



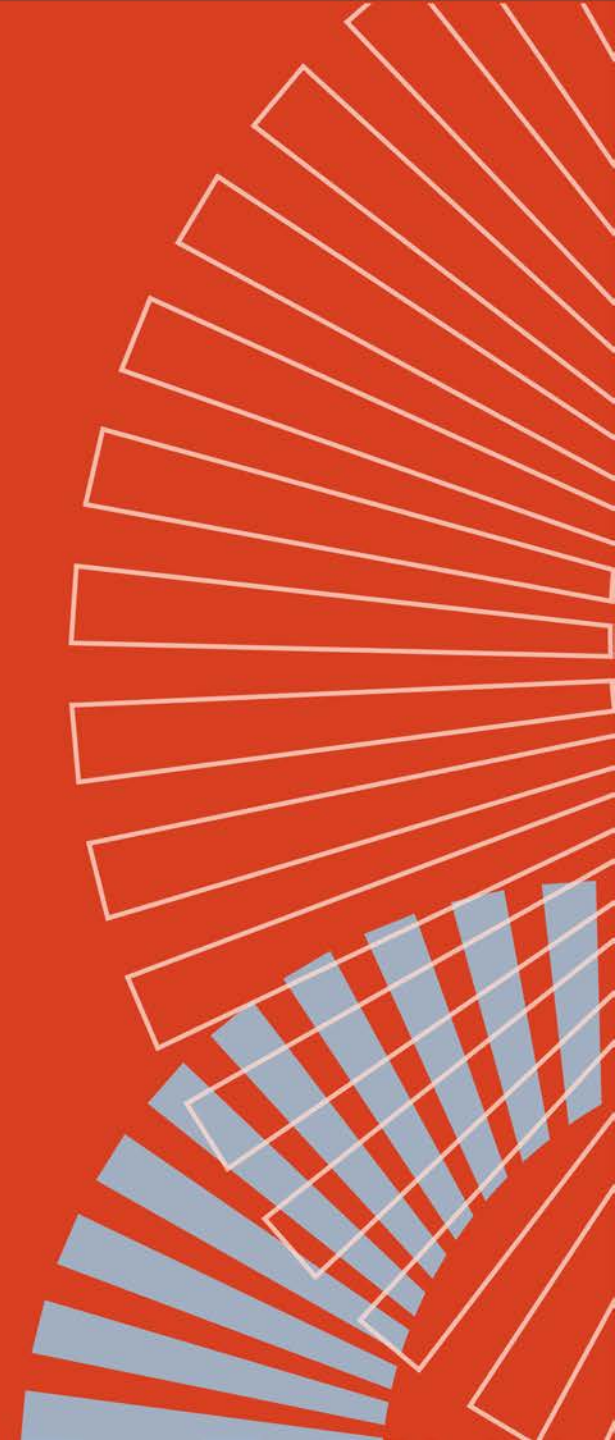
# INCLUSIVE PHILANTHROPY: GIVING FROM LGBTQ DONORS

