

TRANSADVOCATE

Anti-Trans GoFundMe Campaign Includes PJI - An SPLC Identified Anti-LGBT Hate Group

By Autumn Sandeen

Published October 15, 2015 | Updated March 31, 2026

https://www.transadvocate.com/anti-trans-gofundme-campaign-includes-pji-an-splc-identified-anti-lgbt-hate-group_n_15449.htm

Abstract

The Privacy For All (PFA) coalition that includes the Pacific Justice Institute (PJI) -- a Southern Poverty Law Center (SPLC) identified active Anti-LGBT hate group -- is raising funds on their website for the Limits On Use Of Facilities In Government Buildings And Businesses Initiative Statute (which they're referring to as the "Personal Privacy Protection [...]")

Article



The Privacy For All (PFA) coalition that includes the Pacific Justice Institute (PJI) -- a Southern Poverty Law Center (SPLC) identified active Anti-LGBT hate group -- is raising funds on their website for the Limits On Use Of Facilities In Government Buildings And Businesses Initiative Statute (which they're referring to as the "Personal Privacy Protection Act"). This is in violation of GoFundMe's

own Terms and Conditions.

Specifically, on their Terms and Conditions webpage, GoFundMe lists under the header What's Not Allowed: "Content associated with hate groups or terrorist organizations."

And, PJI isn't just a casual partner of the PFA coalition. They've taken credit for writing the proposed initiative, and have identified themselves as a proud member of the Privacy For All coalition. From their August 21, 2015 email, signed by PJI's executive director Brad Dacus:

- We continue to fight in court for the referendum against AB 1266, the notorious school bathroom bill.
- Our attorneys drafted the new privacy initiative now in circulation, and we are a proud part of the Privacy for All coalition.

[Figure] Thumbnail link for a Pacific Justice Institute email dated August 21, 2015: Do You Know Your Legal Rights For The Upcoming School Year? Excerpts from the email include: "We continue to fight in court for the referendum against AB 1266, the notorious school bathroom bill." and "Our attorneys drafted the new privacy initiative now in circulation, and we are a proud part of the Privacy for All coalition."

Privacy For All's current GoFundMe fundraising campaign is for the following:

GOAL: Raise \$7000 in 7 days to help qualify the "Personal Privacy Protection Act" for the 2016 ballot.

[Figure] Privacy For All's Fall Fundraiser

The text of the proposed initiative states "a person shall use facilities in accordance with their biological sex in all government buildings," and sets a minimum civil penalty of \$4,000 for violating the statute. It also appears to absolve California businesses from all liability for discriminating against people they perceive to be using a restroom not associated with their biological sex. From the language the initiative that the PFA coalition seeks to have inserted into California law:

Notwithstanding any other provision of law, no business establishment shall be subject to criminal, civil, or administrative sanctions, or civil suits for requiring employees, patrons, students, or any other person to use facilities in accordance with their biological sex.

In an April blog post on their website, GoFundMe stated they would no longer host discriminatory campaigns. The change was in response to Sweet Cakes bakery in Gresham, Oregon raising funds to pay off a court-imposed fine for violating an Oregon anti-discrimination law. Specifically, the bakery did not wish to make a cake for a same-sex wedding, and this violated the anti-discrimination protections of the state's public accommodation law.

GoFundMe hasn't responded to multiple media inquiries regarding the PFA fundraising campaign.

Suggested citation

Autumn Sandeen. "Anti-Trans GoFundMe Campaign Includes PJI - An SPLC Identified Anti-LGBT Hate Group." TransAdvocate, October 15, 2015.

https://www.transadvocate.com/anti-trans-gofundme-campaign-includes-pji-an-splc-identified-anti-lgbt-hate-group_n_15449.htm