

Candid.

FAQ: Candid's nonprofit demographic data



What demographic data does Candid collect?

Candid currently invites organizations to share information about each of the following identities:

Race & ethnicity

- a. Asian/Asian American
- b. Black/African American
- c. Hispanic/Latino/Latina/Latinx
- d. Middle Eastern/North African
- e. Native American/American Indian/Alaska Native/Indigenous
- f. Native Hawaiian/Pacific Islander
- g. White/Caucasian/European
- h. Multi-racial/Multi-ethnic (two or more races or ethnicities)
- i. Prefer to identify with another race or ethnicity
- j. Unknown or decline to state

Sexual orientation

- a. Heterosexual or straight
- b. LBGTQIA+ community
- c. Unknown or decline to state

Gender (Question 1)

- a. Female
- b. Male
- c. Gender nonbinary/Genderqueer/Gender non-conforming
- d. Unknown or decline to state

Gender (Question 2)

- a. Transgender
- b. Cisgender (not transgender)
- c. Unknown or decline to state

Disability status

- a. Person with a disability
- b. Person without a disability
- c. Unknown or decline to state

This information is collected across the following staffing levels:

Staffing levels

Leaders: The person who leads the organization; typically an Executive Director, CEO, or President

Co-leaders: The person who shares the top leadership position of an organization. Not all organizations have co-leaders. Only one co-leader may be listed per organization.

Board members: Includes all members of an organization's board of governors

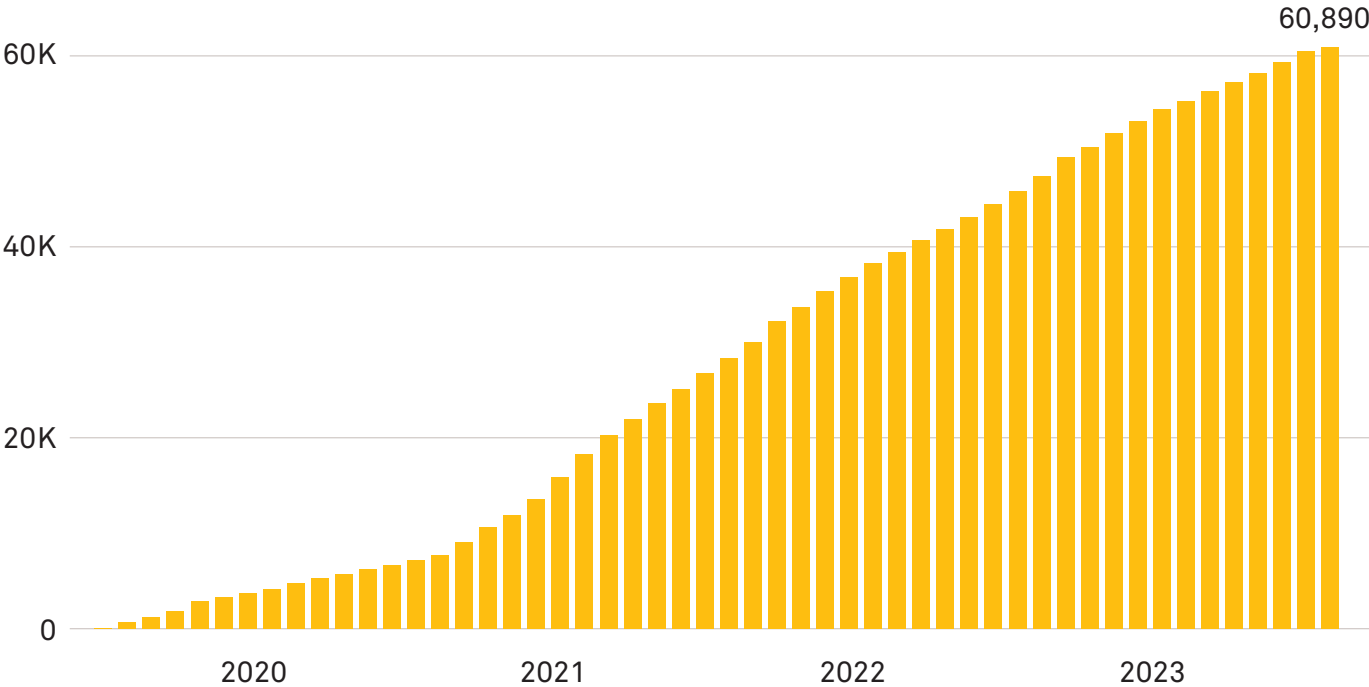
Senior staff: Includes the leader and co-leader and is defined as people with the authority over budget. Typically this includes C-suite staff like VPs and, depending on the structure of the organization, may include directors.

