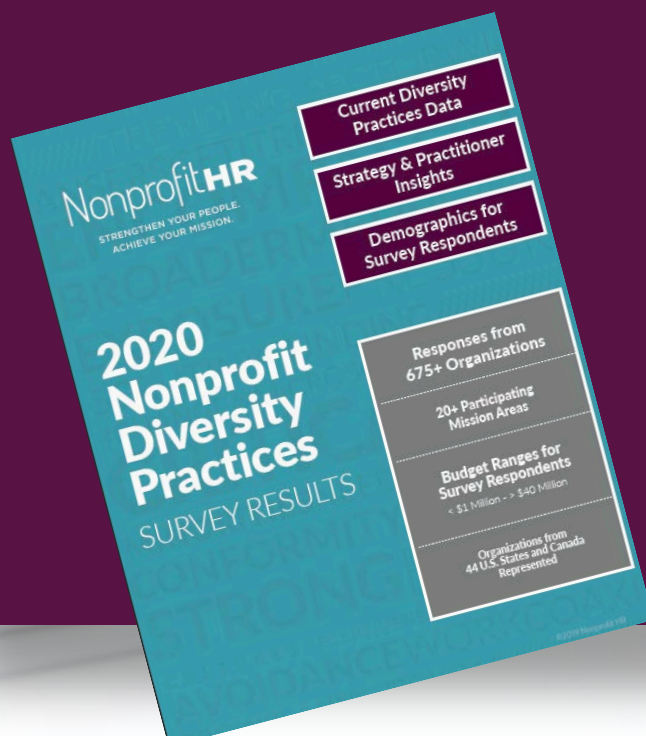




## 2020 NONPROFIT DIVERSITY PRACTICES SURVEY RESULTS OVERVIEW



### Race & Diversity Practices in Nonprofits

Monday, September 21, 2020  
2 – 3:30 PM ET

## PRESENTERS



**Lisa Brown Alexander**  
President & CEO



**Emily Holthaus**  
Managing Director  
Diversity, Equity & Inclusion

## About Nonprofit HR



- Total lifecycle solutions for talent management.
- 20 years serving the social sector as a trusted advisor and thought-partner.
- Hundreds of missions served.
- National footprint.
- Award-winning and highly credentialed staff.

CELEBRATING  
20  
YEARS  
Nonprofit**HR**

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## AGENDA

- The Data
- Why the Data Matter
- Are We Making Progress?
- Insights for Creating a More Equitable, Diverse & Inclusive Organization
- Appendix: The Demographics

# 2020 NONPROFIT DIVERSITY PRACTICES SURVEY RESPONDENTS

626

Participating  
Nonprofits

Largest  
Participating  
Mission Areas

Social/Human  
Services (26%)

Education (14%)

Health/Health  
Services (12%)

31%

Have budgets between  
\$1-4.9 million

22%

Have between  
21-50 employees

# THE DATA

How Participants Responded in the 2020  
Nonprofit Diversity Practices Survey

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STRENGTHEN YOUR PEOPLE.  
ACHIEVE YOUR MISSION.

