenue is attributed to 501(c)(4) organizations and a remaining 2% is for 527/PAC organizations (see *Figure 14* on the following page).

Revenue Concentration

Participants received, on average, almost half (44%) of 2011 revenue from their 10 largest contributors—including individual donors, foundations and/or

corporate donors. Participants' reliance on their top 10 contributors has remained fairly steady since 2007 (see *Figure 15* on the next page), but appears to be slowly decreasing over time. As a result, larger organizations are increasingly securing revenue from more diverse sources. For example, the average organization with 2011 revenue of over \$3 million received less than a third (31%) of its revenue in 2011 from its 10 largest donors.

The Limitations of Fundraising Efficiency Benchmarks

It is important for donors to feel confident in an organization's operational efficiency. MAP's analysis of the program, administrative and fundraising expenses for each participating organization finds that 38 of the 40 participating organizations exceed fundraising efficiency benchmarks set by the American Institute of Philanthropy.¹⁵

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

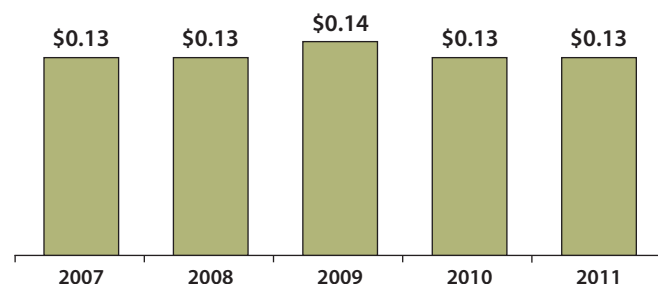
Costs also vary by the type and scope of issues that an organization addresses, the tactics employed, and the organization's geographic scope. Also, while there are national accounting regulations for expense allocation, organizations have great leeway in how they apply those regulations in practice.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

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

Table 3: 2009-2011 Expenses for All Participating Organizations (\$ Millions)

Expenses	2009	2010	2011
Programs	\$131.7	\$124.0	\$138.7
Fundraising	21.7	19.1	21.5
Management & General	14.3	13.3	14.0
Total Expenses	\$167.7	\$156.4	\$174.1

Note: Columns may not sum due to rounding.

Figure 13: 2007-2011 Overall Cost to Raise \$1
Unweighted Average for All Participants

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

EXPENSES AND 2012 BUDGETS

As organizations are better able to fundraise and increase revenue, they can better deploy financial resources to expand programs and be more effective. Increases in revenue mean that after two years of declining expenses in 2009 and 2010, LGBT organizations are seeing growth in expenses and budgets.

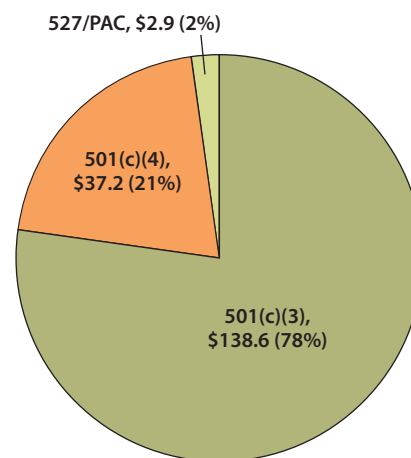
Cumulatively, the 40 participating organizations report combined 2012 budgets of \$158.4 million, a combined 11% increase from 2011 actual combined expenses of \$143.3 million (or \$174.1 million including in-kind expenses)¹⁶ as shown in *Figure 16*.

Furthermore, 2011 expenses (excluding in-kind expenses) increased by 15% from 2010. Participants experienced a 5% decline in expenses (excluding in-kind expenses) from 2008 to 2011, which may, in part, be the result of the economic downturn and increased funding during the 2008 elections and issue campaigns. Over the last five years (2007 to 2011), expenses have increased 14%.

While this growth in expenses means that more funding is available for programs and services designed to speed equality, the resources of LGBT organizations

Figure 14: 2011 Revenue by Legal Type

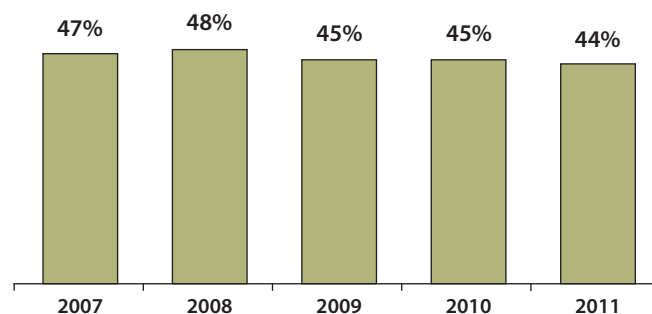
All Participants Combined, \$ Millions, 100% = \$178.3



Note: May not total 100% due to rounding.

