



# Belonging and Exclusion:

Creating a Space for Growing LGBTQ Donors



# Speakers



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The LGBT Center*



**Leah Munnelly**

*Deputy Director of Dev.,  
The LGBT Center*



**Dominic Pepper**

*Executive Director, Leshar  
Family Foundation*



# Agenda

Attendees will:

- Acknowledge words matter, and ways to show allyship simply
- Identify the intersection of grassroots advocacy and philanthropic messaging
- Determine ways to engage communities that is centering, and not tokenizing or performative
- Explore some of the gaps in data and research for LGBTQ+ prospecting
- Discuss ways to diversify your board through a lens of equity







▲ **21.8%**  
Arts, Culture, &  
Humanities



▲ **4.4%**  
Giving to Foundations



- **2.4%**  
Human Services



▲ **17.9%**  
Public Society Benefit



▲ **2.9%**  
Health



- **2.7%**  
Giving to Individuals



▲ **6.1%**  
Environment &  
Animals



▲ **0.7%**  
Religion



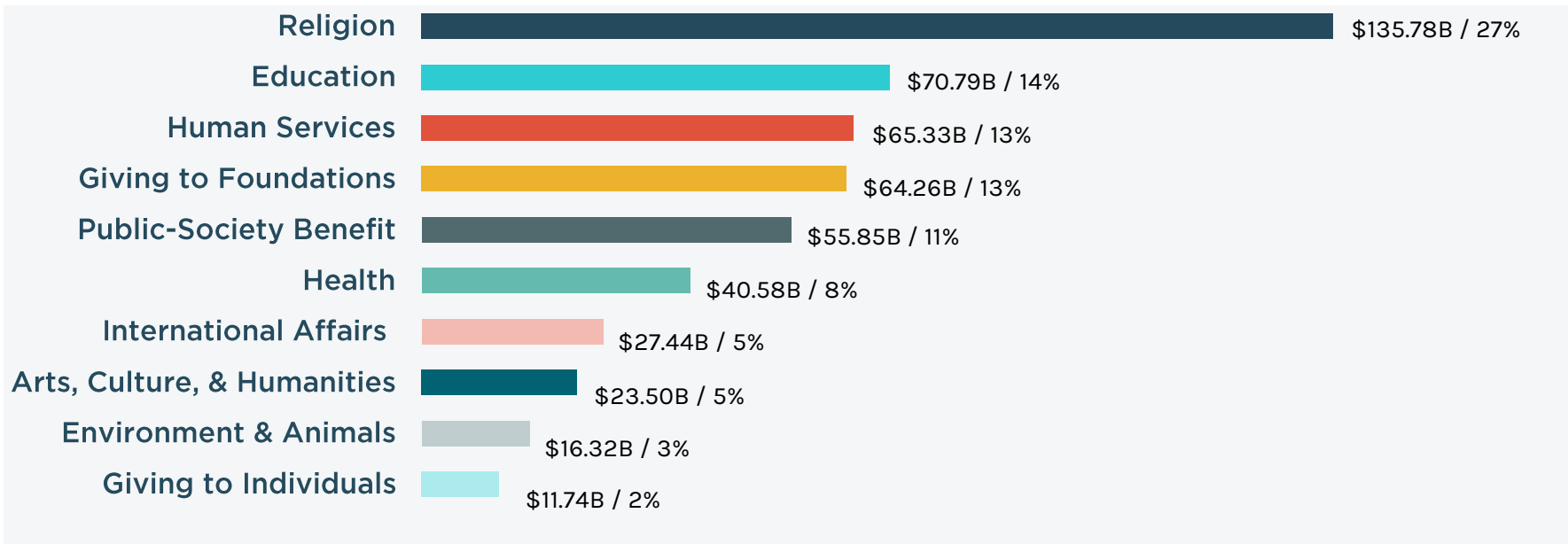
- **4.5%**  
International Affairs



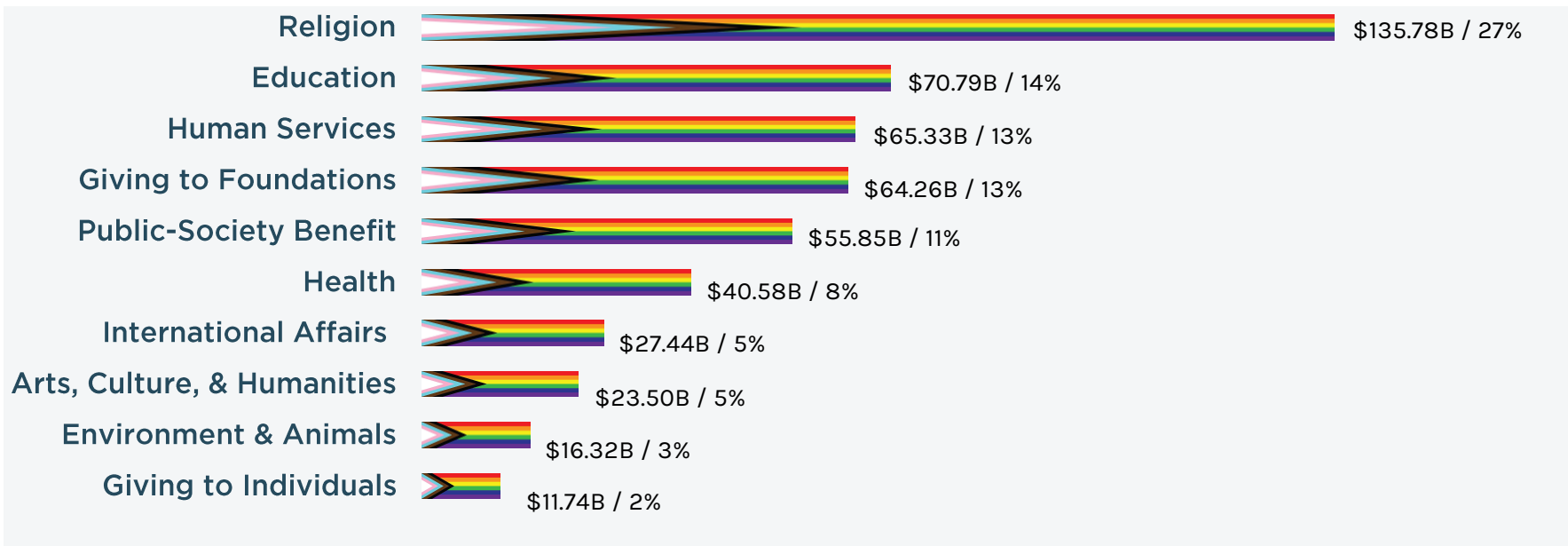
- **7.2%**  
Education

*Giving to public-society benefit includes cash and non-cash donations from itemizing and non-itemizing American households to U.S. public-society benefit charities, including independent research facilities, community development organizations, human and civil rights organizations, philanthropy associations, commercial donor-advised funds, United Ways, federated charities, and other types of organizations.*

# Giving by recipient sector...



# But LGBT+ donors give to all sectors







# SO WHAT?

**AFPICON**  
2023 | NEW ORLEANS  
APRIL 16-18

[afpicon.com](https://afpicon.com)  
[#afpicon](https://twitter.com/afpicon)

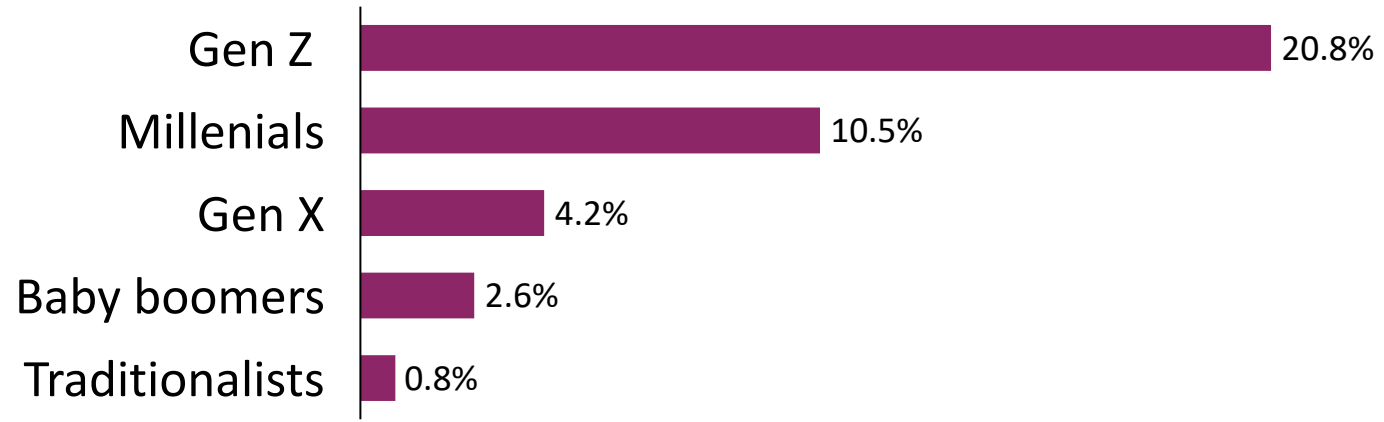
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# Americans who self-identified as LGBTQ+

