

Demographics via Candid: Movement building to advance equity for the social sector

2023 Conference for the Social Sector: Doing good better

May 23, 2023

Who are we



Cesar Del Valle (he/him)
Director of Partnerships



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Director of Partnerships

About Candid



Candid.

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid gets you the information you need to do good.



Who we are

- 200+ employees, including one of the largest teams of technologists and data scientists in the social sector.
- Candid's data tools for nonprofits, foundations, and grants are the most comprehensive in the world.
- Resources include Foundation Directory, GuideStar Pro, Candid Learning, Candid profiles, APIs.
- Available/Accessible for free at nearly 400 libraries, community foundations and nonprofit resource centers.
- We provide data to over 400 partners within the social sector and more broadly.

Candid manages and shares a lot of data

~164K+
Funders

~24M+
Grants coded

~12M+
Visitors to GuideStar

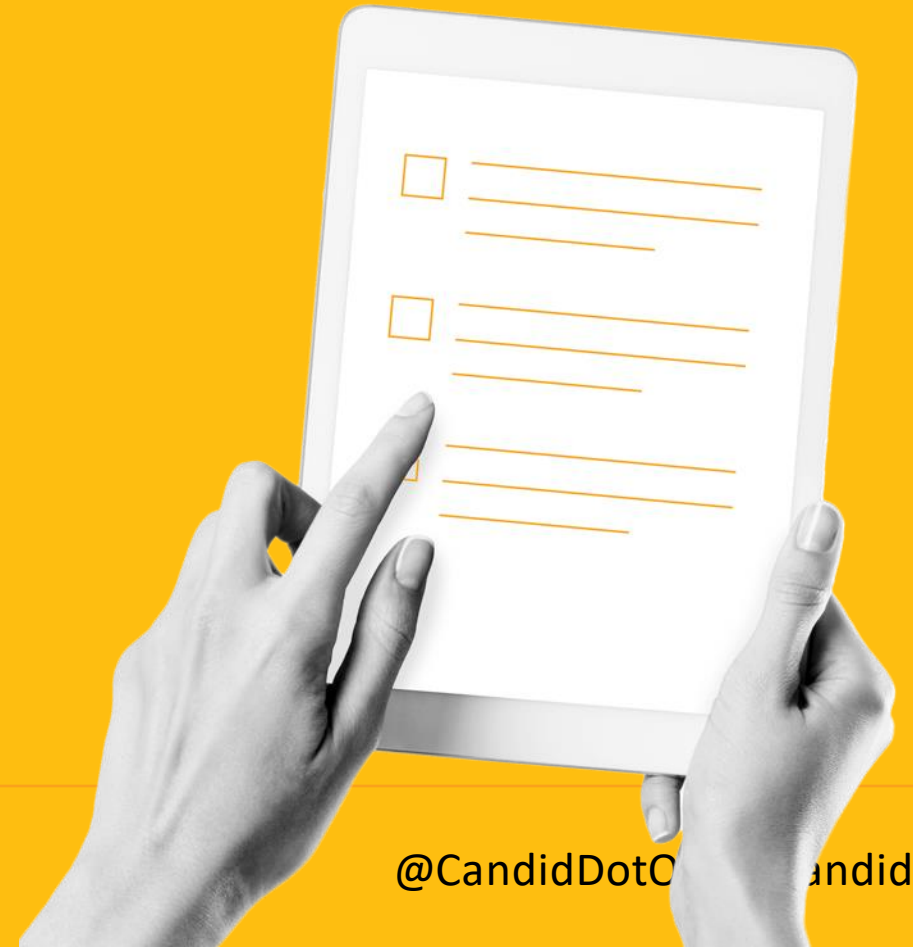
~1.8M+
Nonprofits
registered in the U.S.

132K
Active Candid profile
participants on
GuideStar

56K
Nonprofits have shared
demographic info in the last 2 years

What is Demographics via Candid

How many demographic data surveys did Candid filled out in 2022?



How are demographics used?

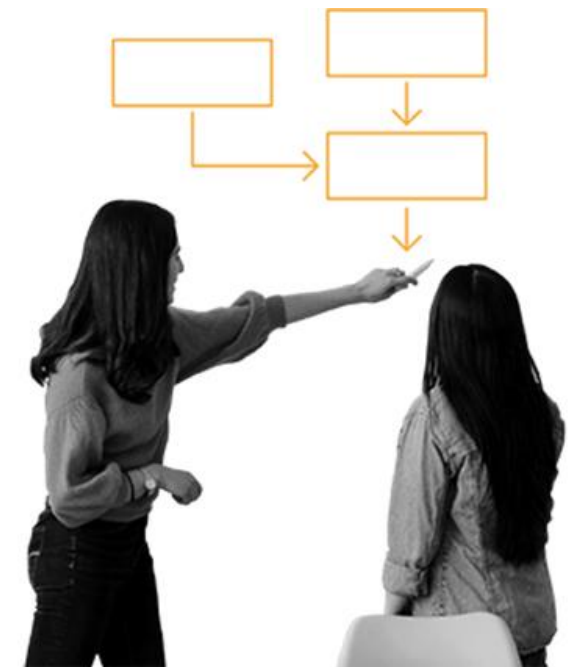
Government, policy makers, businesses, human services, education, arts, and philanthropy can use demographics:

- To measure impact
- For equity practices



We need better answers to pressing questions

1. Who leads and works at nonprofits?
2. Who is served by nonprofit organizations?
3. How are grants focused/targeted (or not)?
4. Which organizations are supported by philanthropy (or not)?



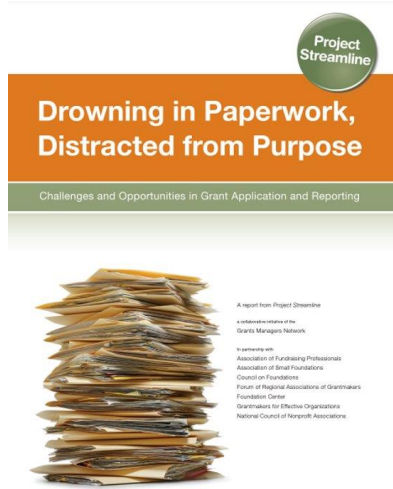
There must be a better way...

