Michigan Statewide
Nonprofit Leadership
Census 2022 ·➤

DATA DRIVEN DETROIT

Dorothy A. Johnson Center FOR PHILANTHROPY

m·n·a ·➤ Michigan Nonprofit Association

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Data Driven Detroit

D3 was founded in 2008 to serve as a one-stop-shop for data on Detroit and the region. We are the region's representative in the National Neighborhood Indicators Partnership, a national network of data intermediaries that share a commitment to ensuring all communities have access to data and the skills to use it to advance equity and well-being across neighborhoods.

Our mission is to provide accessible, high-quality information and analysis to drive informed decision-making. Using data, we can have informed conversations about the current state of our community, how to best deliver resources, and create the deepest impact.

Dorothy A. Johnson Center for Philanthropy

The Dorothy A. Johnson Center for Philanthropy at Grand Valley State University was established in 1992 with support from the W.K. Kellogg Foundation. Our mission is to be a global leader in helping individuals and organizations understand, strengthen, and advance philanthropy, resulting in a smart, adaptive sector that helps create strong, inclusive communities.

We put research to work with and for professionals across the country and the world. Through professional education offerings; research, evaluation, and consulting services; and bold thinking to advance the field, we support a philanthropic ecosystem defined by effective philanthropy, strong nonprofits, and informed community change.

Michigan Nonprofit Association

Founded in 1990, MNA is a 501(c)(3) statewide membership organization that serves nonprofits through advocacy, training, and resources. MNA is dedicated to promoting anti-racism and social justice in the nonprofit sector. For more information, visit www.mnaonline.org.

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EXECUTIVE SUMMARY

Sector wide, the importance and strengths of nonprofits founded, led, and governed by Black, Indigenous, and people of color (collectively referred to here as BIPOC-led nonprofits) have entered regular conversations with funders, nonprofits, donors, and boards of directors alike. In 2022, the Michigan Nonprofit Association collaborated with Data Driven Detroit (D3), the Dorothy A. Johnson Center for Philanthropy, and two oversight groups of Michigan nonprofits to launch the Michigan Statewide Nonprofit Leadership Census. The survey aimed to build the first detailed dataset about the demographics of nonprofit leaders, board members, and staff in Michigan. Findings focus on BIPOC leaders of nonprofit organizations in the state, to provide a better understanding of the racial and ethnic composition of their staff and boards, and to facilitate support and additional connections between these organizations. It also identifies equity issues facing different communities across the state, as the issues facing residents might differ across regions.

The official survey was open from January 20 to April 1, 2022. When it closed, the survey had received a total of 587 complete responses from every one of the six regions and 89% of the counties in Michigan.

Key Findings Include:

- The distribution of survey responses generally matches the overall distribution of nonprofits in Michigan. In other words, the respondents are representative of the state's nonprofits at the state level.

- The budget range reported for most responding nonprofit organizations was concentrated in two groups: more than $50,000 but less than $250,000 or $1 million to less than $5 million.

- Michigan nonprofit organizations that responded to the survey tended to have only one executive director, who was more likely to be at least one of the following demographic characteristics: white, woman, aged 45–64 years old, and who has served in the leadership role for one to five years.

- Reporting at least one BIPOC executive director was associated with more organizations reporting multiple executive directors, younger directors, as well as a higher percentage of BIPOC members on its board and staff.

- About 20% of the executive directors were also the founders of the responding nonprofit organizations.

- Overall, nonprofits had an average of 4.2 funders. BIPOC-led organizations averaged 4.4 funders compared to white-led organizations that averaged 4.3 funders. However, over half (54%) of BIPOC-led organizations had no known funders, compared to approximately a third (35%) of white-led organizations that had no known funders.

- In Michigan, housing was recognized as the most pressing equity issue facing communities that the responding nonprofits served. Notably, BIPOC-led organizations were much more likely to choose race and ethnicity as one of their community's most pressing equity issues.

INTRODUCTION

Sector wide, the importance and strengths of nonprofits founded, led, and governed by Black, Indigenous, and people of color (collectively referred to here as BIPOC-led nonprofits) have entered regular conversations with funders, nonprofits, donors, and boards of directors alike. The nonprofit sector's racial leadership gap demonstrates historical underrepresentation in leadership of people of color, due to systemic barriers based on race and ethnicity (Kunreuther & Thomas-Breitfeld, 2017, 2020; Biu, 2019; Faulk et al., 2021).

The racial leadership gap also has implications for equitable allocation of resources. According to research conducted by Echoing Green and Bridgespan, revenues of Black-led organizations are 24% smaller than the revenues of their white-led counterparts (Dorsey, Bradach, & Kim, 2020). When it comes to unrestricted funding, the research found that unrestricted net assets of Black-led organizations are 76% smaller than white-led counterparts. This racial funding gap persists across all areas of the philanthropic and grantmaking sector.

In 2022, the Michigan Nonprofit Association collaborated with Data Driven Detroit (D3). the Dorothy A. Johnson Center for Philanthropy, and two oversight groups of Michigan nonprofits to launch the Michigan Statewide Nonprofit Leadership Census. The survey aimed to build the first detailed dataset about the demographics of nonprofit organizations' leaders, board members, and staff in Michigan. This report focuses on BIPOC leaders of nonprofits in the state to provide a better understanding of the racial and ethnic composition of their staff and boards and to facilitate support and additional connections between these organizations. It also identifies equity issues facing different communities across the state, as the issues facing residents might differ across regions.

The Challenge for Michigan

In Michigan, philanthropy and its ecosystem of donors, nonprofits, and foundations have an underdeveloped mental map of the depth and breadth of BIPOC-led nonprofits. While key networks are known regionally and within individual communities, those networks are not widely or evenly known throughout the state's funder, intermediary, volunteer, public sector, and donor conversations. Overall, there has been a need for a more intimate understanding of the nonprofit landscape throughout the state — and a desire to create and reinforce multiple pathways for BIPOC-led nonprofits to connect with each other, as well as with other forms of support and resources. To do so, the following key research questions were explored:

- What are the demographics of nonprofit organizations' leadership and staff in Michigan? What is the distribution of BIPOC-led nonprofits in the state?

- What are the organizations' budgets and financial health?

- What are the most pressing equity and justice issues facing the populations that nonprofits serve?

Methodology

Overview of the Survey

Questions in the first part of the survey focused on demographics of the organization's staff and leadership, such as the total number of executive directors, their race/ethnicities, age, gender identity, length of service, whether they are the first BIPOC executive director(s), and how they were hired, as well as the race/ethnicity of board members and staff. The second part of the survey focused on the nature of the organization, which included questions about the sector that the organization serves, its budget, the demographics of its primary audience, and the most pressing justice and equity issues facing the population that the organization serves.

Guidance for Survey Design and Data Collection

The project team sought community engagement and input through the involvement of two statewide groups of nonprofit leaders, representing various communities and perspectives in Michigan. A Leadership Advisory Council and a Regional Outreach and Messaging Taskforce were formed, and each convened four times: in September 2021, November 2021, January 2022, and May 2022. The Leadership Advisory Council provided input on the survey instrument to ensure that the survey and its findings were relevant to nonprofit organizations across the state. They also aimed to ensure that the data collected would be equitable and reflective of the many different demographics serving in leadership, and of the communities being served. The Regional Outreach and Messaging Taskforce helped with survey outreach messaging. They were convened to provide feedback and input on how to tailor the invitation to complete the survey and shape data collection efforts. Leaders from regional organizations shared their concerns and ideas on how to make the invitation language more inclusive of regional demographics. The taskforce also provided input on how to use a survey like this to capture the equity issues faced by various communities as demographics and lived experiences vary significantly across the state. Both groups were instrumental in efforts for a broad and inclusive data collection process across the whole state. (See map on page 8.)

Response Rate

A pilot survey was completed from October 15–29, 2021, to test the survey prior to its statewide launch. The Community Foundation of Marquette County, Capital Region Community Foundation, Heart of West Michigan United Way, and Michigan Nonprofit Association's Independent Citizens Redistricting Cohort each invited 15 to 20 nonprofits organizations to participate in the pilot survey. The results of the pilot survey were used to refine the survey instrument.

The official survey was open from January 20 to April 1, 2022. Electronic outreach was conducted to specific groups throughout the state. When it closed, the survey had received 587 complete responses from every one of the six regions and 89% of the counties in Michigan.[1] Not all organizations answered every question in the survey, so under each chart, a note (n=xxx) clarifies how many valid responses were received for the corresponding question. The respondents were also given the choice of whether to be included in a survey directory; 6% chose not to be included, therefore their data is only taken into the analysis at an aggregate level. None of these respondents are included in the specific examples or on the interactive map online.

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[1] The survey asked respondents to indicate the physical location of the organization's headquarters so that the research team could compare information to records from the Internal Revenue Service public files. Therefore, these single addresses do not necessarily represent every location of the nonprofit if it serves multiple counties.

