

HUMAN RIGHTS CAMPAIGN 2013 ANNUAL REPORT



VICTORY

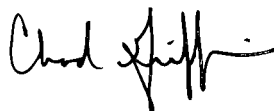
# VICTORY

There has been a sea change in the fight for lesbian, gay, bisexual and transgender people in our country this past year. The Defense of Marriage Act and Proposition 8 have been dismantled. Advocates like you who fought tirelessly with the Human Rights Campaign to strike down such discriminatory measures can take pride in the victories your support helped make possible.

## I CAN'T THANK YOU ENOUGH FOR YOUR ENERGY AND YOUR PASSION.

But please remember: We're not done fighting. The Supreme Court rulings are cause for celebration, yet they're also a sobering reminder that there are still two Americas for LGBT people. We need to stay the course until every LGBT person has equal rights from coast to coast. We need to fight for one kind of America—where there is equality everywhere, for everyone. This report is a look back at the milestones that brought us to where we are today. More importantly, it's a look to the future, to how we'll continue our work together.

THANK YOU



CHAD GRIFFIN  
HRC PRESIDENT



AMERICANS THAT LIVE IN  
STATES WITH MARRIAGE  
EQUALITY SINCE THE SUPREME  
COURT'S DECISIONS ON  
DOMA AND PROP 8

---



Chad Griffin,  
HRC President

**I WAS THAT YOUNG PERSON IN  
ARKANSAS AS A KID, FEELING  
ISOLATED, NOT KNOWING THAT  
I KNEW A SINGLE OTHER GAY  
PERSON...WE HAVE TO IMPROVE  
THE LIVES OF THOSE YOUNG  
PEOPLE, NOT JUST FROM A  
POLITICAL PERSPECTIVE, BUT  
WHERE THEY LIVE AND WHERE  
THEY WORK, DAY IN AND DAY OUT.**

**CHAD GRIFFIN, HRC PRESIDENT**

# HISTORIC INCLUSION

For the first time ever, a United States president addressed LGBT rights during an inauguration speech: “We, the people, declare today that the most evident of truths—that all of us are created equal—is the star that guides us still, just as it guided our forebears through Seneca Falls, and Selma, and Stonewall, just as it guided all those men and women, sung and unsung, who left footprints along this great Mall, to hear a preacher say that we cannot walk alone, to hear a King proclaim that our individual freedom is inextricably bound to the freedom of every soul on Earth.”



PRESIDENT BARACK OBAMA  
INAUGURAL ADDRESS, JANUARY 21, 2013

**OUR JOURNEY IS NOT  
COMPLETE UNTIL OUR GAY  
BROTHERS AND SISTERS ARE  
TREATED LIKE ANYONE ELSE  
UNDER THE LAW. FOR IF WE  
ARE TRULY CREATED EQUAL,  
THEN SURELY THE LOVE WE  
COMMIT TO ONE ANOTHER  
MUST BE EQUAL AS WELL.**





**January 21, 2013**

Washington, D.C.

President Obama makes history in his 2013 inaugural address when he mentions both the Stonewall uprising and “gay brothers and sisters” being “treated like anyone else under the law” in reference to marriage equality.

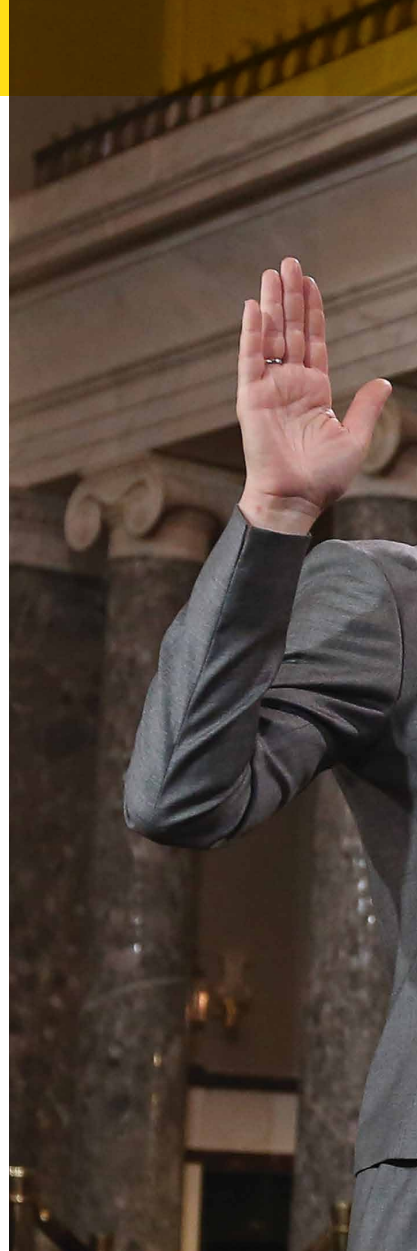
# UNPRECEDENTED RESULTS

For more than two years, HRC carefully laid the groundwork for the largest mobilization effort ever to ensure that the 2012 general election would be a year of milestone victories for equality.

The victories were hard-fought and won, nationally and locally. Barack Obama, the most pro-equality president ever, was re-elected “Ally-in-Chief.” Tammy Baldwin became the first openly gay politician — and first Wisconsin woman — elected to the Senate. And a record number of openly LGBT members and allies were elected to Congress.