On the one hand, 76% of foundation leaders said they are changing reporting requirements to reduce the burden on grantees.

On the other hand, 40% of foundation leaders said they are increasing their demographic data collection.



■ Fix
■ the
■ Form



According to similarity analysis of 133 grant forms provided in 2021 by grantmakers throughout the world

a random grant form is **39% similar** to any other grant form.

◀ [Insights](#)

**DIVERSITY, EQUITY & INCLUSION
DRIVE EQUITY**

It's Time to Get Demographic Data Right

By C. Davis Parchment

April 14, 2023



▮▮ Nearly 40 percent of grant applications are asking for the same types of information, only differently enough to cause our nonprofit partners unnecessary stress.

Increasingly, funders are finding themselves in an information ecosystem that is challenging them to align on common practices rather than rely on bespoke systems. Our partners at the Technology Association of Grantmakers conducted some [groundbreaking research](#) that asserts what we already suspected: Nearly 40 percent

The problems

Lack of data to inform
our work on equity

Heavy burden on
nonprofits to report
demographic data



Demographics via Candid

National campaign to capture demographic data on the Candid profile in a standard, reusable format

- Builds on what already exists: Candid profile
- Nonprofits share demographic data, one time, in a standardized format
- Demographic data will be made freely available through multiple channels



Benefits to the sector

Aggregate data to inform full view of equity across the sector.

Tool to benchmark organizations, identify gaps, and track progress.

Way to find nonprofits reflective of communities they serve.

Enables nonprofits to share data just one time.



Demographics via Candid partners

Foundations (33)

1. Akron Community Foundation
2. Archstone Foundation
3. Arizona Community Foundation
4. CareQuest Institute for Oral Health
5. Charles Stewart Mott Foundation
6. Community Foundation of Broward
7. Community Foundation of Collier County
8. **Community Foundation of New Jersey**
9. Cuyahoga Arts and Culture
10. David and Lucile Packard Foundation
11. Delaware Community Foundation
12. Episcopal Health Foundation
13. James Irvine Foundation
14. Jessie Ball du Pont Fund
15. Kalamazoo Community Foundation
16. Lehigh Valley Community Foundation
17. San Antonio Area Foundation
18. Skillman Foundation
19. Surdna Foundation
20. The California Endowment
21. The Chicago Community Trust
22. The Cleveland Foundation
23. The Columbus Foundation
24. The Denver Foundation
25. The Duke Endowment
26. The Maine Community Foundation
27. The Philadelphia Foundation
28. The Pittsburgh Foundation
29. The Presser Foundation
30. The Robert Wood Johnson Foundation
31. **The Schuman Fund for New Jersey**
32. W.K. Kellogg Foundation
33. Weingart Foundation

Technology providers (6)

34. Fluxx Labs
35. Foundant Technologies
36. GivingData
37. SmartSimple
38. Submittable
39. Temelio

Philanthropy serving organizations (22) Nonprofit member organizations (19)

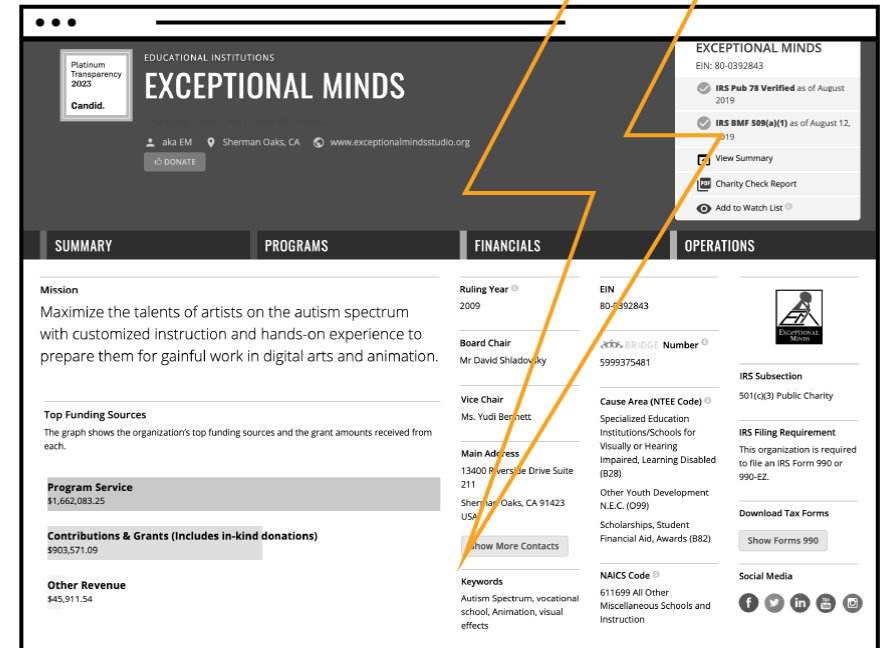
40. Asian Americans/Pacific Islanders in Philanthropy
41. Association of Corporate Citizenship Professionals
42. Center for Effective Philanthropy
43. CF Leads
44. Community Foundation Opportunity Network
45. Council on Foundations
46. Environmental Grantmakers Association
47. Equity in the Center
48. Grantmakers Council of Rhode Island
49. Grantmakers for Effective Organizations
50. Health and Environmental Funders Network
51. Hispanics in Philanthropy
52. League of California Community Foundations
53. National Center for Family Philanthropy
54. PEAK Grantmaking
55. Philanthropy Colorado
56. Philanthropy Massachusetts
57. Philanthropy West Virginia
58. Rockefeller Philanthropy Advisors
59. Technology Association of Grantmakers
60. Trust Based Philanthropy Project
61. United Philanthropy Forum
62. Center for Nonprofit Management (TN)
63. Echoing Green Foundation
64. Florida Nonprofit Alliance
65. Federation of State Humanities Councils
66. Human Services Forum
67. Independent Sector
68. Kentucky Nonprofit Network
69. Maryland Nonprofits
70. Mission Capital
71. Mississippi Alliance of Nonprofits and Philanthropy
72. Momentum Nonprofit Partners
73. Museum Hue
74. National Diaper Bank Network Inc.
75. Nonprofit Association of the Midlands
76. Nonprofit New York
77. Nonprofit Staten Island
78. North Carolina Center for Nonprofit Organizations
79. United Way Worldwide
80. Utah Nonprofit Association