When combined into regions and then compared at the state level, the distribution of survey responses generally matches the overall distribution of nonprofits in Michigan. In other words, the respondents are representative of the state's nonprofits at the state level.[2]

Survey Responses
BY REGION

	Lakeshore/ West MI	Metro- Detroit	Mid-State/ Central MI	Southern Central MI	Tip of the Mitt	Upper Peninsula	Total
Response Count	94	203	69	82	79	60	587
Distribution of Responding Orgs	16.0%	34.6%	11.8%	14.0%	13.5%	10.2%	100.0%

Michigan Region Map
with counties, 2020

Ontario

Keweenaw

Houghton

Ontonagon

Baraga

Gogebic

Marquette

Iron

Alger

Luce

Schoolcraft

Chippewa

Dickinson

Delta

Mackinac

Menominee

Wisconsin

Emmet

Cheboygan

Presque Isle

Charlevoix

Alpena

Antrim

Montmorency

Otsego

Leelanau

Kalkaska

Oscoda

Benzie

Grand Traverse

Crawford

Alcona

Wexford

Ogemaw

Manistee

Missaukee

Roscommon

Iosco

Michigan Regions

- **Lakeshore/West Michigan**
- **Metro Detroit**
- **Mid-State/Central Michigan**
- **Southern Central Michigan**
- **Tip of the Mitt**
- **Upper Pennisula**

Mason

Lake

Osceola

Clare

Gladwin

Arenac

Huron

Oceana

Newaygo

Mecosta

Isabella

Midland

Bay

Tuscola

Sanilac

Muskegon

Montcalm

Gratiot

Saginaw

Ottawa

Kent

Ionia

Shiawassee

Genesee

Lapeer

St. Clair

Clinton

Allegan

Barry

Eaton

Ingham

Livingston

Oakland

Macomb

Van Buren

Kalamazoo

Calhoun

Jackson

Washtenaw

Wayne

Berrien

Cass

St. Joseph

Branch

Hillsdale

Lenawee

Monroe

Illinois

Indiana

Ohio

0 25 50 Miles

Sources: Data Driven Detroit. Created September 2022.

DATA DRIVEN DETROIT

FINDINGS

The report findings cover three main sections. The first section reports the demographics of participating nonprofit leadership and staff, while the second section describes four common aspects of participating nonprofit organizations. The third section reports the findings of an analysis of funding allocation to BIPOC-led nonprofits. In this report, survey respondents are divided into two groups: BIPOC-led organizations, and white-led organizations. Findings focus on comparing these two groups, defined as:

> ► BIPOC-led Organization: An organization that has at least one executive director who identified as Black, Indigenous, and people of color, including those who identified as biracial or multiracial.
>
> ► White-led Organization: An organization where all executive director(s) only identified as white, not including those who identified as biracial or multiracial.

These findings can be viewed in this interactive StoryMap by Data Driven Detroit.

Executive Directors

The demographic data in this section is based on each organization's chief executive officer (or officers) survey responses. While respondents may represent a variety of titles including "Executive Director," "President," or "CEO," for the purposes of this report, all of these individuals are referred to as executive directors. Each organization could identify more than one executive director.

Comparison Groups

The majority of respondents were from nonprofit organizations led by white executive directors, which generally reflects the overall demographics of Michigan. When looking across census data from 2010 through 2020, white residents have made up over 70% of Michigan's population.[3]

At the state level, 76% of responding nonprofit organizations were led by white executive directors and over one-fifth (22%) reported BIPOC leadership.

Nonprofit Organization Leadership Survey Responses
BY COMPARISON GROUP

White-led
445 Organizations

BIPOC-led
124 Organizations

n=569

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[3] The race and ethnicity categories used in this survey were collaboratively designed with the Leadership Advisory Council to strive to reflect modern racial and ethnic identities of Michigan communities more inclusively. Therefore, the race and ethnicity categories used in the survey do not map exactly to those used by the U.S. Census Bureau.

Number of Executive Directors

At the state level, most organizations (93%) reported having only one executive director. Forty-three organizations reported having from two to eight executive directors. Respondents from 578 organizations reported a total of 679 executive directors.
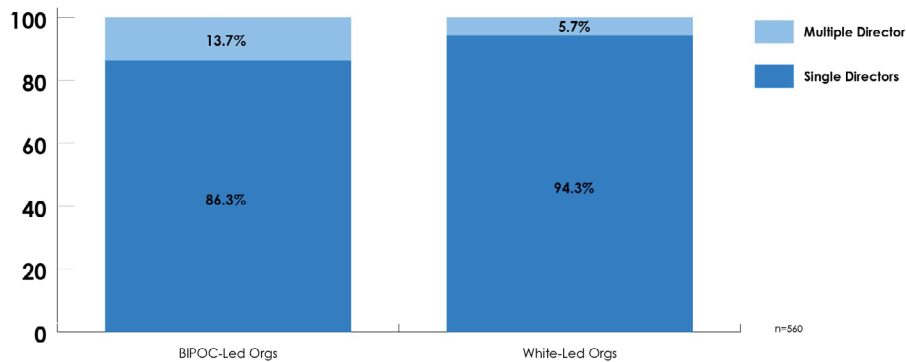
> **BIPOC-led organizations were about two times more likely to report multiple executive directors (14%) than white-led organizations (6%).**

Organizations with Single and Multiple Directors

	Number of Organizations	Percentage
Single Director	535	92.6%
Multiple Directors	43	7.4%
Total	578	100.0%

n=578

Single and Multiple Directors
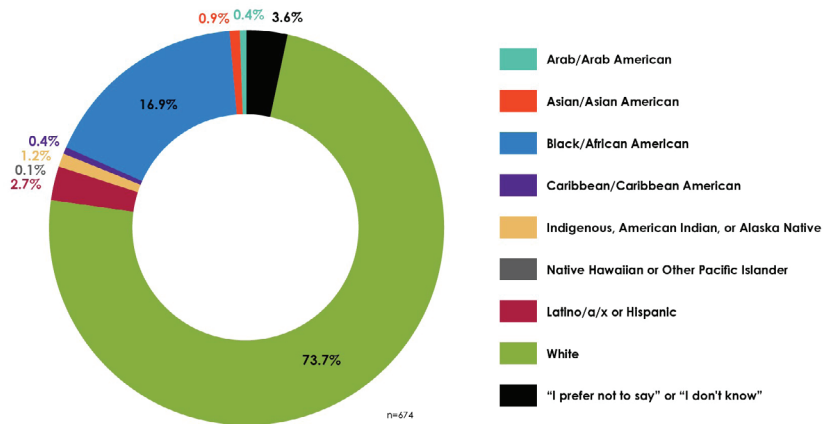### BY COMPARISON GROUP

n=560

Race/Ethnicity of Executive Directors

The survey provided eight racial/ethnic identities as shown in the chart below.[4] Each of the eight racial/ethnic identities provided in the survey was selected by at least one respondent. Executive directors predominantly identified (74%) as white. Black/African American was the next highest represented group with 17%, followed by Latino/a/x or Hispanic with 2.7%. In addition, 86 executive directors identified as biracial or multiracial.

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[4] The numbers in the charts and analysis refer to racial/ethnic identities, instead of the number of executive directors. Respondents could select all identities that applied to their organization's executive director(s), choose not to disclose their identities, or type in their own answers. Respondents could also report on the number of executive directors who identified as biracial or multiracial in a series of separate questions (See Appendix 3).

Respondents could also identify unlisted races/ethnicities. Two percent of the respondents typed their responses, which included Jewish, European Descendants, Middle Eastern/MENA (Middle East and North Africa)/SWANA (Southwest Asia and North Africa), Chaldean, Mexican American, etc.

Executive Directors
REPORTED RACE/ETHNICITY IDENTITY DISTRIBUTION OVERVIEW

Legend:
- Arab/Arab American
- Asian/Asian American
- Black/African American
- Caribbean/Caribbean American
- Indigenous, American Indian, or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Latino/a/x or Hispanic
- White
- "I prefer not to say" or "I don't know"

Values shown: 0.9%, 0.4%, 3.6%, 16.9%, 0.4%, 1.2%, 0.1%, 2.7%, 73.7%
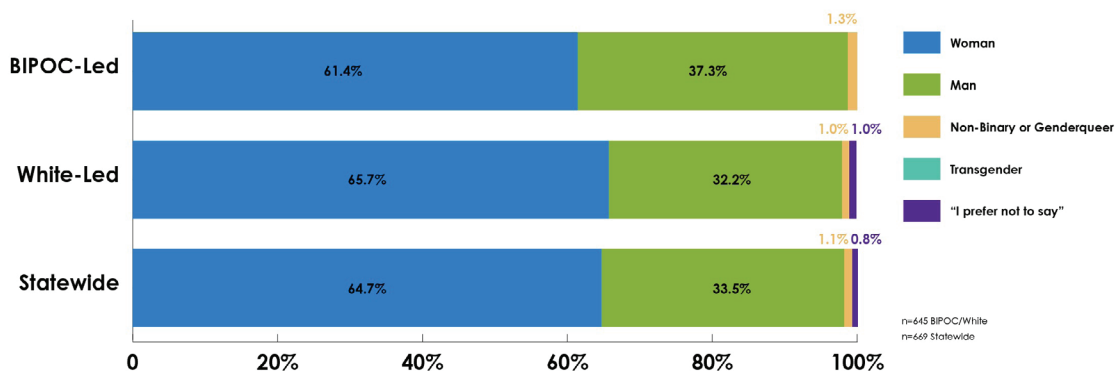
n=674

Gender of Executive Directors

Among respondents, executive directors of nonprofits were more likely to identify as women. Sixty-four percent of directors identified as women, which was almost twice the number of directors identifying as men (33%). One percent identified as nonbinary or genderqueer, and no executive directors identified as transgender.

At the state level, the gender identity distribution among BIPOC-led and white-led organizations was quite similar. White-led organizations had a slightly higher percentage of directors identifying as women than that of BIPOC-led organizations. Notably, there were 68 reported Black women-led organizations, which made up 12% of the total respondents.