## YOUR SUPPORT DROVE THESE HUGE VICTORIES

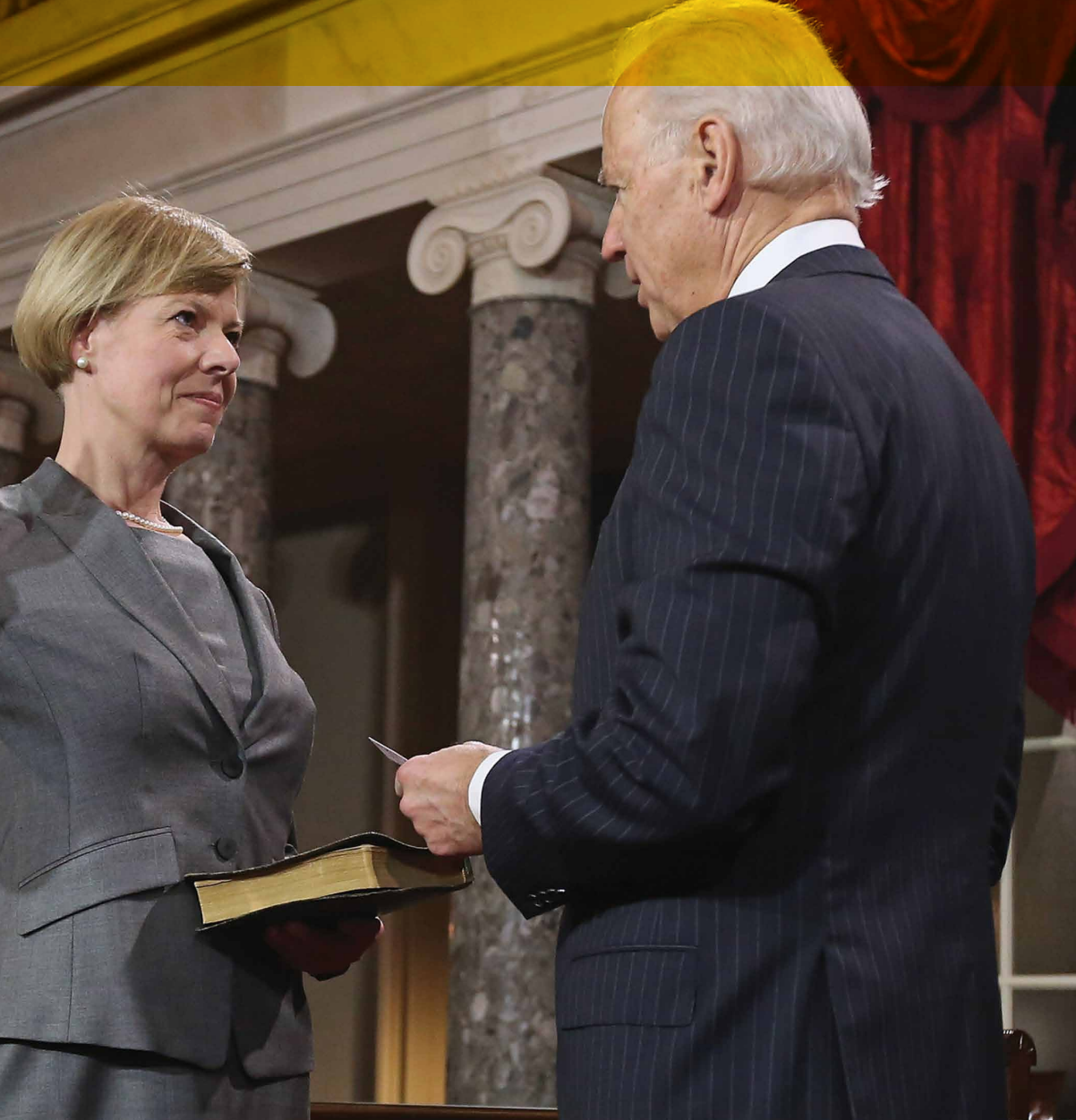
- More than **\$8 MILLION** strategically invested.
- Another **\$1.4 MILLION** for HRC-endorsed candidates of both parties.
- Nearly **22 MILLION** election-related emails.
- Cross country “Get Out the Vote” tour culminates in telephone town hall with **55,000** members and supporters.



CHAD GRIFFIN  
HRC PRESIDENT

**THIS ELECTION WAS NOTHING SHORT OF A PRO-EQUALITY MANDATE. AND THIS MANDATE MUST MOTIVATE POLICY-MAKERS, COURTS AND CITIZENS ALIKE TO INCREASE THE PACE OF OUR FUTURE PROGRESS.**





**ABOVE** Tammy Baldwin, with Vice President Joe Biden, is sworn in as Wisconsin's first female senator and also the first openly gay candidate ever elected to the chamber. **RIGHT** HRC staff and volunteers get out the vote in states across the country.



A photograph of the Supreme Court building in Washington, D.C. The building's neoclassical facade, featuring a portico with 16 Corinthian columns and a pediment with a relief sculpture, is the central focus. In the foreground, a police officer in a dark uniform and cap stands on the right, pointing his right hand towards the building's entrance. Several other officers are visible further back on the steps. The sky is clear and blue. A solid blue rectangular area on the left side of the image contains the title and a paragraph of text.

# COURAGE TO ACT

Edie Windsor legally married her longtime partner Thea Spyer in 2007. But because the federal government did not recognize their marriage as valid, Edie was saddled with a \$363,000 estate tax bill when Thea died – money she would not have paid if Thea had been a man. Her courageous challenge of the Defense of Marriage Act will forever change the lives of millions of LGBT Americans.





**March 23, 2013**

Washington, D.C.

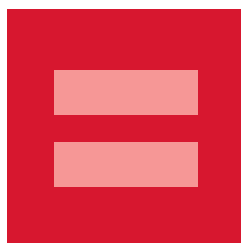
Edie Windsor emerges from the Supreme Court following oral arguments in her case to speak about the harms DOMA caused her personally and her hope for the high court's ruling, which would follow in June.



# SEA OF RED

On March 25, 2013, HRC posted a red and pink version of the iconic blue and yellow equal sign logo on Facebook with a simple request: Make your profile image red—the color of love—on March 26 while the Supreme Court deliberates on DOMA and Prop 8. Within hours, the image went viral.

As the red marriage logo surged across social media, it was clear that the tide was turning. The Facebook data team reported that 120% more people updated their photo on Tuesday, March 26, as compared to the previous Tuesday. The world was paying attention to marriage equality.



■ Traffic to HRC's website **QUADRUPLED** on March 26, 2013.

■ Nearly **100,000** people signed HRC's petition for marriage equality.

■ **300,000** new Facebook followers.

■ **26,000** new Twitter followers.

Millions updated their Facebook profile photos, including celebrities like:

- Beyoncé
- Madonna
- Ricky Martin
- Leonardo DiCaprio
- George Takei
- Felicity Huffman
- Kate Walsh
- Ben Affleck

ANASTASIA KHOO  
HRC MARKETING DIRECTOR

**RED IS A SYMBOL FOR LOVE, AND THAT'S WHAT MARRIAGE IS ALL ABOUT. WE WANTED TO GIVE PEOPLE AN OPPORTUNITY TO SHOW THEIR SUPPORT FOR MARRIAGE EQUALITY IN A PUBLIC AND VISIBLE WAY.**



@JOAQUINCASTROTX

**PROUD TO STAND ON #SCOTUS STEPS W/1000S IN SUPPORT OF MARRIAGE EQUALITY THAT LIVES UP TO AMERICA'S IDEALS**

U.S. REP. JOAQUIN CASTRO  
OF TEXAS





@BEYONCE

**IT'S ABOUT  
TIME #EQUALITY  
#PROP8  
#MARRIAGE  
IS LOVE...  
SHOW YOUR  
SUPPORT!**

BEYONCÉ



@GEORGETAKEI

**FOR THOSE FRIENDS  
WONDERING, THIS SPECIAL  
“RED” EQUALITY SYMBOL  
SIGNIFIES THAT MARRIAGE  
EQUALITY IS REALLY ALL  
ABOUT LOVE. THANKS TO THE  
HUMAN RIGHTS CAMPAIGN  
FOR THIS EFFORT. PLEASE  
CONSIDER CHANGING YOUR  
PROFILE TODAY – ESP IF YOU  
ARE A STRAIGHT ALLY.**