Figure 15: 2007-2011 Percent of Revenue from Top Ten Contributors

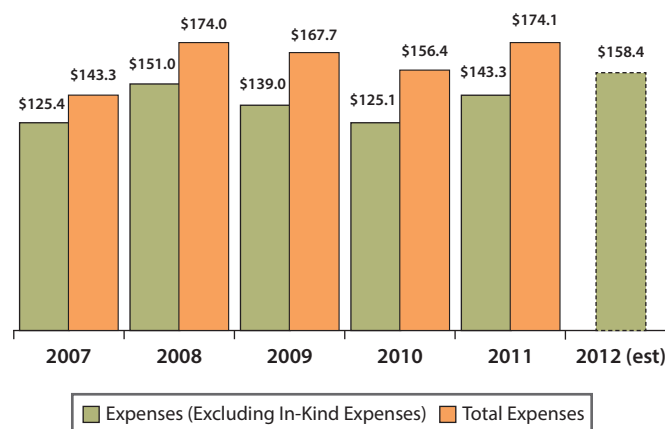
Unweighted Average for All Participants



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

Figure 16: 2007-2012 Expenses

All Participants Combined, \$ Millions



are still significantly overshadowed by the resources of anti-LGBT opponents. For example, the 10 largest groups working against LGBT equality show combined 2010 expenses of \$323.0 million (excluding in-kind expenses), which is more than twice the total for all 40 LGBT organizations (see *Figure 17*).¹⁷ While 2011 data is not yet publicly available for anti-LGBT opponents, the 10 largest anti-LGBT organizations' expenses decreased slightly (2%) from 2009 to 2010 and stayed relative constant from 2008 to 2010, reflecting similar but slightly more positive trends than LGBT organizations. Total average daily cash expenditures for participating LGBT organizations show positive trends similar to those of overall expenses (see *Figure 18*).

In 2007, participating organizations spent a cumulative average of approximately \$329,500 per day, peaking in 2008 at \$402,400, declining to \$335,100 in 2010, only to climb back to \$384,100 in 2011. Participants increased their total average daily cash expenditures by 17% over the last five years, and 15% from 2010 to 2011.

Average days of working capital is the measure of an organization's cash reserves relative to its average daily cash expense. As shown in *Figure 19*, between 2007 and 2011, average days of working capital for participating organizations has been fairly stable or increasing, with the exception of 2008, when working capital fell. In 2011, participating organizations reported an average of nearly six months of available working capital.

Another indicator of financial health and stability is an organization's liquidity ratio. The liquidity ratio measures the cash and investments on hand to cover current financial obligations, such as accounts payable and lines of credit. After a significant drop in the liquidity ratio for participating organizations in 2010, 2011 now shows the strongest liquidity ratio over the five-year period in which this data was gathered, indicating renewing financial health. From 2007 to 2011, participating organizations' average liquidity ratio has increased from 8.0 to 9.2, which means that organizations have, on average, 9.2 times more cash on hand than needed to cover short-term financial obligations.¹⁸ (see *Figure 20* on the following page).

Figure 17: 2010 Expenses for Participating Organizations vs. Anti-LGBT Organizations

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

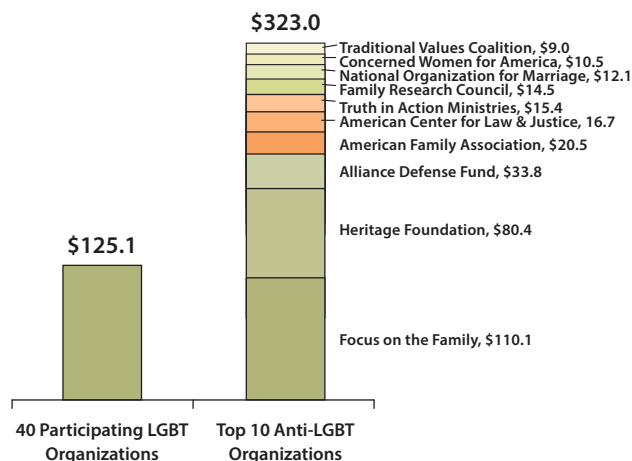
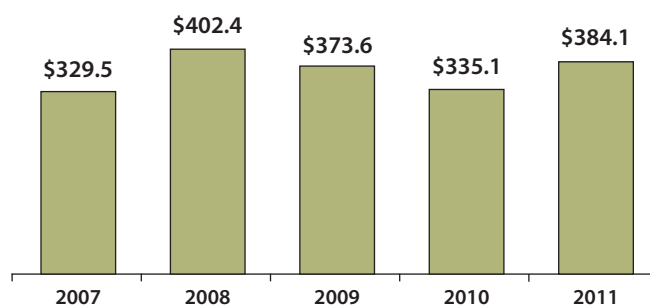