> **The majority of the Black woman-led organizations (66%) were located in the Metro Detroit region.**

Gender Identity of Executive Directors
BY COMPARISON GROUP

Group	Woman	Man	Non-Binary or Genderqueer
BIPOC-Led	61.4%	37.3%	1.3%
White-Led	65.7%	32.2%	1.0% 1.0%
Statewide	64.7%	33.5%	1.1% 0.8%

Legend:
- Woman
- Man
- Non-Binary or Genderqueer
- Transgender
- "I prefer not to say"
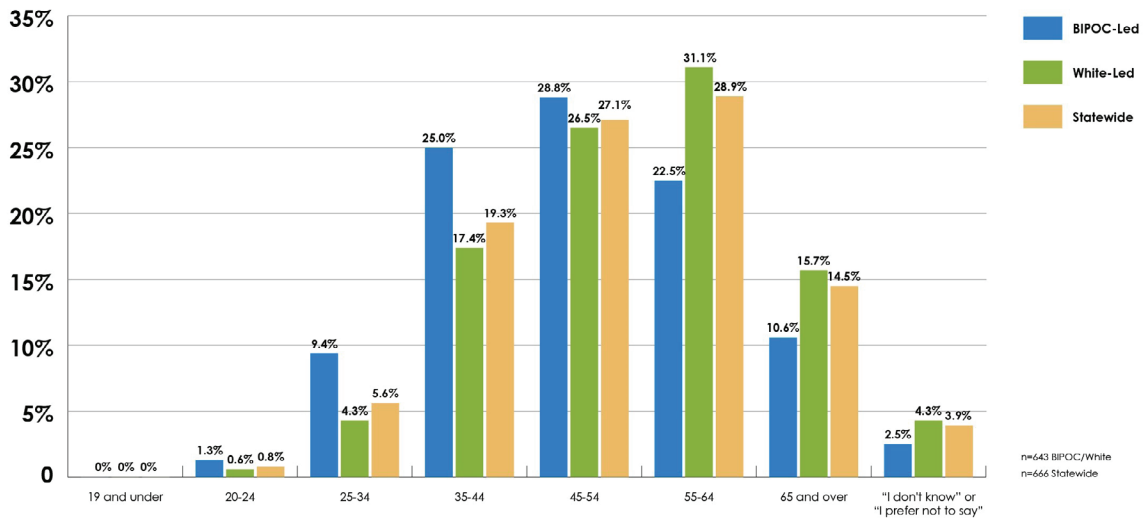
n=645 BIPOC/White
n=669 Statewide

Age of Executive Directors

Over half of the executive directors at responding nonprofits (55%) were between 45 and 64 years old. There were no executive directors under 19 years old, and less than 1% were under age 25. The age of executive directors in BIPOC-led organizations was slightly younger than directors in white-led organizations.

> **Almost two-fifths of the directors (36%) in the BIPOC-led organizations were aged less than 45 years, which was almost twice the number of the directors in the same age group in white-led organizations (22%).**

Age of Executive Directors
BY COMPARISON GROUP

Legend: BIPOC-Led, White-Led, Statewide

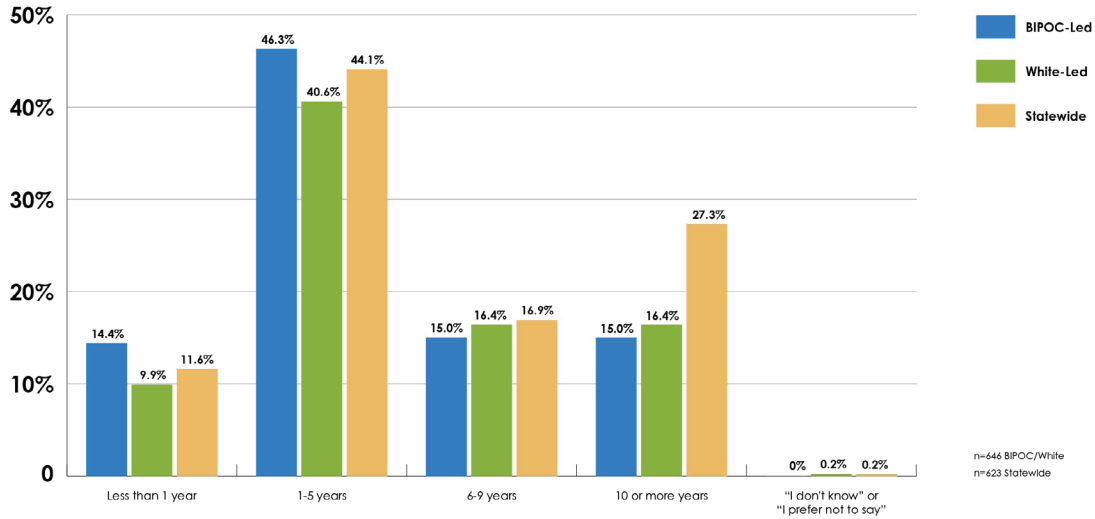| Age Group	BIPOC-Led	White-Led	Statewide
19 and under	0%	0%	0%
20-24	1.3%	0.6%	0.8%
25-34	9.4%	4.3%	5.6%
35-44	25.0%	17.4%	19.3%
45-54	28.8%	26.5%	27.1%
55-64	22.5%	31.1%	28.9%
65 and over	10.6%	15.7%	14.5%
"I don't know" or "I prefer not to say"	2.5%	4.3%	3.9%

n=643 BIPOC/White
n=666 Statewide

Service Length of Executive Directors

At the state level, the majority of executive directors at responding nonprofits (56%) had served no more than five years in their positions. Sixty-three percent of the directors in BIPOC-led organizations had served in their position for less than five years, compared to 53% of directors in white-led organizations. A similar pattern existed among the regions, where the majority of directors at responding nonprofits had worked for one to five years in their position.

> **Amongst longest serving leaders (10 years or more), 81% were from white-led organizations and 19% were from BIPOC-led organizations.**

Sevice Length of Executive Directors
BY COMPARISON GROUP

Legend:
- BIPOC-Led
- White-Led
- Statewide

Category	BIPOC-Led	White-Led	Statewide
Less than 1 year	14.4%	9.9%	11.6%
1-5 years	46.3%	40.6%	44.1%
6-9 years	15.0%	16.4%	16.9%
10 or more years	15.0%	16.4%	27.3%
"I don't know" or "I prefer not to say"	0%	0.2%	0.2%

n=646 BIPOC/White
n=623 Statewide

Founder-Directors

In Michigan, 134 executive directors from 110 responding organizations were also the founder(s) of the organization, meaning that a few organizations with multiple executive directors also have multiple founders.
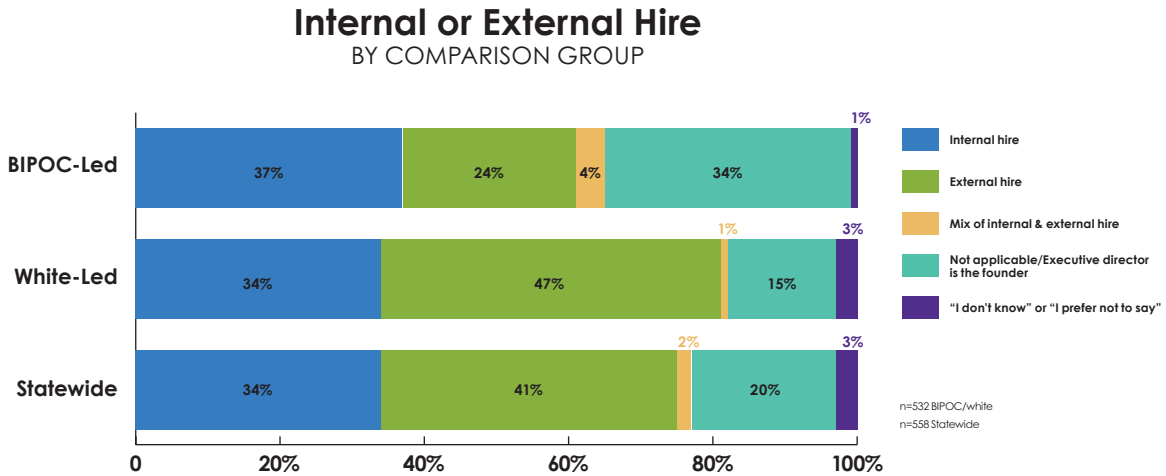
> **About a third of BIPOC-led organizations (34%) reported founder-executive directors, which is higher than that of white-led organizations (14%).**

Organizations with Founder-Directors
BY COMPARISON GROUP

	BIPOC-Led	White-Led
	33.9%	14.4%

n=569
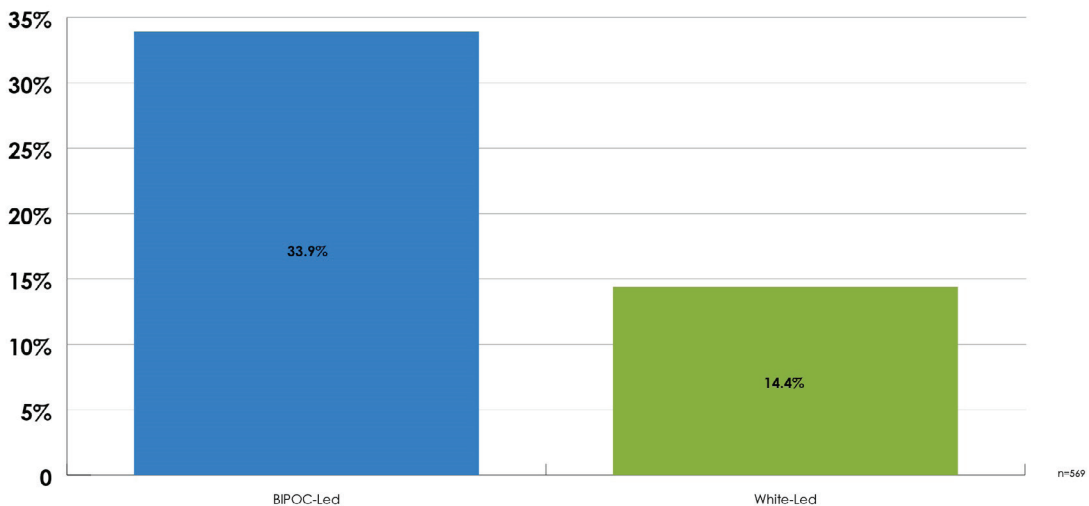
Internal or External Hire

Executive directors at responding nonprofits were more likely to be hired from outside (43%) the organization than hired from inside the organization (35%).

