

About The Nonprofit Voice Project

GENERAL INFORMATION

CEP created the *Nonprofit Voice Project* 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* sample was established in January of 2025, informed by over 800 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	~\$124K to ~\$95M	~\$1.7M
Staff	1 FTE to 2,500 FTE	12 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 2025 panel of 897 nonprofit leaders is comparable to the nonprofit sector broadly. The majority of leaders identify as women (70%). Twenty-six percent of the participating leaders identify as a person of color. The nonprofit leaders come from across 48 states and Washington, D.C., with California (14%), New York (7%), and Pennsylvania (6%) representing the highest numbers of participants.

TABLE 2. DESCRIPTION OF 2025 PROJECT PARTICIPANTS BY GENDER

GENDER	Number of Nonprofit Leaders	Percentage of Participants
Man	252	28%
Non-binary or gender non-conforming	9	1%
Woman	629	70%
Prefer to self-identify	4	0.4%

Prefer not to say	2	0.2%
--------------------------	---	------

Note: Respondents were asked to select all that apply.

TABLE 3. DESCRIPTION OF 2025 PROJECT PARTICIPANTS BY RACE/ETHNICITY

RACE/ETHNICITY	Number of Nonprofit Leaders	Percentage of Participants
African American or Black	126	14%
American Indian, Alaska Native, or Indigenous	18	2%
Asian or Asian American	39	4%
Latina, Latino, Latinx or Hispanic	71	8%
Middle Eastern or North African	14	2%
Multiracial and/or Multi-ethnic	35	4%
Pacific Islander or Native Hawaiian	10	1%
White	630	70%
Race and/or ethnicity not included above	23	3%
Prefer not to say	14	2%

Note: Respondents were asked to select all that apply.

TABLE 4. DESCRIPTION OF 2025 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	641	26%
Do not identify as a person of color	237	71%
Prefer not to say	19	2%

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 based on their most recent available Form 990.
- 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 NTEE coding).
- The organization has at least one full-time staff member.
- Ineligible organization types (based on NTEE coding) included:
 - Mutual/membership benefit organizations;
 - Religion-related organizations, such as ministries and missions;
 - Hospitals
 - Universities;
 - Foundations;
 - Fundraising organizations, such as federated giving programs and named trusts; and

- 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, 5,916 nonprofit organizations were invited to join the Nonprofit Voice Project in December 2024. The invitation confirmed that the individual was the leader of the organization, that the organization had received private foundation funding since 2021, 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 897 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.