Figure 18: 2007-2011 Cumulative Average Daily Cash Expense

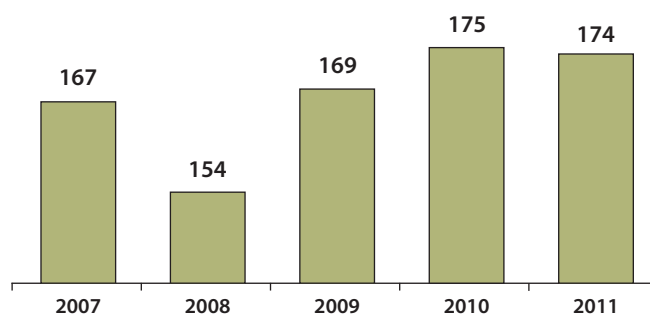
All Participants, \$ Thousands



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

Figure 19: 2007-2011 Average Days of Working Capital

Unweighted Average for All Participants



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

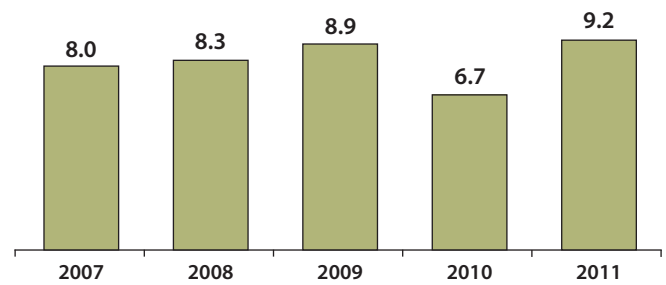
ASSETS AND LIABILITIES

Total combined assets grew 8% from 2010 to 2011 after remaining relatively flat from 2008 to 2010, reflecting an improved fiscal outlook for participating organizations. *Table 4* shows the combined Statement of Financial Position from 2007 to 2011 for the 34 organizations for which five-year trend data was available. Noteworthy items include:

- *Cash and Cash Equivalents* have increased 45%, from \$18.8 million in 2007 to \$27.3 million in 2011.
- Over the past five years, *Investments* have more than doubled signaling that organizations have made financial choices that are resulting in appreciation over time. In 2011, investments increased to a five-year high of \$39.0 million.
- Adjusting for accumulated depreciation, LGBT nonprofits have \$27.4 million in *Net Fixed Assets*, including land, buildings, equipment and furniture. Although this speaks to the physical stability of these organizations, participants also owe \$7.6 million in long-term debt, which includes mortgages.
- The large increase in *Other Long-Term Assets* from 2007 to 2008 is due in large part to a single major bequest to several participants. As this long-term gift is paid out, the total of other long-term assets will decrease, as seen over the last three years.
- *Current Liabilities* have remained relatively constant from 2007 to 2011. This reflects that organizations have continued to consistently meet their financial commitments such as keeping vendors paid and making payroll, mortgage and rent payments.
- *Unrestricted Net Assets* have consistently increased over the period of 2007 to 2011. This is surprising given the economic downturn, yet increases reflect the growing net assets of the organizations as a group.

Figure 20: 2007-2011 Liquidity Ratio

Unweighted Average for All Participants



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

Table 4: 2007-2011 Statement of Financial Position for Organizations with Five-Year Trend Data \$ Millions (n=34)

	2007	2008	2009	2010	2011
Assets					
Cash and cash equivalents	\$18.8	\$22.6	\$21.5	\$21.0	\$27.3
Investments	18.2	22.9	24.8	34.2	39.0
Other current assets	19.3	20.2	21.1	20.3	20.0
Net fixed assets	26.7	26.9	25.6	24.4	27.4
Other long-term assets	15.8	34.5	30.8	26.6	22.8
Total Assets	\$98.8	\$127.0	\$123.8	\$126.6	\$136.5
Liabilities					
Current liabilities	11.1	11.1	11.8	11.7	12.1
Long-term debt	7.8	5.8	6.0	5.4	7.6
Other long-term liabilities	1.1	1.3	1.5	1.8	2.2
Total Liabilities	\$20.1	\$18.2	\$19.3	\$18.8	\$22.0
Net Assets					
Unrestricted	44.5	46.1	48.9	56.5	62.0
Temporarily restricted	24.2	49.3	42.1	36.6	34.6
Permanently restricted	10.0	13.5	13.5	14.6	17.9
Total Net Assets	\$78.7	\$108.9	\$104.5	\$107.7	\$114.5
Total Liabilities and Net Assets	\$98.8	\$127.0	\$123.8	\$126.6	\$136.5

Note: Columns may not sum due to rounding.

STAFF AND BOARD MEMBERS

Participating organizations provided information about staff and board race/ethnicity, with the option to choose more than one race/ethnicity for each employee and board member. Organizations also provided information about staff and board gender identity and expression, and the number who identify as transgender. Participating organizations have diverse paid staff teams totaling 800 full-time and 125 part-time employees.

Racial and Ethnic Diversity

On the whole, the racial and ethnic diversity of paid staff at participating LGBT organizations is similar to that of the population as a whole. As shown in *Figure 21*, 34% of paid staff identify as people of color: 13% identify as Latino(a), 12% as African American/Black, 7% as Asian/Pacific Islander, 1% identify as Native American, and 1% identify as another race. Similarly, 36% of the broader U.S. population identifies as a person of color.¹⁹ Of the 40 participating organizations, 13 organizations report that half or more of their staff identify as people of color.

This was the first year in which participating organizations were asked to provide separate demographic information about senior management staff. As shown in *Figure 21*, a lower percentage of senior staff identify as people of color than do staff as a whole—29% of senior staff identify as people of color, compared to 34% of staff as a whole. Of senior staff, 12% identify as African American/Black, 7% identify as Asian/Pacific Islander, 9% as Latino(a), and 1% as Native American. More than 25% (11) of the 40 participating organizations report that the majority of their senior management staff identify as people of color. The percent of staff and senior management who identify as people of color is reflective of all organizations and does not vary substantially when organizations that focus specifically on the needs of LGBT people of color are excluded from the analysis. By comparison, other nonprofit sectors as a whole has executive directors and/or CEO-level leadership that is 93% white. While it appears LGBT organizations have been more successful than many other nonprofit sectors in recruiting leaders of color, the percent of LGBT senior staff who are people of color is still seven percentage points below the percent of the broader population who identify as people of color. LGBT organizations have been more successful than many other nonprofit sectors in recruiting leaders of color.²⁰

