



**HUMAN RIGHTS CAMPAIGN AND
HUMAN RIGHTS CAMPAIGN FOUNDATION**
2019 ANNUAL REPORT



Our HRC family is an unstoppable force for positive change and greater equality for all. This fiscal year, you showed up with resilience and resistance to protect and empower our community and countless others. I am so grateful for the commitment and whole-hearted dedication of our staff, members, supporters and volunteers. We are fighting on all fronts to deliver the change that our communities need: in our policy and political work, the Human Rights Campaign is harnessing the strength of our communities and our allies at the ballot box to defend and advance our community's progress; and in our public education, research and training programs, the Human Rights Campaign Foundation is working to increase understanding and encourage LGBTQ-inclusive policies and practices, building bridges and changing hearts and minds across the globe.

Together, we stepped up to defend brave transgender troops and their families. Working alongside our partners, elected leaders and advocates across movements, we opposed the Trump-Pence administration's discriminatory, unpatriotic ban in Congress, in the courts and in the courts of public opinion. And while the Trump-Pence administration redoubled their efforts to roll back our rights, we fought back against their hateful attacks at every step. We made clear that we would not be silent — and that we would never be erased.

In the 2018 midterms, we came together like never before to #TurnOUT the vote for equality and pull the emergency brake on Trump and Pence. And after a historic grassroots expansion, in a victory 24 months in the making, we secured a resounding victory for equality. We helped elect a pro-equality majority in the U.S. House of Representatives — and the most diverse incoming Congress in our nation's history. Working with our partners, we defeated a terrible anti-trans measure in Massachusetts, and we elected and reelected some of our greatest champions in the U.S. Senate. And in states nationwide, we elected dozens of pro-equality champions to legislatures who would be key in fighting back against anti-LGBTQ legislation and advancing protections.

Our shared efforts paid off in dividends with state victories years in the making, including the historic passage of GENDA in New York. At the same time, we successfully defeated the efforts of anti-equality politicians in the states emboldened by Trump's vicious attacks. And we began building momentum for the historic passage of the Equality Act.



While we worked to secure crucial protections for our community across the U.S., we know that the fight for equality transcends borders. Although Trump and Pence abandoned moral leadership on the world stage, we made sure that global leaders knew that the world was watching, and that we would not be silent about the persecution and violence facing our community in Chechnya and beyond. And we continued to shine a bright light on the crisis at our borders, where LGBTQ asylum seekers and others were being stranded and turned away by the administration's heartless immigration policies.

Against a rising tide of bigotry and white supremacy, given full license and endorsement by Trump and his cronies, we used our shared voices and resistance to make clear that we remain forever united against hate in all its forms. Together, we demanded united action from policy makers, local leaders, law enforcement, the media and our entire nation to address the epidemic that continues to disproportionately impact Black and Brown trans women — forever shattering lives, families and communities.

The challenges that we face are undoubtedly grave. But despite these challenges, we also face some of our greatest opportunities. We must do everything in our power to defeat the politics of hate and division. And we must continue to advocate for the policies and programs that make a difference in the daily lives of countless members of our community.

For us to be successful in any of this work, we need you. By working together to execute our shared goals, we can truly change this country and the world.

In Unity,

Joni Madison *She/Her/Hers*
Chief Operating Officer and Chief of Staff

**EVERY DAY, THE NEWS IS CLEAR:
THE LGBTQ COMMUNITY IS UNDER
ATTACK. OUR WORK AND YOUR
SUPPORT ARE MORE IMPORTANT
THAN EVER.**

HRC fights every day for the rights, dignity and safety of LGBTQ people here in America and around the world. We are living in a dangerous time with challenges to our progress, our identities, our families, our children, our health and our physical safety confronting us from every direction — from White House Executive Orders, to Supreme Court rulings, to anti-LGBTQ judicial appointments, to bills under debate in Congress and statehouses around the country, to acts of hate and violence — especially against trans women of color — perpetrated by individuals emboldened by a climate fueled by bigotry and racism. Our work is only possible because of individuals like you who put their money where the mission is and support the work of the Human Rights Campaign and the Human Rights Campaign Foundation.