For updates: candid.org/dvc

**What are we talking about, when we talk
about Demographic via Candid**

Candid profiles

- Candid profiles help nonprofit organizations **amplify your stories for free** to Candid's vast audience of foundations and donors—12 million visitors a year and growing
- Information from Candid profiles **power more than 200+ charitable sites** and mobile applications including Facebook, Network for Good, donor-advised funds, and Apply Pay
- Candid profiles contain most of the **commonly requested organizational information** on grant applications



The (quick) history of creating a resource for demographic data in the nonprofit sector & for philanthropy

2014

GuideStar in collaboration with **D5 Coalition** launched the first of its kind program to collect diversity data from nonprofits at scale

2019

Partnered with **Change Philanthropy and Equity in the Center** to update the data collection

2020

Demographic data began to be recognized with a **Gold Seal of Transparency**

2022

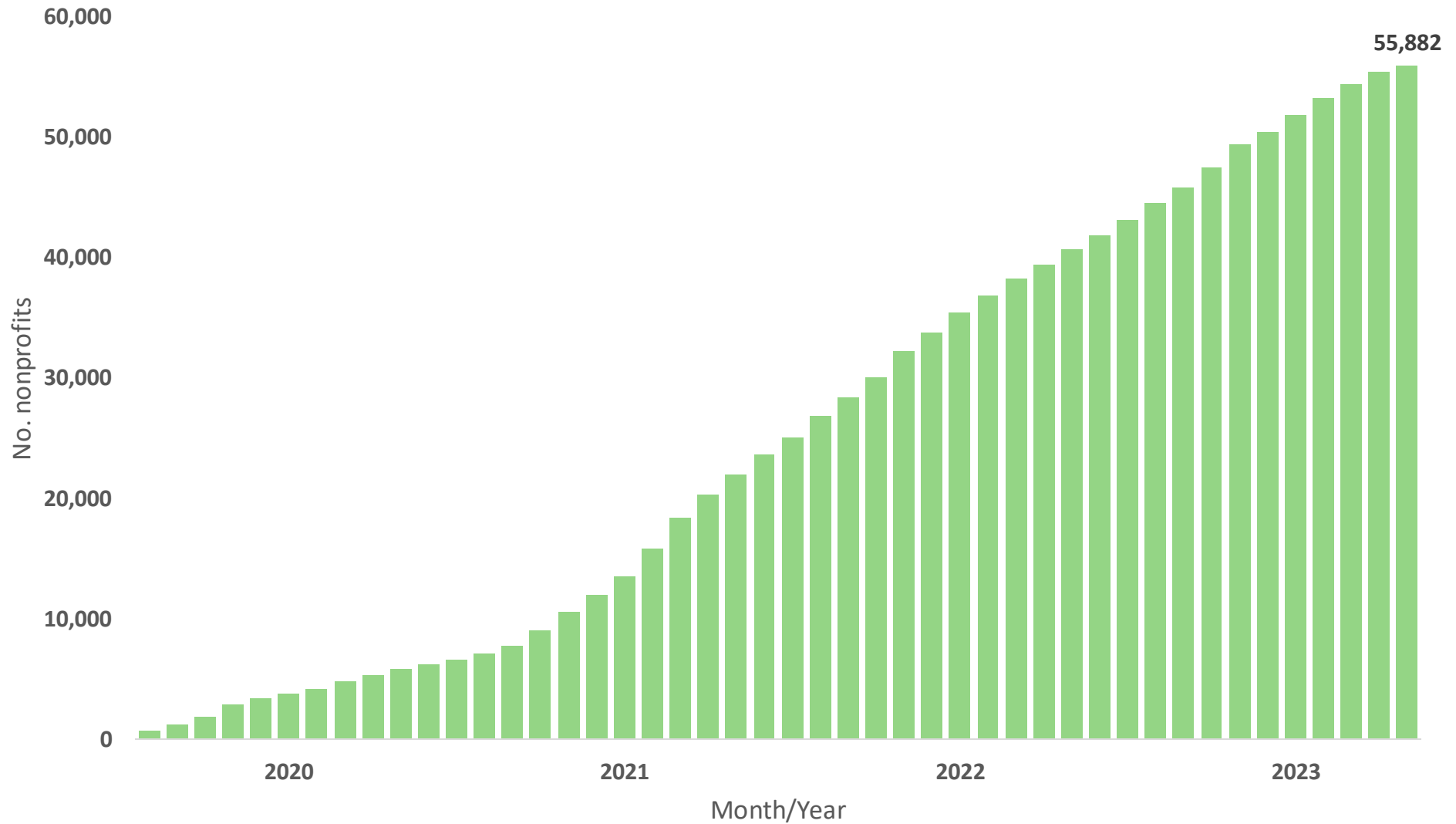
Review of the demographic categories together with **Viewpoint Consulting** and engaging **multiple partners**

2023

Demographic via Candid is launched with **multiple partners and collaborators**

Go for the Gold campaign made permanent

How many nonprofits are sharing demographic data? (ending 5/15/2023)



Candid profiles feature volunteered demographic data

For Leader (CEO/ED), Board, Senior Staff and All Staff:

1 Race and ethnicity

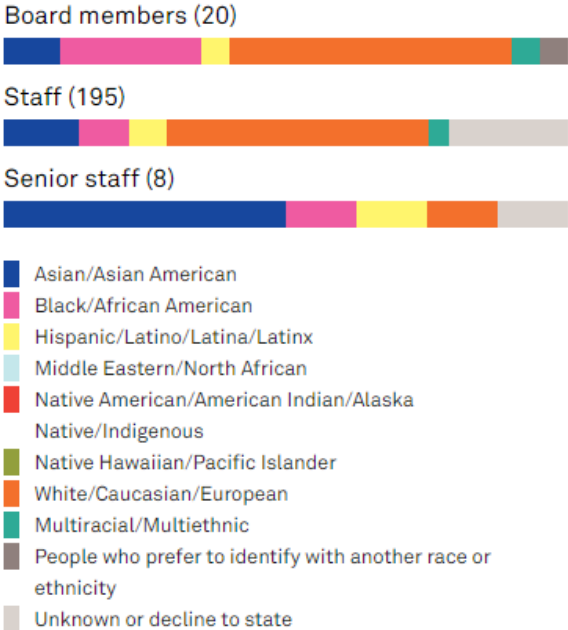
2 Gender identity

3 Sexual orientation

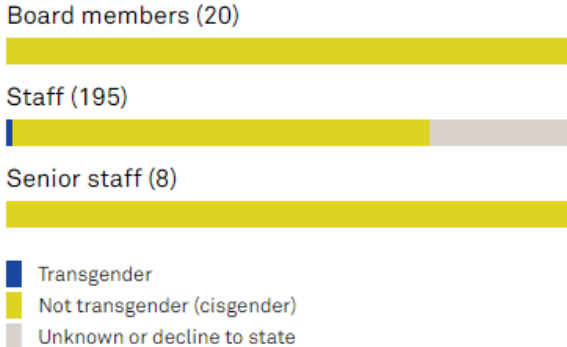
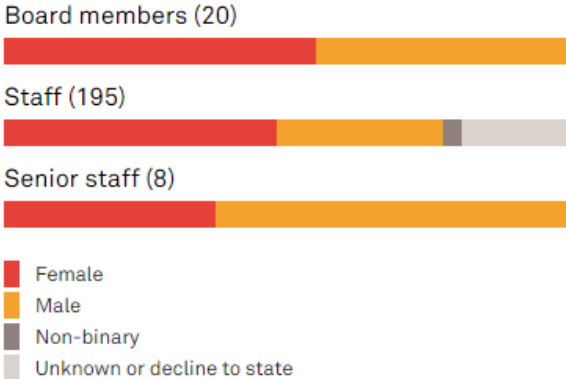
4 Disability

Demographic data on the Candid profile

Race & ethnicity



Gender identity



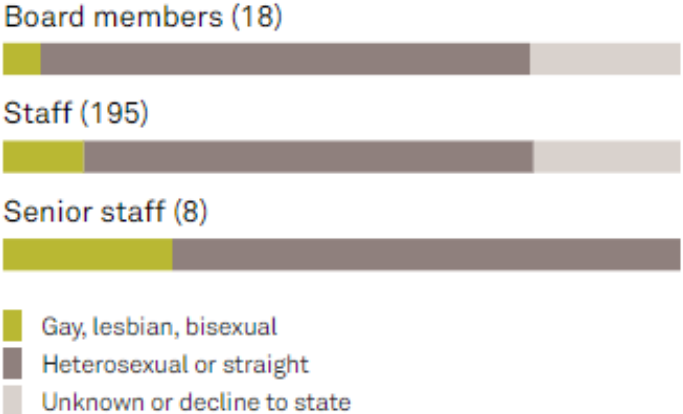
Leadership

The organization's leader identifies as:

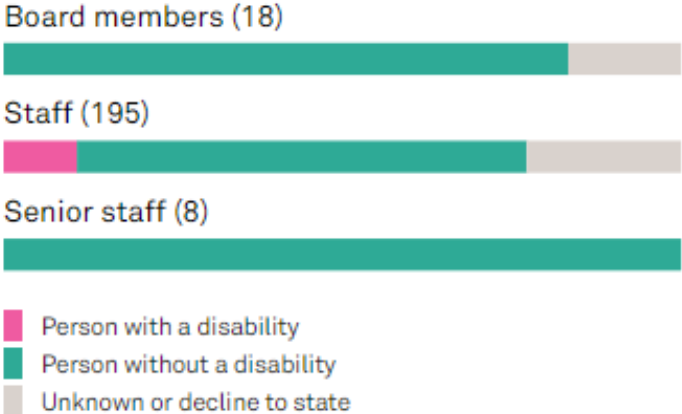
Race & ethnicity	Asian American/Pacific Islanders/Asian
Gender identity	Female, Not transgender (cisgender)
Sexual orientation	Gay, Lesbian, Bisexual, or other sexual orientations in the LGBTQIA+ community
Disability status	Person without a disability