Internal or External Hire
BY COMPARISON GROUP

	Internal hire	External hire	Mix of internal & external hire	Not applicable/Executive director is the founder	"I don't know" or "I prefer not to say"
BIPOC-Led	37%	24%	4%	34%	1%
White-Led	34%	47%	1%	15%	3%
Statewide	34%	41%	2%	20%	3%

n=532 BIPOC/white
n=558 Statewide

First BIPOC Leadership

The survey asked respondents who identified as currently BIPOC-led if their executive director(s) were the first BIPOC leader(s) of their organization.[5] Of the 135 survey respondents, the majority (69%) said their executive director(s) were the first BIPOC leader of their organizations.

The survey also asked respondents who identified as currently white-led if their prior executive director(s) identified as BIPOC.[6] Eighty-five percent of respondents reported that the previous executive director(s) were not BIPOC, or identified as white.

	Yes	No	"I don't know" or "I prefer not to say"	Not applicable (current executive directors are the founders)
Current executive director is the first BIPOC leader of the organization (n=135)	69%	26%	5%	---
Previous executive director identified as BIPOC (n=449)	7%	85%	6%	2%

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[5] The survey question "Is the current executive director the FIRST Black, Indigenous, or Person of Color (BIPOC) in that role?" was shown to respondents who previously selected at least one of the available race/ethnicity responses for their executive director: Arab/Arab American, Asian/Asian American, Black/African American, Caribbean/Caribbean American, Indigenous, American Indian, or Alaska Native, Latino/a/x or Hispanic, Native Hawaiian or Other Pacific Islander, or "Let me type."

[6] The survey question "Was the prior executive director a Black, Indigenous, or Person of Color?" was shown to respondents who previously selected at least one of the available race/ethnicity responses for their executive director: White, "I don't know," or "I prefer not to say."
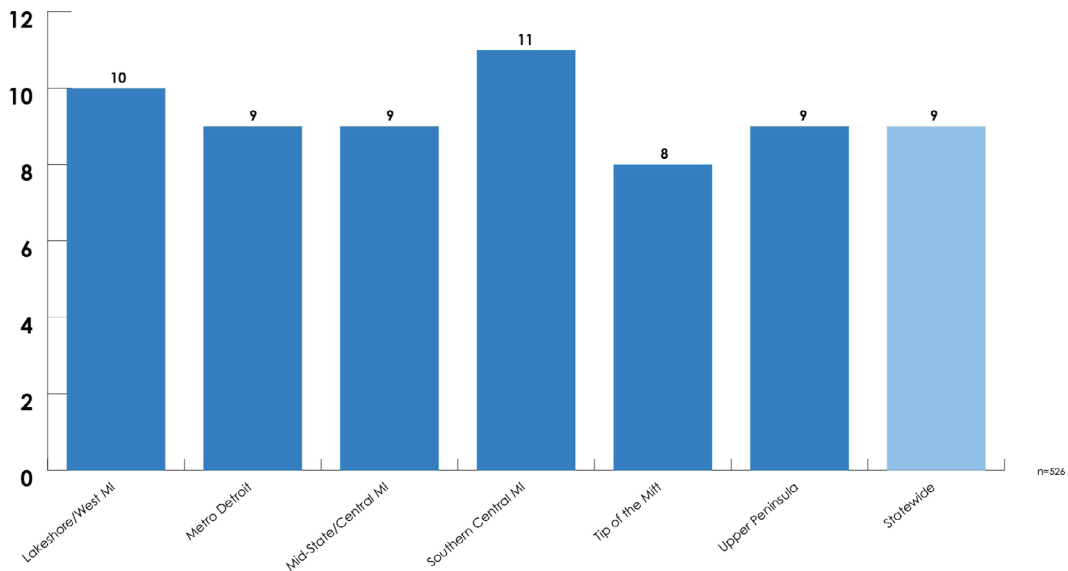
Board Members

Fifty-eight respondents (10%) did not report any board members; thus, they were not included in this part of the analysis. This might indicate a need for additional support in collecting and recording demographic data for board members among the responding organizations, especially in those regions with higher rates of undisclosed board member demographics, since nonprofits are legally required to have boards. Please note: a BIPOC-led or white-led organization is determined by the racial/ethnic distribution of its executive director(s).

Average Board Size

Amongst respondents, the median board size was nine members. The largest board had 46 members, while the smallest board had zero members.

Median Board Membership


n=526

Race/Ethnicity of Board Composition

At the state level, about half of the respondents (56%) reported that their organization had a mixed-race board, which means there was at least one white board member and at least one BIPOC board member. About a third of the respondents (30%) reported that their organization had no BIPOC board members.

The race/ethnicity of an organization's executive director appeared to have a connection to the racial/ethnic composition of the board. A BIPOC-led organization had a higher likelihood of reporting a 100% BIPOC board. Over a quarter of the BIPOC-led organizations reported an all-BIPOC board, and 2% had an all-white board. Meanwhile, almost two-fifths of the white-led organizations (39%) reported having an all-white
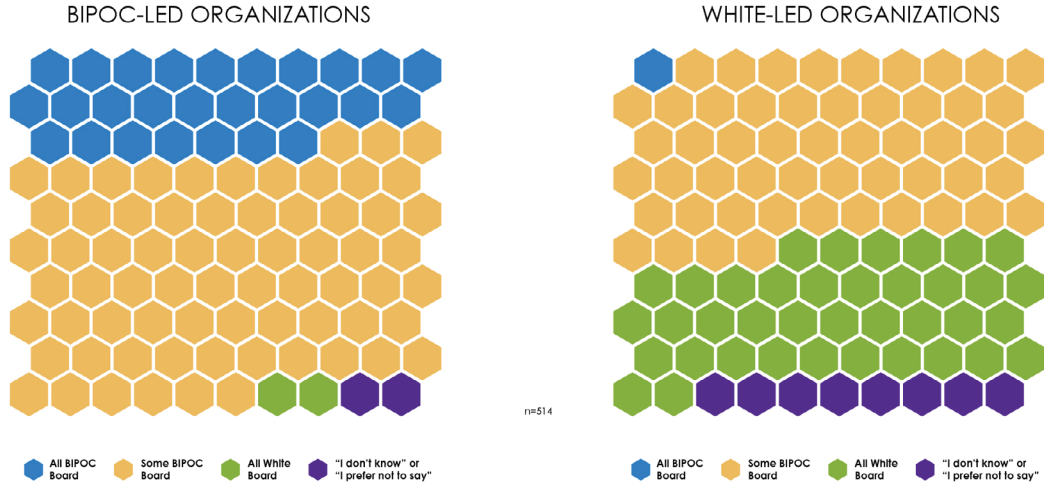
Board Composition
PERCENT OF ORGANIZATIONS

STATEWIDE

n=526

All BIPOC Board   Some BIPOC Board   All White Board   "I don't know" or "I prefer not to say"
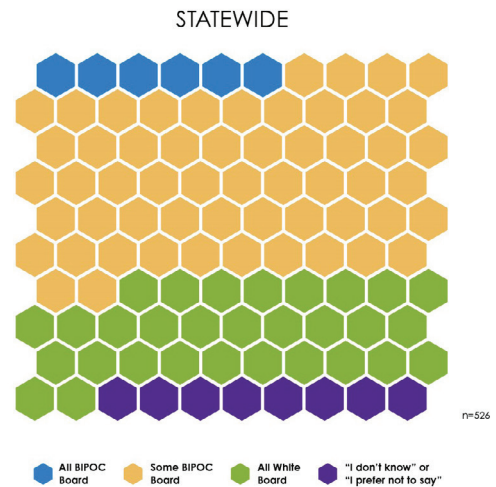
board, while less than 1% reported an all-BIPOC board. Among respondents, white-led organizations were less likely to disclose the race/ethnicity of their board members.

Board Composition
PERCENT OF ORGANIZATIONS BY COMPARISON GROUP

BIPOC-LED ORGANIZATIONS

WHITE-LED ORGANIZATIONS

n=514

● All BIPOC Board ● Some BIPOC Board ● All White Board ● "I don't know" or "I prefer not to say"

● All BIPOC Board ● Some BIPOC Board ● All White Board ● "I don't know" or "I prefer not to say"
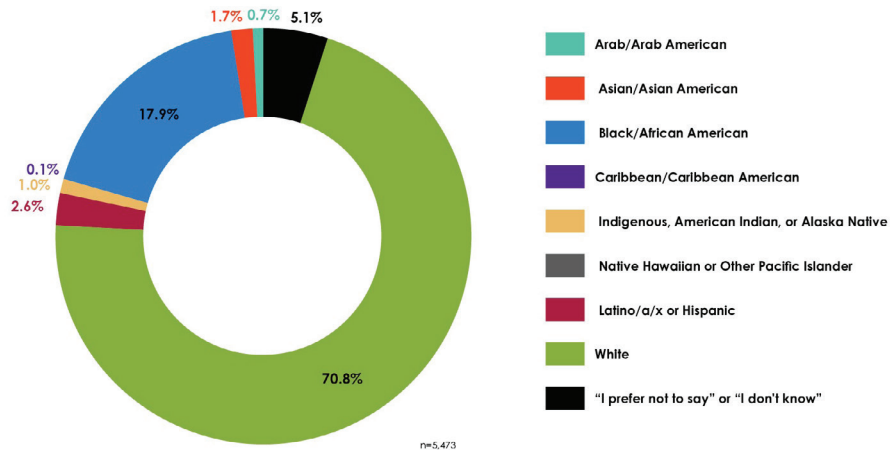
Race/Ethnicity of Individual Board Members

To understand the demographic composition of individual board members, a single board member could report multiple racial/ethnic identities. Over 100 board members reported to be either biracial or multiracial.[7] At the state level, the boards were predominantly composed of members identifying, at least in part, as white (71%).

