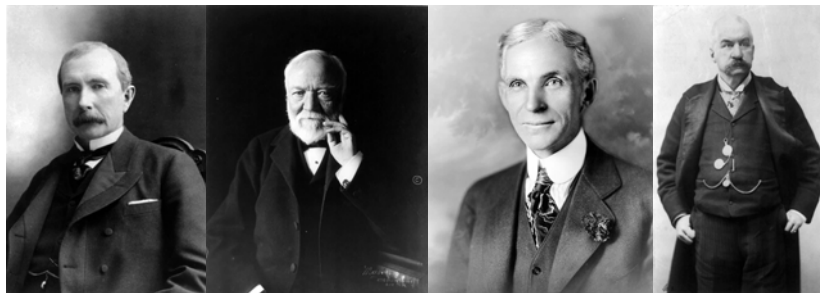


## INCLUSIVE PHILANTHROPY: GIVING IN THE LGBT COMMUNITY

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**SEATTLEU**

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*Image sources: The Rockefeller Archive Center, the United States Library of Congress*


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## Donor Diversity: Why It Matters

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- 

advancing **donor-centered fundraising**
- 

understanding different **passions and giving patterns**
- 

respecting different **decision-making processes**
- 

avoiding **pitfalls and errors** that can jeopardize a donor relationship

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## Today's Focus: LGBT Giving

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- Demographic Shifts
- LGBT Philanthropy
- LGBT Financial Decision Making
- Giving Motivations
- Barriers to Giving
- Implications for Fundraisers



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## Changing Demographics

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### *LGBT individuals:*



are an ever-more visible segment of the U.S. population



have gained marriage equality and other rights



more likely to be dual-income households with no children

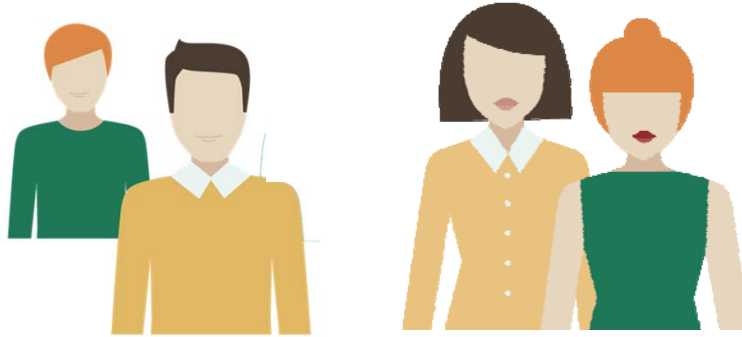


but may also be vulnerable and facing oppression and discrimination

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## Researching LGBT Philanthropy

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## LGBT Donors: Distinctions in Giving

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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**

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## LGBT Donors: Distinctions in Giving

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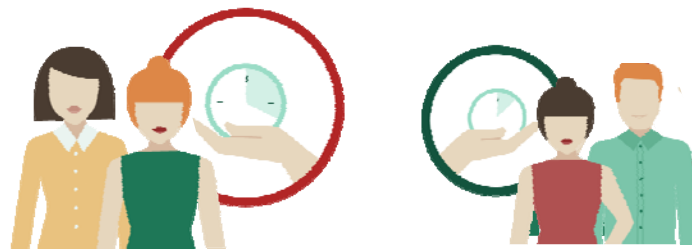


- Between 50 and 75% of LGBT giving goes to non-LGBT causes
- One study estimated only 5% of LGBT people in the San Francisco Bay area gave to LGBT-affiliated causes

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## LGBT Donors: Distinctions in Giving

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LGBT individuals **volunteer** more hours than the general population.

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## LGBT High-Net-Worth Donors

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- 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



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## Giving Among Same-Sex Couples

## Same-Sex Couples' Charitable Giving

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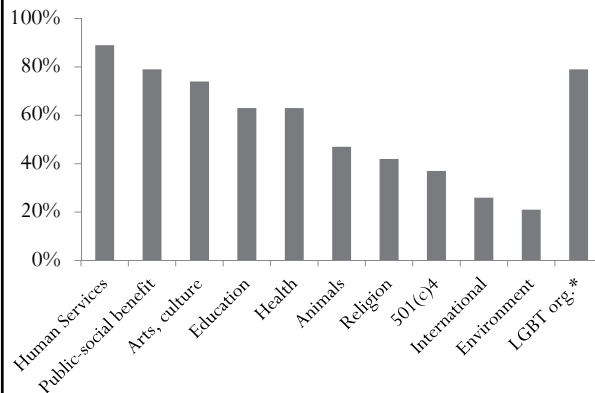
- Qualitative study of 19 gay and lesbian couples in Indiana:
  - 9 female couples
  - 10 male couples
- Participant demographics:
  - Aged 29 to 66 (mean 47.5 years)
  - 97% graduated college
  - 82% employed full-time
  - 39% identified as religiously affiliated
  - 21% previously married or in a committed partnership