Demographic data on the Candid profile

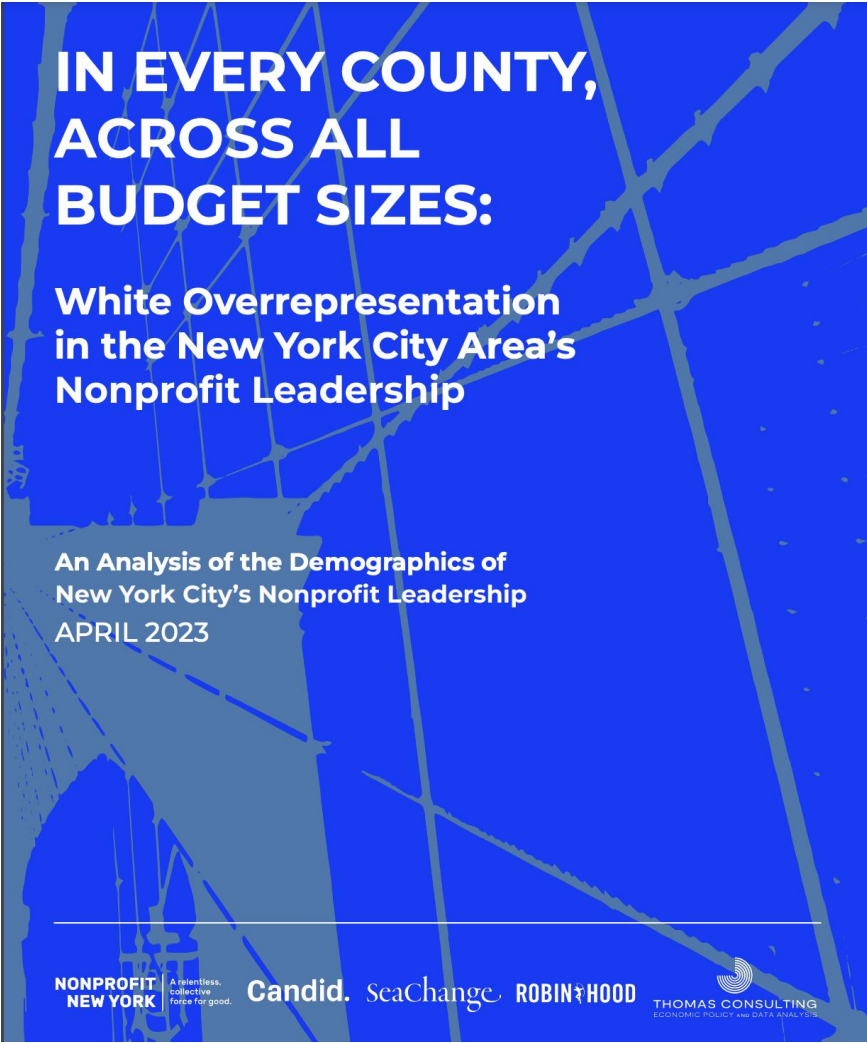
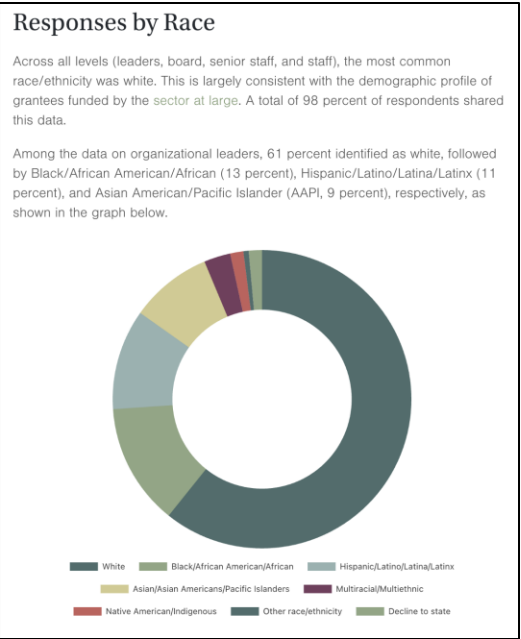
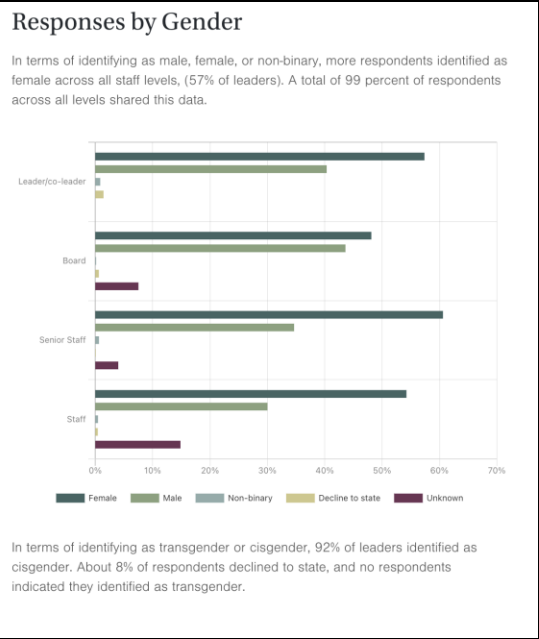
Sexual orientation



Disability



How is this information already being used?



Benefits of Demographics via Candid

Benefits for nonprofits

1

Less time in paperwork and more time to focus on their mission

2

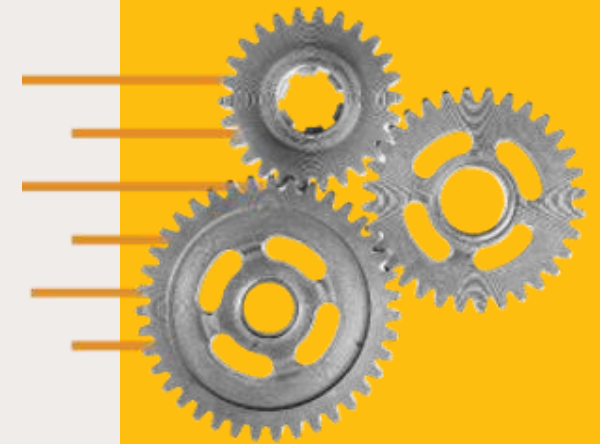
Increase your visibility with funders

3

Show your commitment to diversity, equity, and inclusion

4

Strengthen the social sector with insights based on data



Collect demographic information

- Use How to collect and share demographic data guide
- Specifically:
 - Ask – don't guess
 - Say it's for the public profile
 - Make clear it's voluntary:
 - Decline to state
 - We do not collect

Candid.

How to collect and share demographic data

Candid and Demographics via Candid partners invite you to share your organization's demographics through your nonprofit profile. Doing so shows your organization's commitment to equity, can help funders find your organization, and strengthens the sector with insights based on data.

To help you get started, Candid and CHANGE Philanthropy created this guide, including:

- A sample survey—taking the guesswork out of how to ask these questions
- Best practices and definitions

Demographic survey best practices

- Don't guess, always ask
- Make all parts of the survey voluntary
- Include a "Decline to state" option for each question
- Treat with sensitivity and confidentiality
- Collect and share on the profile annually



Survey administration

Participants

To fully complete your Candid profile demographic questions, you should administer the survey to your:

- CEO/Leader
- Senior staff (defined as C-suite or management with budgetary oversight)
- Staff
- Board members

Include information about the people you consider to be your staff—full-time and part-time.

