



CONSORTIUM

for stronger lgbt+ communities

Findings from the LGBT+ Giving Survey

Spring 2019

Executive Summary

Consortium undertook this online survey as part of a feasibility study into the potential for a UK-wide LGBT+ Fund that would raise and distribute income to LGBT+ groups and organisations.

The survey aimed to discover how and why LGBT+ people in the UK donate to charities and good causes.

This report is based on responses from 195 LGBT+ people living in the UK who supported at least one charity or good cause in the 12 months to March 2019.

The survey findings are not representative of all of LGBT+ people living in the UK, largely because of the limited channels used to publicise the survey. However, this report provides an initial insight into giving motivations and behaviours amongst a 'snapshot' of LGBT+ people who had the following characteristics: Almost half (44%) of respondents resided in London or South East England; 58% of respondents were age 36-55; and almost a quarter (24%) worked in the charity or voluntary sector.

Motivations and behaviours regarding giving

- Most respondents spread their giving over 2-5 organisations
- Donating money occasionally was most common finding, followed by donating regularly. Many respondents donate money AND volunteer
- Online giving was most popular – using Justgiving or similar platform or via an organisation's website. Direct debits were next most popular, and a significant number of gifts were made in person, including at fundraising events
- Almost two thirds of respondents had engaged in regular giving e.g. monthly via direct debit, with almost half of respondents currently giving regularly
- The majority of respondents gave at 'lower levels', with almost two thirds giving up to £250 over the past 12 months. Though a quarter of respondents gave £250-£1k and over a tenth gave £1k -£10k
- The most popular causes that survey respondents chose to support were: LGBT+ organisations (two thirds of votes); followed by health conditions, homelessness, and animals or wildlife
- The most popular motivation for choosing a charity or cause to support was personal identification with the issue, closely followed by a general interest in the issue. Over a quarter of 'votes' were for a local charity or cause.

Support for LGBT+ charities or good causes

- Respondents were already supporting LGBT+ causes, with almost half supporting LGBT+ organisations regularly and over a third supporting LGBT+ organisations occasionally. 'Support' includes donating money and volunteering
- Almost a quarter said they gave 50% of their total support to LGBT+ charities or good causes in the last 12 months, with a fifth giving 75% of their total support to LGBT+ charities or causes

- The most common reasons for supporting LGBT+ causes were themed around: Challenging discrimination and protecting human rights; Providing emotional support, particularly for young people and those 'coming out'; Supporting one's own community – including targeted support for smaller organisations and for the most marginalized / least privileged in our communities; 'Giving something back' for help received; Recognition that the LGBT+ sector is underfunded, has suffered disproportionately from funding cuts and receives little funding from mainstream sources
- Of those who said they were not interested in supporting LGBT+ causes, the most common reasons were not knowing what the money would be used for (37% of respondents to this question) and LGBT+ issues were not as important as other issues (25% of respondents)
- Of those who said they would like to support LGBT+ causes but currently do not, the most common motivator would be finding out more about what they do and who they help (47%)

About the survey

Consortium undertook a survey of LGBT+ Giving **during March 2019** as part of a wider feasibility study exploring the potential for a UK-wide LGBT+ Fund (1). The survey aimed to discover **how and why LGBT+ people in the UK donate to charities and good causes.**

We invited LGBT+ people living in the UK to complete the survey. A prize draw to win a meal for two at Cote Brasserie was offered as an incentive (kindly donated by Cote). The survey was open for a month and was publicised mainly via social media (Twitter, Facebook and LinkedIn). We made direct contact with numerous groups with an online presence asking if they could share the survey link. This included LGBT+ social, professional and campaigning networks, LGBT+ print and broadcast media, and LGBT+ influencers / celebrities – all based across the UK. We did not actively ask our Membership to promote the survey, to avoid skewing the results with too many respondents who worked or volunteered in the LGBT+ community sector. However, Members did inevitably share our social media posts and we found a significant number of respondents did work in the Charity or Voluntary Sector.