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## Same-Sex Couples' Giving Patterns

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Percentage of Couples Who Gave to Each Subsector



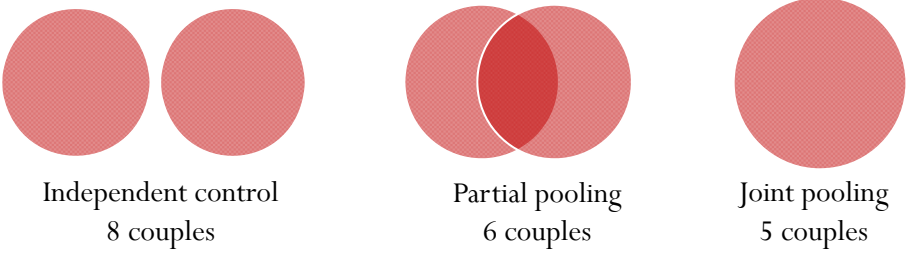
85% of gifts to non-LGBT causes

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### Financial Management and Charitable Decision Making

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- Financial management systems favor more individual control than different-sex couples



The diagram shows three Venn diagrams representing different financial management systems. The first, 'Independent control', shows two separate red circles, with the text 'Independent control' and '8 couples' below. The second, 'Partial pooling', shows two overlapping red circles, with the text 'Partial pooling' and '6 couples' below. The third, 'Joint pooling', shows a single large red circle, with the text 'Joint pooling' and '5 couples' below.

Independent control  
8 couples

Partial pooling  
6 couples

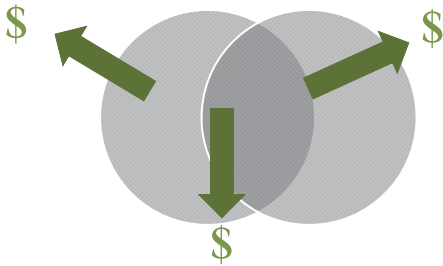
Joint pooling  
5 couples

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### Financial Management and Charitable Decision Making

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- Charitable giving can be initiated by either individual or the couple



The diagram shows two overlapping grey circles representing individual and couple financial management. Three green arrows point from the left circle to a '\$' symbol, from the right circle to a '\$' symbol, and from the intersection to a '\$' symbol, indicating that charitable giving can be initiated by either individual or the couple.

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“We are in pretty much agreement on most decisions. Some things might come out of our common money, and some things might come out of our individual money for no other reason than one of us decides. But it seems like... most of our decisions, we talk about it, not like for approval, but more just to say, ‘What do you think?’” (Kathy)

“We know each other’s passions, and we respect each other’s decisions.” (John)

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## Role of Identity in Philanthropy

- Giving to build and support the LGBT community
- Giving to shape public policy and law
- 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

“Once you are in a good state of mind... you feel the need to look back and say, ‘Wow, I’m here, and now it’s time to help the others.’ So I think that the more you struggle, the more you feel that you should help others. That’s how I feel about gay youth, for example.” (Victor)

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“I think it’s important for us to be seen as a couple for a lot of reasons. I mean, not only because we give together, but also because we’re a gay couple who’s making an impact in the community.” (Peter)

“We believe that as many people should be out as possible, and the more we’re out, if you will, even if it means being listed as a couple, that hopefully it will encourage other couples to do the same.” (John)

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## Motivations for Giving

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	{ Personal connection* Personal experience and passion* Organizational affiliation		{ Religiosity/tithing
	{ Organizational leadership and effectiveness		{ Giving back* Joy of giving Alleviating guilt Community uplift*
	{ Tax benefits		

## Barriers to Giving

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	{ Negative perception of organization or leadership		{ Lack of awareness or visibility
	{ Discriminatory policies*		{ Lack of recognition Recognition errors*
	{ Over-solicitation		

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## Implications for Fundraisers

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Include sexual orientation and gender identity in your nondiscrimination policies.



Engage in active outreach to the LGBT community.



Ensure your acknowledgement and recognition processes are appropriate for same-sex couples and transgender individuals.

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## Implications for Fundraisers

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Make planned giving part of the conversation with LGBT donors.



Understand how your donors want you to communicate with them.



Demonstrate results, effectiveness, and institutional stability.

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Thank you!

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