GEORGE TAKEI



@UNCLERUSH

**DEAR SUPREME  
COURT, OUR  
COUNTRY  
IS READY FOR  
#MARRIAGE  
EQUALITY. PLEASE  
RETWEET!!**

RUSSELL SIMMONS



@REPJOEKENNEDY

**IT'S NOT UP TO  
GOVERNMENT TO TELL  
YOU WHO YOU CAN OR  
CANNOT LOVE. HOPING  
#SCOTUS AFFIRMS  
#MARRIAGEFORALL.**

REP. JOE KENNEDY III



@NANCYPELOSI

**THIS WEEK,  
SCOTUS WILL HEAR  
LONG OVERDUE  
CHALLENGES  
TO #PROP8 AND  
#DOMA. IT'S TIME  
FOR EQUAL JUSTICE  
UNDER LAW.**

NANCY PELOSI



**June 26, 2013**

Washington, D.C.

(L-R) Paul Katami (second from left) and Jeff Zarrillo (with attorney David Boies), co-plaintiffs with Sandy Stier and Kris Perry, and HRC President Chad Griffin, on the steps of the Supreme Court after it struck down Proposition 8, a voter-approved measure banning same-sex marriage in California as unconstitutional.

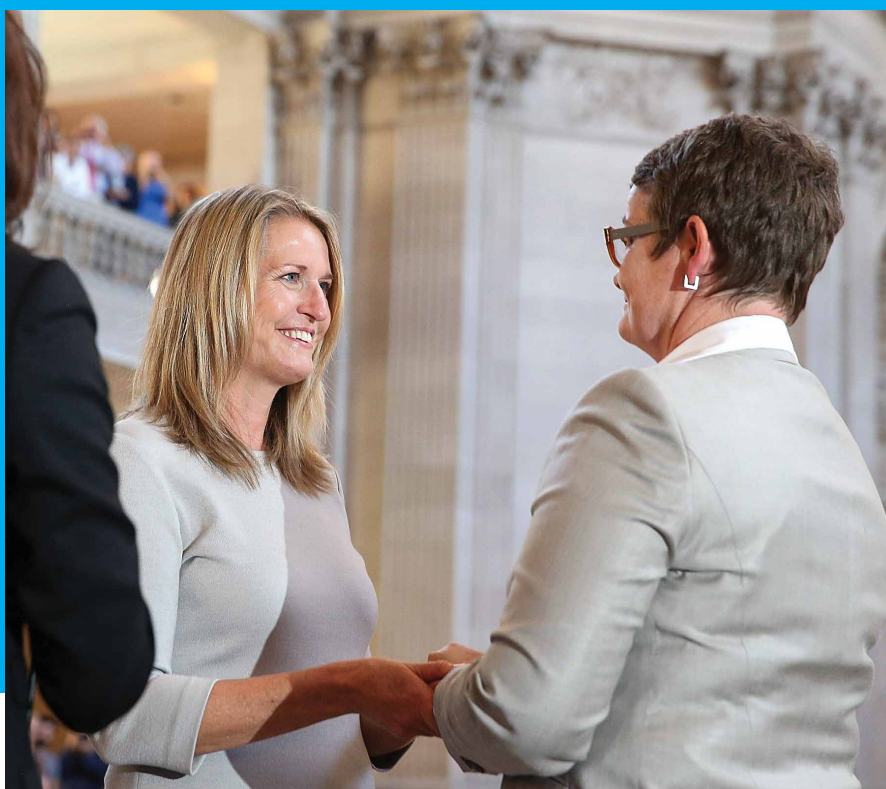


**ABOVE** Paul Katami (L) and Jeff Zarrillo at their wedding. Former Los Angeles Mayor Antonio Villaraigosa officiates. **RIGHT** Sandy Stier (L) and Kris Perry marry in San Francisco.



# MARRIAGE RETURNS TO CALIFORNIA

The Supreme Court released two historic rulings, striking down DOMA and returning marriage equality to California. Moments after the announcement, President Obama called the plaintiffs and HRC President Chad Griffin from Air Force One to offer congratulations. Celebrations erupted nationwide.







**ABOVE** Thousands take to the streets in cities across the country as spontaneous celebrations erupt with the news of the Supreme Court's rulings on DOMA and Proposition 8.



# SEEING IT THROUGH TO VICTORY

HRC's President Chad Griffin has been a driving force in the fight for marriage equality for many years. Griffin—the co-founder of the American Foundation for Equal Rights, the sponsor of the Prop 8 lawsuit—was personally responsible for recruiting the legal dream team of Theodore Olson and David Boies to successfully argue the case.

## MARRIAGE EQUALITY RETURNS TO CALIFORNIA

In *Hollingsworth v. Perry*, the high court ruled that proponents of Prop 8 do not have the legal right to defend the law in court, paving the way for the dismissal of the case.

## EXPOSING HATE

HRC members mobilized on a huge scale to advance equality and open hearts across the nation. Our multi-year work to track and expose the agenda of the National Organization for Marriage continued in full swing after the presidential election. Their false rhetoric was drowned out by pro-equality people who support marriage equality because of their faith—not in spite of it.

## STATE BY STATE

HRC worked with state coalitions to garner support for marriage equality from big businesses like Amazon, REI, Nordstrom, eBay and others. Hundreds of labor groups, community partners and volunteers also signed on to promote marriage equality in Maryland, Maine, Minnesota, Washington and elsewhere.

## RELIGION AND FAITH

HRC's Religion and Faith Program seeks to engage all faith traditions in a deeper dialogue on questions of fairness and equality for LGBT Americans. Through Clergy Call for Justice and Equality, a seminary and mentorship program, and other initiatives, HRC has been working to build a diverse faith-based movement speaking out for LGBT justice.



FRED SAINZ  
HRC VICE PRESIDENT OF  
COMMUNICATIONS & MARKETING

**FROM THE EVENTS AROUND THE BALLOT BOX TO THE SUPREME COURT, HRC HAS BEEN A FORMIDABLE FORCE IN CHANGING THE DIALOGUE ACROSS THE COUNTRY ABOUT MARRIAGE EQUALITY.**



**RIGHT** On the day that DOMA was struck down, New Yorkers made their way to the iconic Stonewall Inn where riots 44 years ago sparked a revolution. **BELOW** Celebrating in Los Angeles.