We acknowledge that the demographic profile of respondents reflects our publicity methods and that the findings have been gained from **a small sample of LGBT+ people**, which is not representative of LGBT+ people living in the UK e.g. we assume most respondents are actively engaged in LGBT+ networks, communities and issues – a sector which is often criticized for its social privileges and exclusions. However, given the dearth of information about LGBT+ Giving in the UK and globally, we present the results as valuable initial insight.

Who completed the survey?

We received **195 complete responses** from people who met survey criteria i.e. they identified as LGBT+, lived in the UK, had supported at least one charity or good cause in the last 12 months, and gave consent for their data to be used for the purposes of the survey.

Although we made efforts to publicise the survey across the UK, 29% of respondents lived in London (**44% in London and South East** England combined). A further 20% lived in South West England, 11% in Northern England, 9% in Scotland and 8% in the Midlands.

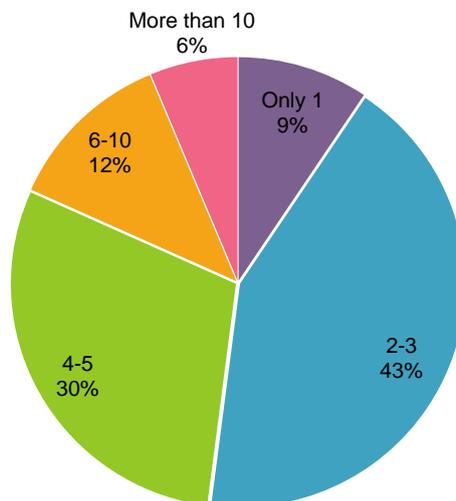
The largest proportion (30%) of respondents were 46-55 years old, 28% were 36-45 and 22% were 26-35. Just 14% were 56 or over while 6% were under 25. These findings are unsurprising considering we targeted LGBT+ professionals / people of working age. We tried hard to publicise the survey outside of our own sector but found that **24% of respondents worked in the Community and Voluntary sector**. The next largest proportion (11%) worked in Accountancy, Banking & Finance, followed by 10% who were not currently working and 9% in Public Services.

¹ The feasibility study into an LGBT+ Fund is being conducted by I.G. Advisors in collaboration with Consortium. This has included background research, consultation with LGBT+ community organisations across the UK, grant-makers and other stakeholders. It has taken place alongside other initiatives to raise awareness of, and raise funds for, the LGBT+ community sector. I.G. Advisors' report will be publicly available in due course.

Responses to questions about general giving behaviour

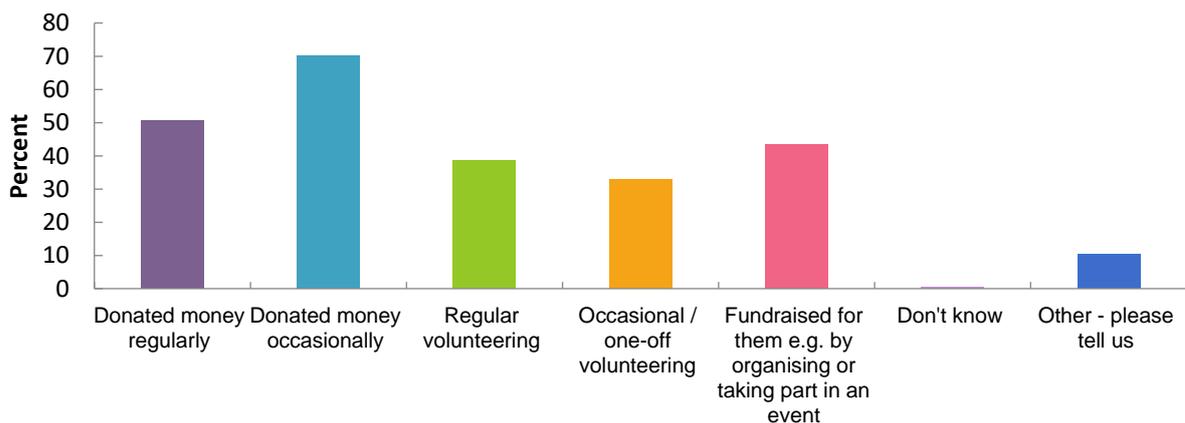
How many different charities or causes have you supported in the last 12 months?