Staff: Includes all staff at all levels of the organization, including senior staff, the leader, and co-leader.

How much data does Candid have?

Candid’s current demographic data set dates back to 2019. Between July 2019 and October 2023, over 60,000 nonprofits had shared at least some demographic information about their organizations with Candid. In 2023, on average, **about 1,000 new organizations shared demographic data with Candid per month.**

Figure 1: Number of nonprofits sharing demographic data with Candid over time
Ending October 10, 2023



Note: This total includes all nonprofits that responded to Candid’s demographic survey including 1,141 organizations that skipped all questions or responded “unknown” or “decline to state” in all cases. In subsequent charts and figures, these organizations are excluded.

How does Candid ensure data quality?

Candid's demographic data is self-collected and self-reported by nonprofits. Candid requests that nonprofits only share demographic information that has been directly gathered from and approved by respondents. It is never appropriate to fill out demographic information for another person without their consent, or to guess how another person may identify. However, there is an option to note that identities are unknown or that individuals have declined to state. As a data quality check, the Candid Insights team tracks organizations that select "unknown" or "decline to state" in response to every question (effectively not sharing any actual data). Over the last four years of demographic data collection, the percentage of organizations opting out of sharing actual data has remained at about 2%.

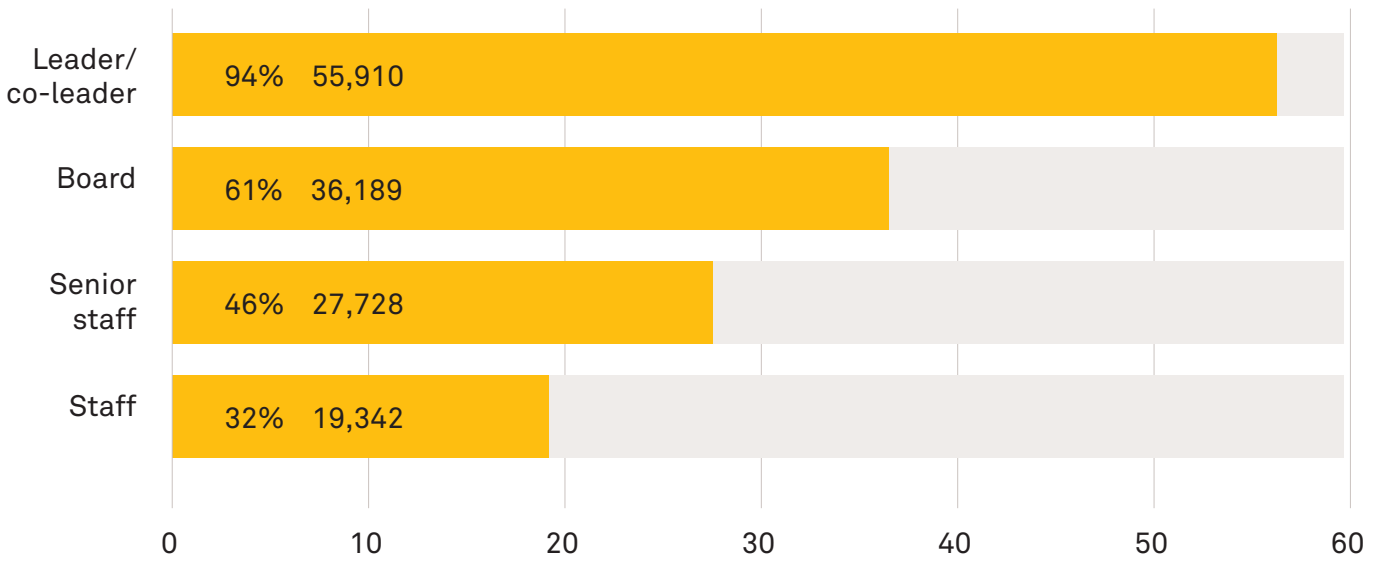
How complete is the data?