Surveys of 12,416 U.S. adults conducted between January and December 2021



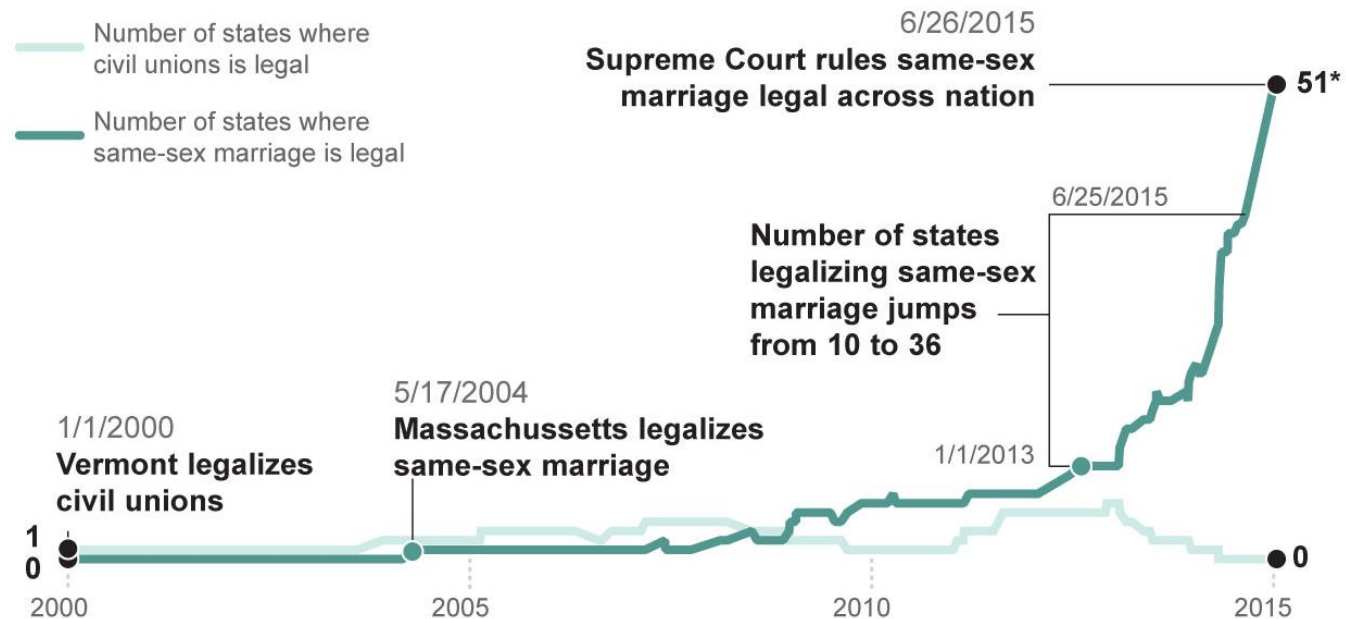
*The population percentage has doubled in the last 10 years*

Sources: [Gallup](#); Baidi Wang; Axios



# Marriage equality: a recent evolution

*Legal rights and protections are nascent and still challenged*



Source: Kyle Kim / LA Times Graphics



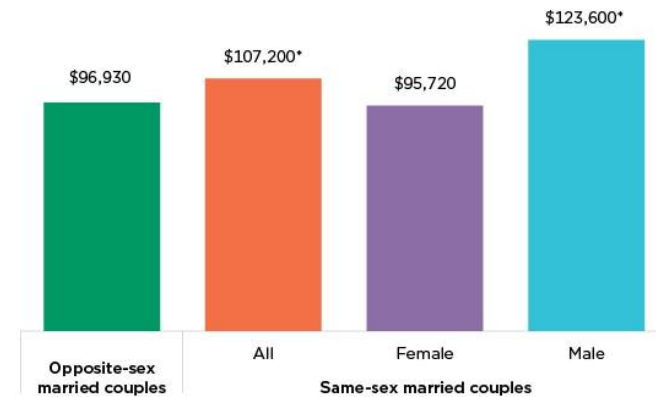
# Emerging Major Donors

**1995** Lee Badgett found that gay and bisexual men earned between [11 percent and 27 percent](#) less than their heterosexual counterparts while finding no statistical difference for lesbian and bisexual women.

**2000** Dan Black, Gary Gates, Seth Sanders, and Lowell Taylor's (2000) research indicates that gay men earned [14 to 16 percent less](#) than their heterosexual counterparts, while lesbian women actually earned 20 to 34 per

**Median Household Income for Married Couples: 2019**  
(In 2019 U.S. dollars)

**2019**



It is estimated that **\$270 billion in wealth** will be transferred as the “Stonewall Generation” passes on over the next 10 years.