**I KNEW THIS DAY WAS COMING... IT SEEMED REALLY, REALLY FAR AWAY. IT'S JUST SO NICE. IT'S LIKE A WEIGHT WAS LIFTED, THAT I DON'T FEEL LIKE I'M A SECOND-CLASS CITIZEN ANYMORE.**

**A PARTICIPANT AT THE STONEWALL INN AFTER THE SUPREME COURT RULING.**



# COURAGE



## BEFORE DOMA

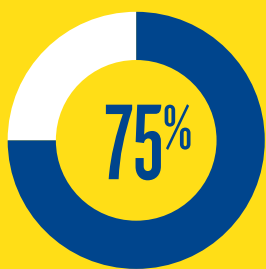
Same-sex couples—even if legally married in their state—were denied more than 1,000 benefits, rights and responsibilities provided on the basis of marital status in federal law.

## AFTER DOMA

In *Windsor v. United States*, the court ruled on Section 3 of the Defense of Marriage Act: “The federal statute is invalid, for no legitimate purpose overcomes the purpose and effect to disparage and to injure those whom the State, by its marriage laws, sought to protect in personhood and dignity. By seeking to displace this protection and treating those persons as living in marriages less respected than others, the federal statute is in violation of the Fifth Amendment.”

## WHAT THE RULING MEANS TO COUPLES

- **Binational couples are able to sponsor partners for U.S. residency.**
- **Legally married same-sex couples can file taxes jointly.**
- **Service members can receive equal support and benefits for their same-sex spouse.**
- **Federal employees’ same-sex spouses may receive health insurance and retirement benefits.**
- **And more to come.**



AMERICANS THAT VIEW  
THE FREEDOM TO MARRY  
THE PERSON YOU LOVE AS A  
CONSTITUTIONAL RIGHT



# YEARS IN THE MAKING

The year 2013 marked momentous state victories, including the passage of marriage equality in Rhode Island, Delaware and Minnesota – all within a span of two weeks. These wins were fueled long ago with forward-looking electoral and legislative strategies, with HRC and others leading the way. The focus was on sending fair-minded candidates to the statehouse and identifying and mobilizing huge numbers of voters to support – and vote for – equality.





**May 13, 2013**

St. Paul, Minn.

In Minnesota, HRC played a crucial role to secure marriage equality. It worked alongside the statewide group, Minnesotans United for All Families.





# SUPPORT

## DELAWARE

The fight to win marriage equality in Delaware began years ago. HRC started working in the First State in 2009, providing critical financial and staff support to Equality Delaware for campaigns to prohibit discrimination and pass civil unions for same-sex couples.

## MAINE

In Maine, with a 53% majority, fair-minded voters overturned a 2009 veto of marriage equality... the first state to do so entirely through grassroots efforts.

## MINNESOTA

In Minnesota, HRC worked to elect Gov. Mark Dayton and other pro-equality candidates and to defeat the anti-marriage constitutional amendment that would have barred marriage equality. Marriage equality passed in May of this year.

## MARYLAND

Voters in Maryland passed Question 6, the Civil Marriage Protection Act, to ratify the freedom to marry bill signed by the governor earlier in the year.

## WASHINGTON

Voters in Washington also passed a referendum that had cleared the state legislature earlier in the year and had been signed into law. Further, the state began issuing licenses the next day!



### DELAWARE BY THE NUMBERS

7,563

EMAILS SENT TO LAWMAKERS.

13,311

CALLS TO LAWMAKERS.

520

HANDWRITTEN LETTERS.



**LEFT** HRC was a key player in Maryland and other states, providing significant financial involvement, staff and technical resources over the years. **BELOW** Sarah McBride, a transgender activist, celebrates after Delaware Gov. Jack Martell signed legislation for which she had advocated, with the help of HRC, to ensure equal legal protections in the state.



**I'M GRATEFUL FOR THE COMPASSIONATE  
AND COURAGEOUS LEGISLATORS WHO  
STOOD UP FOR BASIC FAIRNESS FOR  
ALL PEOPLE, FOR THE GOVERNOR'S AND  
ATTORNEY GENERAL'S SUPPORT,  
AND FOR THE LGBT ACTIVISTS AND  
ALLIES WHOSE TIRELESS WORK MADE  
THIS DAY POSSIBLE.**

**SARAH MCBRIDE, A DELAWARE RESIDENT AND TRANSGENDER ACTIVIST**

# PROGRESS

## **EVERY DOLLAR COUNTS AS WE MAKE EQUALITY A REALITY FOR ALL LGBT AMERICANS.**

We are making great progress in the midst of huge challenges. Every day, the work of the members, volunteers, Board and staff of the Human Rights Campaign results in change that affects millions of LGBT Americans and their families. But none of our progress, none of our momentum, none of our victories would be possible without the hundreds of thousands of individuals who support the work of HRC and the HRC Foundation.

The fiscal year ending March 31, 2013, was a year of monumental success and significant growth. Total revenue grew 18% to a record \$53.8 million. Total spending surged 18.6%, primarily in response to HRC's support of marriage. Of this total, program spending increased \$6.3 million to \$40.5 million and represented 75.0% of every dollar spent. Through this investment, we helped win marriage equality in Maine, Maryland and Washington; defeated a constitutional ban on marriage in Minnesota; set the stage for successful 2013 marriage efforts in Minnesota, Delaware and Rhode Island; utilized the moment created by the Supreme Court's