Nonprofits are asked to share data in response to five demographic questions across four staffing levels. However, organizations can choose to selectively respond, skip questions, or select 'unknown' or 'decline to state.' As of October, 2023, 94 % of nonprofits shared some demographic data about the CEO/leader, and 32 % shared some demographics about overall staff.ⁱ

There is also response attrition for some of the more sensitive demographic questions. There is more missing data for questions around disability status, sexual orientation, and transgender identity compared to race and gender (see chart below). Overall, gender was the most answered question, with at least one person from any given organization sharing information about gender in 98 % of the sample.

Nonprofits sharing demographic data by staffing level

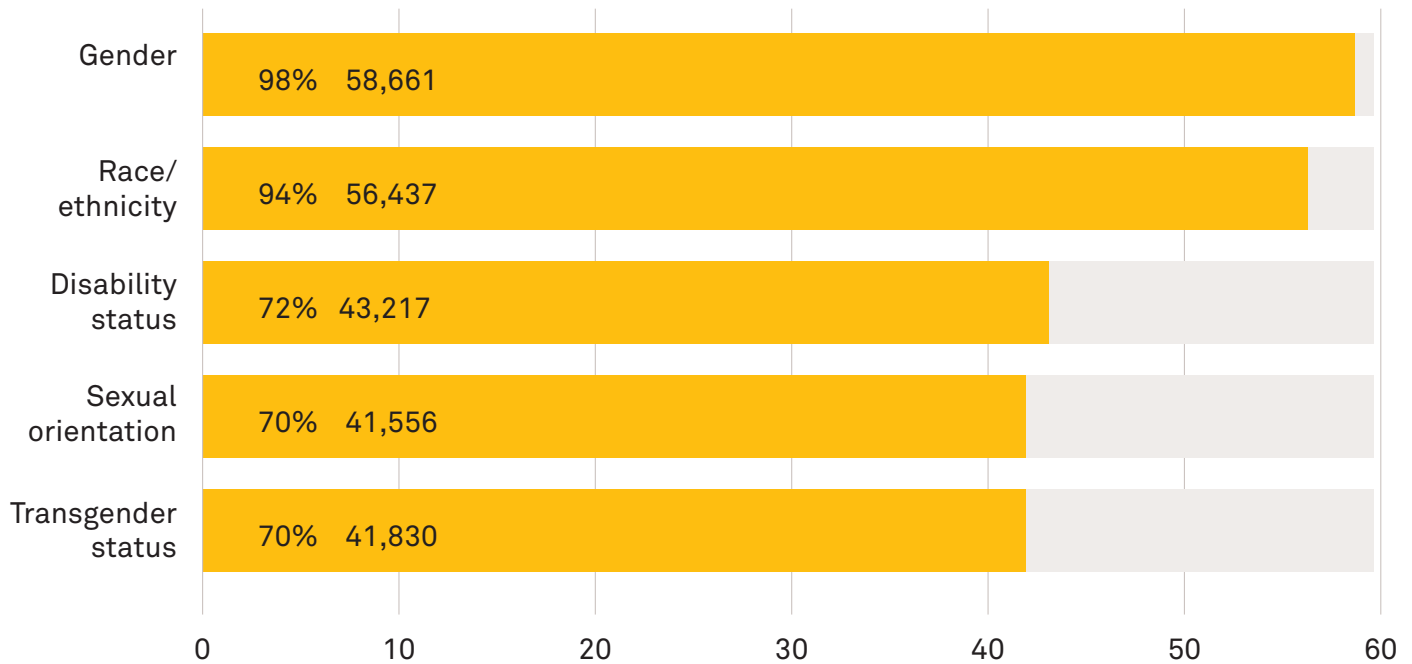
As of October 2023



Note: The total number of all responding organizations is 59,749. This total excludes organizations that skipped all questions or responded “unknown” or “decline to state” in all cases.

