

Sexual Diversity and Philanthropy in Ontario

In April 2014, the Association of Fundraising Professionals Foundation for Philanthropy – Canada hosted a conference with the LGBT Giving Network and other partners that brought together charity leaders, donors and volunteers to explore the philanthropy of the LGBTQ community in Ontario. Here is a collection of insights from the conference and beyond.

WISE WORDS



“Philanthropy in LGBTQ communities is rooted in a proud history of activism, social justice and mutual support. From the 1970s to the 1990s, long before it was acceptable for governments or corporations to give to LGBTQ and HIV/AIDS issues, individuals were the primary supporters of our nonprofits and charities. This tradition continues through to this day, and many of Ontario’s cultural, health and social service organizations for LGBTQ people continue to rely heavily on individual donations and fundraising efforts. Even though many of the legal barriers to equality have now been achieved, there are vital community services that still require sophisticated fundraising support. While historically, events have been a common vehicle through which many nonprofits raise money in our communities, there are many other effective fundraising models charities can use. In fact, focusing on initiatives that build lifelong and

authentic relationships will help with organizational growth, sustainable funding and increased community support. Finally, as sub-communities within the LGBTQ community become more diverse, fundraisers need to have an ‘intersectional’ approach to understanding which elements of donor motivation, affinity and capacity best align with our rapidly evolving community.”

— Doug Kerr, *LGBT Giving Network Co-Chair* and Julie Wajcman, *AFP Greater Toronto Chapter, Inclusion and Equity Committee*

BACK IN TIME

CANADA IS RECOGNIZED AS HAVING SOME OF THE MOST PROGRESSIVE RIGHTS FOR LESBIAN, GAY, BISEXUAL AND TRANSGENDER GROUPS IN THE WORLD.

During the early to mid-20th century, the law often portrayed homosexual men as sex offenders. Everett George Klippert was the last person in Canada to be imprisoned for homosexuality before it was decriminalized in 1969. In 1971, Canada’s first gay rights march took place in Ottawa. In 1981, a major bathhouse raid occurred in Toronto, causing such outrage in the community

AT A GLANCE

10 Percentage of Canadians that identify as LGBTQ

3.4 The number of times that LGBTQ youth are more likely to attempt suicide

1/3 Proportion of LGBTQ students who have experienced physical harassment

2014 The year that Toronto was the host to World Pride, the first city in North America to do so.

61 000 000 Amount generated in tax revenue from Toronto Pride.

TERMINOLOGY

LGBTTIQ2SA: An acronym that refers to the broad spectrum of sexual orientations and gender identities: lesbian, gay, bisexual, transgender, transsexual, intersex, queer, questioning, two spirited and allies.

CASE STUDY

Founded in 1980 as the Lesbian and Gay Community Appeal of Toronto (LGCA), the Community One Foundation was created by a group of activists in response to the scarce financial resources available to advance LGBTQ-focused projects and organizations. This Foundation emphasized the need to connect donors to causes that bring about greater social justice within the community. Over 30+ years, the Foundation has raised millions of dollars and made grants to thousands of projects in the areas of arts and culture, community leadership, youth development and education. While the LGCA was formed as a grassroots attempt to secure LGBTQ rights, today Community One Foundation’s funding programs symbolize the best of collaboration and advocacy for the LGBTQ community locally and on the international stage.

Transsexuals are now able to change their gender legally in all provinces and territories. Canada has frequently been referred to as one of the leading LGBTQ-friendly countries in the world and in 2014, Toronto hosted World Pride, one of the largest festivals celebrating sexual diversity.

that an estimated 3,000 people poured onto the streets of Toronto to protest. In 1982, the Canadian Charter of Rights and Freedoms proclaimed the “right to the equal protection and equal benefit of the law without discrimination.” In 1999, same-sex couples could legally adopt children, and in 2005, Canada became the fourth country in the world to legalize same-sex marriage.

INSIGHTS FROM THE EXPERTS

Conference presenters and participants shared many great examples and tips about giving within the LGBTQ community. Here is what we heard:

IF YOU WANT LGBTQ DONORS, THEN ENSURE YOUR MARKETING MATERIALS REFLECT THIS DIVERSITY.

WHILE SUCCESSIVE GENERATIONS BENEFIT FROM EQUAL RIGHTS AND PROTECTION, BULLYING, COMING OUT AND SUICIDE ARE STILL RAMPANT PROBLEMS.

LGBTQ: "FIVE DISTINCT GROUPS THAT ACT AS ONE COMMUNITY WHEN IT COMES TO DISCRIMINATION."

WHILE BULLYING MAY HAVE STARTED OUT AS AN 'LGBTQ' ISSUE, IT NOW MATTERS TO EVERY CHILD AND PARENT. THIS IS AN ISSUE THAT ALL COMMUNITIES CAN RALLY AROUND.

CONSIDER USING BOARD INVOLVEMENT TO EDUCATE OTHERS ABOUT LGBTQ ISSUES.

MANY OF THE FOUNDATIONS FOR LGBTQ FUNDRAISING IN TORONTO AND OTHER MAJOR URBAN CENTRES EMERGED FROM THE HIV/AIDS MOVEMENT.

LGBTQ RIGHTS ARE A GLOBAL ISSUE. HOMOSEXUALITY IS STILL ILLEGAL IN MANY COUNTRIES.

USE FUNDRAISING EVENTS TO BUILD PROFILE AND NETWORK.

JUST AS IN MANY IMMIGRANT GROUPS, THERE ARE NEW POCKETS OF PHILANTHROPIC WEALTH IN THE LGBTQ COMMUNITY.

PLANNED GIVING IS AN IMPORTANT CHARITABLE VEHICLE FOR INDIVIDUALS AND COUPLES WITHOUT CHILDREN. CONSIDER ADDING THIS OPTION TO YOUR SOLICITATIONS.

DONORS WANT TO SEE THEIR MONEY IN ACTION; DON'T FORGET TO FOLLOW UP AND REPORT BACK ON IMPACT.

TODAY, ABORIGINAL YOUTH FACE GREAT DISCRIMINATION, EVEN THOUGH HISTORICALLY TWO-SPIRITED PEOPLE WERE HIGHLY REGARDED.

TOLERANCE AND ACCEPTANCE ARE GROWING IN RELIGIOUS COMMUNITIES. FOR EXAMPLE, THERE ARE NOW TRIPS FOR LGBT JEWISH YOUTH TO VISIT ISRAEL.

40% OF HOMELESS YOUTH IN TORONTO IDENTIFY AS LGBTQ, MAKING THIS AN IMPORTANT CHARITABLE FOCUS.

THE LGBTQ COMMUNITY WAS ONCE THOUGHT OF AS HAVING UNLIMITED DISPOSABLE INCOME. THE LEGALIZATION OF MARRIAGE, CHILD ADOPTION AND THE NEED FOR ELDER CARE ARE CHANGING THAT PERCEPTION.

FOR A FULL LIST OF REFERENCES, VIDEOS AND RESOURCES, PLEASE VISIT:

www.afpinclusivegiving.ca

The LGBTQ Philanthropy Conference was part of a series for fundraising professionals, donors, and volunteers to develop a greater understanding of the giving traditions and charitable interests of several diverse communities in Ontario. Organized by the LGBTQ Giving Network with input from AFP and other partners, this initiative was generously funded in part by the Ontario Ministry of Citizenship and Immigration's Partnership Project and the AFP Foundation for Philanthropy – Canada.