Figure 21: Staff Race/Ethnicity

% of paid staff identifying as a person of color

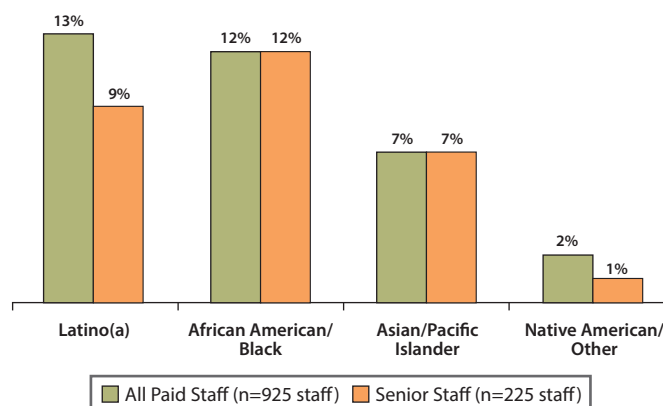
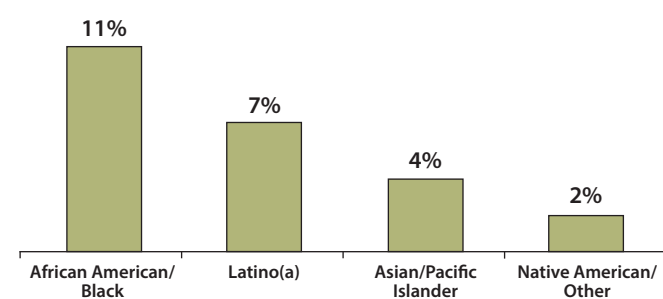


Figure 22: Board Members Race/Ethnicity

Combined Board Members for All Participants (n=695)



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

Fewer board members of participating organizations identify as people of color. As shown in *Figure 22*, 76% of the 695 board members of participating organizations identify as white. Again, this figure does not change substantially when organizations specifically focused on LGBT people of color are excluded. Eight participating organizations reported that at least half of their board members identify as people of color. These findings align more closely with, though still surpass, findings from broader nonprofit sectors, where 82% of board members identify as white.²¹

Gender Identity and Expression

Data on gender identity was aggregated based on the information available from participating organizations. As *Figure 23* on the next page shows, approximately 46% of staff identify as men, 49% identify as women and 4% of staff identify as genderqueer/other. By contrast, 62% of general nonprofit leadership are women,²² meaning the LGBT movement, while still predominantly staffed

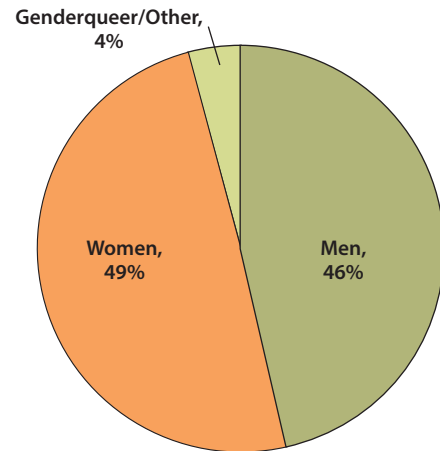
by women, has fewer women than the nonprofit sector overall. Organizations also reported that 7% of their staff identify as transgender (note that a transgender staff member will likely also identify as male, female or genderqueer). Eleven participating organizations indicate that at least one in ten staff identify as transgender.

Figure 24 shows the gender breakdown for board members: men comprise 58% of all board members, women comprise 40%, and 1% of board members identify as genderqueer/other. Seven percent of board members identify as transgender, and nine participating organizations indicate that at least one in ten board members identify as transgender. While data about many other nonprofit sectors does not include questions about transgender status or genderqueer-identifying staff, a recent survey of nonprofits found that 46% of board members are women.²³

Excluding transgender-specific organizations from this analysis, and examining the remaining organizations' success in recruiting transgender staff and board members, we find that 5% of staff identify as transgender, as do 4% of board members.²⁴

Figure 23: Staff Gender

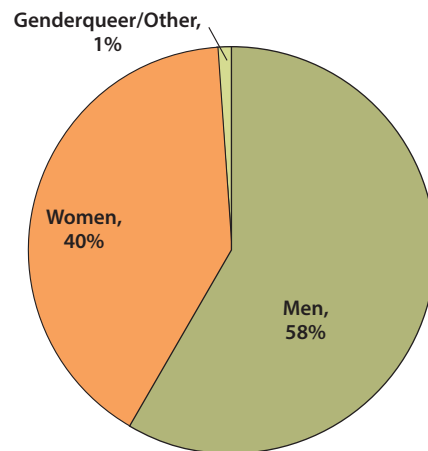
Combined Staff for All Participants (n=925)



Note: May not total 100% due to rounding.

Figure 24: Board Member Gender

Combined Board Members for All Participants (n=695)



Note: May not total 100% due to rounding.