The largest proportion of respondents – 43% - had supported 2-3 charities or causes over the last year. An additional 30% had supported 4-5 organisations, showing that LGBT+ donors may tend to spread their giving and rather than supporting one favourite cause.



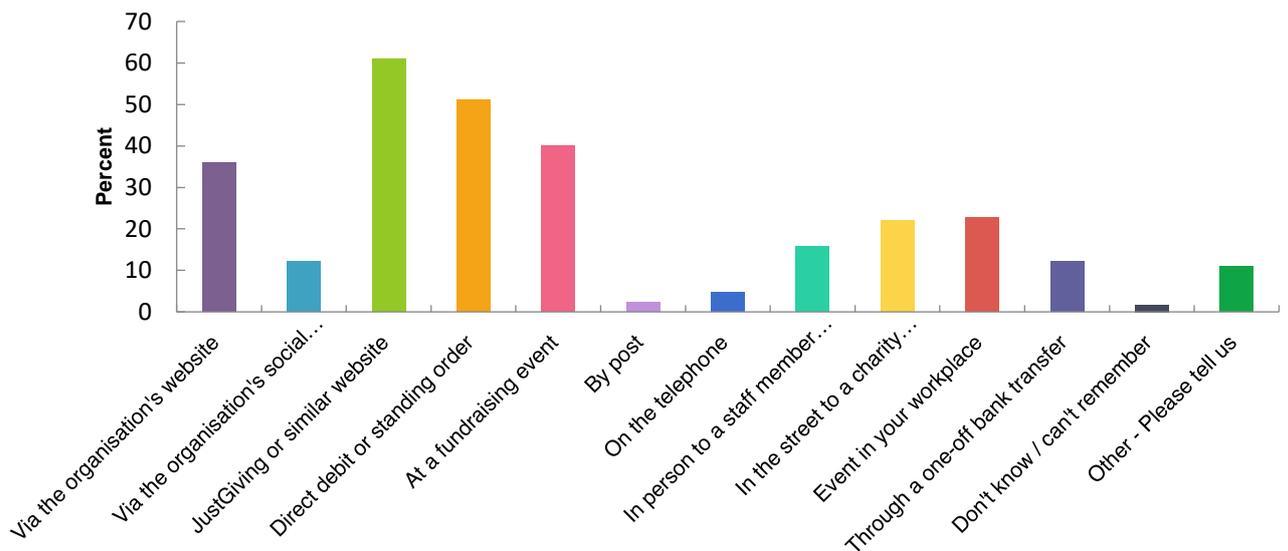
In what ways have you supported charities or good causes in the last 12 months? (Tick all that apply)

Donating money occasionally was the most common response (70%), followed by donating regularly (50%). However, donating money went alongside volunteering for a significant proportion of respondents, including volunteer fundraising.



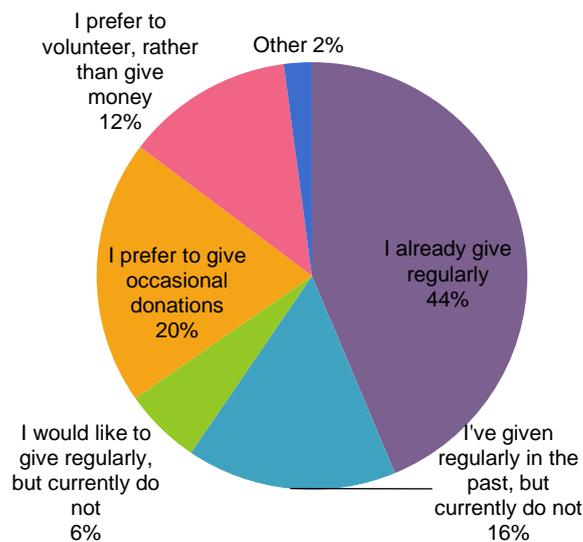
If you donated money, how did you make this donation? (Tick all that apply)

Online giving was the most popular method, with 61% of votes for JustGiving or a similar online platform and a further 36% *through the organisation's website*. Half (51%) of gifts were made by direct debit. Although a significant 45% of gifts were made in person, either at a fundraising event or direct to a staff member or volunteer.



