

Pride and Prejudice

Pro-social Preferences, Charitable Donations, and the LGBTQ+ Community in
Ireland

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The Structural Context in Ireland

MOTIVATION

The Statistical Invisibility Gap

National Data Void: CSO census and household surveys historically omit sexual orientation and gender identity questions.

Policy Blind Spot: Without empirical data, the economic marginalisation and specific needs of LGBTQ+ populations remain invisible to standard economics modeling.

The €3.3M Sector Deficit

Underfunded Infrastructure: Irish LGBTQ+ charities face a public funding deficit of **€3.3 Million** (Dept. of Finance, 2025).

Essential Services at Risk: Community centers, crisis helplines, mental health support, and housing aid rely heavily on self-generated philanthropy.

Minority Stress & Social Reality

BACKGROUND

- ♥ **High Mental Health Burden:** 52% of LGBTQ+ individuals in Ireland have self-harmed and 26% have attempted suicide (Higgins et al., 2024).
- 🛡️ **Escalating Prejudices:** Reported anti-LGBTQ+ hate crimes increased by 12% in a single year (2022–2023).
- 🏠 **Minority Stress Framework:** Chronic stigma, rejection expectation, and discrimination create severe economic and psychological costs (Meyer, 2003).
- 💰 **Financial deprivation:** Economic hardship is highly prevalent. 49.2% of LGBTQ+ people reported experiencing difficulty making ends meet (Pride and Poverty, 2026).
- 📈 **Positive Externalities:** Removing barriers that prevent LGBTQ+ individuals from fully participating in the workforce and society has tremendous positive externalities for the wider economy.



Systemic Inequity

Discrimination in employment, housing, and healthcare restricts financial resources while increasing reliance on community support systems.

Primary Research Questions



Question 1: Who are the primary donors to LGBTQ+ charities in Ireland? We aim to uncover the foundational demographic profile sustaining these crucial support networks.



Question 2: Do LGBTQ+ individuals themselves make up a significant portion of these donors?



Question 3: Do social preferences, baseline characteristics, and ultimate donation behaviours differ tangibly between LGBTQ+ individuals and the heterosexual baseline?

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The Oversampled Dataset (N = 1,198)

METHODOLOGY

Demographic / Indicator	Straight Cohort (n = 905)	LGBTQ+ Cohort (n = 293)	Statistical Difference
Political driver	2.88%	3.46 (left wing)	-0.58 ***
Lower Household Income (€0 - €50k)	36.2%	43.3%	+7.1% **
Young Adult Cohort (18-34 Years)	29.1%	40.6%	+11.5% ***
Religiosity (Never Attend Services)	26.3%	46.4%	+20.1 ***

Sample Strategy: Merged Nationally Representative with an oversampled LGBTQ+ targeted survey via Outhouse LGBTQ+ Centre.

1. **NRS:** Nationally Representative (N=1,012)
96 queer, 880 straight.
Collected on November 2025

2. **Post donor survey:** Targeted LGBTQ+ (N=222)
197 queer, 25 straight.
Collected from early May to late August 2025

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The Giving Paradox: Money vs. Time

KEY FINDING 1



Monetary Giving Gap

Queer: 63.0% | Straight: 71.0%

Lower participation in formal financial donations, driven by lower income and higher deprivation.



Volunteering Intensity

Queer: 37.2.0% | Straight: 13.7%

+23.5 pp higher engagement in giving time and active labor to community causes.



Fundraising & Campaigning

Queer: 26.28% | Straight: 5.75%

+20.5 pp higher participation in systemic social justice and advocacy.

Core Concept: "Charitable Intensity Index" — While traditional metrics measure financial checks, queer individuals exhibit multi-modal support across broader charity types (Equity, Health, Human Rights, Animals, etc).

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The donor profile

KEY FINDING 2

Who donates to LGBTQ+ causes? Our findings reveal a sharp departure from traditional Irish philanthropic trends, which have historically been driven by older, more religious cohorts.



Traditional Irish Giving Model

- ✓ Anchored in religious obligation and parish tithing.
- ✓ Heavily concentrated in older, wealthier demographic cohorts.
- ✓ Single-cause focus (e.g., local church, international relief).
- ✓ Driven by tax deductions and financial incentives.



Emerging Queer Giving Model

- ★ Highly secular, driven by **Inequity Aversion and systemic change**
- ★ Led by younger activist cohorts.
- ★ Multi-charities portfolio: supporting diverse overlapping causes.
- ★ Tax incentives rank lowest (score: 1.82 out of 5).

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The donor profile

KEY FINDING 2

Comparative profile of active supporters of LGBTQ+ and Equity charities:
disaggregating our 325 active supporters of LGBTQ+ and equity causes into
strict financial donors versus non-monetary activists

- ✓ **The Ally Dependency:** Over **81% of strict financial donors** to Irish LGBTQ+ and equity charities identify as non-LGBTQ+ allies, whereas nearly **85% of time and labour activists** belong to the queer community
- ✓ **Younger Female Donors:** Financial giving is dominated by women (**65.59%**) and younger adults, suggesting that equity funding is driven by deliberate, youthful activism.



100% Altruism & Warm Glow: Financial donors exhibit maximum scores for Pure Altruism and Warm Glow, viewing their donations as moral solidarity detached from self-interested utility

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Implications for the LGBTQ+ Sector

POLICY & PRACTICE



Frame Around Equity

Ditch traditional tax-incentive appeals. Frame campaigns around **systemic change, justice, and fairness**, which resonate strongest with queer donors.



Value Non-Monetary Assets

Recognise volunteering, advocacy, and mutual aid as core pillars of donor retention. Convert campaign activists into long-term organisational allies.



Bridge the Data Void

Advocate for CSO inclusion of sexual orientation and gender identity data to ensure public funding models (€3.3M gap) reflect true community needs.





Thank you for listening.
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