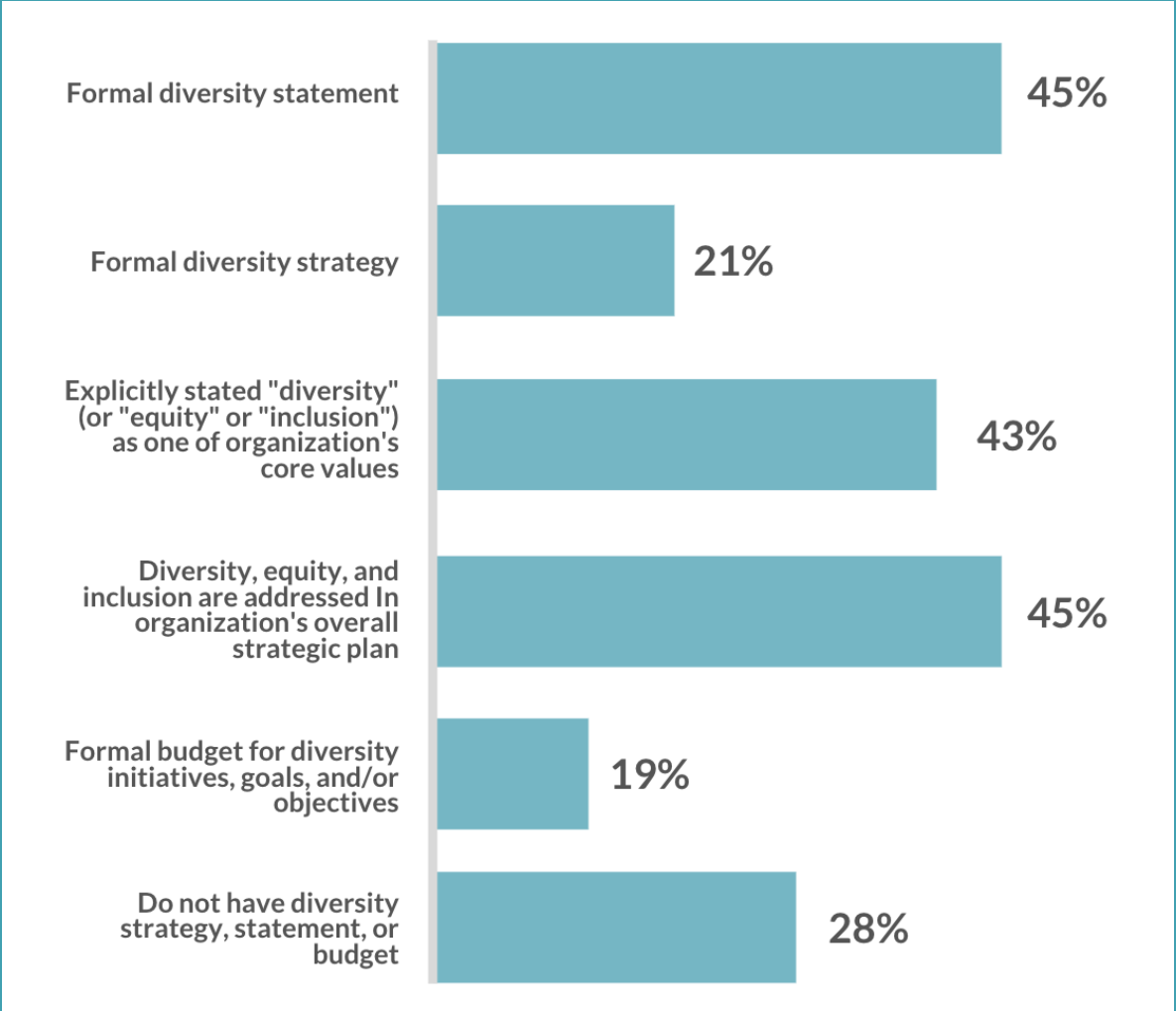
*2020 Nonprofit Diversity Practices survey - Results overview Webinar*

[nonprofithr.com/DEIsurvey2020](https://nonprofithr.com/DEIsurvey2020)

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20  
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# How organizations have approached diversity in 2020





## COMPARISON:

2019 Segments of nonprofits most and least likely to have a diversity strategy

### Data by Budget Size

More likely to have a formal diversity strategy:

- Greater than \$40 Million (51% have a strategy)
- \$15 - 19.9 Million (47% have a strategy)

Less likely to have a formal diversity strategy :

- \$5 – 9.9 Million (77% do not have a strategy)
- Less than a Million (76% do not have a strategy)

### Data by Mission Type

More likely to have a formal diversity strategy:

- Social and Human Services (36% have a strategy)
- Education (35% have a strategy)

Less likely to have a formal diversity strategy:

- Animal Rights (100% do not have a strategy)
- Association (86% do not have a strategy)





## 2020 Segments of nonprofits more and less likely to have a diversity strategy

### Data by Budget Size

More likely to have a formal diversity strategy:

- \$5 million- 9.9 million (28% have a strategy)
- \$10 million- 14.9 million (29% have a strategy)

Less likely to have a formal diversity strategy :

- less than \$1 million (92% do not have a strategy)
- \$15 million- 19.9 million (87% do not have a strategy)

### Data by Mission Type

More likely to have a formal diversity strategy:

- Foundation (45% have a strategy)
- NGO (30% have a strategy)

Less likely to have a formal diversity strategy:

- Animal Rights (100% do not have a strategy)
- Public Policy/Advocacy (89% do not have a strategy)

## COMPARISON:

2019: According to the data, the larger the organization headcount and budget, the greater the likelihood of having a formal diversity statement.

## 2019 Formal Diversity Statement Practice

More likely to have a formal diversity statement:

- Greater than \$20 million (63% have a statement)
- \$15 million- 19.9 million (53% have a statement)

Less likely to have a formal diversity statement:

- less than \$1 million (59% do not have a statement )
- \$1 million- 4.9 million (51% do not have a statement)

## Mission Types Most Likely to Have a Formal Diversity Statement

- Human Rights (57%)
- Environmental (55%)
- Arts & Culture (55%)



2020

This year smaller organizations, by budget, were more likely to have a formal diversity statement.