CONCLUSION

The economic recovery in the U.S. remains fragile, yet Americans continue to increase their support for equality—support that is made tangible by the growing financial and programmatic strength of LGBT social justice organizations. Responsive fiscal management and expense reductions over the past few years have protected participating organizations, leaving them in a stronger position to capture and build upon a newly growing revenue base. Organizations report increased revenues and expenses—bolstered in part by much-needed increases in donations of all sizes from individual donors. Balance sheets and organizational liquidity are looking better, and organizational diversity is impressive compared to broader nonprofit sectors.

This strengthening support for LGBT social justice organizations has already helped organizations speed progress toward equality. In the 2012 election, ballot measures in support of marriage equality passed in three states—the first time such measures have been approved by a majority of voters—and an anti-marriage equality amendment was defeated in another state. Similarly, in just the last decade, support for the freedom to marry has risen from 30% in 2003 to 53% in 2012,²⁵ and same-sex couples can marry in eight states and the District of Columbia. Gay men and lesbians can now serve openly in the military, and more than 50% of lesbian, gay, and bisexual Americans live in states where they are protected from employment discrimination

based on sexual orientation. Recent court and EEOC rulings bolster existing workplace protections that exist for transgender Americans in 16 states. Federal law addresses hate crimes based on sexual orientation and gender identity and expression.

Even with all of this good news, LGBT organizations and LGBT Americans still face ongoing challenges. The revenues of anti-LGBT opponents still greatly outstrip those of participating LGBT organizations. LGBT youth continue to experience bullying and attempt suicide at high rates. LGBT adults face health disparities and pervasive discrimination in the workplace and in their daily lives. And, federal law and law in the majority of states does not prevent employers from firing a high-performing employee just because they are gay or transgender. Children with LGBT parents are separated from loving LGBT parents by archaic family laws and are experiencing increasing family poverty rates. LGBT military families still cannot access family housing or family medical care benefits, and transgender Americans still cannot serve in the military.

The issues and challenges above and myriad others demonstrate a critical call to action for the LGBT sector that must not go unheeded. Support for LGBT organizations, whether those covered in this report or other more local organizations, is critical to achieving fairness and equality for all Americans. Recent successes show that increased funding makes a difference—and drives results.