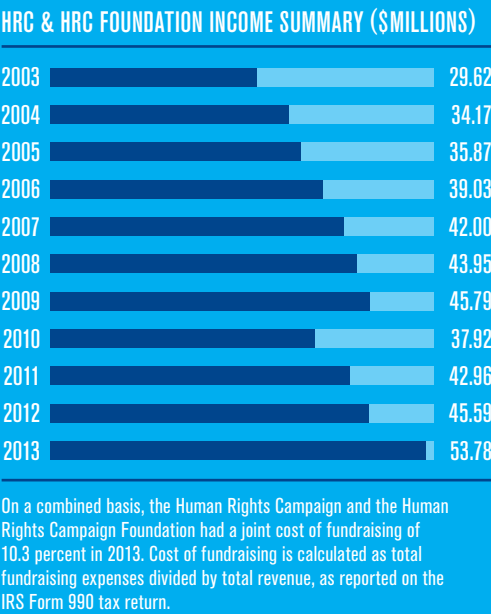
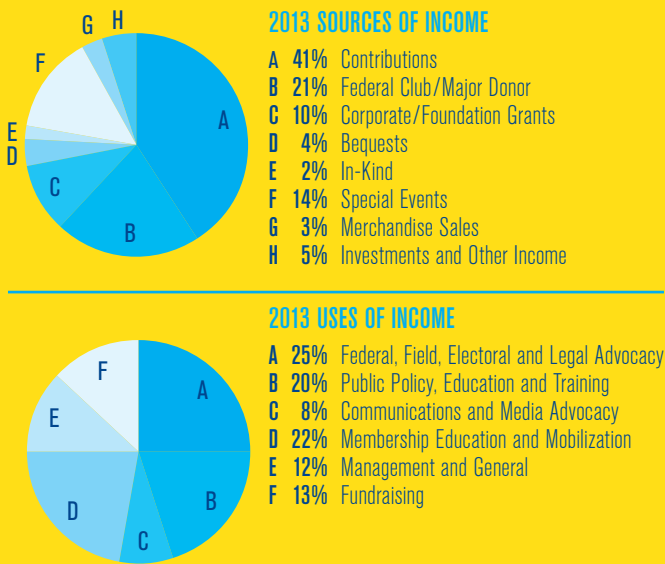
deliberations in the *Hollingsworth v. Perry* and *Windsor v. United States* cases to facilitate a national conversation on marriage; expanded the reach and impact of our *Corporate Equality Index* and our *Healthcare Equality Index*; fought bullying in schools; improved the lives of LGBT families; and brought our message to faith leaders, diverse communities, corporations, healthcare institutions and the American public. While total spending surged, management and general expenses amounted to only 12.1% of total spending. On a combined basis the cost of fundraising was 10.3% this year.

We thank you, our members and donors—especially our Federal Club Council, Federal Club and Equality Circle members—for your unwavering support of our important work. Through your generous financial support and continued dedication to equality, you've financed the key victories we celebrate this year. While our victories are sweet, our challenges are substantial. Now more than ever, your support is critical as we move forward to make equality a reality for LGBT Americans in every state.



**STATEMENT OF ACTIVITIES FOR THE YEARS ENDED MARCH 31, 2013 AND 2012**  
**HUMAN RIGHTS CAMPAIGN AND HUMAN RIGHTS CAMPAIGN FOUNDATION COMBINED**

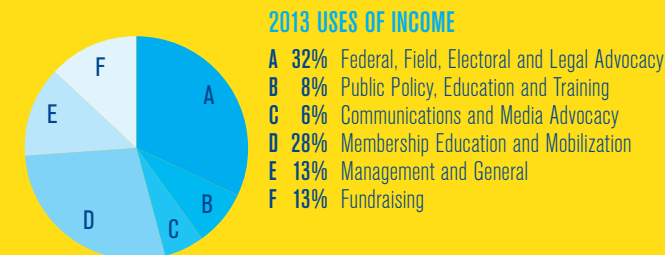
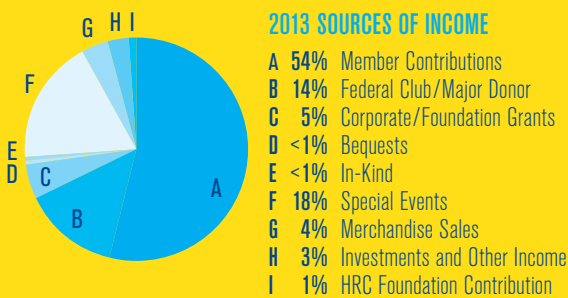
	2013 Unrestricted	2013 Temporarily Restricted	2013 Total	2012 Total
<b>BEGINNING NET ASSETS</b>			\$32,734,475	\$32,680,452
<b>REVENUE AND SUPPORT</b>				
<b>Contributions:</b>				
Contributions	\$20,007,481	\$2,041,416	22,048,897	18,567,979
Federal Club/Major Donor Contributions	10,602,974	703,941	11,306,915	10,210,845
Corporate/Foundation Grants	1,880,318	3,181,866	5,062,184	3,689,609
Bequests	2,195,737	-	2,195,737	1,151,455
In-Kind	1,039,731	-	1,039,731	512,230
<b>Special Events</b>	7,514,862	-	7,514,862	6,877,083
<b>Merchandise Sales</b>	1,791,979	-	1,791,979	1,797,105
<b>Investment and Other Income</b>	2,819,754	-	2,819,754	2,781,641
<b>Net Assets Released From Restrictions</b>	6,125,058	(6,125,058)	-	-
<b>Total Revenue and Support</b>	53,977,894	(197,835)	53,780,059	45,587,947
<b>EXPENSES</b>				
<b>Program Services:</b>				
Federal, Field, Electoral and Legal Advocacy	13,684,571	-	13,684,571	9,244,372
Public Policy, Education and Training	11,065,160	-	11,065,160	9,896,201
Communications and Media Advocacy	4,052,581	-	4,052,581	3,290,365
Membership Education and Mobilization	11,668,424	-	11,668,424	11,731,897
<b>Total Program Services</b>	40,470,736	-	40,470,736	34,162,835
<b>Supporting Services:</b>				
Management and General	6,507,063	-	6,507,063	5,122,624
Fundraising	6,977,614	-	6,977,614	6,205,138
Capital Campaign	-	-	-	11,411
<b>Total Supporting Services</b>	13,484,677	-	13,484,677	11,339,173
<b>Total Expenses</b>	53,955,413	-	53,955,413	45,502,008
<b>Change in Net Assets before Other Items</b>	22,481	(197,835)	(175,354)	85,939
<b>Other Items:</b>				
Reduction of Restricted Pledge Revenue	-	-	-	(10,336)
Unrealized Gain/(Loss) on Interest Rate Swap	115,333	-	115,333	(21,580)
<b>CHANGE IN NET ASSETS</b>	\$137,814	(\$197,835)	(60,021)	54,023
<b>ENDING NET ASSETS</b>			\$32,674,454	\$32,734,475