## 2020 Formal Diversity Statement Practice

More likely to have a formal diversity statement:

- \$5 million- 9.9 million (69% have a statement)
- \$10 million- 14.9 million (49% have a statement)

Less likely to have a formal diversity statement:

- less than \$1 million (68% do not have a statement )
- \$15 million- 19.9 million (67% do not have a statement)

## Mission Types Most Likely to Have a Formal Diversity Statement

- Foundation (73% have a statement)
- NGO (70% have a statement)
- Environmental (63% have a statement)





## Question from Webinar Attendee

Which area should a small organization (with limited resources) focus on first to drive forward DEI goals - external consultants, resources to empower a staff or board led task force, or hiring a full-time staff person who is responsible for DEI?

A blurred background image showing a group of diverse business professionals in a meeting. A woman in a light-colored blazer is standing and pointing at a laptop screen, while several others are seated around the table, looking at the screen or taking notes. The setting appears to be a modern office with large windows.

# PERSPECTIVE

- Having a diversity **statement** reflects your organization's position related to DEI
- Having a diversity **strategy** reflects your organization's understanding of the importance of DEI to organizational success
- DEI as a part of your core values reflects your organization's **beliefs**
- Integrating DEI into your organization's strategic plan demonstrates the understanding that DEI and organizational impact are inextricably linked
- Having a DEI budget sends the message that your organization is investing both time AND resources to advancing this work
- Not having a DEI statement, strategy, values or budget puts your organization at a strategic disadvantage regarding talent, innovation, results and impact



# PERSPECTIVE ON WHY DEI MATTERS

**Why your organization should invest in diversity, equity & inclusion.**

You want to:

- Perform better financially
- Produce better products and services
- Gain a competitive edge when recruiting top talent
- Demonstrate corporate social responsibility
- Realize greater results/impact



# Staffing DEI: How Are Nonprofits Doing It?



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## COMPARISON:

Organizations that have a staff person solely dedicated to diversity efforts

2019

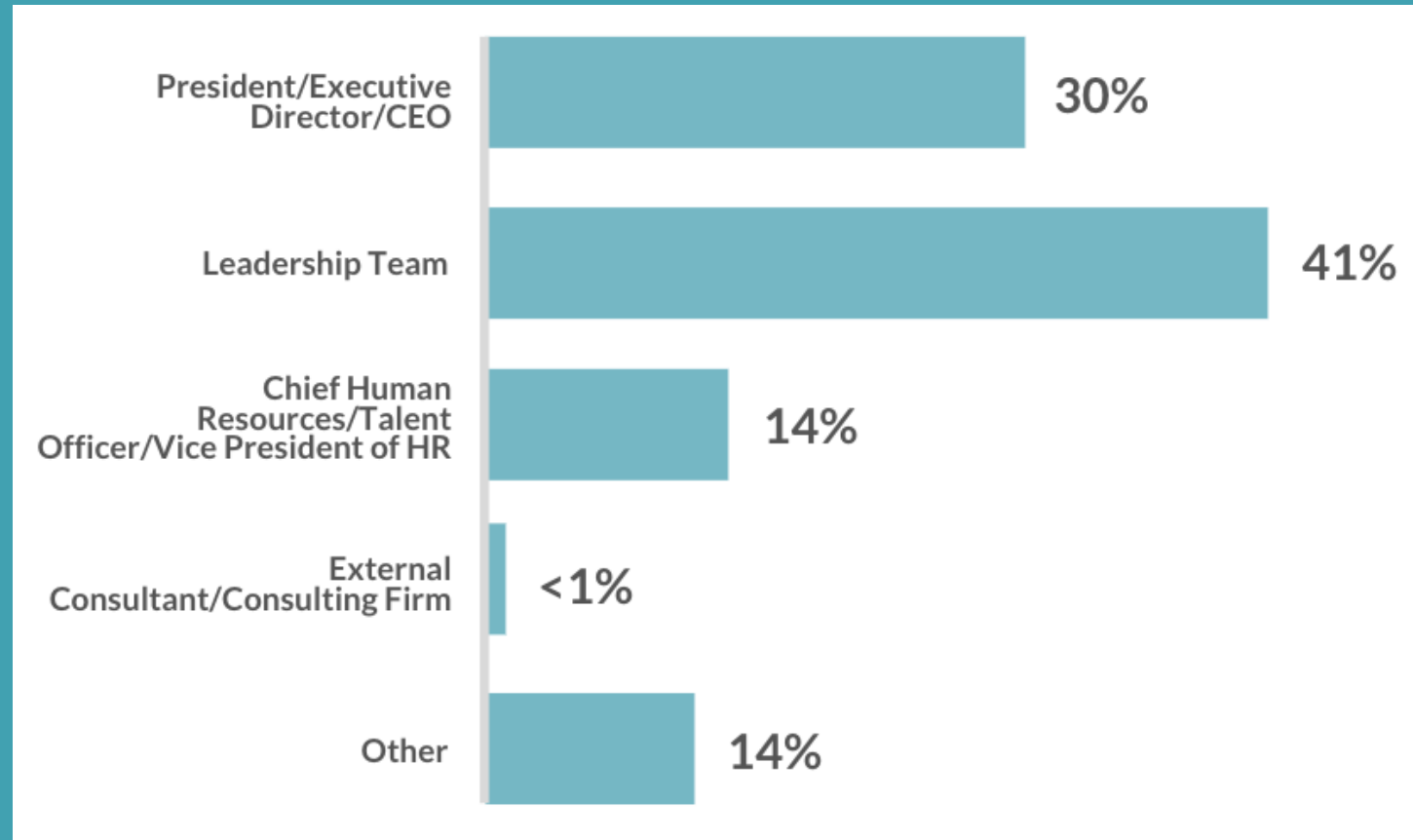


2020



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# Who has accountability for your organization's diversity strategy/initiatives?





## COMPARISON:

Percentages of organizations with a Team or Task Force Focused on Diversity.

2019: 41%  
2020: 49%

Yes, with a  
senior  
leadership  
advocate

2019: 54%  
2020: 44%

No

2019: 5%  
2020: 7%

Yes,  
but no senior  
leadership  
advocate



## Question from Webinar Attendee

What are ways - if you have a predominately white board or leadership team - can you work to naturally expand networks and bring in more diverse leadership?

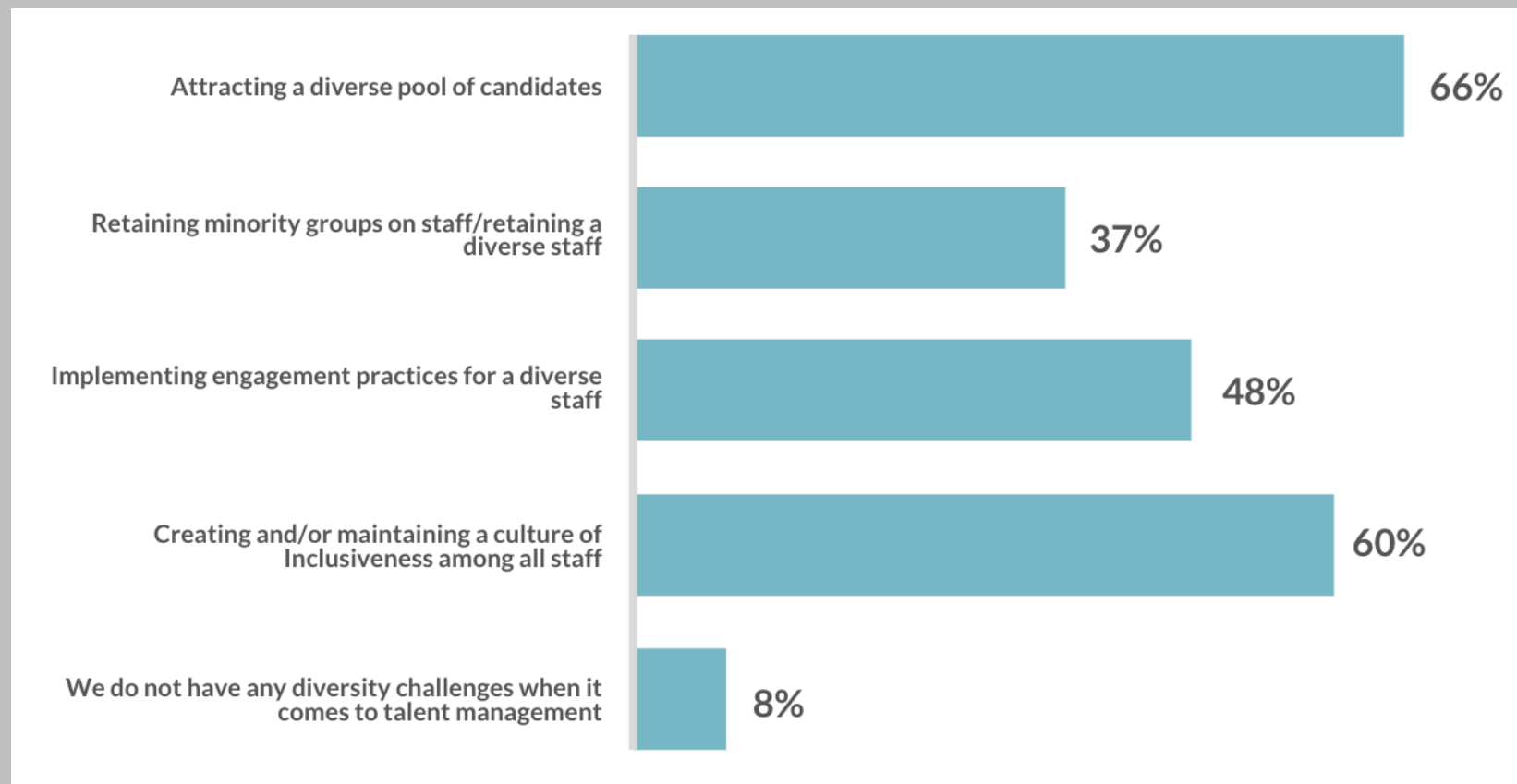
# Comparison 2019 Organizations' greatest diversity challenges