The fiscal year ending March 31, 2019 was a record-breaking year for HRC and HRCF as contributions grew 6% to \$73.4 million, representing a three-year growth in revenue of 36% since the 2016 election. Total spending for the fiscal year amounted to \$73.8 million — an increase of \$9.5 million over the prior year. Of this total, program spending amounted to \$49.9 million — an increase of \$6.5 million — and represented 67.6% of every dollar spent. The largest area of spending was for federal, electoral and legal advocacy at \$18.3 million — representing an increase

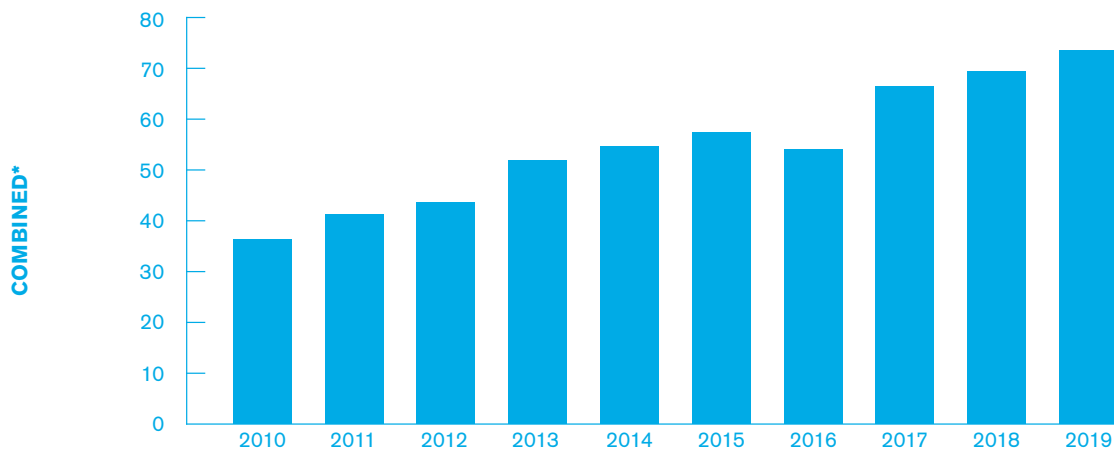
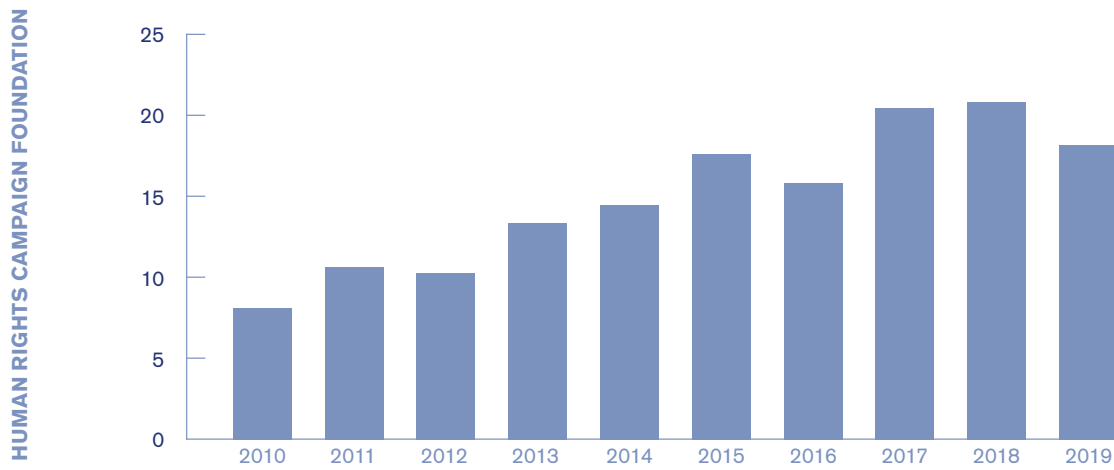
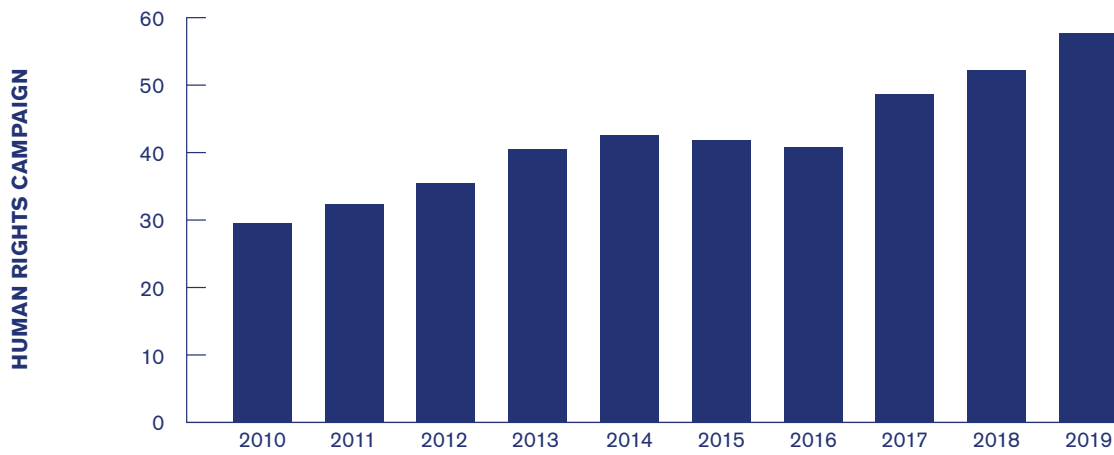
of \$7.7 million — to support our work in the 2018 midterm elections.