APPENDIX: ADDITIONAL INFORMATION ABOUT PARTICIPATING ORGANIZATIONS

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

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
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. The ACLU LGBT & AIDS Project works toward these goals through a combined strategy of impact litigation, public education, and policy work.	Legal – LGBT and HIV Legal Advocacy	www.aclu.org/LGBT	
Audre Lorde Project, Inc.	The Audre Lorde Project is a Lesbian, Gay, Bisexual, Two Spirit, Trans and Gender Non-Conforming People of Color center for community organizing, focusing on the New York City area. Through mobilization, education and capacity-building, we work for community wellness and progressive social and economic justice. Committed to struggling across differences, we seek to responsibly reflect, represent and serve our various communities.	Advocacy – LGBT people of color, primarily in New York City	www.alp.org	
Basic Rights Oregon	Basic Rights Oregon will ensure that all LGBT 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. We believe that LGBT community centers are primary change agents in the national movement working toward the liberation and empowerment of LGBT people.	Issue – LGBT Community Centers	www.lgbtcenters.org	
Council on Global Equality	Encourage a clearer and stronger American voice on international LGBT human rights concerns by bringing together international human rights activists, foreign policy experts, LGBT leaders, philanthropists, corporations and political strategists. Council members seek to ensure that representatives of the U.S. leverage available diplomatic, political and economic resources to oppose human rights abuses based on sexual orientation, gender identity or gender expression.	Advocacy – International LGBT Human Rights	www.globalequality.org	
Empire State Pride Agenda	Win equality and justice for LGBT New Yorkers and our families through education, organizing and advocacy programs. We work to create a broadly diverse alliance of LGBT people and allies in government, communities of faith, labor, the workforce and other social justice movements to achieve equality for LGBT New Yorkers and broader social, racial and economic justice.	Advocacy – New York	www.prideagenda.org	
Equality California	Equality California (EQCA) is the largest statewide lesbian, gay, bisexual, and transgender (LGBT) rights advocacy organization in California. Over the past decade, Equality California has strategically moved California from a state with extremely limited legal protections for LGBT individuals to a state with some of the most comprehensive civil rights protections in the nation. Equality California successfully sponsored more than 85 pieces of legislation and continues to advance equality through legislative advocacy, electoral work, public education and community empowerment.	Advocacy – California	www.eqca.org	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
Equality Federation	Achieve equality for LGBT people in every state and territory by building strong and sustainable statewide organizations in a state-based movement.	Advocacy –State-based Equality Groups	www.equalityfederation.org	
Family Equality Council	Family Equality Council connects, supports and represents the one million LGBT parents in this country and the two million children they are raising. It works to change attitudes and policies to ensure all families are respected, loved and celebrated.	Advocacy –LGBT families	www.familyequality.org	
Freedom to Marry	Freedom to Marry is the campaign to win marriage nationwide. We are pursuing our Roadmap to Victory by working to win the freedom to marry in more states, grow the national majority for marriage, and end federal marriage discrimination. We partner with individuals and organizations across the country to end the exclusion of same-sex couples from marriage and the protections, responsibilities, and commitment that marriage brings.	Issue – The freedom to marry	www.freedomtomarry.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 communities, promote equity and advance racial, economic and gender justice.	Research & Public Education – philanthropy	www.lgbtfunders.org	
Gay & Lesbian Advocates & Defenders (GLAD)	GLAD is New England's leading legal rights organization dedicated to ending discrimination based on sexual orientation, HIV status and gender identity and expression. GLAD is at the cutting edge of the historic fight for full equality and justice. Through impact litigation, education and public policy work, GLAD's precedent-setting work has established anti-discrimination laws for transgender, gay, lesbian and bisexual people and protected the rights of those with HIV throughout New England.	Legal – LGBT and HIV Legal Advocacy in New England	www.glad.org	
Gay & Lesbian Alliance Against Defamation (GLAAD)	The Gay & Lesbian Alliance Against Defamation (GLAAD) amplifies the voice of the LGBT community by empowering real people to share their stories, holding the media accountable for the words and images they present, and helping grassroots organizations communicate effectively. By ensuring that the stories of LGBT people are heard through the media, GLAAD promotes understanding, increases acceptance, and advances equality.	Issue – Media	www.glaad.org	
Gay & Lesbian Victory Fund and Leadership Institute	Gay & Lesbian Victory Fund: To change the face and voice of America's politics and achieve equality for LGBT Americans by increasing the number of openly LGBT officials at all levels of government. Gay & Lesbian Leadership Institute: To achieve full equality for LGBT people by building, supporting and advancing a diverse network of LGBT public leaders.	Advocacy – Elected Officials	www.victoryfund.org www.glli.org	
Gay, Lesbian and Straight Education Network (GLSEN)	GLSEN, the Gay, Lesbian and Straight Education Network, is the leading national education organization focused on ensuring safe schools for all students. Established in 1990, GLSEN envisions a world in which every child learns to respect and accept all people, regardless of sexual orientation or gender identity/expression. GLSEN seeks to develop school climates where difference is valued for the positive contribution it makes to creating a more vibrant and diverse community.	Issue – Schools	www.glsen.org	
Gay-Straight Alliance Network	Empower youth activists to fight homophobia and transphobia in schools.	Issue – Schools	www.gsanetwork.org	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
GroundSpark	GroundSpark creates visionary films and dynamic educational campaigns that move individuals and communities to take action for a more just world.	Research & Public Education – Educational Films and Curricula	www.groundspeak.org	In 2011, GroundSpark did not meet AIP benchmarks due to a significant organizational restructuring. However, 2011 appears to be an anomaly and for year-to-date 2012, GroundSpark reports that it currently exceeds AIP benchmarks for program and fundraising expenses.
Human Rights Campaign and Foundation (HRC)	The Human Rights Campaign is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. HRC seeks to improve the lives of LGBT Americans by advocating for equal rights and benefits in the workplace, ensuring families are treated equally under the law and increasing public support among all Americans through advocacy, education and outreach programs. HRC works to secure equal rights for LGBT individuals and families at the federal and state levels by lobbying elected officials, mobilizing grassroots supporters, educating Americans, investing strategically to elect fair-minded officials and partnering with other LGBT organizations.	Advocacy – Nationwide	www.hrc.org	
Immigration Equality & Immigration Equality Action Fund	End discrimination in US immigration law, reduce its negative impact on the lives of LGBT and HIV-positive people and help obtain asylum for those persecuted in their home countries based on their sexual orientation, transgender identity or HIV-status. Through education, outreach, advocacy and by maintaining a nationwide network of resources, we provide information and support to advocates, attorneys, politicians and those threatened by persecution or the discriminatory impact of the law.	Issue – Immigration	www.immigrationequality.org www.immigrationequalityactionfund.org	
In The Life Media, Inc.	In The Life Media (ITLM) produces change through innovative media that exposes social injustice by chronicling LGBT life and providing our audiences with effective ways to advance equality within and beyond our communities. Founded in 1992, on the simple premise of using media to advance social justice for LGBT people, ITLM produces investigative video journalism for national broadcast and digital distribution. ITLM is best known for its award-winning productions of IN THE LIFE, the public television series documenting the people and issues shaping the LGBT experience.	Research & Public Education – Multi-Media	www.itlmedia.org	
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	Lambda Legal is the oldest and largest national legal organization whose mission is to protect and advance the civil rights of lesbians, gay men, bisexuals, transgender people and those with HIV through impact litigation, education and policy work. Our impact strategy combines groundbreaking work in the courts with innovative public education to transform the legal and cultural landscape. Lambda Legal's historic 2003 Supreme Court victory in <i>Lawrence v. Texas</i> marked a new era of legal respect for the LGBT community.	Legal – LGBT and HIV Legal Advocacy	www.lambdalegal.org	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
Log Cabin Republicans & Liberty Education Forum	<p>Log Cabin Republicans —Work within the Republican Party to advocate for equal rights for gay and lesbian Americans. We emphasize how our principles of limited government, individual liberty, individual responsibility, free markets and a strong national defense—and the moral values on which they stand—are consistent with the pursuit of equal treatment under the law for gay and lesbian Americans.</p> <p>Liberty Education Forum —Use the power of ideas to educate people about the importance of achieving freedom and fairness for all Americans, regardless of sexual orientation or gender identity. LEF conducts educational programs, grassroots training and research on key issues that impact the LGBT population.</p>	Advocacy – Republican Party	www.logcabin.org www.libertyeducationforum.org	
MassEquality	MassEquality is Massachusetts' statewide, grassroots organization working to ensure equal rights and opportunities for every lesbian, gay, bisexual and transgender person from cradle to grave – in schools, in marriage and family life, at work and in retirement. By building a broad and inclusive movement, shifting public opinion, and achieving electoral and policy victories, MassEquality is protecting marriage equality in Massachusetts, working to win it in other states, and promoting a comprehensive Equality Agenda to ensure full social and legal equality for every LGBT person in Massachusetts.	Advocacy – Massachusetts	www.massequality.org	
National Black Justice Coalition (NBJC)	The National Black Justice Coalition (NBJC) is a civil rights organization dedicated to empowering black lesbian, gay, bisexual and transgender (LGBT) people. NBJC's mission is to eradicate racism and homophobia. Since 2003, NBJC has provided leadership at the intersection of mainstream civil rights groups and mainstream LGBT organizations, advocating for the unique challenges and needs of the African American LGBT community that are often relegated to the sidelines. NBJC envisions a world where all people are fully empowered to participate safely, openly and honestly in family, faith and community, regardless of race, gender identity or sexual orientation.	Advocacy – Black LGBT Community	www.nbjc.org	
National Coalition for LGBT Health	The Coalition is committed to improving the health and well-being of lesbian, gay, bisexual, and transgender individuals through federal advocacy that is focused on research, policy, education, and training.	Issue - Health	www.lgbthealth.net	
National Center for Lesbian Rights (NCLR)	Advance the civil and human rights of LGBT people and families through litigation, policy advocacy 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	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
New York City Gay and Lesbian Anti-Violence Project	Envisions a world in which all lesbian, gay, bisexual, transgender, queer, and HIV-affected people are safe, respected, and live free from violence. Empowers lesbian, gay, bisexual, transgender, queer, and HIV-affected communities and allies to end all forms of violence through organizing and education, and support survivors through counseling and advocacy. Through our National Coalition of Anti-Violence Programs (NCAVP), create a national response to the violence within and against LGBTQ and HIV-affected communities via public policy work, documentation of violence, direct service, training and technical assistance.	Issue – Anti-Violence, Domestic Violence, Sexual Violence and Hate Violence	www.avp.org	
Out & Equal Workplace Advocates	Out & Equal Workplace Advocates is committed to ending employment discrimination for lesbian, gay, bisexual, and transgender employees. Every day, we work to protect and empower employees to be productive and successful by providing high quality events, ongoing community education, diversity training, and resources for job seekers, employees and allies, as well as opportunities for people around the world to convene and connect.	Issue – Workplace Equality	www.outandequal.org	
PFLAG (Parents, Families and 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	
Point Foundation	Provide financial support, mentoring, leadership training and hope to meritorious students who are marginalized due to sexual orientation, gender identity or gender expression.	Issue – Education	www.pointfoundation.org	
Service-members Legal Defense Network (SLDN)	SLDN is dedicated to bringing about full LGBT equality within the military and providing free and direct legal assistance to service members affected by discrimination or harassment based on sexual orientation or gender identity. It also does impact litigation in behalf of Servicemembers currently serving as well as veterans. SLDN works to ensure that evenhanded policies and regulations, providing equal treatment and opportunity for all, regardless of actual or perceived sexual orientation or gender identity are established and effectively implemented in the armed forces, including active duty, National Guard, reserve and officer training programs.	Issue – Military	www.sldn.org	
Services & 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	