Realizing racial/ethnic diversity	42%
Realizing gender diversity	4%
Realizing age diversity	2%
Realizing sexual identity training	1%
Realizing diversity based on differing abilities	5%
Realizing diversity based on background/experience	11%
Realizing higher representation of veterans	5%
Creating safety for management/staff facing challenges with openly discussing diversity	16%

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## 2020 Organizations' greatest diversity challenges by talent management function

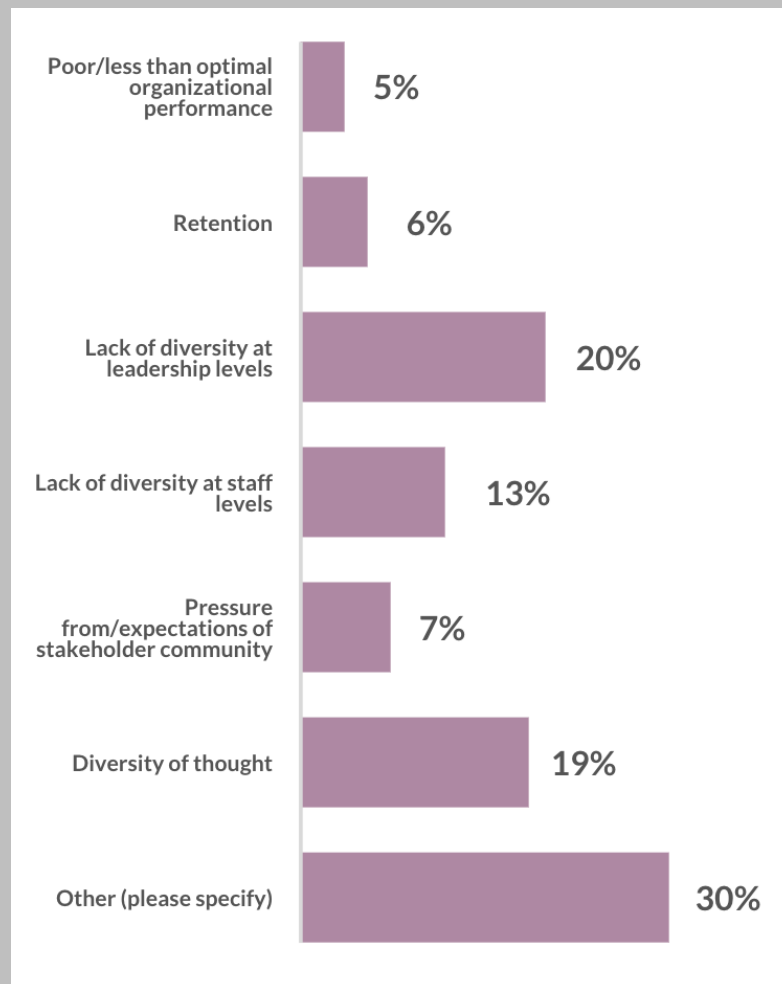


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# COMPARISON: 2019 & 2020 Organizations that **HAVE** a diversity strategy initiated it because...