# STATEMENT OF ACTIVITIES FOR THE YEARS ENDED MARCH 31, 2013 AND 2012

## HUMAN RIGHTS CAMPAIGN

	2013 Unrestricted	2013 Temporarily Restricted	2013 Total	2012 Total
<b>BEGINNING NET ASSETS</b>			\$8,540,551	\$7,928,105
<b>REVENUE AND SUPPORT</b>				
<b>Contributions:</b>				
Member Contributions	\$19,472,955	\$2,041,416	21,514,371	18,120,832
Federal Club/Major Donor Contributions	5,031,340	685,208	5,716,548	5,199,948
Corporate/Foundation Grants	72,400	1,770,238	1,842,638	1,822,425
Bequests	177,826	-	177,826	28,369
In-Kind	370,749	-	370,749	24,408
<b>Special Events</b>	7,135,146	-	7,135,146	6,524,169
<b>Merchandise Sales</b>	1,769,738	-	1,769,738	1,797,105
<b>Investment and Other Income</b>	1,082,209	-	1,082,209	1,153,563
<b>HRC Foundation Contribution in Support of HRC Activities</b>	600,000	-	600,000	550,000
<b>Net Assets Released From Restrictions</b>	4,372,159	(4,372,159)	-	-
<b>Total Revenue and Support</b>	40,084,522	124,703	40,209,225	35,220,819
<b>EXPENSES</b>				
<b>Program Services:</b>				
Federal, Field, Electoral and Legal Advocacy	13,036,599	-	13,036,599	8,677,542
Public Policy, Education and Training	3,141,570	-	3,141,570	3,183,704
Communications and Media Advocacy	2,609,442	-	2,609,442	2,238,684
Membership Education and Mobilization	11,668,424	-	11,668,424	11,731,897
<b>Total Program Services</b>	30,456,035	-	30,456,035	25,831,827
<b>Supporting Services:</b>				
Management and General	5,156,516	-	5,156,516	4,021,752
Fundraising	5,404,067	-	5,404,067	4,754,794
<b>Total Supporting Services</b>	10,560,583	-	10,560,583	8,776,546
<b>Total Expenses</b>	41,016,618	-	41,016,618	34,608,373
<b>CHANGE IN NET ASSETS</b>	(\$932,096)	\$124,703	(807,393)	612,446
<b>ENDING NET ASSETS</b>			\$7,733,158	\$8,540,551



### HRC INCOME SUMMARY (\$MILLIONS)

2003	17.88
2004	23.33
2005	29.25
2006	30.72
2007	32.31
2008	33.24
2009	35.85
2010	29.75
2011	32.24
2012	35.22
2013	40.21

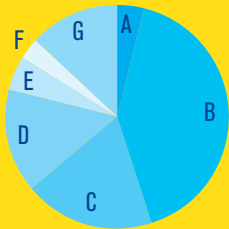
The Human Rights Campaign's cost of fundraising was 9.8 percent in 2013. Cost of fundraising is calculated as total fundraising expense divided by total revenue, as reported on the IRS Form 990 tax return.

# STATEMENT OF ACTIVITIES FOR THE YEARS ENDED MARCH 31, 2013 AND 2012

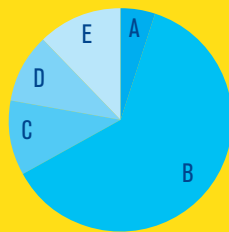
HUMAN RIGHTS CAMPAIGN FOUNDATION

	2013 Unrestricted	2013 Temporarily Restricted	2013 Total	2012 Total
<b>BEGINNING NET ASSETS</b>			\$24,193,924	\$24,752,347
<b>REVENUE AND SUPPORT</b>				
<b>Contributions:</b>				
Contributions	\$534,526	-	534,526	447,147
Federal Club/Major Donor Contributions	5,571,634	\$18,733	5,590,367	5,010,897
Corporate/Foundation Grants	1,207,918	1,411,628	2,619,546	1,317,184
Bequests	2,017,911	-	2,017,911	1,123,086
In-Kind	668,982	-	668,982	487,822
<b>Special Events</b>	379,716	-	379,716	352,914
<b>Merchandise Sales</b>	22,241	-	22,241	
<b>Investment and Other Income</b>	1,737,545	-	1,737,545	1,628,078
<b>Net Assets Released From Restrictions</b>	1,752,899	(1,752,899)	-	-
<b>Total Revenue and Support</b>	13,893,372	(322,538)	13,570,834	10,367,128
<b>EXPENSES</b>				
<b>Program Services:</b>				
Federal, Field, Electoral and Legal Advocacy	647,972	-	647,972	566,830
Public Policy, Education and Training	7,923,590	-	7,923,590	6,712,497
Communications and Media Advocacy	1,443,139	-	1,443,139	1,051,681
<b>Total Program Services</b>	10,014,701	-	10,014,701	8,331,008
<b>Supporting Services:</b>				
Management and General	1,350,547	-	1,350,547	1,100,872
Fundraising	1,573,547	-	1,573,547	1,450,344
Capital Campaign	-	-	-	11,411
<b>Total Supporting Services</b>	2,924,094	-	2,924,094	2,562,627
<b>Total Expenses</b>	12,938,795	-	12,938,795	10,893,635
<b>Change in Net Assets Before Other Items</b>	954,577	(322,538)	632,039	(526,507)
<b>Other Items:</b>				
Reduction of Restricted Pledge Revenue	-	-	-	(10,336)
Unrealized Gain/(Loss) on Interest Rate Swap	115,333	-	115,333	(21,580)
<b>CHANGE IN NET ASSETS</b>	\$1,069,910	(\$322,538)	747,372	(558,423)
<b>ENDING NET ASSETS</b>			\$24,941,296	\$24,193,924

## 2013 SOURCES OF INCOME



## 2013 USES OF INCOME



## HRC FOUNDATION INCOME SUMMARY (\$MILLIONS)

2003	11.74
2004	10.84
2005	6.62
2006	8.70
2007	9.69
2008	10.71
2009	9.94
2010	8.17
2011	10.72
2012	10.37
2013	13.57

The Human Rights Campaign Foundation's cost of fundraising was 11.6 percent in 2013. Cost of fundraising is calculated as total fundraising expense divided by total revenue, as reported on the IRS Form 990 tax return.





March 25, 2013

Washington, D.C.

As the Supreme Court deliberated on DOMA and Prop 8, millions of Facebook users changed their profile images to a red version of HRC's iconic equal sign, or to their own creative interpretation.



# AN ICONIC MOVEMENT

The overwhelming response to HRC's groundbreaking social media campaign has created momentum we'll continue to build on in the year ahead. Our strong online communities, grassroots teams and advocates will be the driving force of more historic victories for the LGBT community in 2014 and beyond.

# AN ICONIC MOVEMENT

The overwhelming response to HRC's groundbreaking social media campaign has created momentum we'll continue to build on in the year ahead. Our strong online communities, grassroots teams and advocates will be the driving force of more historic victories for the LGBT community in 2014 and beyond.





# MOMENTUM



# A LONG WAY TO GO

While we're buoyed by the swell of support rising across the country, the fact remains that opponents of LGBT equality are not about to bow out gracefully. The HRC team is on the ground in key states where the fight is reaching critical mass...online to unite allies in both LGBT and straight communities...and doing the face-to-face work with legislators and their voters to create a fair and equal country.

HRC President Chad Griffin embarked on a weeklong tour of the South—stopping in Arkansas, North Carolina, Virginia and Mississippi—to speak about the “two Americas,” one where, in states like California, LGBT equality is nearly a reality, and the other where even the simplest protections for LGBT people are still non-existent.