Organization	Mission	Focus Area	Website	Exceeds American Institute of Philanthropy's Benchmarks?
Soulforce – Home of the Equality Ride	Soulforce is the longest-tenured LGBT organization working at the intersection of religion and politics. Formed in 1998, Soulforce has directly engaged the Vatican, the U.S. Council of Catholic Bishops, the United Methodist, Southern Baptist, Evangelical Lutheran, Presbyterian and Mormon General Conferences and Assemblies on the rights of LGBT people to full inclusion and office within their fellowships. In addition, Soulforce has entered into dialogue with the five largest (mega) churches in America, two of which have now eliminated their ex-gay ministries and over the last five years visited 84 distinctively Christian Colleges resulting in 14 removing antigay policies. Soulforce continues to call upon Focus on the Family and all of the National Religious Broadcaster's members and affiliates to cease and desist use of federally issued permits to broadcast anti-gay propaganda and is one of the United Nation's Compass Coalition leaders in working to decriminalize LGBT lives in Nations where imprisonment, violence and the death penalty are sanctioned.	Issue – Religion	www.soulforce.org	In 2011, Soulforce did not meet AIP benchmarks as it focused on paying down long-term debt. The organization is undertaking restructuring and expects to dramatically reduce overhead expenses in 2012.
Sylvia Rivera Law Project (SRLP)	Sylvia Rivera Law Project (SRLP) works to guarantee that all people are free to self-determine their gender identity and expression, regardless of income or race and without harassment, discrimination or violence. SRLP is a collective organization founded on the understanding that gender self-determination is inextricably intertwined with racial, social and economic justice. We seek to increase the political voice and visibility of people of color (POC) and low-income people who are transgender, intersex or gender non-conforming.	Legal – Low Income Transgender Rights and Legal Advocacy	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	The Transgender Law Center (TLC) connects transgender people and their families to technically sound and culturally competent legal services; increases acceptance and enforcement of laws and policies that support transgender communities; and changes laws and systems that fail to incorporate the needs of transgender people. TLC utilizes legal services, policy advocacy, and public education to advance the rights and safety of diverse transgender communities, including all of the innumerable genders and forms of gender expression that fall within and outside of stereotypical gender norms. TLC understands, acknowledges, and resists non-gender based oppressions that limit people's ability to live in peace.	Legal – Transgender Rights and Legal Advocacy	www.transgenderlawcenter.org	
The Trevor Project	The Trevor Project is determined to end suicide among LGBTQ youth by providing life-saving and life-affirming resources including our nationwide, 24/7 crisis intervention lifeline, digital community and advocacy/educational programs that create a safe, supportive and positive environment for everyone.	Issue – LGBT Youth and Mental Health	www.thetrevorproject.org	