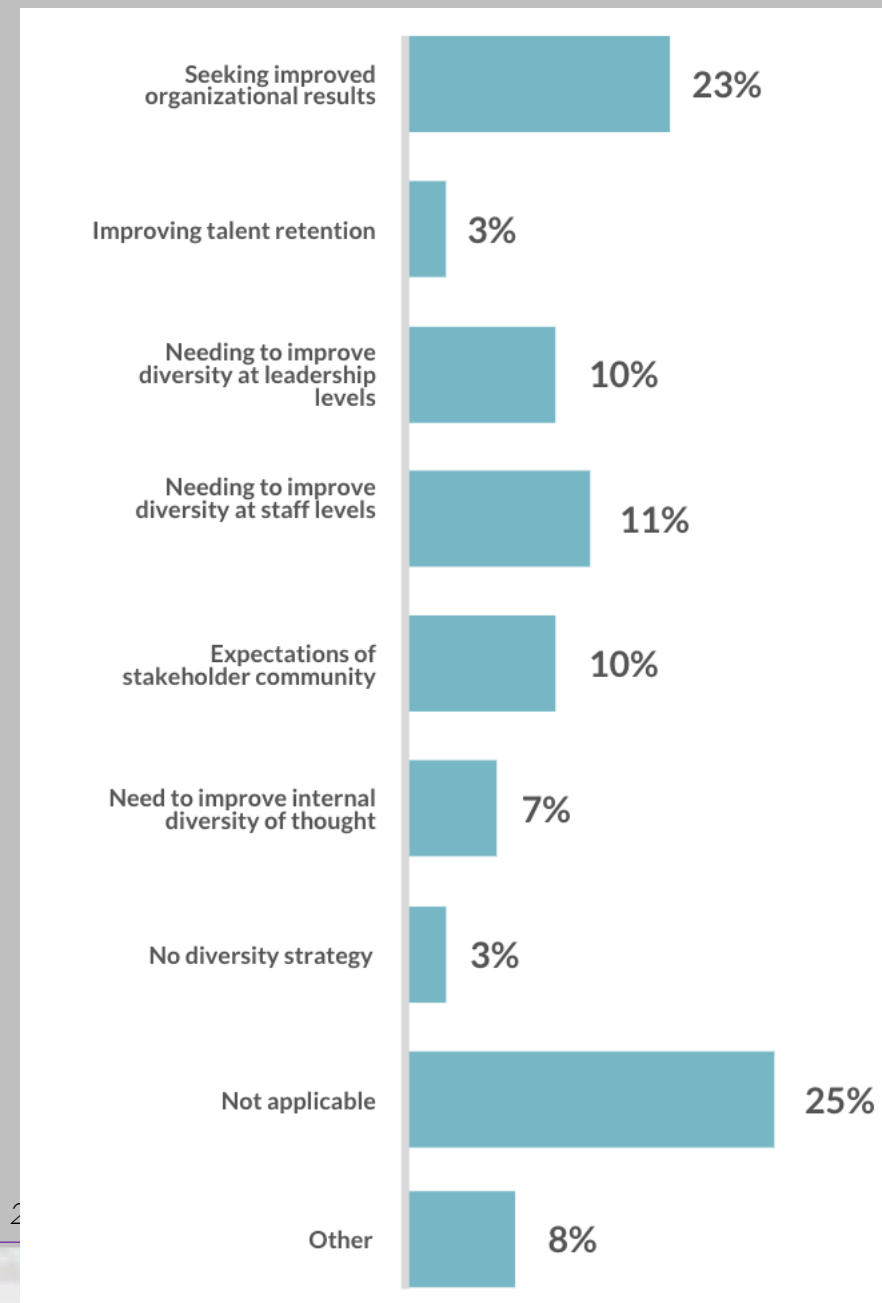
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2019



2020

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## **Question from Webinar Attendee**

What is the process of strategic planning [for DEI]?  
Who needs to participate? Can senior management  
select the strategic planning team?

## COMPARISON:

2019: 43% of respondents report that a lack of diversity **HAS NOT** impacted them.

2020: 16% of respondents report that a lack of diversity **HAS NOT** impacted them.



# Comparison

2019: 57% of respondents say that the diversity of their staff **IS** reflective of their community.

2020: 53% of respondents say that the diversity of their staff **IS** reflective of their community.

## COMPARISON: 2019 HR / Talent Management Practices and Policies

Organizations Changed  
to Realize Greater  
Diversity

Interviewing practices/policies	28%
Hiring practices/policies	38%
Promotion practices/policies	7%
Compensation and benefits practices/policies	9%
Performance management practices/policies	9%

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## **Question from Webinar Attendee**

We have struggled with diversity in our hiring and advertising our job postings. As a nonprofit, other than Indeed, LinkedIn are there other places that would help us reach a more diverse pool?