Reporting

When you aggregate and report the results, note:

- Information for senior staff should include the CEO
- Information for staff should include CEO and senior staff
- If you do not get a response, you should categorize it as "Unknown"

Go for the Gold! Promotion for small nonprofits

For small nonprofits:

<\$1M in annual revenue or expenses

If you earn a **2023 Gold Seal of Transparency** this year

You can get a code for a **FREE 1-year subscription to Foundation Directory Essential** to search for potential funders. To get code email goforgold@candid.org



* For qualifying nonprofits

[Learn more at bit.ly/gold_seal](https://bit.ly/gold_seal)

Mark your calendars for the next webinar

Attract more funding, why adding demographics matters

Wednesday, June 21, 2023

Featuring:

Wynne Chan, Product Manager
at Candid

Zahra Bokhari Hassan,
Development Manager at Candid



Benefits for grantmakers

1

Inform equity strategies

2

Transparency & accountability mechanism

3

Benchmarking and comparative analysis

4

Various access points for this critical data



Leverage Candid's demographic data

1

Baselines for funders and partners

2

Excel flat file

5

GuideStar.org

3

Demographics via Candid dashboard

4

Free demographic API



Mark your calendars for the next webinar

Updating Candid's demographic questions: why, how, and what's new?

Wednesday, June 8, 2 p.m. ET

Featuring:

Kelly Brown, CEO and Founder
of Viewpoint Consulting

Laia Griño, Director of
Data Discovery at Candid



Register [here](#)

How is Demographics via Candid driving systems change?

“The seismic impact of data in moments of global racial reckoning underscores its value and illustrates how it can help all of us create a more equitable environment for all.”

Cheryl Dorsey, president of Echoing Green

“If we are to achieve diversity and equity in our grantmaking, one aspect of this is to gain an accurate understanding of who we support and to then be strategic to ensure that the grantmaking reflects the diversity we seek in our grantee community.”

Michael Wright, Chief Technology Officer, Charles Stewart Mott Foundation

“We must be, as foundations, as a sector, backing up with data what we say that we intend to do...”

Satonya Fair, President and CEO, PEAK Grantmaking

“How do we work better with nonprofits? And a lot comes down to the systems. How do we tie that data together? And then if we can tie it together, we have consistent data and metrics we can be pulling from and leveraging versus data all over the place.”

Grant Elliot, vice president of product, Foundant Technologies

Join the movement

Become a Demographics via Candid partner

Help your grantees, your foundation, and the sector

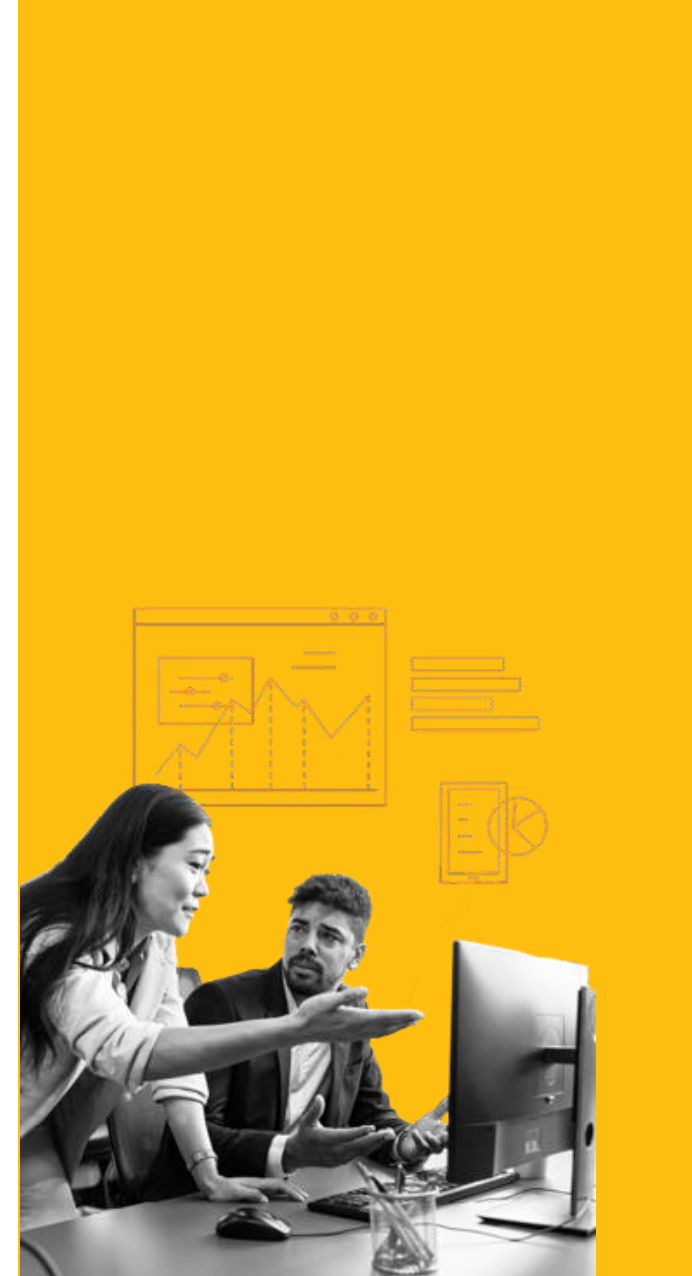
Together, we can make real progress to reduce unnecessary burdens on nonprofits while leveling the field to be equitable, effective, and efficient for all.



Nonprofits: Update your demographics data via your Candid profile

Candid supports by providing:

- Live and on-demand trainings
- Online guides and help articles
- Online support