At the state level, 18% of the board composition identified as Black/African American, and 3% identified as Hispanic/Latino/a/x. Native Hawaiians or Pacific Islanders were least represented in board teams, taking up less than 0.1% of board identities.

Board Membership
REPORTED RACE/ETHNICITY IDENTITY DISTRIBUTION OVERVIEW

1.7%   0.7%   5.1%

17.9%

0.1%
1.0%
2.6%

70.8%

n=5,473

■ Arab/Arab American
■ Asian/Asian American
■ Black/African American
■ Caribbean/Caribbean American
■ Indigenous, American Indian, or Alaska Native
■ Native Hawaiian or Other Pacific Islander
■ Latino/a/x or Hispanic
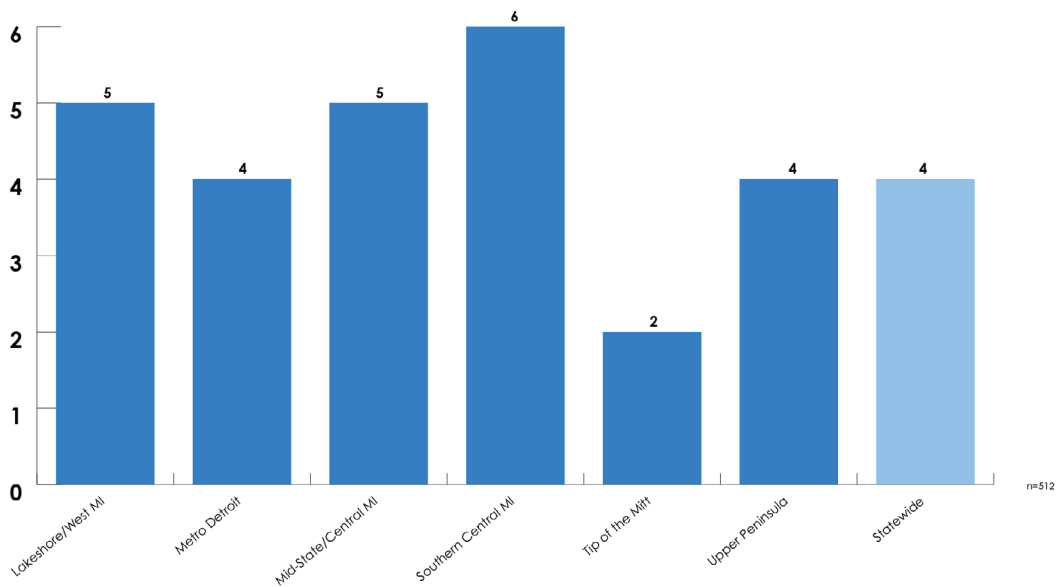■ White
■ "I prefer not to say" or "I don't know"

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[7] Questions regarding biracial or multiracial identity were asked as a separate question in the survey. Thus, it's not included in Figure 17.

In BIPOC-led organizations, boards were generally reported as more diverse across all racial/ethnic identities compared to white-led organizations.

Staff Members

Seventy-five participants did not answer the question about the races/ethnicities of their organization's staff and were not included in the analysis. Also, 113 participants reported that their organizations had no paid staff members.[8] The largest team of an organization in Michigan reported 825 paid staff members, while the smallest team reported 0 paid staff members. The median staff size overall was four people and showed some variation from region to region.

Median Staff Membership

n=512

Race/Ethnicity of Staff Member Teams

Over half (58%) of respondents reported that their organizations employed a multiracial staff team.[9] Nearly seven times more respondents reported that their organizations employed an all-white team than those that employed an all-BIPOC team. Of the respondents who reported that their organization employed four or less staff members, 14% had an all-BIPOC staff, 18% some BIPOC staff, and 57% had an all-white staff.

Staff Composition
PERCENT OF ORGANIZATIONS

STATEWIDE

n=405

- All BIPOC Staff
- Some BIPOC Staff
- All White Staff
- "I don't know" or "I prefer not to say"

[8] The survey did not ask about the number of volunteers or unpaid interns working in an organization.

[9] When looking at the racial/ethnic identities of staff members, only organizations that reported having at least one staff member were included. Similarly to the board data, some organizations reported incomplete information about their staff members' identities. In future iterations, this question will be improved to get more comprehensive data about nonprofit staff.
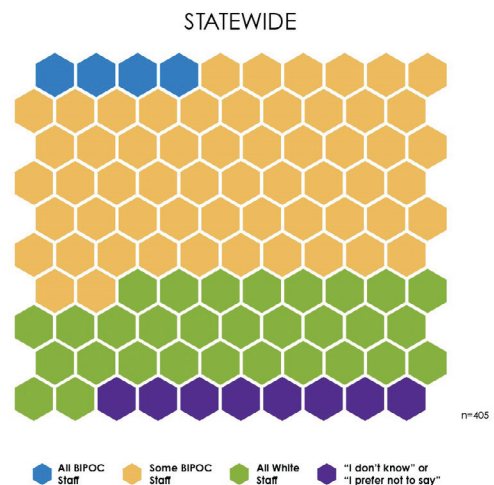
Having a BIPOC executive director increased the likelihood that organizations employed an all-BIPOC team. Thirty-seven percent of respondents from white-led organizations employed an all-white staff team, and only 2% had an all-BIPOC team. Meanwhile, 6% of respondents from a BIPOC-led organization reported that they employed an all-white team, and 14% reported an all-BIPOC staff, which is seven times the percentage of the number of respondents from white-led organizations that employed an all-BIPOC staff.

Staff Composition
PERCENT OF ORGANIZATIONS BY COMPARISON GROUP

BIPOC-LED ORGANIZATIONS

WHITE-LED ORGANIZATIONS

n=395

- All BIPOC Staff
- Some BIPOC Staff
- All White Staff
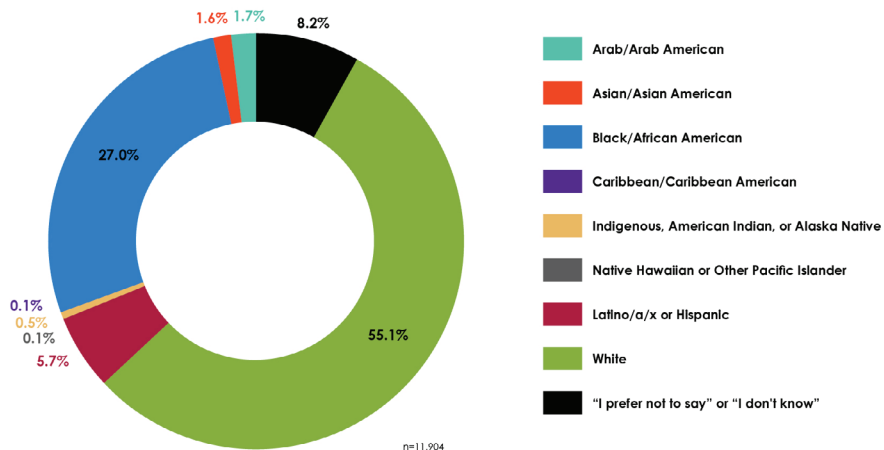- "I don't know" or "I prefer not to say"
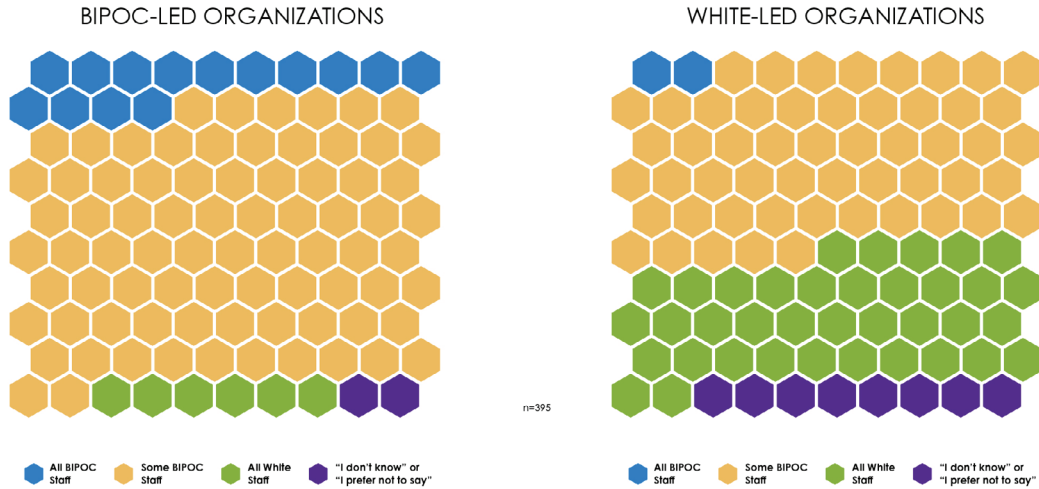
Race/Ethnicity of Individual Staff Members

The majority of organizations' staff reported that they identified as white, which accounted for over half of the total paid staff members (55%). Almost a third of the staff members reported identifying as Black/African American (27%), and 6% identifying as Hispanic/Latino/a/x. Additionally, 2% of staff members identified as biracial or multiracial.[10]