- ¹ This report does not include LGBT community centers; social and recreational organizations; health and human services providers; or arts and culture organizations.
- ² As determined by classifying and totaling the budgets of all general advocacy, issue-specific advocacy, legal advocacy and research and public education-focused LGBT nonprofits, based on an analysis of 990 data from GuideStar.
- ³ MAP provided participating organizations with a procedure guide including standardized accounting definitions and nonprofit accounting implementation guidance, to which all participants agreed.
- ⁴ Basic Rights Oregon and GroundSpark participated this year, but did not participate in the 2011 report.
- ⁵ Equality Forum and Palm Center.
- ⁶ The LGBT Community Center Survey is conducted every two years by MAP and CenterLink. Past reports, including the 2012 edition, are available at: <http://lgbtmap.org/2012-lgbt-community-center-survey-report>.
- ⁷ Giving increased by just 1.5% from 2001 to 2003, which is the lowest growth since 1971. Giving USA and The Center on Philanthropy at Indiana University, "Giving USA 2012: The Annual Report on Philanthropy for the Year 2011, Executive Summary," 2012.
- ⁸ Comparison data is taken from Giving USA and The Center on Philanthropy at Indiana University, "Giving USA 2012: The Annual Report on Philanthropy for the Year 2011, Executive Summary," 2012. This report examines giving to a wide swath of nonprofits, including organizations focused on religion, education, environment/animals, arts, culture and humanities, foundations, public-society benefit, health, human services, and international affairs.
- ⁹ A bequest to multiple organizations from a single donor in 2008 accounted for \$22.0 million in revenue for that year.
- ¹⁰ This includes dues, merchandise sales, investment income, and other sources of revenue.
- ¹¹ All but one organization provided this data for 2011.
- ¹² This figure only includes fundraising events for which the cost to attend was \$100 or more.
- ¹³ Association of Fundraising Professionals and the Urban Institute, "2011 Fundraising Effectiveness Survey Report: 2011 FEP Donor Retention Supplement," November 2011.
- ¹⁴ The American Institute of Philanthropy conducts CharityWatch. The guidelines for receiving a favorable rating on CharityWatch require that nonprofits spend 60% or more of their total expenses on programs and no more than 35% of expenses on fundraising. The Better Business Bureau sets the BBB Wise Giving Alliance Standards for Charity Accountability, which indicates that charities should spend at least 65% of total expenses on program activities.
- ¹⁵ *Ibid.*
- ¹⁶ Examples of in-kind expenses include pro bono legal fees, donated computers, or donated food for events. While in-kind expenses are required to be reported by the Generally Accepted Accounting Principles (GAAP), which are the basis of the used in this report, in-kind expenses are not reported on 990 tax returns. Accordingly, in order to be comparable, in-kind expenses are removed in this analysis. Additionally, 2012 budgets do not generally include estimates of in-kind expenses.
- ¹⁷ MAP analysis of 990 data for 2010: Focus on the Family/CitizenLink (\$110.1M), Heritage Foundation (\$80.4M), Alliance Defense Fund (\$33.8M), American Family Association (\$20.5M), American Center for Law and Justice (\$16.7M), Coral Ridge Ministries/Truth in Action (\$15.4M), Family Research Council/FRC Action (\$14.5M), National Organization for Marriage/National Organization for Marriage Education Fund (\$12.1M), Concerned Women for America/Concerned Women for America Legislative Action Committee (\$10.5M), and Traditional Values Coalition/Traditional Values Coalition Education and Legal Institute (\$9.0M).
- ¹⁸ This average over five years excludes one organization whose liquidity ratio in 2010 was more than 440 due to a substantial increase in cash investment and a reduction in liabilities to nearly zero.
- ¹⁹ U.S. Census Bureau: State and County QuickFacts. Data derived from 2010 Census, January 2012, <http://quickfacts.census.gov/qfd/states/00000.html>.
- ²⁰ BoardSource, "Nonprofit Governance Index 2012, Data Report 1: CEO Survey of BoardSource Members," September 2012.
- ²¹ *Ibid.*
- ²² *Ibid.*
- ²³ *Ibid.*
- ²⁴ Three organizations were excluded because their work focuses primarily on advancing transgender equality: National Center for Transgender Equality, Sylvia Rivera Law Project, and Transgender Law Center.
- ²⁵ Washington Post-ABC News Poll, September 7, 2003 and May 20, 2012.

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movement advancement project ▶

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