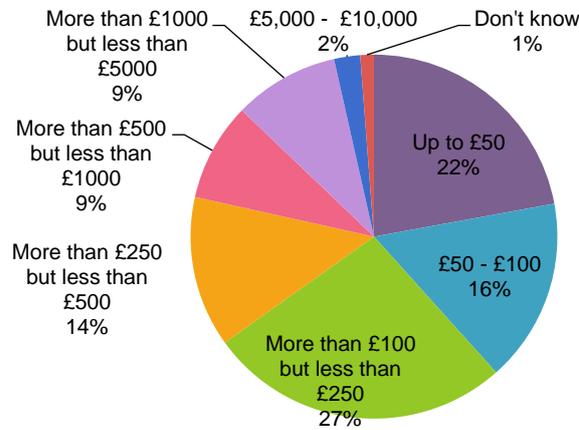
Please let us know your thoughts on donating regularly e.g. monthly by direct debit.

Almost two thirds of respondents had given regularly: 44% currently give regularly and 16% had given regularly in the past. A further 6% would like to give regularly, but currently do not. 20% prefer occasional donations, while 12% prefer to volunteer.



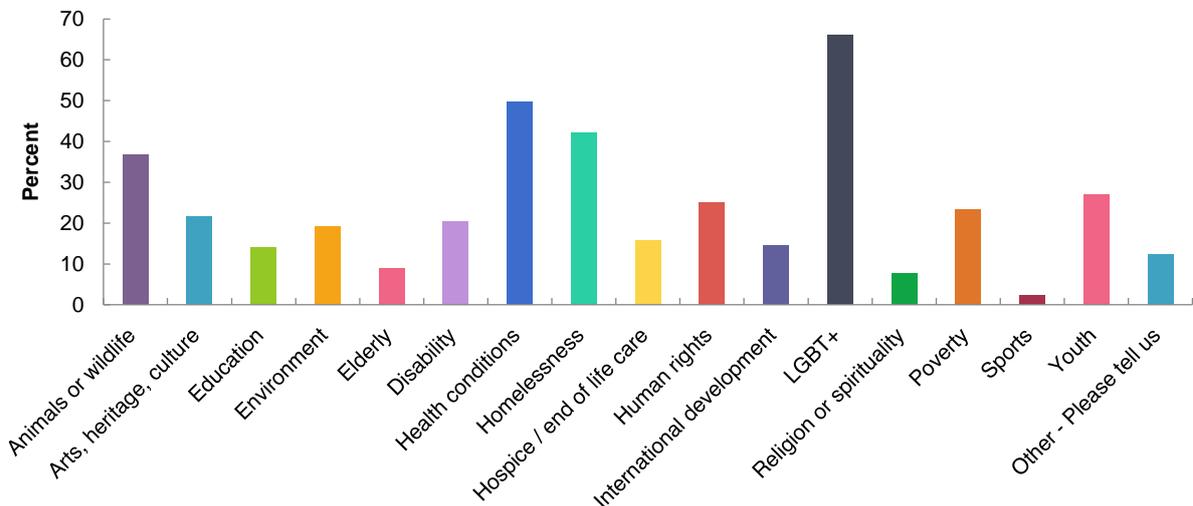
How much have you donated to charities and good causes over the past 12 months?

The majority gave at what we would describe as 'lower levels': Just over a quarter (27%) gave between £100-£250 in total over the year. A further 16% gave £50-£100 and 22% gave up to £50 in total. However, almost a quarter (23%) of respondents gave from £250-£1k over the year and 11% gave from £1k -£10k.