Your support during this fiscal year allowed us to: wage aggressive campaigns in the 2018 midterm elections, building upon groundbreaking work in key states, including Arizona, Michigan, Nevada, Ohio, Pennsylvania and Wisconsin; create a communications research function; expand our capacity for video production and digital media; continue HRC's on-the-ground presence in Alabama, Arkansas and Mississippi as part of Project One America; bring HRC's clout to the international stage through HRC Global; make important investments in diversity, equity and inclusion; expand the reach and impact of our Corporate Equality Index, Healthcare Equality Index, Municipal Equality Index and State Equality Index; expand our training programs for schools and child welfare organizations; and continue to expand our programs targeted at youth well-being.

Administrative and management costs amounted to 15.7% of total spending this year. The joint cost of fundraising for HRC and HRCF was 13.9%.

We thank you, our members and donors — especially our Federal Club, Federal Club Council and Partner 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 and growth we celebrated in the past. Now more than ever, your support is critical as we face battles to preserve our hard-fought rights and as we focus on the election battles ahead in 2020.

10 YEAR REVENUE SUMMARY



* The combined column is not a sum of HRC and HRCF. It is taken from the Financial Statements, and is net of Intercompany Elimination entries.

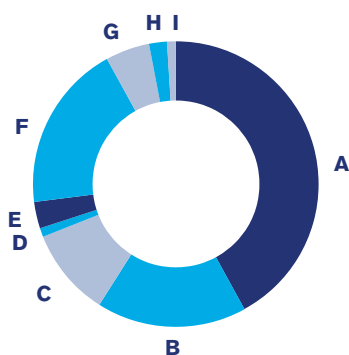
HUMAN RIGHTS CAMPAIGN AND HUMAN RIGHTS CAMPAIGN FOUNDATION

COMBINING STATEMENT OF ACTIVITIES

FOR THE YEARS ENDED MARCH 31, 2018 & 2019

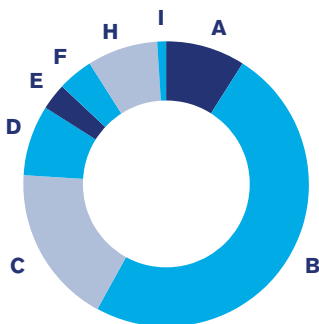
	HRC	HRCF	Elimination of intercompany transactions	FY19 Combined Total	FY18 Combined Total
REVENUE AND SUPPORT					
Contributions and Grants:					
Contributions	\$24,635,975	\$1,503,504	\$ -	\$26,139,479	\$24,461,502
Federal Club and major donor program	9,673,209	8,963,152	-	18,636,361	17,749,134
Corporate and foundation grants	5,734,690	3,248,105	-	8,982,795	6,853,260
Planned giving	106,946	1,523,872	-	1,630,818	2,563,570
In-kind	1,592,646	594,259	-	2,186,905	2,377,784
Special events	10,625,686	770,993	-	11,396,679	11,241,320
Consumer Marketing	2,992,502	-	-	2,992,502	2,722,798
Rental and other income	924,417	1,445,191	(1,209,607)	1,160,001	1,105,541
Investment income, net	119,339	164,997	-	284,336	167,750
HRC Foundation contribution in support of HRC activities	920,000	-	(920,000)	-	-
TOTAL REVENUE AND SUPPORT	57,325,410	18,214,073	(2,129,607)	73,409,876	69,242,659
EXPENSES					
Program Services:					
Federal, field, electoral and legal advocacy	17,731,707	1,890,776	(1,326,271)	18,296,212	10,626,889
Public policy, education and training	5,039,29	8,832,076	283,348	14,154,715	15,028,668
Communications and media advocacy	4,803,838	1,483,979	(558,055)	5,729,762	5,009,260
Membership education and mobilization	11,879,016	28,069	(229,476)	11,677,609	12,754,069
Total Program Services	39,453,852	12,234,900	(1,830,454)	49,858,298	43,418,886
Supporting Services:					
Management and general	8,887,133	2,836,454	(199,719)	11,523,868	9,826,363
Fundraising	9,418,483	2,280,224	(99,434)	11,599,273	10,214,944
Direct benefit to donors	741,290	76,669	-	817,959	830,543
Total Supporting Services	19,046,906	5,193,347	(299,153)	23,941,100	20,871,850
TOTAL EXPENSES	58,500,758	17,428,247	(2,129,607)	73,799,398	64,290,736
Change in net assets before other item	(1,175,348)	785,826	-	(389,522)	4,951,923
OTHER ITEM					
Unrealized gain on interest rate swap	-	(24,643)	-	(24,643)	32,863
CHANGE IN NET ASSETS	(1,175,348)	761,183	-	(414,165)	4,984,786
NET ASSETS, BEGINNING OF YEAR	15,173,381	27,863,348	-	43,036,729	38,051,943
NET ASSETS, END OF YEAR	\$13,998,033	\$28,624,531	\$ -	\$42,622,564	\$43,036,729