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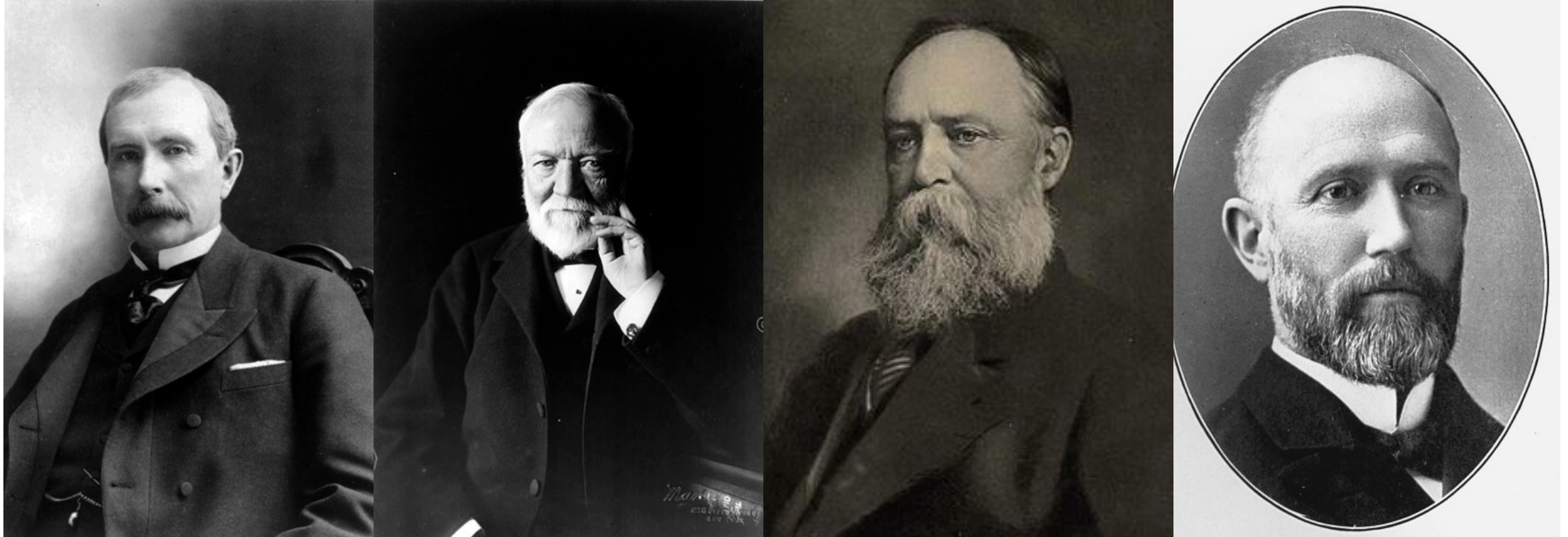


# AGENDA

- 1 The changing face of philanthropy
- 2 Understanding giving among LGBTQ donors
- 3 Exercise
- 4 Discussion

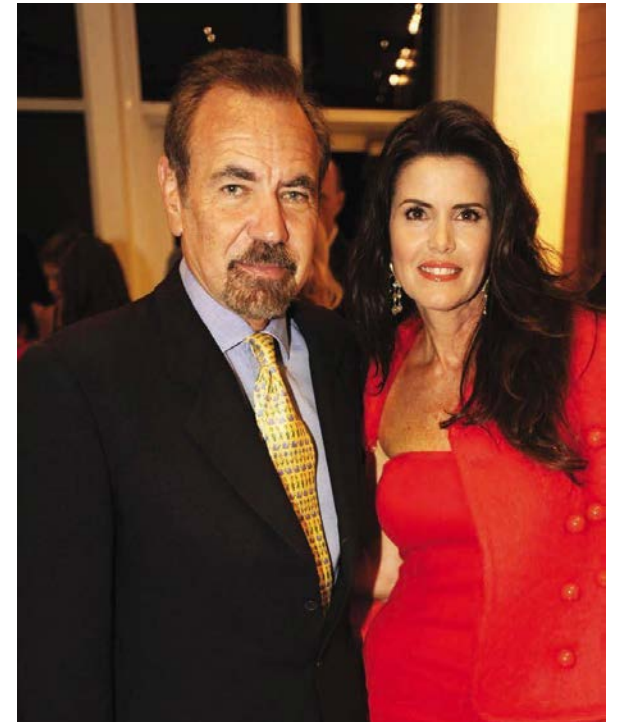


# THE CHANGING FACES OF PHILANTHROPY



*Image sources: The Rockefeller Archive Center, the United States Library of Congress, Torontoist, Canadian Heritage Gallery*





*Image sources: The Giving Pledge, Schaefer Photo, University of Toronto, Toronto Star*