Staff Member
REPORTED RACE/ETHNICITY IDENTITY DISTRIBUTION OVERVIEW

1.6%   1.7%   8.2%
27.0%
0.1%
0.5%
0.1%
5.7%
55.1%

- Arab/Arab American
- Asian/Asian American
- Black/African American
- Caribbean/Caribbean American
- Indigenous, American Indian, or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Latino/a/x or Hispanic
- White
- "I prefer not to say" or "I don't know"

n=11,904

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[10] Questions regarding biracial or multiracial identity were asked as a separate question in the survey. Thus, it's not included in the figure above.
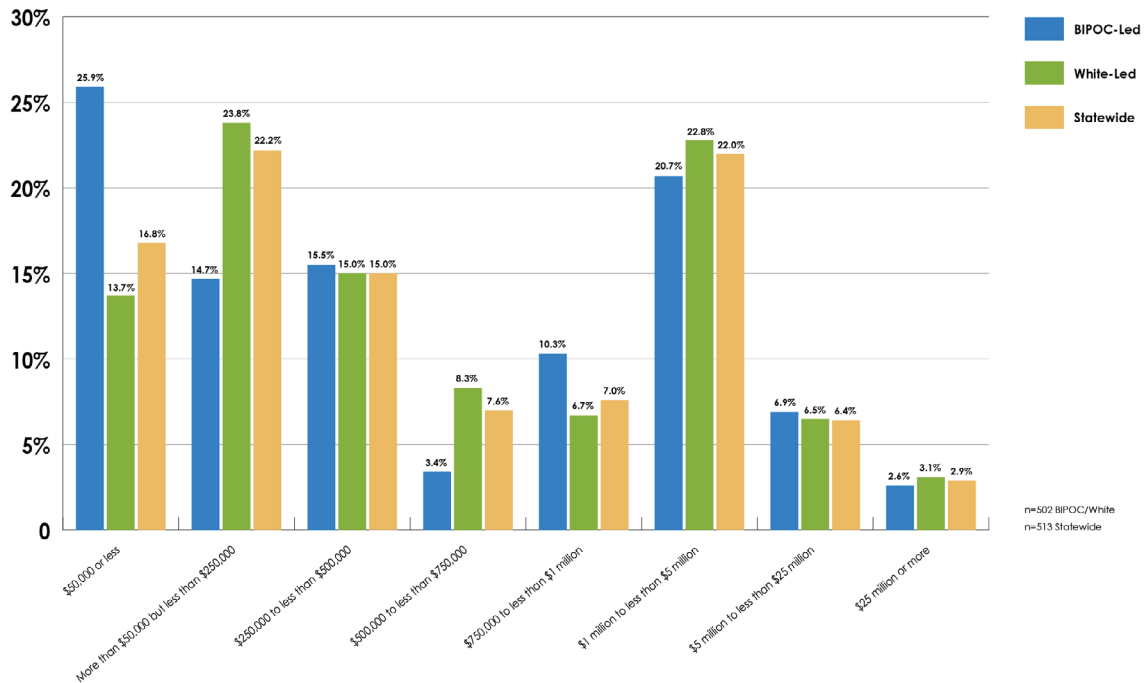
Financial Health

Budget

Overall, the majority of organizations reported an annual budget under $500,000. However, nearly a quarter of responding organizations reported a budget of $1 million to $5 million. About 3% of the organizations reported a budget exceeding $25 million.

BIPOC-led organizations were more likely to report a smaller budget than white-led organizations. Most BIPOC-led organizations reported a budget of $50,000 or less, while most white-led organizations reported a budget ranging from $50,000 to less than $250,000.

Budget of Organization
BY COMPARISON GROUP

Legend: BIPOC-Led, White-Led, Statewide

| Budget	BIPOC-Led	White-Led	Statewide
$50,000 or less	25.9%	13.7%	16.8%
More than $50,000 but less than $250,000	14.7%	23.8%	22.2%
$250,000 to less than $500,000	15.5%	15.0%	15.0%
$500,000 to less than $750,000	3.4%	8.3%	7.6%
$750,000 to less than $1 million	10.3%	6.7%	7.0%
$1 million to less than $5 million	20.7%	22.8%	22.0%
$5 million to less than $25 million	6.9%	6.5%	6.4%
$25 million or more	2.6%	3.1%	2.9%

n=502 BIPOC/White
n=513 Statewide

Connections and Number of Funders

A total of 2,271 connections were mapped between 920 funders and 543 nonprofit funding recipient organizations in a Network Map.[11] This network analysis used grant data reported by Michigan-based organizations on their IRS Form 990 and identified survey respondent organizations that received support from funders. Overall, nonprofits had an average of 4.2 funders, ranging from 0 to 120. BIPOC-led organizations averaged 4.4 funders compared to white-led organizations that averaged 4.3 funders. Two hundred and twenty-four organizations had no known funders. However, over half (54%) of

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[11] Data Driven Detroit created the interactive Network Map containing data from Michigan-based survey respondent organizations that electronically filed their IRS Form 990. Respondents agreed to share their responses publicly.

BIPOC-led organizations had no known funders, compared to approximately a third (35%) of white-led organizations that had no known funders. Michigan foundations that awarded the highest number of grants, ranging from 44 to 65, included the DTE Energy Foundation (65), The Jewish Fund (57), Bank of America Charitable Foundation (47), Charles Stewart Mott Foundation (47), and JPMorgan Chase Foundation (44). Nonprofits that had the highest number of funders, ranging from 50 to 120, included Forgotten Harvest (120), a food rescue nonprofit, the Detroit Symphony Orchestra (99), the Council of Michigan Foundations (63), a philanthropic support organization, and the Leelanau Conservancy and Detroit Historical Society had 53 and 50 funders, respectively.

Network Map
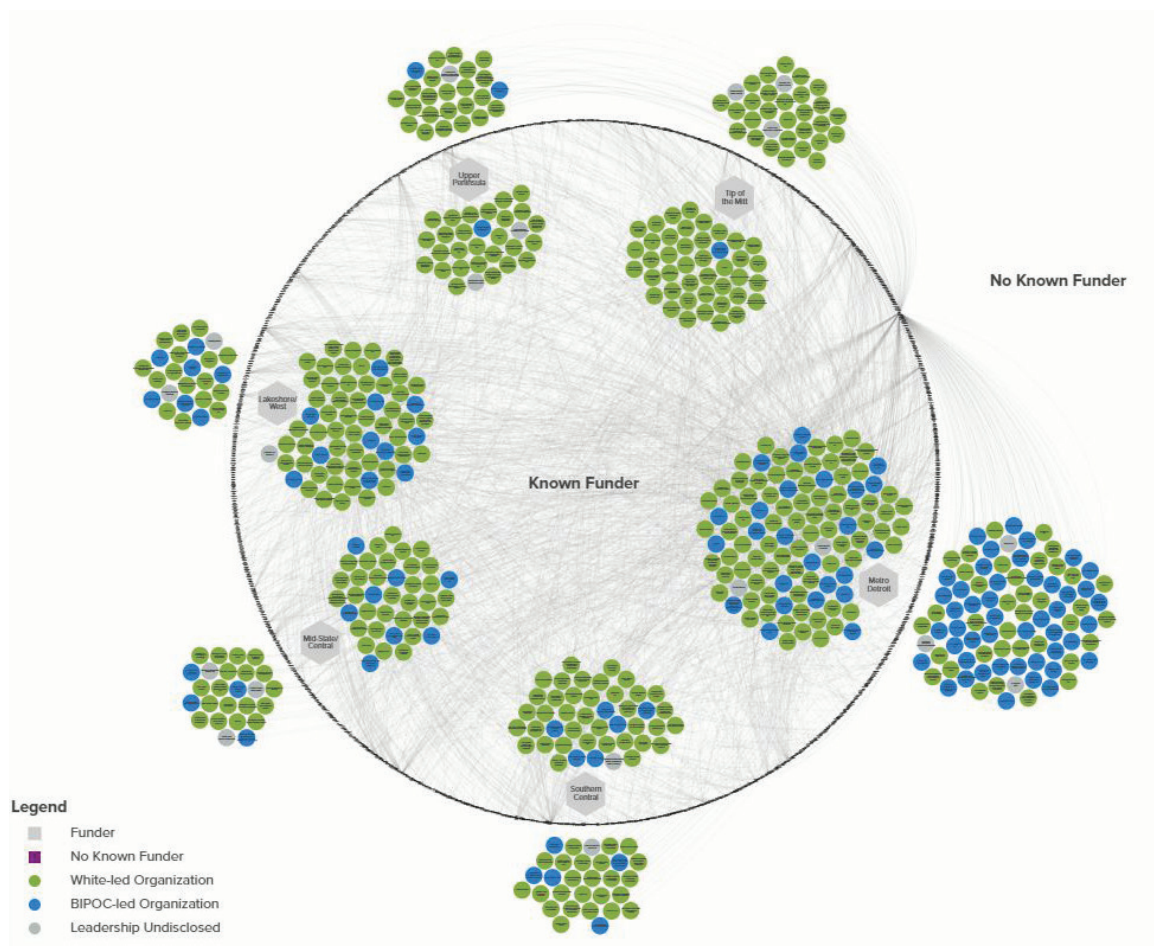
To explore the data further, please visit this interactive Network Map.