Nonprofits sharing data by demographic category

As of October 2023



Note: The total number of all responding organizations is 59,749. This total excludes organizations that skipped all questions or responded “unknown” or “decline to state” in all cases.

The table below offers a more detailed breakdown of number of useful responses by demographic category and staffing level.

Nonprofits sharing data by demographic category and staffing level

As of October 2023

Demographic Category	Staffing level							
	Leader/co-leader		Board		Senior staff		Staff	
	#	%	#	%	#	%	#	%
Gender identity	54,873	92%	33,288	56%	25,858	43%	17,393	29%
Race/ethnicity	52,738	88%	31,828	53%	25,778	43%	17,809	30%
Disability Status	39,758	67%	15,899	27%	15,104	25%	9,510	16%
Transgender identity	38,889	65%	16,042	27%	15,036	25%	9,017	15%
Sexual Orientation	38,230	64%	15,613	26%	15,037	25%	9,013	15%

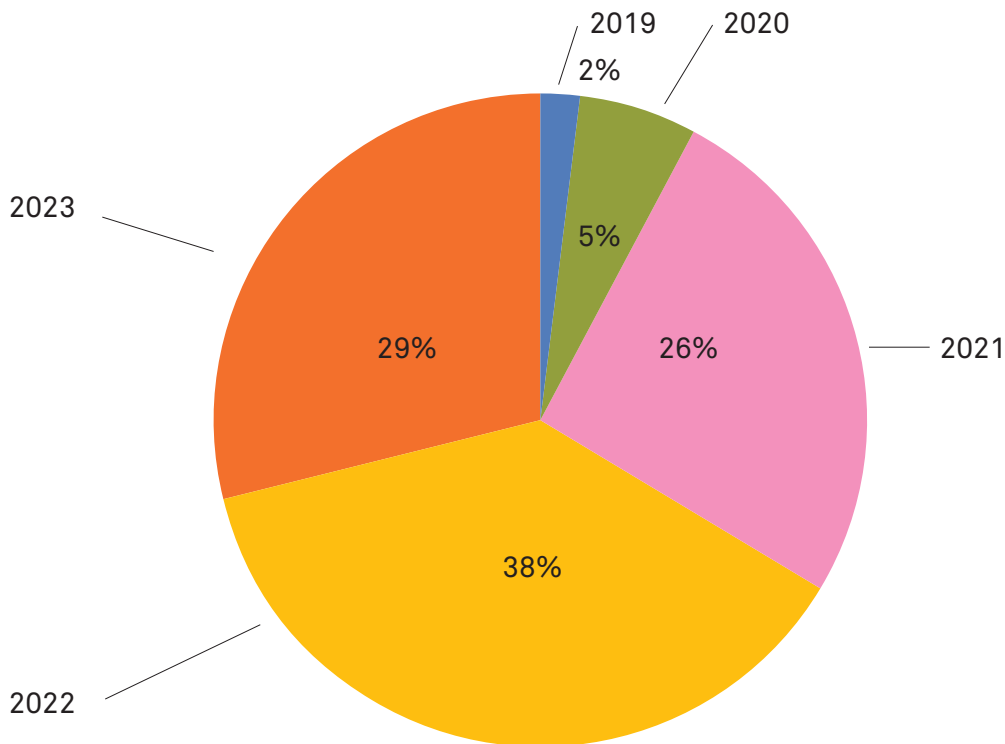
Note: The total number of all responding organizations is 59,749. This total excludes organizations that skipped all questions or responded “unknown” or “decline to state” in all cases.

How recent is the data?

