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## northwest

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many considered insensitive at best or purposefully explosive at worst advertisements that were veiled in homophobic imagery. The ads depicted basketball players in various stages of slam-dunkness, with the dunking players' junk squarely in the face of the player being dunked on, with the words "That Ain't Right" emblazoned across the image.

Queer activists and bloggers immediately branded the campaign as "the worst in Nike's history" and called for the corporation to pull the advertisements.

After meeting with leaders from the company's GLBT Leadership Network (as first reported at JustOut.com), the company's marketing department decided July 25 to nix the ad campaign. It also released a statement that said, in part: "The advertisement in question is based purely upon a common insight from within the game of basketball—the athletic feat of dunking on the opposition, and is not intended to be offensive. However, after listening to concerns expressed around specific executions, we have decided to drop them from the campaign to underline our ongoing commitment to supporting diversity in sport and the workplace."

### Equity Foundation Beefs Up Staff

It may not have the largest endowment around—last year it awarded approximately \$320,000 in grants and scholarships—but Portland's Equity Foundation just gained a few extra inches with the addition of a new part-time fundraising staffer.

Alan Colley, Equity's new development coordinator, joined the foundation staff in June. Equity also announced the hire of Stephanie Ryznar—a Portland State University student and former staffer for outgoing Mayor Tom Potter and motor parts company office manager—as its scholarships and operations coordinator.

Executive director Kevin Easton, who estimates the foundation's endowment at \$270,000, says part of the reason the 20-year-old foundation has been slow to build a strong seven-figure or better endowment is because "a lot of Equity founders are healthy and young and still kicking," referencing the financial windfalls that frequently come to foundations from wills and estate planning after supporters kick the bucket.

Raising dough is going to be particularly tough for Equity this year, as donors will be tapped and tapped again for a range of local, state and national general election races. Throw Q Center's landmark \$200,000 marathon capital campaign and the usual ongoing development efforts of regional queer nonprofits (such as Basic Rights Oregon) into the mix, and you have a philanthropic community seemingly stretched to its realistic limits.

While Easton agrees that he has to compete with other local sexual minority organizations for bucks, he adds: "It's not as if people decide to give to one organization and they stop. It's about encouraging them to be philanthropists however they can be."

Equity granted \$320,000 to organizations, businesses and student scholarships in the most recent fiscal year, about \$80,000 less than it did the year prior.

### Gay Washingtonians Observe Anniversary

Washingtonians celebrated an important milestone July 23—the first anniversary of its domestic partnership registry. But the high-fives were reserved as the state's gay rights group kept its focus on achieving full marriage equality.

"Equal Rights Washington is dedicated to securing the right to marry for all Washington citizens," said executive director Connie Watts. "While the domestic partnership registry offers many important rights to gay families in Washington, there is still much work to be done."

Advocacy director Joshua Friedes also emphasizes the continued need to work for full marriage rights.

"Gay and lesbian families can only achieve the dignity and legal safety they need and deserve through marriage," he said. "As important as the rights of the domestic partnership registry are, any legal arrangement other than marriage inevitably affords fewer protections and less security."

In the course of a year, more than 4,280 couples have registered as domestic partners in Washington. In addition to same-sex couples, heterosexual couples in which at least one partner is 62 or older may register. Of those who registered, 65 percent of them live outside Seattle, and more than half of registered couples are outside King County. This includes couples from 56 cities

in eastern Washington, including Asotin, Selah, Leavenworth, Tonasket and Coulee City. There were also many couples from cities on the Olympic Peninsula, including Sequim, Port Ludlow and Poulsbo. In all, Washington's domestic partners have registered in 36 of the state's 39 counties.

In March, the Washington Legislature passed, and Democratic Gov. Christine Gregoire signed into law, a bill that expands the domestic partnership registry by more than 160 rights.

"While expanding the rights afforded to domestic partners is another signifi-



MARTY DAVIS

Equity Foundation has hired Alan Colley as development coordinator and Stephanie Ryznar as scholarships and operations coordinator.