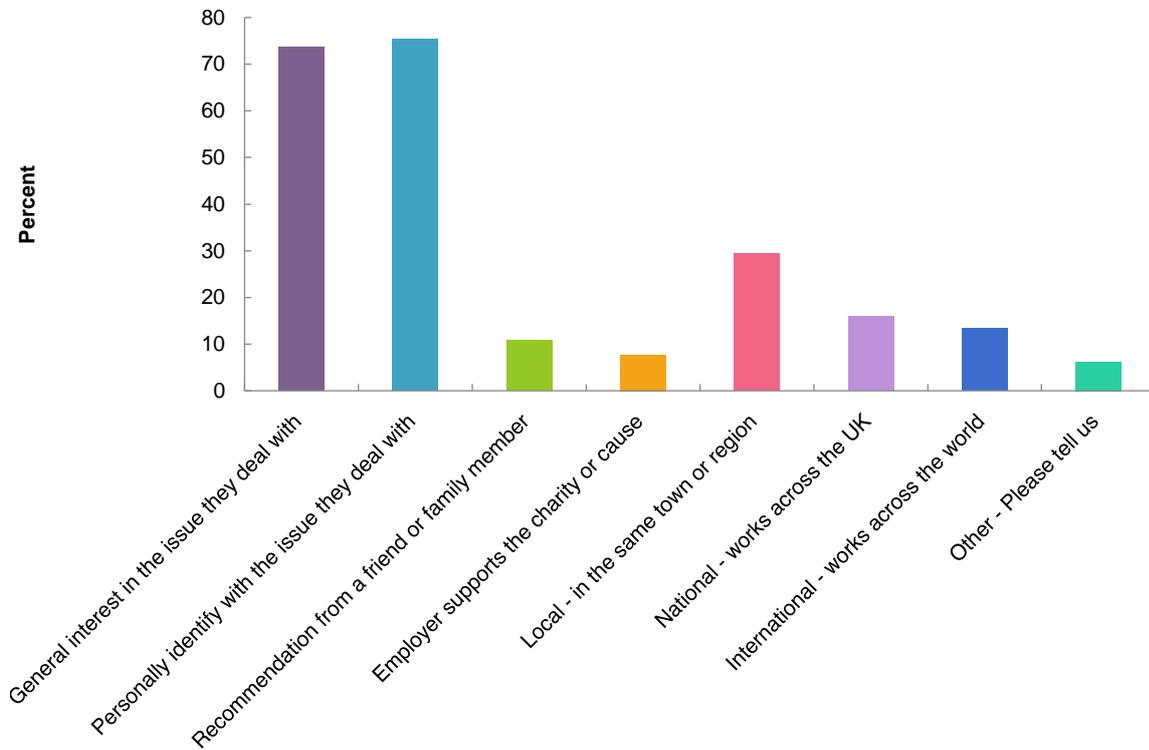
What kinds of charities and good causes have you donated money to in the past 12 months? (Tick all that apply)

The most popular causes amongst survey respondents were: 66% of votes went to LGBT+ charities or causes. Almost half (49%) went to health conditions 42% to homelessness, and 36% to animals or wildlife causes.



What are the most important factors when you're choosing a charity or good cause to support? (Tick all that apply)

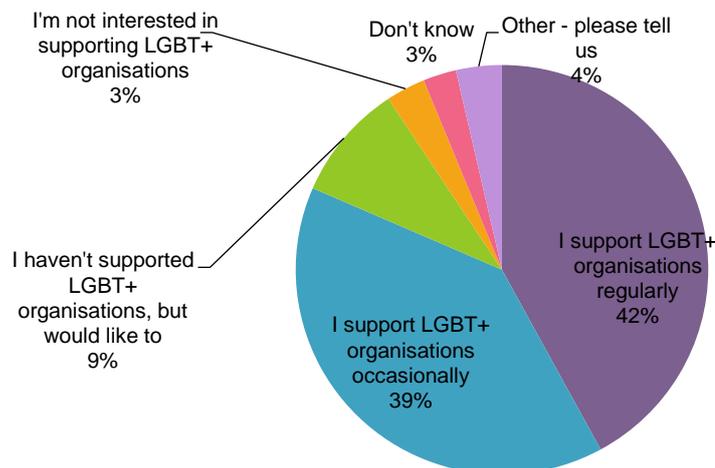
Support seems to be issue-based for LGBT+ people. The most popular reason for choosing a charity or cause to support was a personal identification with the issue it deals with (75% of votes), closely followed by a general interest in the issue (74%). Over a quarter (29%) of votes were for a local charity or cause.