2019 SOURCES OF INCOME



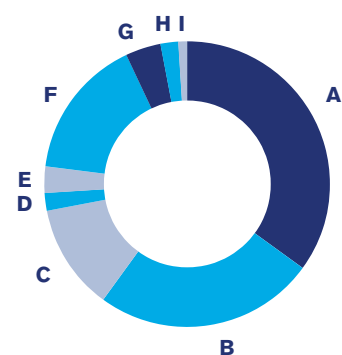
HRC

A	Contributions	43%
B	Federal Club/Major Donor	17%
C	Corporate/Foundation Grants	10%
D	Planned Giving	<1%
E	In-kind	3%
F	Special Events	19%
G	Consumer Marketing	5%
H	Rental/Other Income	2%
I	Investment Income	<1%



HRCF

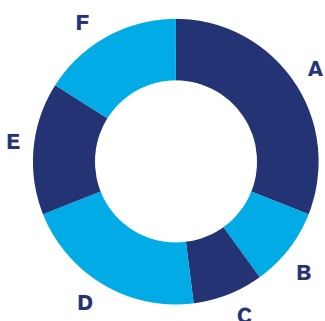
A	Contributions	8%
B	Federal Club/Major Donor	49%
C	Corporate/Foundation Grants	18%
D	Planned Giving	8%
E	In-kind	3%
F	Special Events	4%
H	Rental/Other Income	8%
I	Investment Income	1%



COMBINED

A	Contributions	36%
B	Federal Club/Major Donor	25%
C	Corporate/Foundation Grants	12%
D	Planned Giving	2%
E	In-kind	3%
F	Special Events	16%
G	Consumer Marketing	4%
H	Rental/Other Income	2%
I	Investment Income	<1%

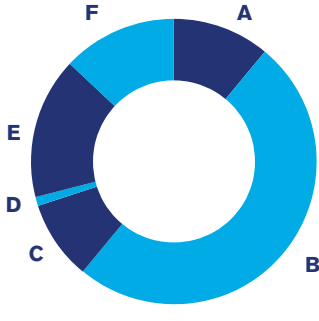
2019 USES OF INCOME



HRC

A	Federal, field, electoral and legal advocacy	31%
B	Public policy, education and training	9%
C	Communications and media advocacy	8%
D	Membership education and mobilization	21%
E	Management and general	15%
F	Fundraising	16%

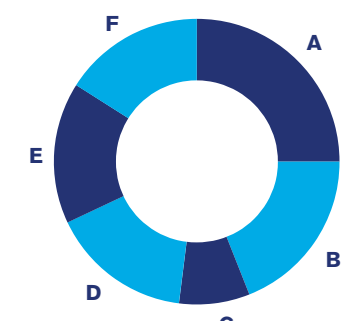
HRC's cost of fundraising was 14.8% in 2019.*



HRCF

A	Federal, field, electoral and legal advocacy	11%
B	Public policy, education and training	51%
C	Communications and media advocacy	9%
D	Membership education and mobilization	<1%
E	Management and general	16%
F	Fundraising	13%

HRCF's cost of fundraising was 11.5% in 2019.*



COMBINED

A	Federal, field, electoral and legal advocacy	25%
B	Public policy, education and training	19%
C	Communications and media advocacy	8%
D	Membership education and mobilization	16%
E	Management and general	16%
F	Fundraising	16%

On a combined basis, HRC and HRCF had a joint cost of fundraising of 13.9% in 2019.*

* Cost of fundraising is calculated as total fundraising expense divided by total revenue, as reported on the IRS Form 990 tax return.



The Human Rights Campaign, incorporated in 1982, is a 501(c)(4) non-profit organization organized under 2 U.S.C. 432(2) of the Federal Election Code and duly registered with the Federal Election Commission. We advocate on behalf of the gay, lesbian, bisexual and transgender community, and mobilize grassroots actions in diverse communities.

The Human Rights Campaign Foundation is a 501(c)(3) non-profit, incorporated in 1985. We promote public education and welfare by providing educational material and information about the gay, lesbian, bisexual and transgender community.

The Human Rights Campaign PAC and the Human Rights Campaign Equality Votes PAC operate within the Human Rights Campaign the 501(c)(4). As such, the transactions and activity of the two PACs are included in the results of the Human Rights Campaign included in this report. We invest PAC funds strategically to elect fair-minded individuals to political office.