## COMPARISON: 2019 DEI training options offered by nonprofits

General diversity training	51%
Implicit/unconscious bias training	40%
Sensitivity training	20%
Hiring diverse talent training	14%
Cross-cultural communication training	22%
We have not offered any diversity training	31%

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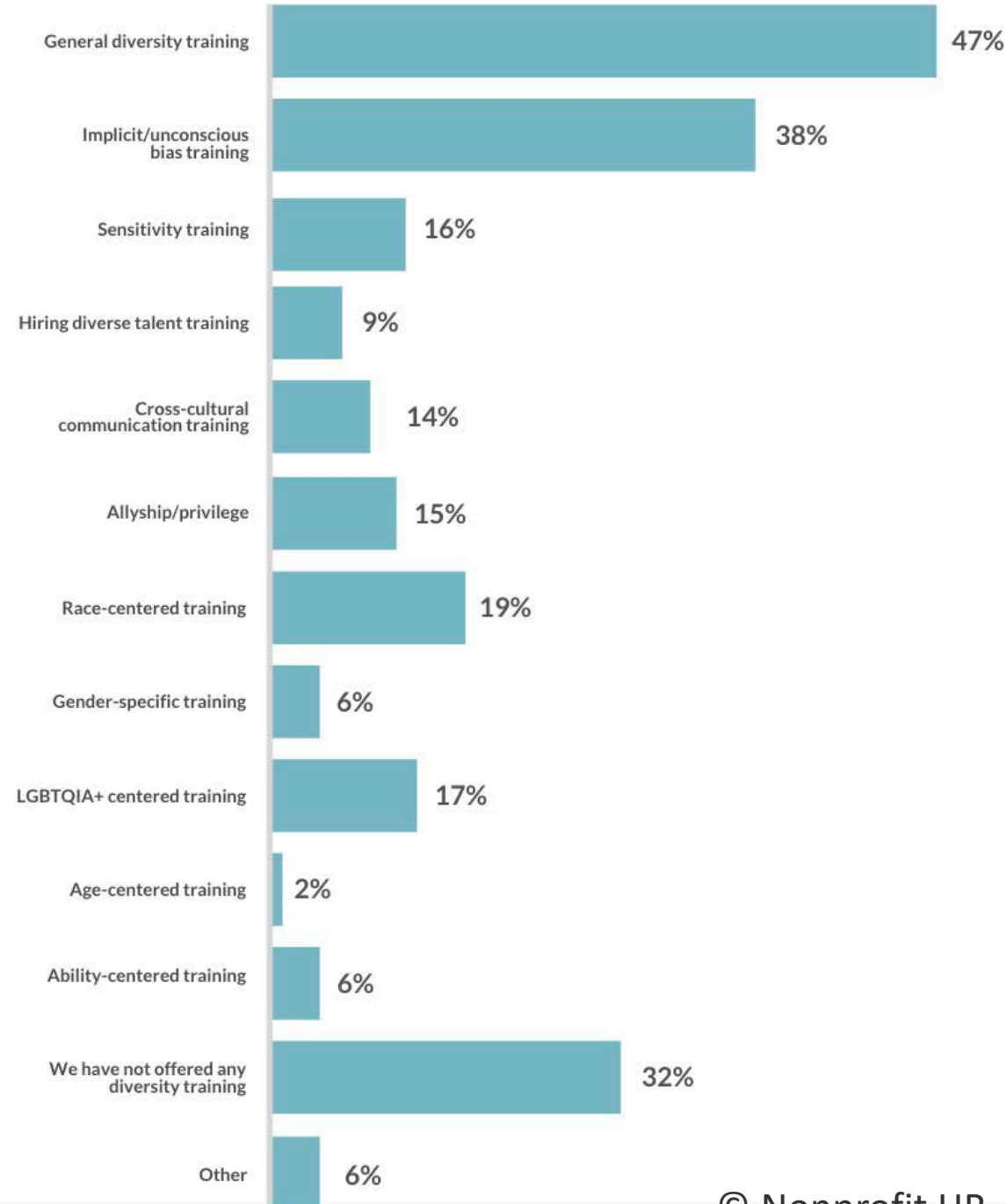


## Question from Webinar Attendee

Do you think there are limits to training? It seems as though training is often presented as an alternative to real accountability. Thoughts?