Responses to questions about giving to LGBT+ causes

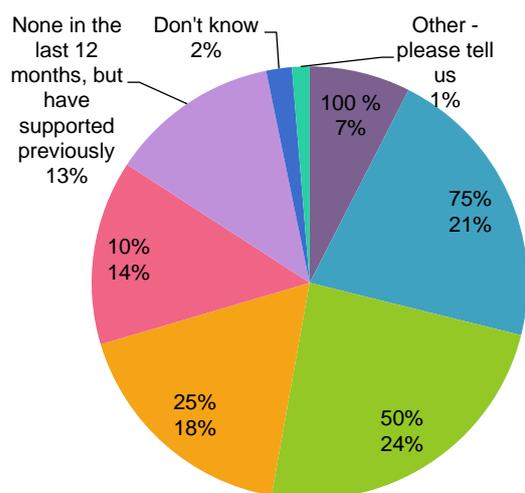
Which of these statements is most true regarding your support of LGBT+ charities and good causes?

Survey respondents were already supporting LGBT+ causes. The largest proportion (42%) said they support LGBT+ organisations regularly, with a further 39% supporting LGBT+ organisations occasionally.



What percentage (approximately) of your total support for charities did you give to LGBT+ charities or good causes in the last 12 months? This relates to money, volunteering and other kinds of support.

The largest proportion of respondents (24%) gave 50% of their total support to LGBT+ organisations in the last 12 months, with a fifth (21%) giving 75% of their support to LGBT+ organisations.



The bottom figure in each segment represents proportion of respondents and the top figure represents the % of support they gave to LGBT+ causes.

You've indicated that you support LGBT+ organisations or would like to. Could you tell us why you feel motivated to support LGBT+ charities or causes? Write as much or as little as you like.

The most popular reasons for giving money and time were themed around:

- Challenging discrimination and protecting LGBT+ human rights, particularly at a time of negative representations of trans people in the media and threats to inclusive education
- Providing emotional support, particularly for young people and those 'coming out'
- Supporting one's own community. Feeling a responsibility to help other LGBT+ people, including targeted support for smaller organisations and for the most marginalized and least privileged in our communities. Groups mentioned included BAME people, people with learning disabilities, those living in Northern Ireland, bi people, trans people, people living with HIV, LGBT+ migrants, LGBT+ people of faith ... As well as LGBT+ people across the globe.
- 'Giving something back' for help they received from LGBT+ community organisations, now that they are able, so that others don't have to suffer the same experiences
- Recognition that the LGBT+ sector is underfunded and has suffered disproportionately from funding cuts. Also a feeling of 'because no one else will' support LGBT+ causes.

Responses included:

"As my experience of coming out was hard and with no support"

"I want young LGBT people to have less difficulties and discrimination compared to my experiences growing up".

"I have had so much help being trans from LGBT charities now I feel I can give that help"

"Because while the legal battles have been mostly won in this country, there is still work to be done in fighting prejudice, and in the world outside of western Europe there is a LOT to be done."

"... coming from a country that discriminates and criminalizes LGBT community members, that alone is my motivation to support the basic human right of existing and being free to be who they are."

"Because there are a couple of well-known organisations... but also a huge number doing specialist work in the community that really need the support"

