The Nonprofit Voice Project: Feedback for Funders

GENERAL INFORMATION

CEP created the *Nonprofit Voice Project: Feedback for Funders* in 2012 (formerly known as the *Grantee Voice Panel)* to elevate the nonprofit experience to both institutional and individual funders as a way to inform their giving and effectiveness.

The current iteration of the *Nonprofit Voice Project* was established in December of 2022, informed by over 500 nonprofit leaders who have agreed to share their perspectives about their experiences working with funders. The group represents a diverse group of nonprofit organizations of varying sizes, issue areas, and geographic regions. CEP invites new nonprofit leaders every two to four years.

TABLE 1. INFORMATION ABOUT CURRENT NONPROFIT VOICE PARTICIPATING ORGANIZATIONS

Organizational Characteristic	Range	Median Value
Expenses	~$119K to ~$87M	~$1.8M
Staff	1 FTE to 2,000 FTE	15 FTE

GOALS FOR THE *NONPROFIT VOICE PROJECT*

- **Collect timely data to inform funder practices:** The *Nonprofit Voice Project* allows CEP to survey nonprofits on current issues relevant to institutional and individual givers, resulting in research reports with timely, actionable insights for philanthropic funders.
- **Gather nonprofit perspectives of working with funders broadly:** This effort is distinct from CEP's surveys of grantees' experiences with specific foundations, which inform the Grantee Perception Reports (GPRs) delivered to hundreds of foundations over the past decade. Through the *Nonprofit Voice Project*, CEP gathers nonprofits' perspectives about their experiences working with their many and varied foundation funders and individual donors.
- **Further contribute to funders' knowledge of how they can work most effectively with nonprofits:** With the belief that philanthropic funders make progress against important goals by understanding grantees' perspectives, CEP builds on funders' knowledge on improving nonprofit-funder relationships.

ABOUT THE PARTICIPATING NONPROFIT LEADERS

Our 2022 panel of 506 nonprofit leaders is comparable to the nonprofit sector broadly. The majority of leaders identify as women (66%) and white (71%). Twenty-five percent of the participating leaders identify as a person of color. The nonprofit leaders come from across 47 states and Washington, D.C., with California (17%), New York (11%), and Pennsylvania (6%) representing the highest numbers of participants.

TABLE 2. DESCRIPTION OF 2022 PROJECT PARTICIPANTS BY GENDER

GENDER	Number of Nonprofit Leaders	Percentage of Participants
Man	150	29.64%
Non-binary or gender non-conforming	9	1.78%
Woman	334	66.01%
Prefer to self-identify	0	0.00%

	5	0.99%
Prefer Not to Say		

Note: Respondents were asked to check all that apply. One individual checked two gender identities; all others selected one identity per response.

TABLE 3. DESCRIPTION OF 2022 PROJECT PARTICIPANTS BY RACE/ETHNICITY

RACE/ETHNICITY	Number of Nonprofit Leaders	Percentage of Participants
African American or Black	57	11.26%
American Indian, Alaska Native, or Indigenous	8	1.58%
Asian or Asian American	19	3.75%
Latina, Latino, Latinx or Hispanic	39	7.71%
Middle Eastern or North African	10	1.98%
Multiracial and/or Multi-ethnic	11	2.17%
Pacific Islander or Native Hawaiian	5	0.99%
White	361	71.34%
Race and/or ethnicity not included above	7	1.38%
Prefer not to say	11	2.17%

Note: Respondents were asked to check all that apply. Twenty individuals checked more than one racial/ethnic identity; all others selected one identity per response.

TABLE 4. DESCRIPTION OF 2022 PROJECT PARTICIPANTS BY IDENTIFICATION AS A PERSON OF COLOR

PERSON OF COLOR (POC) IDENTITY	Number of Nonprofit Leaders	Percentage of Participants
Identify as a person of color	125	25.15%
Do not identify as a person of color	361	72.64%
Prefer not to say	11	2.21%

METHODOLOGY

The *Nonprofit Voice Project* was established in several steps. First, CEP partnered with Candid to obtain a random sample of nonprofit organizations to invite, based on the following criteria:

- The organization has received grant funding from one or more foundations that recorded annual giving of $5 million or more in 2019.
- The organization is based in the United States.
- The organization records annual expenses equal to or greater than $100,000 and less than $100 million.
- The organization has a positive contributed revenue.
- The organization has an identified area of work (based on NTEECC coding).
- The organization has at least one full-time staff member.
- Ineligible organization types (based on NTEECC coding) included:

- o Mutual/membership benefit organizations;
- o Religion-related organizations, such as ministries and missions;
- o Hospitals and universities;
- o Foundations;
- o Fundraising organizations, such as federated giving programs and named trusts; and
- o Supporting organizations whose primary purpose is to provide financial/non-financial support to other organizations.

Only individuals leading eligible nonprofits were considered for inclusion. These individuals typically had titles such as executive director, president, or CEO. Ultimately, 3,680 nonprofit leaders were invited to join the Nonprofit Voice Project in November 2022. The invitation confirmed that the individual was the leader of the organization, that the organization had received private foundation funding since 2018, and that the organization had at least one full-time employee. The final number of individuals who accepted our invitation and met these eligibility criteria resulted in our sample of 506 nonprofit leaders.

We statistically tested for and did not find significant differences in the annual expenses of the organizations that did and did not accept the invitation to join the project.