## EARLY INVESTMENT, SMART STRATEGY

HRC's two-pronged approach to victories in the states will be fine-tuned for the battles ahead. As more and more citizens are willing to demand equality in their states, our mission is to identify them and give them the best tools to make their voices heard by legislators. HRC is working in coalition, investing strategically and putting staff on the ground to win marriage equality in both red and blue states.



CHAD GRIFFIN  
HRC PRESIDENT

**After the two historic Supreme Court rulings, one thing is clear: Bringing full equality to all 50 states is more than our goal, it's our duty.**



# “

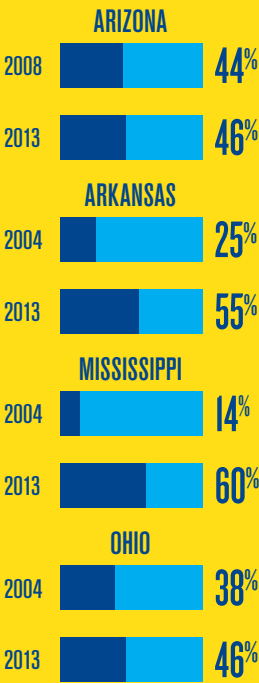
MARTY ROUSE  
HRC NATIONAL FIELD DIRECTOR

EACH CAMPAIGN IS  
UNIQUE – NOTHING IS  
COOKIE CUTTER. WE HAVE  
TO MAKE SURE EACH  
CAMPAIGN IS TAILORED ...  
WE KNOW OPPONENTS  
ARE MOBILIZING AS  
WELL, SO WE NEED  
TO DO BETTER.



## THE TIDE IS TURNING

Recent polling data shows public opinion on marriage equality is evolving. Americans in even the most conservative regions of the country are closing the divide between those who believe in equal rights for all citizens and those who don't.







# NEW HEIGHTS FOR HEALTHCARE

Launched in 2007, the HRC Foundation’s annual Healthcare Equality Index has become an invaluable resource for healthcare organizations seeking to provide equitable, inclusive care to LGBT Americans—and for LGBT Americans seeking healthcare organizations with a demonstrated commitment to their care.

The number of facilities meeting key Core Four criteria nearly tripled, from 71 to 212, representing 464 individual healthcare facilities. More than 4,000 employees at HEI-rated facilities received training in LGBT patient-centered care—training that has been widely hailed as groundbreaking and invaluable.

**ABOVE** HRC President Chad Griffin and HHS Sec. Kathleen Sebelius at the release of the HEI 2012. **RIGHT** Healthcare organizations, like the University of Iowa Hospitals & Clinics, participate in the HEI, its training webinars and more.



THE HEI IS AN  
IMPORTANT TOOL  
FOR MAKING SURE  
THAT LGBT PEOPLE  
ARE TREATED WITH  
THE SAME RESPECT  
AND CARE IN THESE  
SITUATIONS AS  
EVERYONE WANTS  
TO BE TREATED.

KATHLEEN SEBELIUS  
U.S. SECRETARY OF HEALTH & HUMAN SERVICES



ALL 50 STATES

HEI participation skyrocketed in 2013, for the first time encompassing facilities in all 50 states and most U.S. veterans' hospitals.



FACILITIES THAT INCLUDE "SEXUAL ORIENTATION" IN THE PATIENT NON-DISCRIMINATION POLICIES.



FACILITIES THAT HAVE POLICIES THAT GRANT EQUAL VISITATION TO LGBT PATIENTS AND THEIR VISITORS.



FACILITIES THAT INCLUDE "GENDER IDENTITY" IN THEIR PATIENT NON-DISCRIMINATION POLICIES.

# IT'S JUST GOOD BUSINESS

HRC's Corporate Equality Index report, released each fall, provides an in-depth analysis and rating of large U.S. employers and their policies and practices pertinent to LGBT employees.

**NEARLY 20 TIMES BETTER**

This year, a record 253 businesses garnered a top rating of 100% on the CEI, up from the 13 that achieved the top score when the measure was launched 10 years ago. To earn a perfect score, a company must have in place certain policies, benefits and practices that demonstrate its commitment to LGBT workers and the broader LGBT community.



**KEN CHARLES**  
GENERAL MILLS EXECUTIVE,  
TESTIFYING ON CAPITOL HILL

**THIS DIVERSITY  
DRIVES INNOVATION.  
THAT INNOVATION  
FUELS OUR GROWTH  
AND ALLOWS US TO  
WIN IN THE GLOBAL  
MARKETPLACE.**

**CEI-RATED EMPLOYERS**

The numbers are irrefutable: The more successful a business is in the United States, the more likely it is to embrace equality.



**PROVIDE EMPLOYMENT  
PROTECTIONS ON THE BASIS  
OF SEXUAL ORIENTATION.**



**PROVIDE MEDICAL AND  
COMPREHENSIVE HEALTH BENEFITS.**



**PROVIDE EMPLOYMENT  
PROTECTIONS ON THE BASIS OF GENDER  
IDENTITY OR EXPRESSION.**

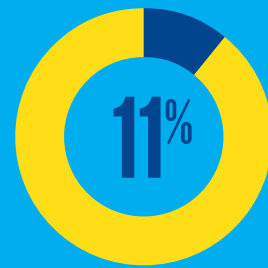


**AFFORD TRANSGENDER-INCLUSIVE  
HEALTHCARE COVERAGE OPTIONS.**



## MEI-RATED CITIES

In its inaugural year, the HRC's Municipal Equality Index team evaluated 137 municipalities for LGBT-inclusive policies. This year, they will assess double the number of cities. In the first year, only 11 percent of the cities scored 100%.



# HOW DOES YOUR CITY RANK?

In late 2012, HRC introduced a new index—the Municipal Equality Index—to help people see how their cities rank in terms of their inclusivity of LGBT people. The study, the first of its kind, examines the laws, policies and services of municipalities from every state in the country.