Respondents are encouraged to update their demographic data on an annual basis, and many—but not all—do so. The current demographic data set includes organizations' most recent demographic data, supplied between 2019 and 2023. As of October 2023, 29% of the nonprofits represented in the set had shared their most recent demographic data in 2023. Thirty-eight percent of nonprofits had most recently updated this data in 2022, followed by 26% providing their last update in 2021. A remaining 7% of nonprofits in the data set last shared demographics in 2019 or 2020.

Nonprofits sharing demographic data by year of most recent update

As of October 2023



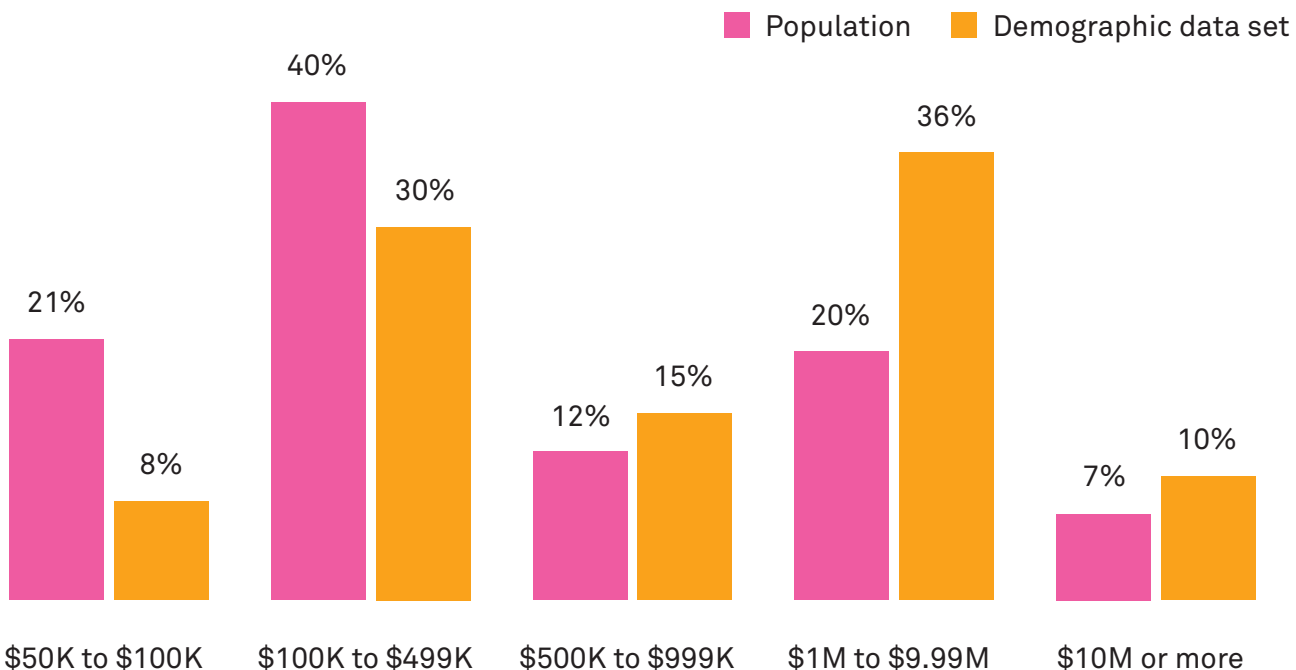
How representative is the data?

The Candid Insights team conducted an analysis comparing organizations sharing demographic data with Candid to a larger population of active nonprofits by organization size, subsector and US region.ⁱⁱⁱⁱⁱ 312,102 501(c)(3) public charities were included in the population; of these, 42,352 (or about 14%) shared some form of demographic data with Candid.

Overall, the demographic sample largely reflects the field, with nonprofits represented across expense tiers, subsectors, and U.S. regions. However, as illustrated in the following charts, there are also slight differences. For example, organizations in the demographic sample skew larger in terms of expenses. When it comes to subsectors, education and religious nonprofits are underrepresented, while organizations focused on the environment are slightly overrepresented. In terms of region, organizations from the U.S. West are slightly overrepresented and those based in the Midwest and Northeast are slightly underrepresented. Ultimately, this data set should be considered a large, national, sector-wide convenience sample.