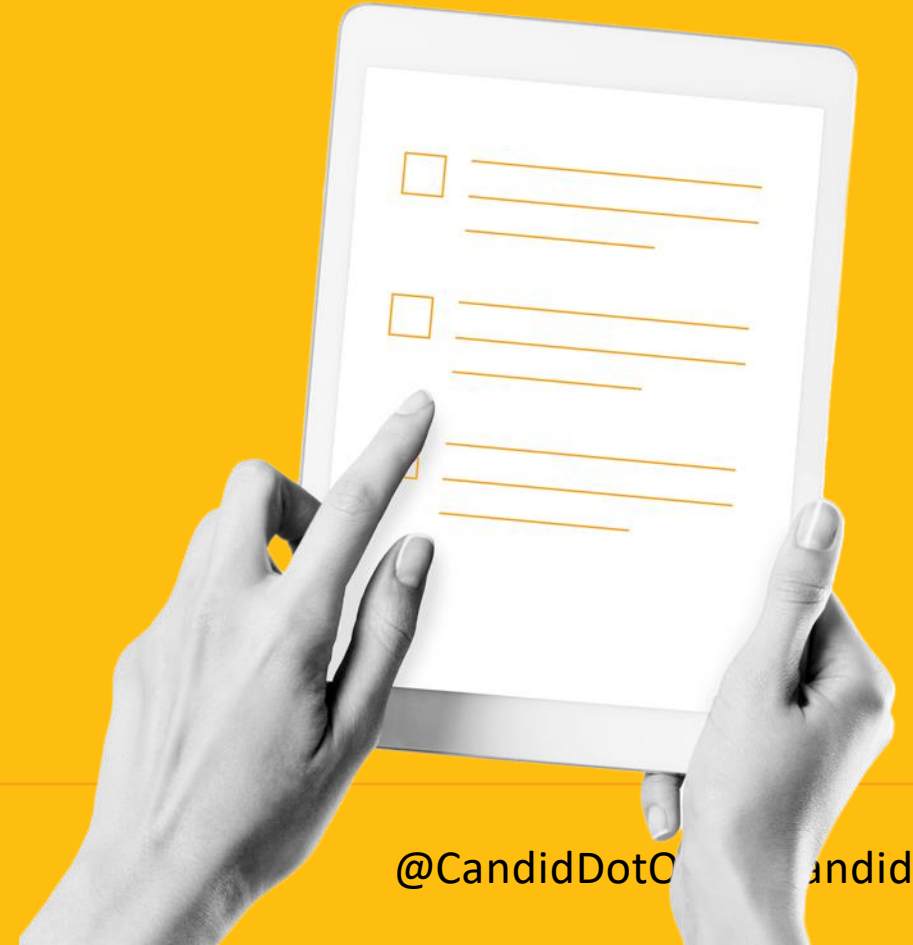
Funders: Ask your nonprofits to submit their demographics data via Candid

Candid supports by providing:

- Providing various access points for demographics data
- Communications toolkit
- Support for grantees



Questions



Learning activity

Group discussions

Nonprofits

Are you being asked to contribute demographics data?

Are you currently collecting demographics data?

Are you leveraging data collection resources?

What additional resources would you need/desire?

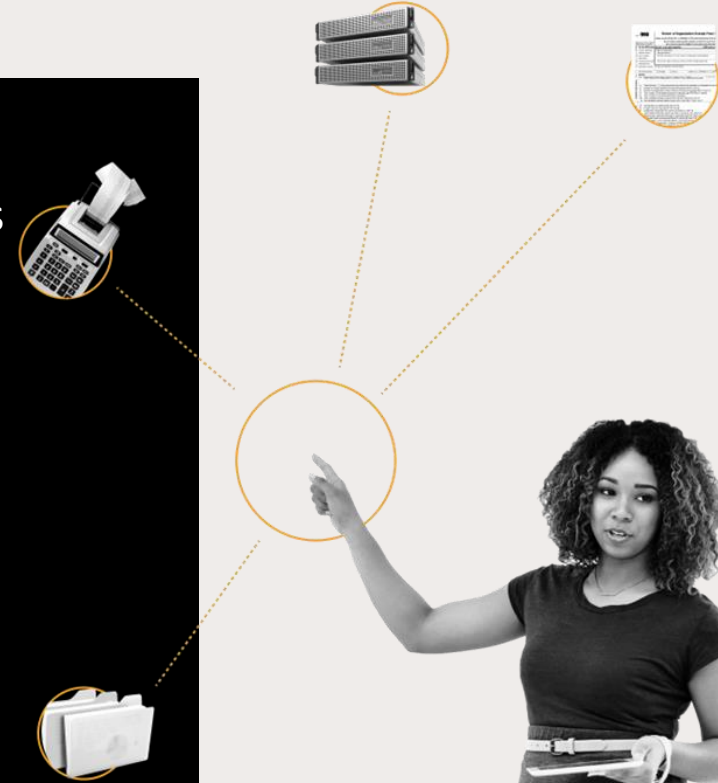
Grantmakers/PSOs/ Associations/Consultants

Are you collecting demographics data?

How are you using collected or sourced demographics data?

Are you aligning with existing standards?

What resources are you providing to nonprofits?