The MEI rates cities based on 47 criteria falling under six broad categories:

- **Non-discrimination laws**
- **Relationship recognition**
- **The municipality's employment practices**
- **Inclusiveness of city services**
- **Law enforcement**
- **Municipal leadership**

## THE 2013 MEI: EVEN LARGER

The soon-to-be-released 2013 study rates nearly twice as many cities as in 2012:

- **Three largest cities in each state**
- **Cities that are home to state's largest public university**
- **All 50 state capitals**



REBECCA ISAACS  
EXECUTIVE DIRECTOR, EQUALITY  
FEDERATION INSTITUTE

**THE MUNICIPAL EQUALITY INDEX RECOGNIZES THE REMARKABLE PROGRESS THAT STATE EQUALITY GROUPS AND LOCAL PARTNERS HAVE MADE IN CITIES AND TOWNS ACROSS THE COUNTRY, AND IS A POWERFUL TOOL TO HELP PUSH LOCAL GOVERNMENTS TO DO BETTER.**

“

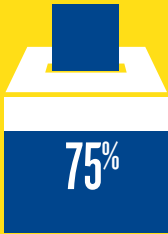
LAURIE HIGGINS  
ILLINOIS FAMILY INSTITUTE, ON THE SENATE  
COMMITTEE VOTE FOR ENDA PASSAGE

[SEN. MARK] KIRK’S VOTE  
ON ENDA, AS WELL AS THAT  
OF [SEN. ORRIN] HATCH AND  
[SEN. LISA] MURKOWSKI,  
POINTS TO A LARGER  
PROBLEM: MODERATE  
REPUBLICANS DILUTING  
AND WEAKENING THE  
PARTY ON SOCIAL ISSUES.

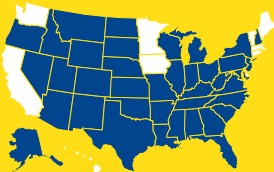
BELOW HRC steps up a  
bipartisan mobilizing effort for  
the federal Employment Non-  
Discrimination Act in Charlotte,  
N.C., and other states.

### DEMYSTIFYING ENDA

As ENDA makes inroads in the U.S. Senate, HRC must educate legislators about what ENDA means and why it’s needed. Our opponents rely on a fog of misconceptions to keep their anti-LGBT views in play.



MORE THAN 75% OF VOTERS  
SUPPORT EMPLOYMENT  
ANTI-DISCRIMINATION LAWS  
FOR LGBT AMERICANS.



IN 33 STATES, THERE IS NO  
LAW AGAINST DISCRIMINATION  
BASED ON SEXUAL ORIENTATION  
AND GENDER IDENTITY.



# PRESSING FOR WORKPLACE EQUALITY

You shouldn't be able to be fired just because of who you are. S. 815: Employment Non-Discrimination Act of 2013 (ENDA) would provide basic protections against workplace discrimination on the basis of sexual orientation or gender identity.

Three Republicans joined the majority of Americans in 2013 in support of ENDA in the Senate Health, Education, Labor and Pensions Committee. "I would say that I measure myself against Everett Dirksen and his support for the 1964 Civil Rights Act... as the best moment in his career," Sen. Mark Kirk of Illinois said. Sen. Lisa Murkowski of Alaska credits an HRC postcard campaign as part of the reason she decided to make her support for the bill known. And veteran Republican Sen. Orrin Hatch of Utah cast a "surprise" yes vote to move the legislation forward.

## ACROSS THE BOARD

Support for employment protections is high across virtually every demographic.

## BY POLITICAL AFFILIATION

- **80% of Democrats**
- **74% of Independents**
- **66% of Republicans**

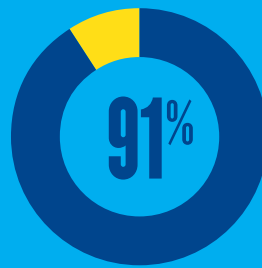
## BY RELIGIOUS AFFILIATION

- **74% of Catholics**
- **74% of Protestants**
- **66% of religiously unaffiliated Americans**

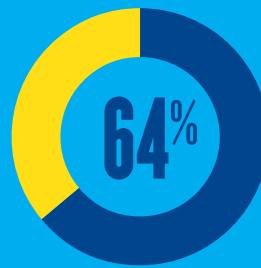


## COMING OUT

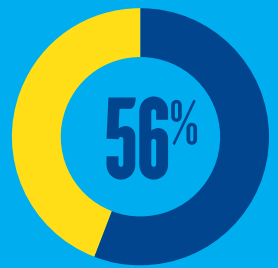
From HRC's groundbreaking report, "Growing Up LGBT in America," which surveyed more than 10,000 LGBT-identified youth ages 13-17 from every region of the country.



OUT TO CLOSE FRIENDS



OUT TO CLASSMATES



OUT TO IMMEDIATE FAMILY

# ADVOCATING FOR LGBT YOUTH

In the HRC Foundation 2012 youth survey, non-LGBT young people said their top concerns were test scores, finances and getting into college—what some might call “normal teenage stuff.” But LGBT teens said they were worried mostly about unsupportive families, bullying in school and fear of coming out.

To address such problems and promote safety, inclusion and well-being for LGBT youth, the HRC Foundation created its Youth Well-Being Project. It will provide training, technical assistance and best practices tools for K-12 educators and groups serving youth, including after-school enrichment programs, sports leagues and summer camps. The project aims to give all LGBT young persons the same chance to thrive as their straight peers.

HRC also continues to advocate against so-called “reparative therapy” and to press for legislation, like measures recently passed in New Jersey and California, that put an end to dangerous efforts designed to change a young person’s sexual orientation or gender identity.

## PARTNERSHIPS TO SUPPORT LATINO YOUTH

The League of United Latin American Citizens is using findings from HRC’s Latino LGBT Youth Report to help its leaders, members and community organizers create safe, welcoming spaces for LGBT youth. HRC actively seeks out new partnerships and shares information with Latino organizations, communities and allies nationwide. The need for Latino-specific resources continues to grow as Latino youth make up nearly 20 percent of the total U.S. youth population.

## WHAT HELPS, WHAT HURTS: LESSONS ON BULLYING AND DIVERSITY

HRC’s new Welcoming Schools professional development film and facilitation guide convey practical, proven lessons to counter bullying and promote respect.

# FIGHTING BACK

Three decades into the HIV/AIDS epidemic, gay, bisexual and other men who have sex with men (MSM) are still those Americans most profoundly affected by HIV, accounting for 63% of new infections. And young MSM aged 13 to 24 represent the highest number of new infections. HRC is deeply committed to ending HIV/AIDS and supporting those living with the disease.

Researchers report other disturbing findings. HIV infections among African-American MSM and transgender women are disproportionately high. Older adults with HIV face particular challenges. And among HIV+ Americans, only 80% know their status, only 41% are in care, 36% take HIV medications and 28% are sustaining an undetectable load of the virus.

With these findings, however, have come new breakthroughs and new hope. HRC is dedicating new resources to HIV education, prevention and treatment, encouraging HIV testing, increasing access to competent HIV care, lessening stigma for HIV+ people and fighting for ample funding for research and direct services.



JEFF KREHELY  
CHIEF FOUNDATION OFFICER

**THE FIGHT AGAINST HIV/AIDS IS FAR FROM OVER – BUT THE DREAM OF AN HIV-FREE GENERATION IS CLOSER THAN EVER TO COMING TRUE. HRC IS DETERMINED TO HELP MAKE IT A REALITY.**