Comparison by expense tiers

As of November 2023



Note: Figures for expenses are based on the organization's latest 990/EZ filing.

Comparison by sub-sector type

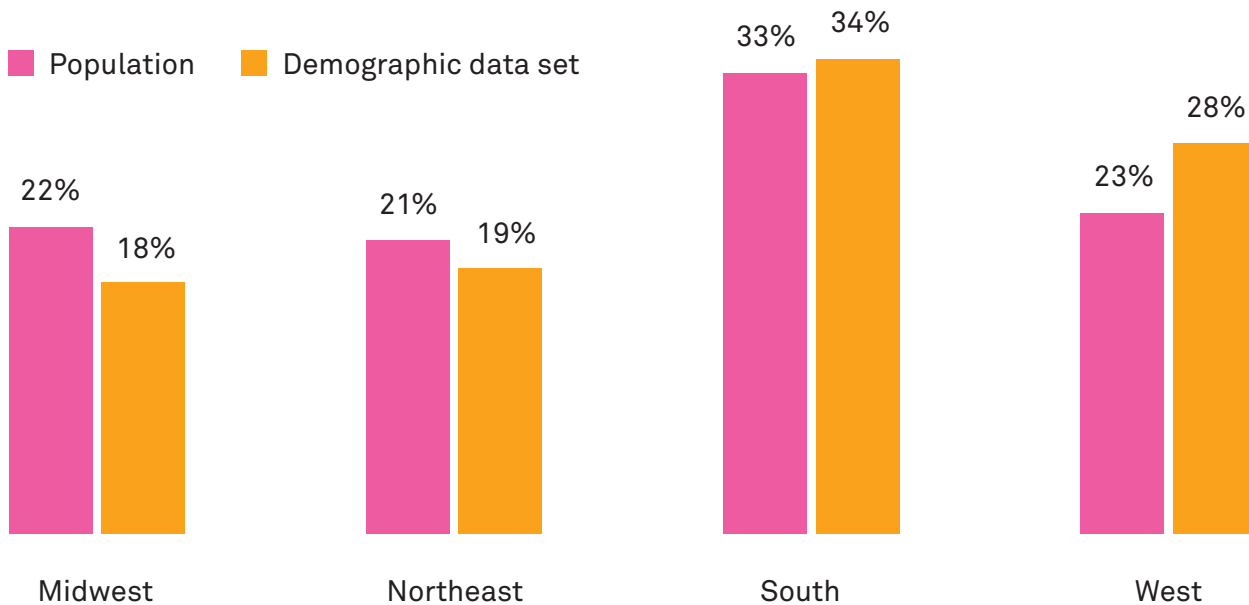
As of November 2023



Note: Based on NTEE codes.

Comparison by U.S. region

As of November 2023



Note: Region based on U.S. Census designations.

Notes

i Increased response rate among CEO/leaders are most likely due to at least two factors: 1) It is a significantly simpler task to collect and share demographics about one individual as opposed to an entire organization, and 2) in late 2020, Candid began requiring that nonprofits share CEO/leader demographic data in order to earn a Gold Seal of Transparency for their Candid profile. This likely provided an incentive for organizations that might not otherwise have volunteered this information.

ii Methodology: Because the IRS offers a robust and comprehensive source of information about nonprofits, we defined our specific population of “active nonprofits” as organizations that:

- Are 501(c)(3) charitable nonprofits appearing on the IRS Business Master File.
- Filed a 990 or 990 EZ during the time of demographic data collection (2018-2023).
- Have at least \$50,000 in annual expenses, as reported on their latest filing.

We then calculated the proportion of organizations in both the population and the demographic data set that fell within each level of each variable.

iii Most recent IRS data was used to create a categorical variable with 5 tiers to represent organization expense size. NTEE top 10 subsector codes were used to determine subsector. US region was determined by using nonprofit mailing address and US Census definitions of “regions.”