# 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

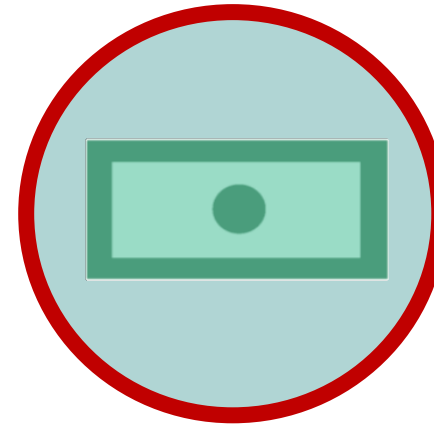
## *LGBT individuals:*



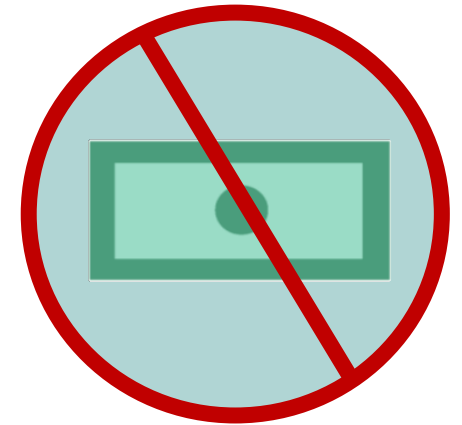
are an ever-more  
**visible segment of  
U.S. and Canadian  
populations**



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

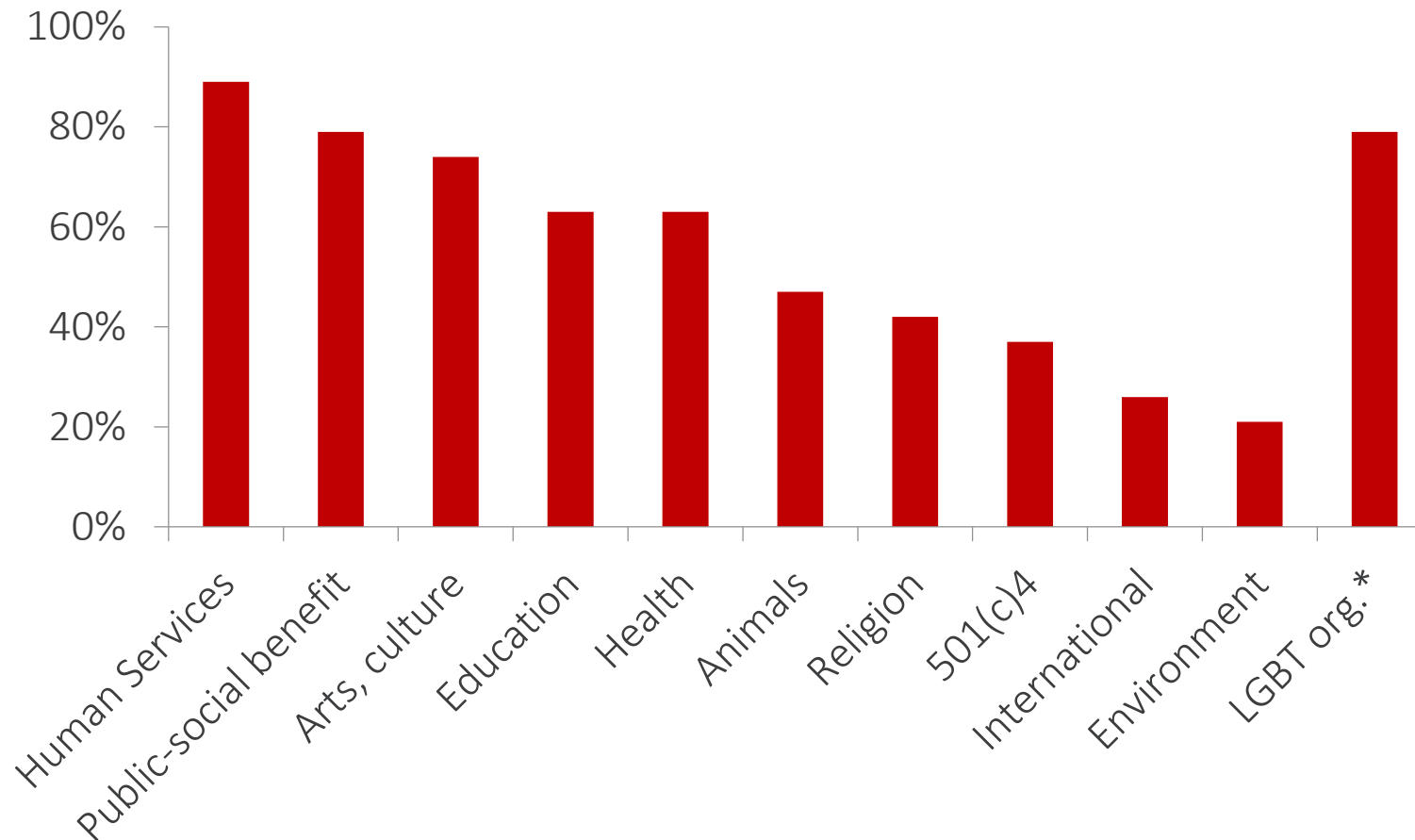


How do same-sex households describe the meanings and experiences of their philanthropic participation?