Organizational Characteristics

Equity and Justice Issues

The survey asked participants to select the most pressing equity issues facing the population their organization served. Sixteen options were listed, and respondents were also encouraged to write in other most pressing issues if they did not appear on the list. Additional equity issues identified by respondents covered a wide variety of topics, such as:

- information accessibility and transparency

- marketplace ethics

- voting rights

- military and veterans

- mental health

- securing the basic needs for living

- racial wage equity

- legal services

- human trafficking

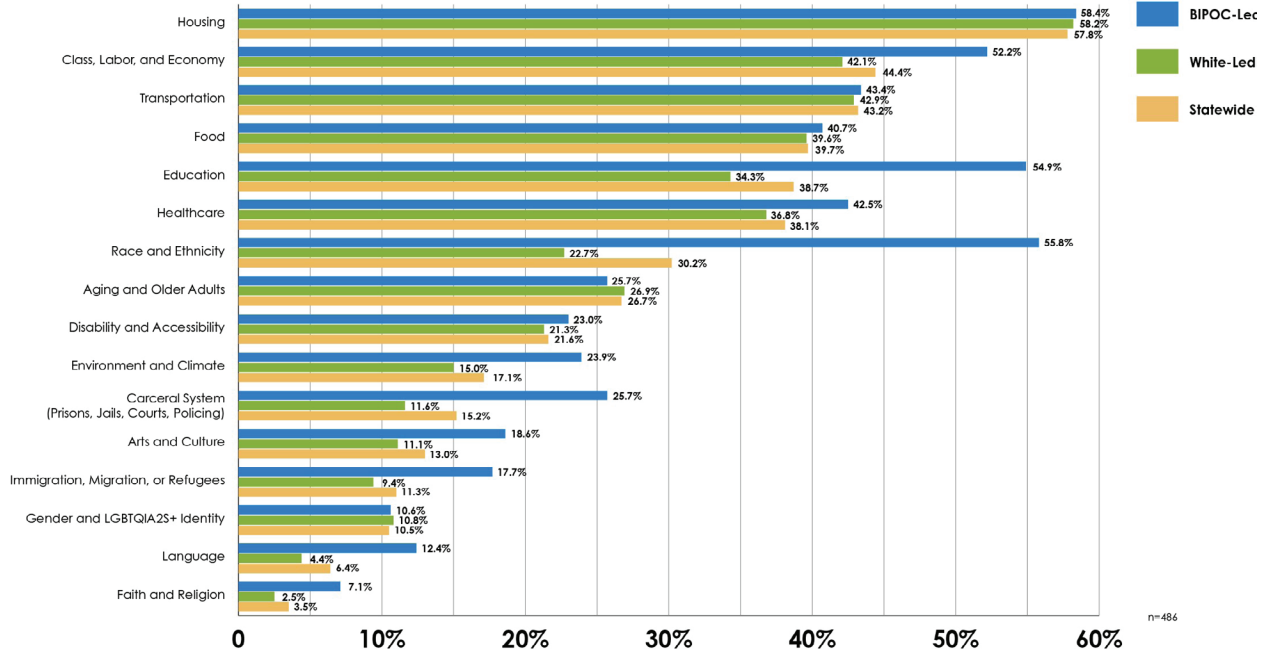- child abuse

- infrastructure

- unexpected pregnancies

Four hundred and eighty-six responded to this question.

In Michigan, housing was identified as one of the most pressing equity issues by both BIPOC-led organizations and white-led organizations.

Looking across the top 10 ranked responses, BIPOC-led and white-led organizations generally agreed on the most pressing equity issues facing their communities. BIPOC-led organizations reported race and ethnicity as a top issue, raising it collectively to be their second most important issue out of the 16 options. White-led organizations reported race and ethnicity collectively as their eighth most important issue.

On average, BIPOC-led organizations selected five (4.8) equity issues facing the community they serve, and white-led organizations selected three (3.3). In many cases, BIPOC-led organizations drove the statewide rankings, especially with education, race and ethnicity, and carceral systems. The largest gap in white-led organizations versus BIPOC-led organizations in an equity issue was aging and older adults (1.2%). Overall, there is general consensus on a variety of issues such as housing, transportation, and food.
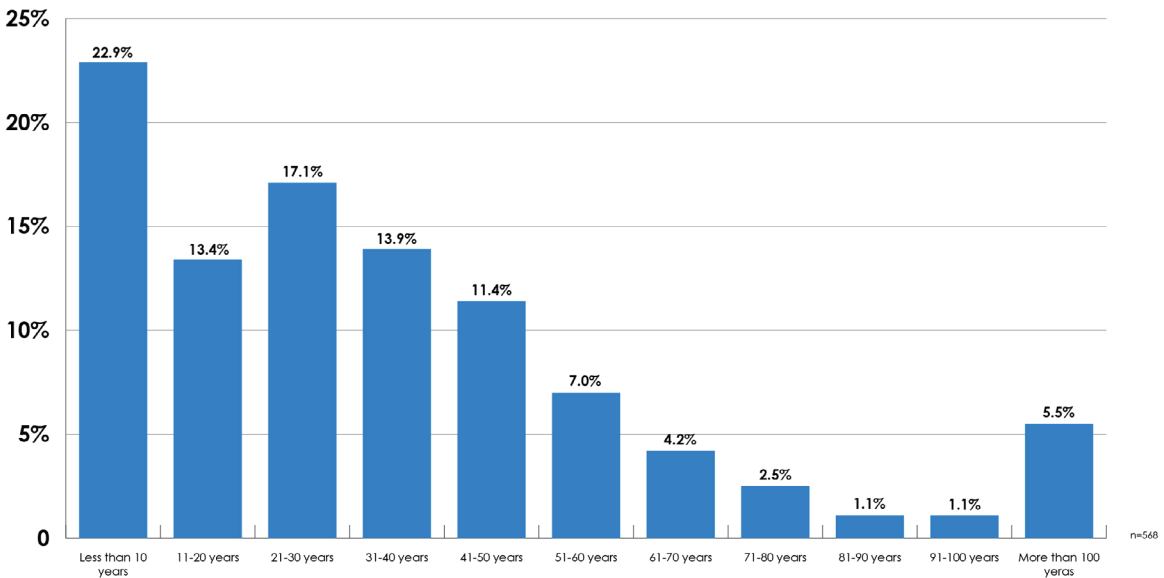
Equity Issue by Responding Nonprofits

BY COMPARISON GROUP

| Issue	BIPOC-Led	White-Led	Statewide
Housing	58.4%	58.2%	57.8%
Class, Labor, and Economy	52.2%	42.1%	44.4%
Transportation	43.4%	42.9%	43.2%
Food	40.7%	39.6%	39.7%
Education	54.9%	34.3%	38.7%
Healthcare	42.5%	36.8%	38.1%
Race and Ethnicity	55.8%	22.7%	30.2%
Aging and Older Adults	25.7%	26.9%	26.7%
Disability and Accessibility	23.0%	21.3%	21.6%
Environment and Climate	23.9%	15.0%	17.1%
Carceral System (Prisons, Jails, Courts, Policing)	25.7%	11.6%	15.2%
Arts and Culture	18.6%	11.1%	13.0%
Immigration, Migration, or Refugees	17.7%	9.4%	11.3%
Gender and LGBTQIA2S+ Identity	10.6%	10.8%	10.5%
Language	12.4%	4.4%	6.4%
Faith and Religion	7.1%	2.5%	3.5%

n=486

Organization Age

Nearly all respondents (97%) provided the year their organization was established. Organizations' age ranged widely, from less than one year to 190 years. Six percent have existed for more than a century. Over half of the organizations (53%) have existed for less than 30 years, and 23% have existed for less than 10 years.

Age of Organization

Age	Percent
Less than 10 years	22.9%
11-20 years	13.4%
21-30 years	17.1%
31-40 years	13.9%
41-50 years	11.4%
51-60 years	7.0%
61-70 years	4.2%
71-80 years	2.5%
81-90 years	1.1%
91-100 years	1.1%
More than 100 yeras	5.5%

n=568

Perhaps due to the rapidly changing cultural landscape in the U.S., many new organizations were founded in the past decade. A few of these new organizations (15%) were founded in 2019 and survived the pandemic that started in 2020. Of the 130 new organizations founded in the past decade, 38% were BIPOC-led organizations. Of the organizations more than 20 years old, 85% were white-led and 15% were BIPOC-led organizations.