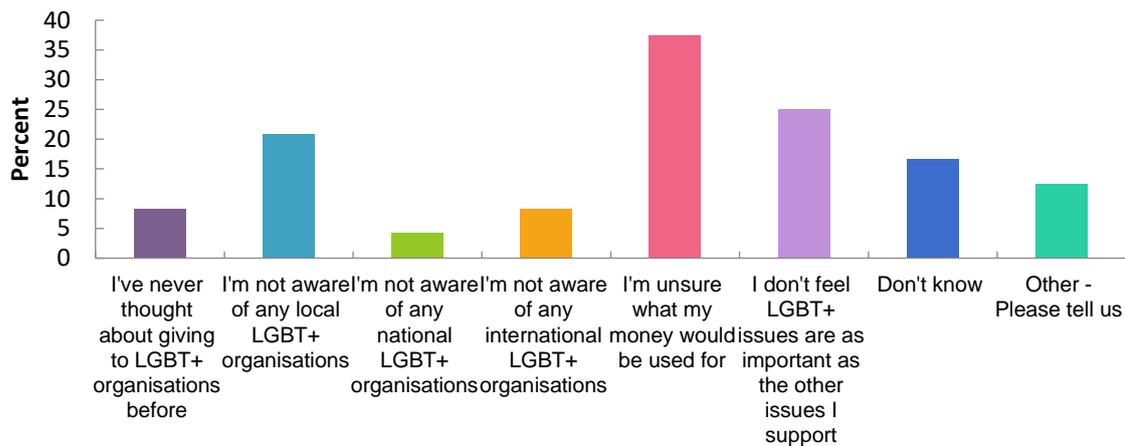
"Local LGBT charities and organisations are vital to small town communities that don't have the privileges of bigger towns and cities use of spaces, help available or funding"

"... These are vital services for our communities but are facing additional challenges in the current financial and social climate. If we don't support them ourselves, we'll carry on losing them."

“The funding cuts have hit LGBT organisations more than many others, and at a time where LGBT hate crime, refused asylum, and general discrimination (particularly against trans people) is growing exponentially...”

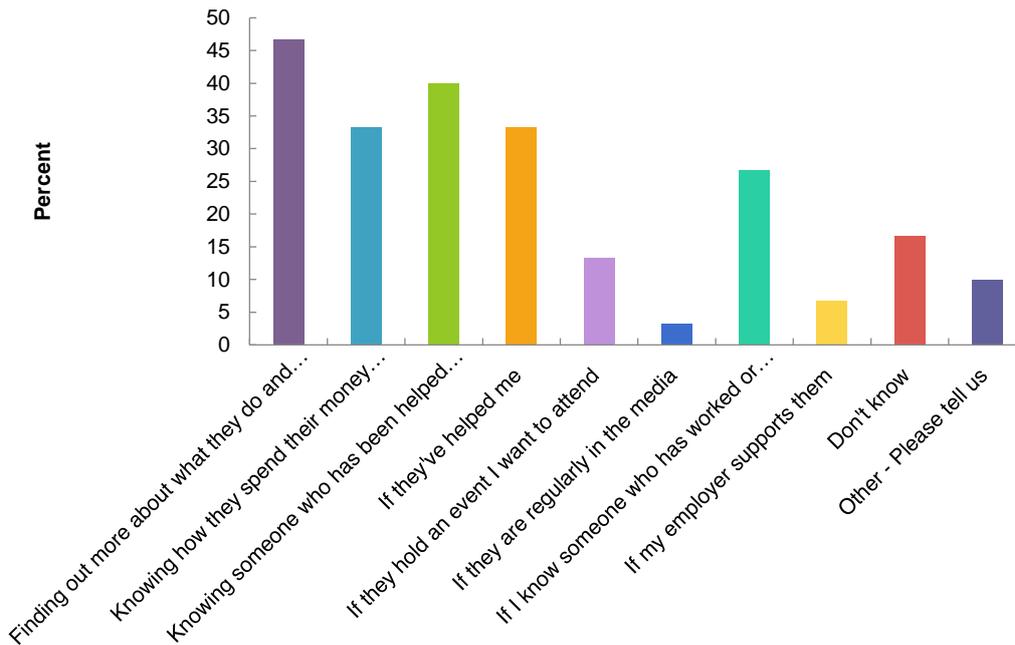
Could you tell us why you're not interested in supporting LGBT+ charities or good causes?

We asked this question to those who said they were not interested in supporting LGBT+ causes. The most common reason given was not knowing what the money would be used for (37% of respondents). The next most common reason was that LGBT+ issues were not as important as other issues the respondent supports (25% of respondents).