- 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

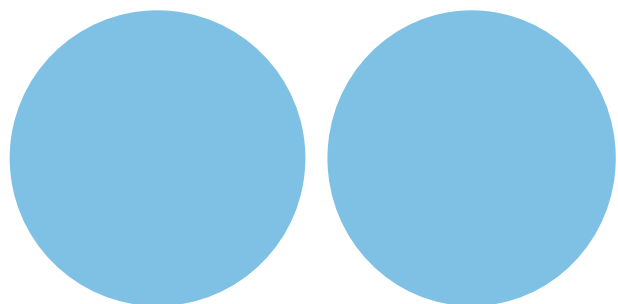
Percentage of Couples Who Gave to Each Subsector



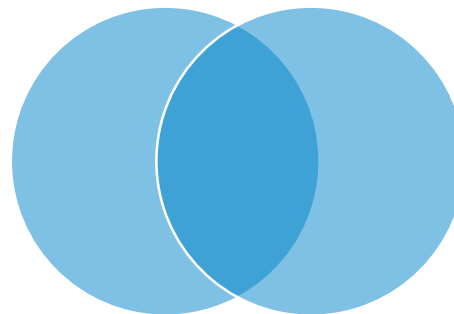
*\* LGBT organizations may also be reflected in other sectors*

# LGBT COUPLES: FINANCIAL MANAGEMENT AND CHARITABLE DECISION MAKING

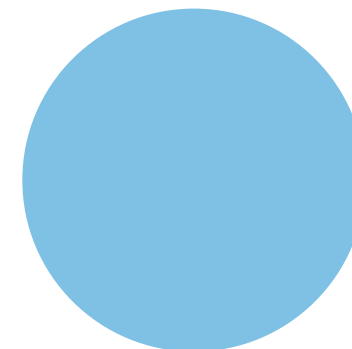
- Among 19 couples interviewed, financial management systems favored more individual control than different-sex couples



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



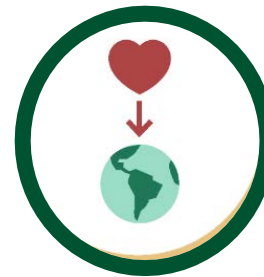
{ Organizational leadership  
and effectiveness