# 2020 DEI training options offered by nonprofits

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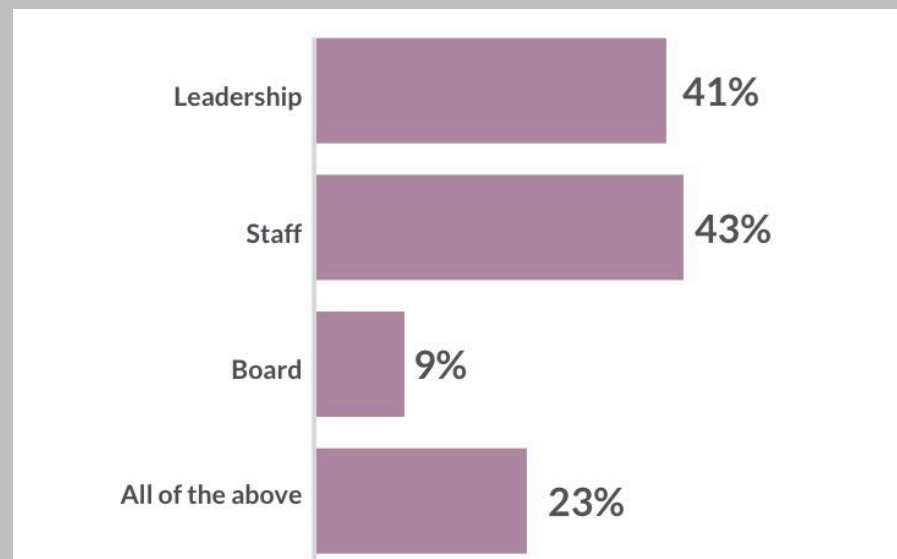




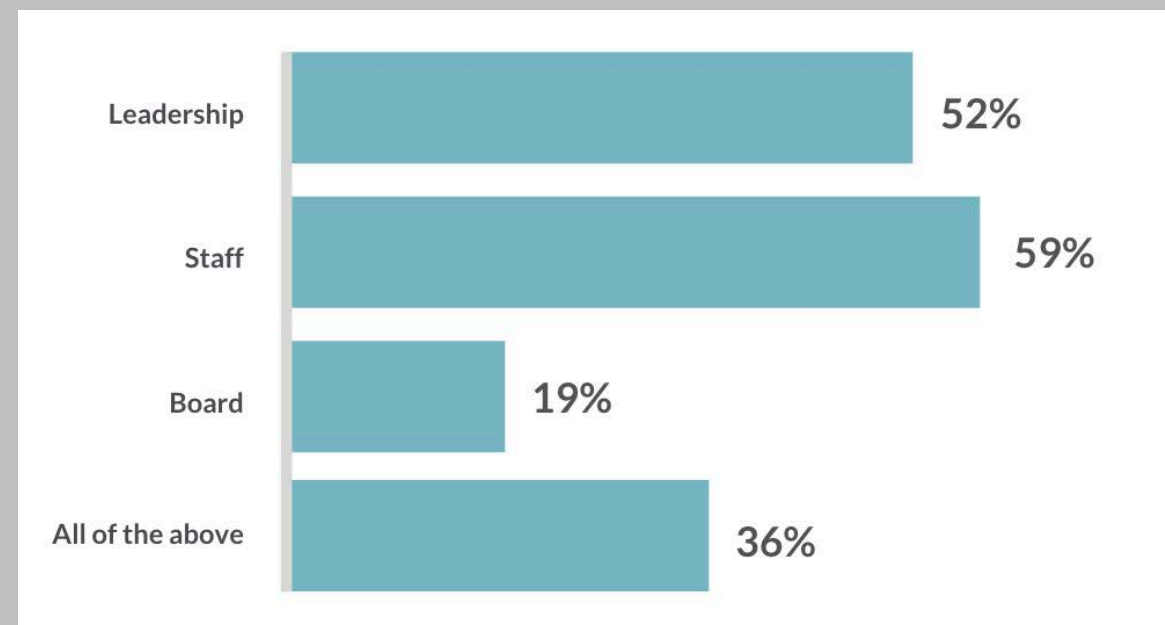
## Groups that received diversity training

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2019



2020



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## Question from Webinar Attendee

We have found that much of the trainings we have offered are too surface level and do not get deep enough into the issue. Are we expecting too much or should we be pushing (e.g. hired trainers, staff trainers, etc.) more?

44% of respondents **HAVE  
NOT** implemented any  
diversity metrics.





## Question from Webinar Attendee

How do you help leaders see that their environment is a close door club if they perceive it as inclusive?