What would motivate you to support LGBT+ charities and good causes? (select all that apply)

We only asked this question of those who said they would like to support LGBT+ causes, but currently do not. The most common answer (47%) was finding out more about what they do and who they help. Respondents also selected other statements which suggested that greater insight into an LGBT+ charity or cause would motivate them to give support – including knowing how the organisation spends its money, knowing someone who has been helped, being helped themselves, or knowing a staff member or volunteer from the organisation.



If there's anything else you'd like to tell us about your support of charities and good causes, whether LGBT+ or otherwise, please write here...

This was a free-text section. Responses were typically themed around:

- Supporting charities and good causes is a way of exercising democratic rights, being a 'good citizen' and 'making a difference'
- Giving as a way of maintaining personal mental health and wellbeing
- The specific charities and causes that individual respondents support, and their personal reasons for doing so. Reasons tended to relate to a personal experience or the experience of a partner, friend or family member; or a perception of need by a particular social group
- The importance of volunteering as well as giving money
- The needs of particular LGBT+ individuals and communities, which are currently under-supported
- A request for more information about the LGBT+ sector and how respondents can support organisations and groups; what potential supporters look for when deciding to give; plus a plea for LGBT+ groups and organisations to present more information on their impact
- The importance of supporting smaller LGBT+ organisations, alongside larger ones and reasons why larger organisations were sometimes not favored e.g. receiving significant corporate support, money spent on marketing materials...

Responses included:

"I would like to see more support from other parts of the UK and Ireland for LGBTQ issues in Northern Ireland. We feel left behind, as usual."

"I am LIVID that the needs of charities has to be met by donations by the public, whilst the government cuts essential services in health and social care every year, leaving the most vulnerable members of our society unsupported"

"It's a way of exercising my democratic rights and making a tangible difference when with politics for example one can feel powerless in effecting positive change"

"I think supporting charities is good for mental well-being. It's always good to think of others and offer support"

"I'm not rich, but I'm not homeless and I'm not in pain and I'm not worrying where my next meal will come from. It's my duty to pay something to those organisations that can help anyone who is."

"I look for good governance e.g. clear policies, compliance with laws such as GDPR and fair pay. Must be intersectional and trans inclusive. Usually I donate for youth / young adult programmes as there remains a clear need. I won't support Pride organisations where they already get a lot of corporate sponsorship"

"In the past I would happily donate to large organisations. However, over time my preference has been to support smaller charities as I feel that they benefit more and one can see the results more readily."

"I would like a way to give to smaller LGBT organisations and groups, it can be hard to find out about them. Feel that the bigger charities attract a lot of donations and funding- which is cool, they need it too, but a lot of the vital work done by other smaller groups is not supported enough and it would be great to be able to give to them too."

"My support for LGBT charities is more of a mix of volunteering hours and money, versus certain other charities [examples given] which has been strictly monetary."

"I donate very little to LGBT charities because I give so much time to them."

"I love small charities that do very specific things to tackle specific problems and making a difference through immediate action, taking responsibility for making a change that directly helps people. It's really important to me that charities respect the people they support and are non-exploitative."

"I try to support smaller LGBT charities that have a direct local impact. The LGBT sector can seem a bit dominated by a few big players and I question their impact at a local level"

Conclusion

Although not a representative study, the survey provides some interesting insights in to how and why LGBT+ people support charities and good causes – particularly donors who give at lower levels and those who also volunteer.

Perhaps surprising was the high proportion of respondents that already support LGBT+ organisations. ‘Looking after our own’ is obviously important to many LGBT+ people – particularly in the face of cuts to funding and public services. Also, there is a recognition and a valuing of the work of LGBT+ groups and organisations that campaign for rights and meet individual and community needs – especially smaller groups and organisations that are often overlooked by mainstream funders and donors and that struggle financially.

In progressing Consortium’s plans for an LGBT+ Fund, the survey provides encouraging data. Consortium will use this valuable data as part of its feasibility study, the findings of which will be made public in due course.

Consortium is committed to exploring ways of generating new income into the LGBT+ sector across a diverse range of income sources and will ensure this is done in collaboration with LGBT+ organisations across the UK.

We thank everyone who took the time to provide their response to the survey, and those who helped with promotion.