{ Tax benefits



{ Religiosity/tithing



{ Giving back\*  
Joy of giving  
Alleviating guilt  
Community uplift\*

# BARRIERS TO GIVING



{ Negative perception of organization or leadership



{ Lack of awareness or visibility



{ Discriminatory policies



{ Lack of recognition  
Recognition errors



{ Over-solicitation

# RESEARCH AMID A CHANGING LANDSCAPE



**June  
2015**

LGBT Giving Project  
begins

U.S. Supreme Court  
rules on same-sex  
marriage



**2015 and  
2016**

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



**Fall 2016**

Election of Donald Trump

Post-election rise in  
LGBTQ hate crimes

Post-election bump in  
progressive giving and  
civic engagement



**Throughout  
2017**

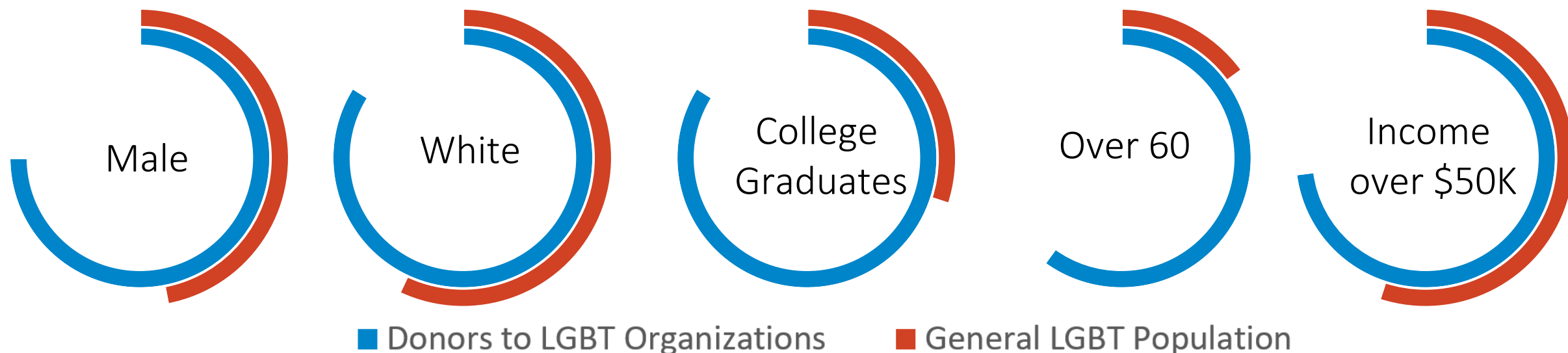
Proliferation of state and  
federal anti-LGBTQ policies in  
U.S.