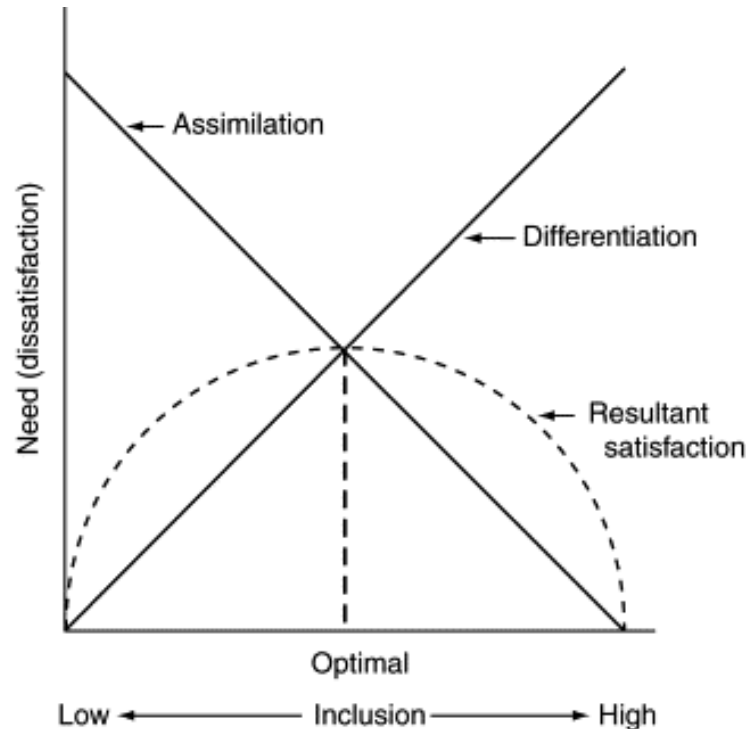


HOWEVER





## Optimal Distinctiveness Theory



## Identity giving

Giving by LGBT+ folx to LGBT+ causes is unlike giving to one's university.

### 5 Personas of the LGBT Donor

- The Activist
- The Advocate
- The Game Changer
- The Caregiver
- Sage



# Activism and Donor Relations





# Authorized Voice and Power

Donors want to, but often don't, see themselves reflected in the organizations they give to



## US PHILANTHROPY

↑  
4.9%

**67%** \$326.87B

Giving by Individuals

↑

3.4%

**19%** \$90.88B

Giving by Foundations

↓

7.3%

**9%** \$46.01B

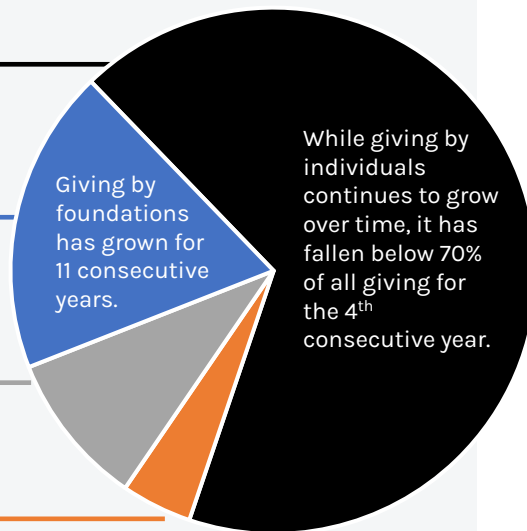
Giving by Bequest

↑

23.8%

**4%** \$21.08B

Giving by Corporations



## GIVING TO LGBTQIA+ ORGs

Individual 41.03%

Foundation 25.64%

Event 15.38%

Corporate 12.82%

Bequest 2.56%

In kind 2.56%

Sources: Giving USA; CCS Pulse Survey 2021; MAP; CenterLink; IRS





**THE  
CENTER** 40 YEARS

**AFPICON** | NEW ORLEANS  
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# Events: convening as an origin story







“

**There is no such thing  
as a single-issue  
struggle because we  
do not live  
single-issue lives.**

**AUDRE LORDE**

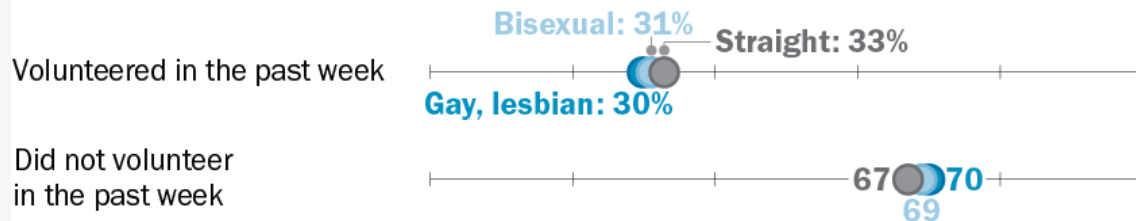


# Volunteer engagement, not “rainbow washing”



## Volunteerism rates by sexual orientation

% who ...



Source: Pew Research



# THANK YOU

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