INCLUSIVE PHILANTHROPY: GIVING FROM LGBTQ DONORS

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Sarah Anderson
Director of Strategic Priorities
Campbell & Company

Dr. Elizabeth Dale
Assistant Professor, Nonprofit Leadership Program
Seattle University
AGENDA

1. The changing face of philanthropy
2. Understanding giving among LGBTQ donors
3. Exercise
4. Discussion
THE CHANGING FACES OF PHILANTHROPY
Image sources: The Rockefeller Archive Center, the United States Library of Congress, Torontoist, Canadian Heritage Gallery
DONOR DIVERSITY: WHY IT MATTERS

advancing donor-and community-centered fundraising

understanding different passions and giving patterns

respecting different decision-making processes

avoiding pitfalls and errors that can jeopardize a donor relationship
CHANGING DEMOGRAPHICS

*LGBT individuals:*

- are an ever-more visible segment of U.S. and Canadian populations
- have gained marriage equality and other rights
- more likely to be dual-income households with no children
- but may also be vulnerable and facing oppression and discrimination
RESEARCH FINDINGS

• A bit of background research
• *Same-Sex Couples’ Charitable Giving* research
  – Qualitative interviews with 19 same-sex couples
• LGBT Giving Project
  – Broad surveys conducted prior to U.S. marriage equality ruling
  – On-the-ground work with U.S.-based LGBT organizations from 2015-2017
  – Surveys and focus groups conducted after 2016 U.S. election
LGBT DONORS: DISTINCTIONS IN GIVING

- significantly more likely to support advocacy and civil rights
- half as likely to support religious organizations
- twice as likely to support health-related causes
- as much as four times as likely to support the arts
LGBT HIGH-NET-WORTH DONORS

• Give to more organizations (on average 9-10)
• More likely to support:
  • Arts & Culture
  • Environment & Animals
  • International issues
• Have a budget for giving
• Make political contributions
Qualitative Interviews with Same-Sex Couples

How do same-sex households describe the meanings and experiences of their philanthropic participation?

• What do LGBT donors identify as their motivations for giving?
• How do LGBT individuals use philanthropy as an expression of identity and values?
• How do same-sex couples make philanthropic decisions within the context of the larger household economy?
SAME-SEX COUPLES’ GIVING PATTERNS

Percentage of Couples Who Gave to Each Subsector

85% of gifts to non-LGBT causes

* LGBT organizations may also be reflected in other sectors
LGBT COUPLES: FINANCIAL MANAGEMENT AND CHARITABLE DECISION MAKING

• Among 19 couples interviewed, financial management systems favored more individual control than different-sex couples

- Independent control: 8 couples
- Partial pooling: 6 couples
- Joint pooling: 5 couples
ROLE OF LGBT IDENTITY IN PHILANTHROPY

• Giving to build and support the LGBT community or to shape public policy impacting the community
• Giving to support other marginalized communities
• The experience of HIV/AIDS: Giving for loss and giving back
• Using philanthropy to assert LGBT identity in the mainstream
• Seeking acceptance and avoiding discriminatory organizations
MOTIVATIONS FOR GIVING

- Personal connection*  
  - Personal experience and passion*  
  - Organizational affiliation

- Organizational leadership and effectiveness

- Tax benefits

- Religiosity/tithing

- Giving back*
  
- Joy of giving
  
- Alleviating guilt
  
- Community uplift*
BARRIERS TO GIVING

Negative perception of organization or leadership

Discriminatory policies

Over-solicitation

Lack of awareness or visibility

Lack of recognition

Recognition errors
What does a post-marriage movement look like?

Rise of “religious freedom” and “bathroom” bills in many U.S. states

Pulse nightclub shooting in Florida

Election of Donald Trump

Post-election rise in LGBTQ hate crimes

Post-election bump in progressive giving and civic engagement

Proliferation of state and federal anti-LGBTQ policies in U.S.

LGBT Giving Project shifts to post-election research
LGBT GIVING PROJECT: DONOR STATS

LGBT individuals who are **known donors** to LGBT organizations are significantly more likely than the **general LGBT population** to be:

- Male
- White
- College Graduates
- Over 60
- Income over $50K

34% of members of the LGBT general population made gifts to LGBT-focused causes in 2016.

Those donors, on average, directed 49% of their giving to LGBT organizations.
The 2016 U.S. election motivated a variety of civic and philanthropic engagement for LGBT individuals. In all areas, existing donors to LGBT organizations were significantly more likely to have engaged in these activities.

**Since the election, have you...**

- Volunteered more with nonprofits
- Donated to political candidates
- Donated to nonprofits I didn’t already support
- Increased contributions to nonprofits
- Attended a rally/march
- Attended a town hall
- Contacted an elected official
- Volunteered more with political campaigns
- None of these

**Donors to LGBT Organizations**

**General LGBT Population**
If you had to choose a single feeling that has most motivated your increased engagement, which would you say is the best fit?

- Pride: 20%
- Anger: 15%
- Uncertainty: 14%
- Determination: 11%
- Hope: 8%
- Empathy: 6%
- Frustration: 8%

“If I get mad, to kind of relieve my anger, I’ll donate.”

“It's a bit more fear-based that I give now. I’m not necessarily a fearful person by and large, because I think this too shall pass, but I guess [the election] kind of snapped me out of a bit of complacency.”
WHY NON-DONORS DIDN’T GIVE

(For non-donors to any causes): What are the most significant reasons you did not give in 2016? (up to three)

- Not asked: 4%
- Solicited too often: 6%
- No connections to orgs: 15%
- Orgs poorly run: 6%
- Orgs not transparent: 8%
- Did not have resources: 44%
- Did not feel gift would have impact: 6%
- Other financial priorities: 49%
- Did not want to give: 1%
- Gave to political campaigns: 3%
- Plan to give at end of life: 3%
LGBT GIVING PROJECT: PLANNED GIVING

• Planned giving from LGBTQ donors represents an exceptional opportunity
  – Particularly given that fewer LGBTQ people raise children
• LGBTQ people are open to making planned gifts
  – 16% have committed to a planned gift to an LGBTQ organization
  – 35% say they would be likely to

**Individuals without children are three times more likely to make a charitable planned gift than those with children**
IMPLICATIONS FOR FUNDRAISERS

• Pair up and discuss:
  – What from the research findings resonates with your own experience?
    o You can draw on your experience working with LGBTQ-identified donors and/or your own experience as an LGBTQ-identified donor, if applicable
  – What surprises you?
  – What do you believe are the most important takeaways for fundraisers working with LGBTQ donors?
IMPLICATIONS FOR NONPROFIT ORGANIZATIONS

• Include sexual orientation and gender identity in your nondiscrimination policies
• Engage in active outreach to the LGBT community
• Ask donors in relationships if/how they want their partner involved
• Ensure your acknowledgement and recognition processes are appropriate for same-sex couples and transgender individuals
• Make planned giving part of the conversation with LGBT donors
• Demonstrate results, effectiveness, and institutional stability
Discussion and Q&A