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:*



*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.*

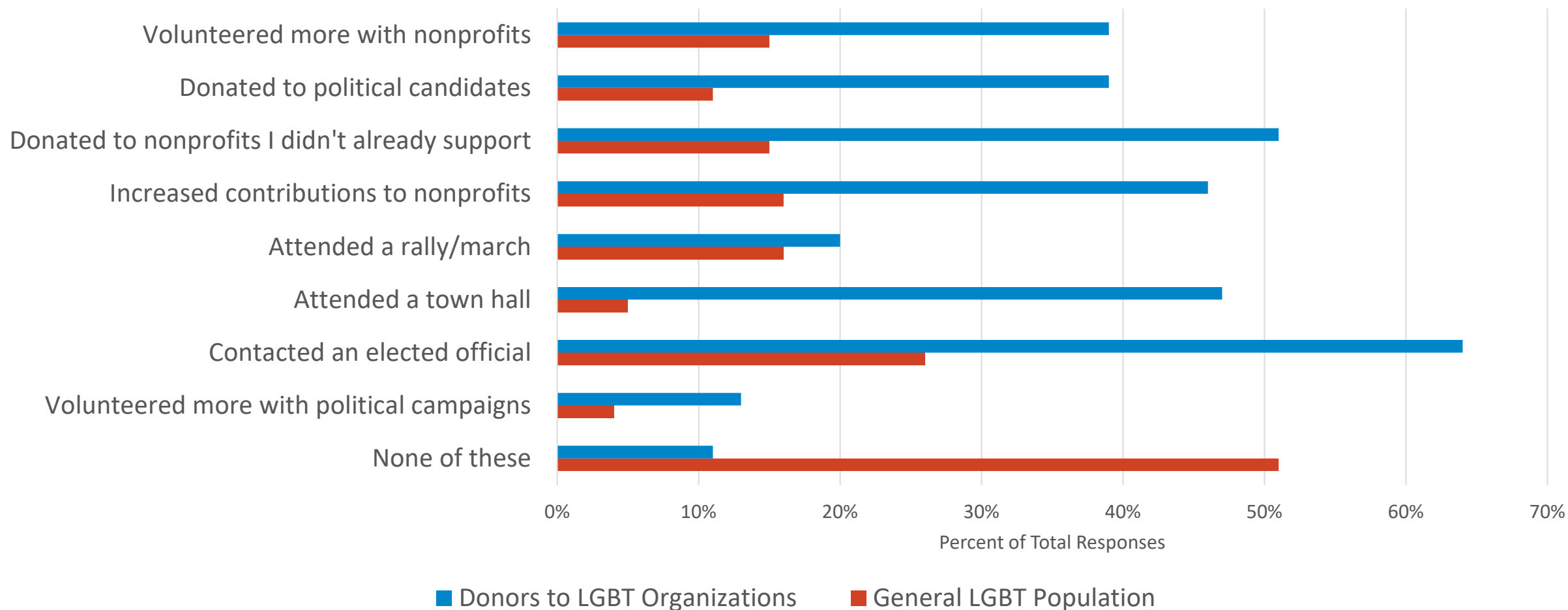


# LGBT GIVING PROJECT: POST-ELECTION ATTITUDES



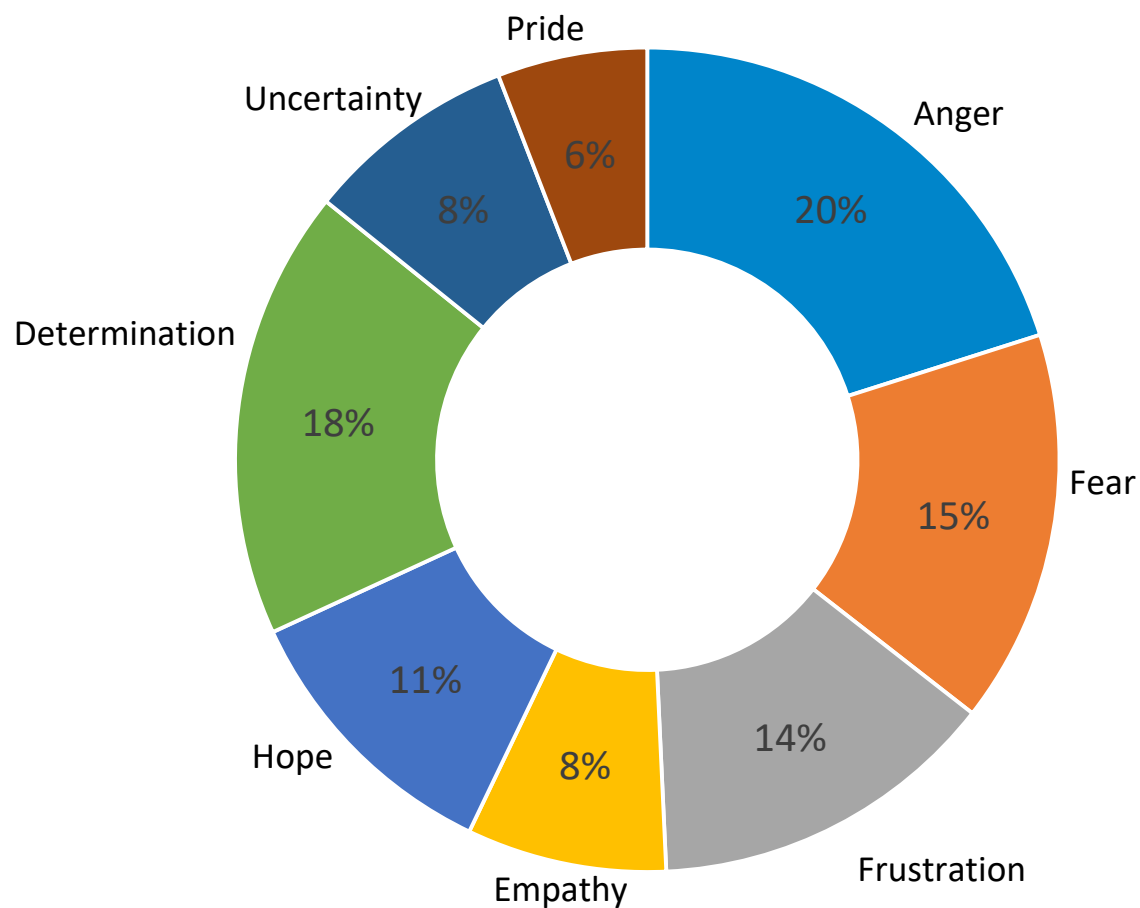
The 2016 U.S. election motivated a variety of civic and philanthropic engagement for LGBT individuals. In all areas, existing donors to LGBT organizations were significantly more likely to have engaged in these activities.