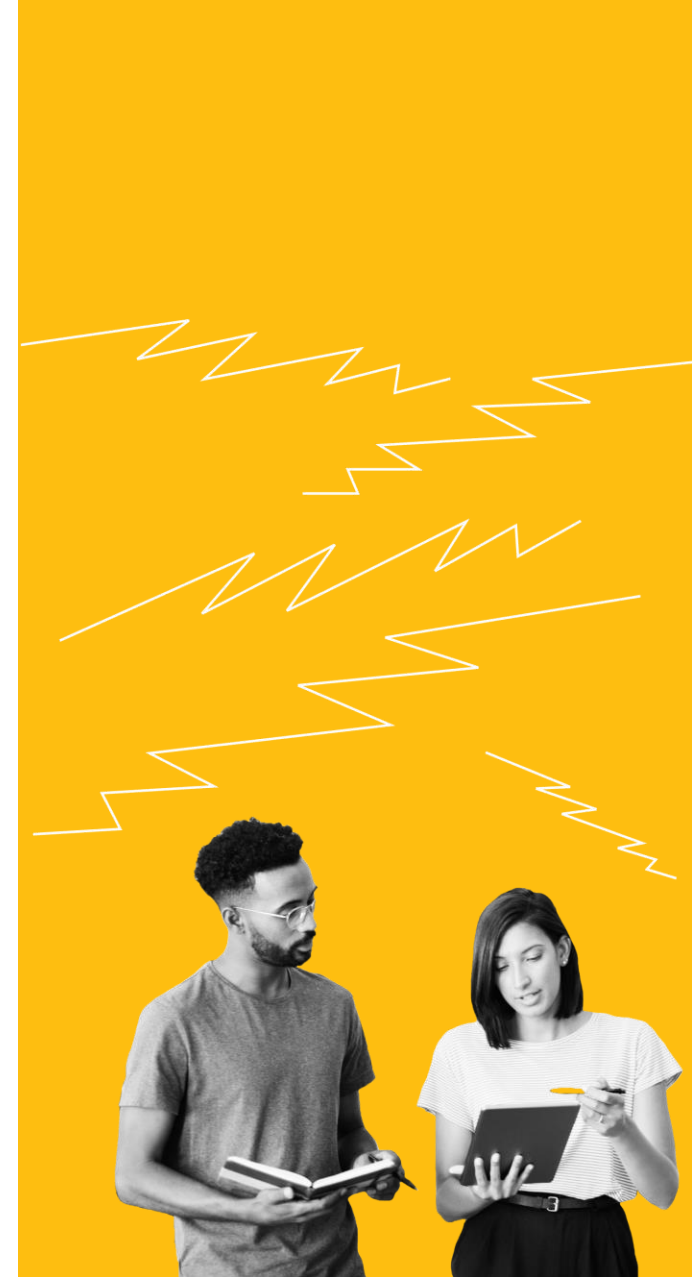
Building bridges

Nonprofits

- What would you like your funders to know about your experiences?
- What would you like to learn from the funders in the room around why they are collecting demographics data?

Funders

- What would you like to know about the experiences of the nonprofits you serve?
- How would you use demographics data to advance your mission?



For more information on Demographics via Candid:

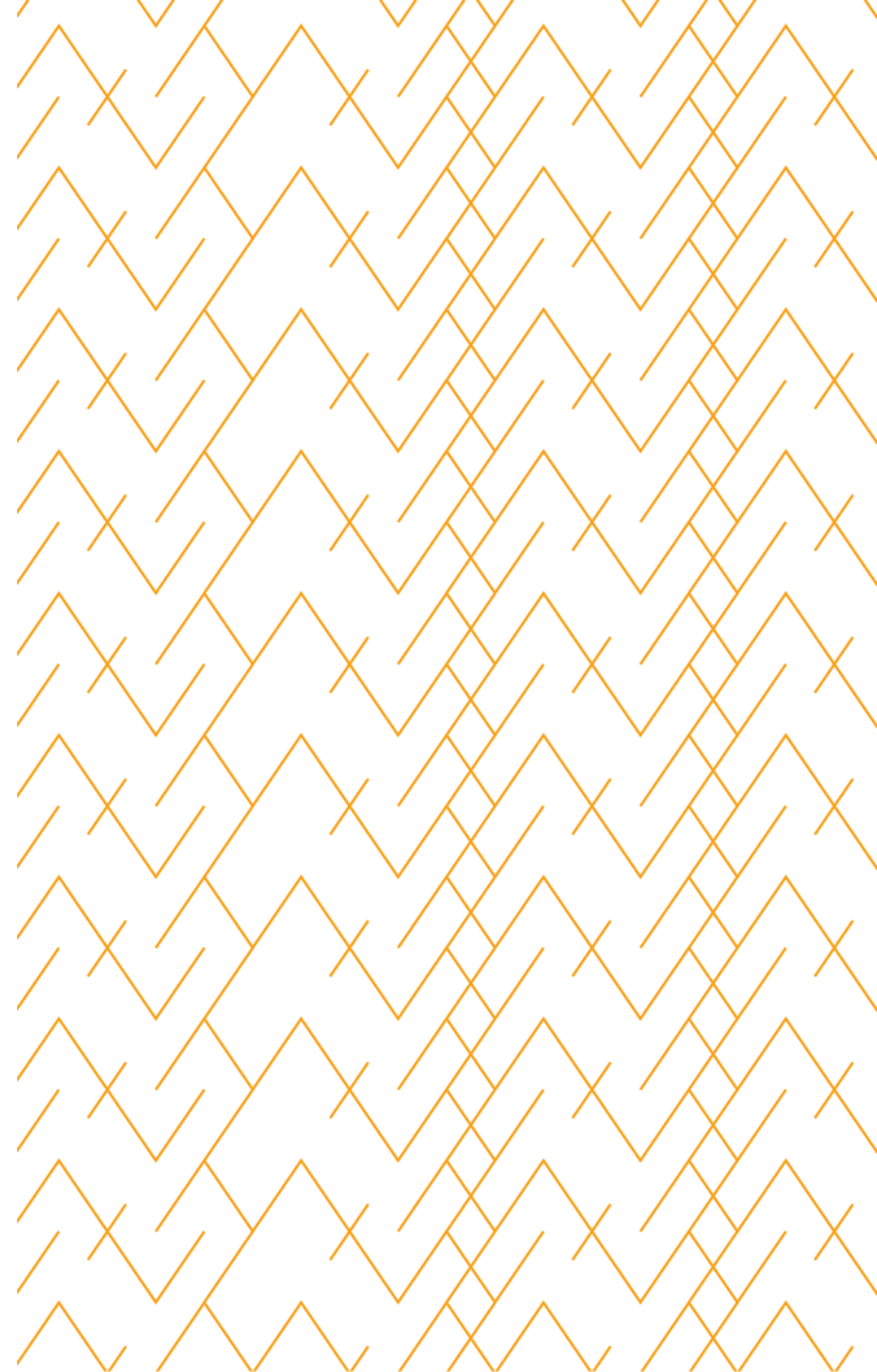
cesar.delvalle@candid.org

catalina.spinel@candid.org

partnerships@candid.org

candid.org/dvc

Thank you.



Resources

Candid's resources for nonprofits

Guides

- [What is Demographics via Candid? How can my nonprofit participate?](#)
- [How to complete the demographics section of your nonprofit profile](#)
- [How to collect and share demographic data guide](#)
- [Go for the Gold!](#)

Training

- [Tell Your Story: Reach Donors Using Your Free Candid Profile](#)

Video

- [How can nonprofits use their Candid profile? A conversation with Meme Styles](#)

Candid's relevant blog post on demographics

- [Demographics via Candid: Building a movement to promote equity in the social sector](#)
- [We're listening: Updates to the race and ethnicity options on the Candid profile](#)
- [Why defining BIPOC-led is harder than you think](#)
- [Nonprofit profiles: advancing equity through data](#)
- [The importance of talking about—and collecting data on—race to improve racial equity](#)

Additional resources

- Share in Whova!