*Since the election, have you...*



# LGBT GIVING PROJECT: POST-ELECTION ATTITUDES

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



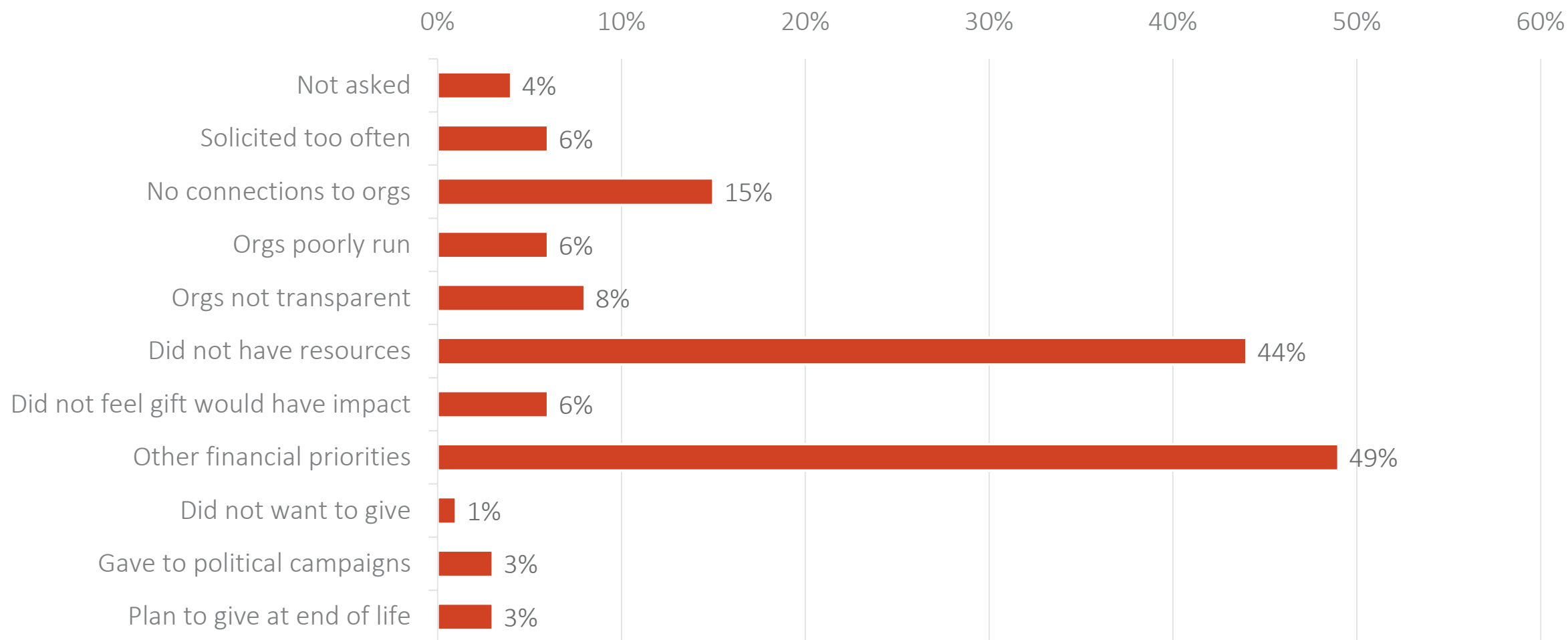
*"If I get mad, to kind of relieve my anger, I'll donate."*

*"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



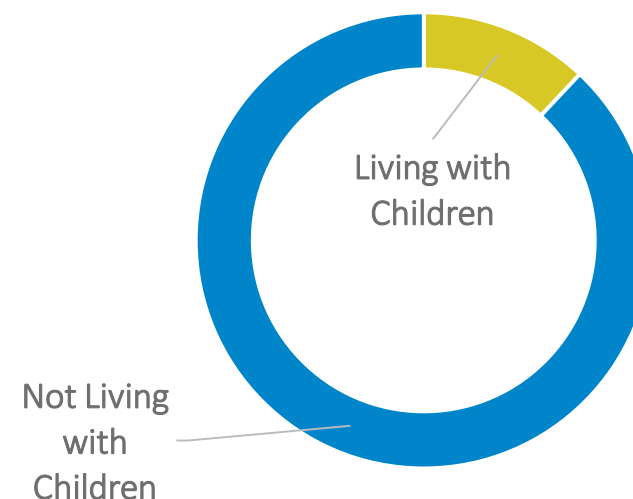
*(For non-donors to any causes): What are the most significant reasons you did not give in 2016? (up to three)*



# 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

LGBTQ Family Status in Canada



*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?
    - 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