Age of Organization
BY COMPARISON GROUP
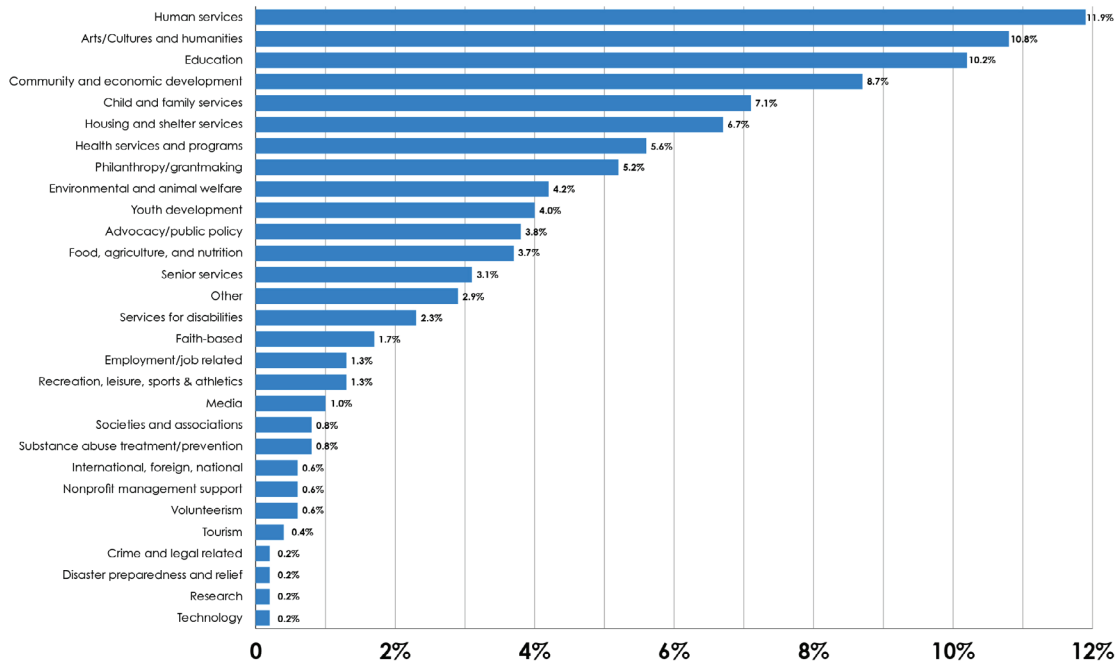

n=552 BIPOC/White
n=568 Statewide
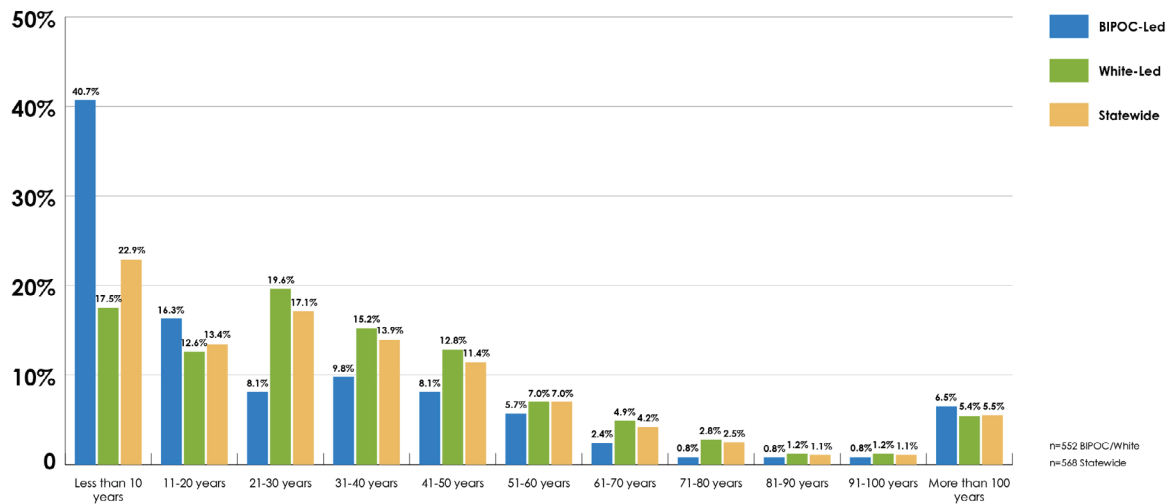
Sector

The survey asked participants to select only one sector out of the 28 options[12] where their organizations performed most of their work. Five hundred twenty (89%) identified their organization's sector. All sectors were represented by the survey responses.

In Michigan, the top five most frequently cited sectors were:

- Human Service (12%)

- Art Culture and Humanities (11%)

- Education (10%)

- Community and Economic Development (9%)

- Child and Family Service (7%)

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[12] The options for sector were based off guidance by a Michigan Nonprofit Association standardized list. They may differ from the IRS NTEE codes.

Sector Served by Responding Nonprofits

Sector	Percentage
Human services	11.9%
Arts/Cultures and humanities	10.8%
Education	10.2%
Community and economic development	8.7%
Child and family services	7.1%
Housing and shelter services	6.7%
Health services and programs	5.6%
Philanthropy/grantmaking	5.2%
Environmental and animal welfare	4.2%
Youth development	4.0%
Advocacy/public policy	3.8%
Food, agriculture, and nutrition	3.7%
Senior services	3.1%
Other	2.9%
Services for disabilities	2.3%
Faith-based	1.7%
Employment/job related	1.3%
Recreation, leisure, sports & athletics	1.3%
Media	1.0%
Societies and associations	0.8%
Substance abuse treatment/prevention	0.8%
International, foreign, national	0.6%
Nonprofit management support	0.6%
Volunteerism	0.6%
Tourism	0.4%
Crime and legal related	0.2%
Disaster preparedness and relief	0.2%
Research	0.2%
Technology	0.2%

Primary Populations Served

Survey participants were asked to select the primary populations that their organizations served to get a better understanding of whether nonprofits' programming matched the need in the communities that they serve. Overall, it was found that most responding nonprofits provided services to a wide range of residents in their communities.

FUTURE RESEARCH & DEEPER EXPLORATION

Conduct a Deeper Regional Analysis

While this project received representative responses at a statewide level and enough respondents to be statistically significant, the project did not receive enough responses at a regional level to make meaningful comparisons. Demographically, the race and ethnicity of Michigan residents varies greatly between regions, and additional work will be needed to look at each region's mix of nonprofit leaders in relation to each region's population. In addition, like many other surveys of nonprofits, this survey focused on the location of the nonprofit headquarters, which could be located many counties away from where services are delivered. Future projects will greatly enhance both the knowledge across the field of philanthropy, as well as within Michigan's distinctive communities, with additional effort and attention at regional and multi-county geographies.

Expand BIPOC-Led Nonprofit Participation

The data collection used snowball sampling to produce a convenience sample instead of a random sample of respondents. The project team, with the advice and counsel of the project advisory group, made this choice based on prior work — including Census 2020 outreach — that demonstrated the power of networks to reach BIPOC-led nonprofits.

One hundred and twenty-four BIPOC-led organizations filled out the survey. Because this survey is the first attempt in Michigan to map BIPOC-led nonprofit demographics on a statewide level, it cannot be compared to other prior studies to determine accuracy of our results. In other words, it has been unknown how many total BIPOC-led nonprofits are in Michigan. Therefore, while the survey appears representative of nonprofits across Michigan at the statewide level (see Appendix 1), we cannot know for certain whether the share of BIPOC-led nonprofits in this project are above, below, or at the actual Michigan average. What we do know is that this project — for the first time — has proposed an answer based on a single round of research, and that additional projects will be needed to triangulate these results. Future research could utilize alternative research approaches such as targeted mapping, truly random sample surveys, and administrative data from third-party entities such as Candid. Similar to the recommendation for future research at the regional level, larger future studies that engage Michigan's nonprofits will allow better information about BIPOC-led nonprofits compared to their non-BIPOC led peers.

Compare Funding

Further research is needed to understand the financial stability and resiliency of BIPOC-led nonprofits and compare/contrast that with all other nonprofits in Michigan. This first iteration of funding mapped each responding nonprofit to funders by region. In future, as additional researchers expand the database of BIPOC-led and founded nonprofits, it will be useful to repeat an analysis of grant funding awarded to BIPOC-led nonprofits compared to white-led nonprofits. In addition, expanding this analysis beyond Michigan will be very informative. Since this was a single state study, we do not know whether the data mean that Michigan is farther ahead, farther behind, or at the national average in terms of equity of funding.

The source used for the network analysis is electronically filed IRS Form 990 filings. As of the time of this report, electronic filers represent approximately 85% of the universe[13] of Michigan organizations and funders. However, IRS Form 990 filers represent only one in six nonprofits. Therefore, the vast majority of the nonprofit ecosystem — including 990-N and 990-EZ filers — is not represented in this financial analysis because those forms do not include the same level of detail as the IRS Form 990.

Compare Nonprofit Leaders to Communities Served

Future research would ideally explore "To what extent are Michigan nonprofit leadership representative of the communities they served?" by comparing community resident populations to nonprofit leadership. This was emphasized in two participatory data analysis sessions held with Michigan nonprofits. As mentioned above in the recommendations for future regional analyses, the conventional treatment of nonprofits using their headquarters locations makes it a challenge to accurately represent the breadth of communities served for nonprofits with more than one physical program location or office.

Reduce Survey Burden of Taking the Survey

The time involved in running a nonprofit is precious, and researchers must continuously recognize this. Surveys can be burdensome to take, and the participants may not see direct benefits of participating in that research. While nonprofits may recognize the importance of participating in surveys, future iterations of the survey may consider ongoing avenues used for data collection to best collect the survey data, including public agencies who may partner in simplifying the data collection.

Additional Areas for Deeper Research

Executive Directors

Further research could identify more details about organizations with multiple executive directors, especially those with more than two. Additional research into the reasons organizations have multiple executive directors could provide insight into the characteristics of organizations that result in shared executive leadership.

Future research could also further investigate whether long-serving executive directors have executive experience prior to their current positions to help understand the types of support that could be most helpful. A more in-depth analysis could compare the longevity of nonprofits with founder-executive director and length of service.

Board Members

Some respondents reported incomplete data about their board members' racial/ethnic identities, which created some limitations in the analysis. For example, some reported that their organization had no board members but also reported the racial/ethnic identities of their board members. Prior to fielding this survey again, we suggest reaching out to some of these organizations to better understand the challenges they faced while filling out the survey. Among respondents, white-led organizations were less likely to disclose the race/ethnicity of their board members. Future research could examine this tendency further to determine any underlying causes. It might be possible, for example, that white-led organizations less routinely track race/ethnicity information because of their discomfort asking for it or their discomfort in reporting an all-white board.

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[13] Electronic filing was mandated for tax years ending after July 31, 2021. Therefore, 100% of the full universe of nonprofit data derived from the IRS Form 990 series will be available starting in 2024 when those forms become publicly available in bulk from the IRS.

Organizational Characteristics

Future research could include a comparison of sectors served to sectors where the need is greatest according to residents and nonprofit organizations serving the community. It would also be helpful to compare these organizations geographically to the demographics of residents in their service areas, as this survey did not have sufficient data to conduct that analysis.

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U.S. Census Bureau. *American Community survey 5-year estimates 2020* [Table DP05].

Comparing Respondent Organizations to the Universe of Nonprofits in Michigan

Executive Summary

The respondents to this survey represent a reasonable approximation of nonprofit organizations statewide in Michigan, even before we apply statistical weights to the data to improve the representativeness. When the project analysts applied statistical weights, most answers to the survey questionnaire changed by under 10%.
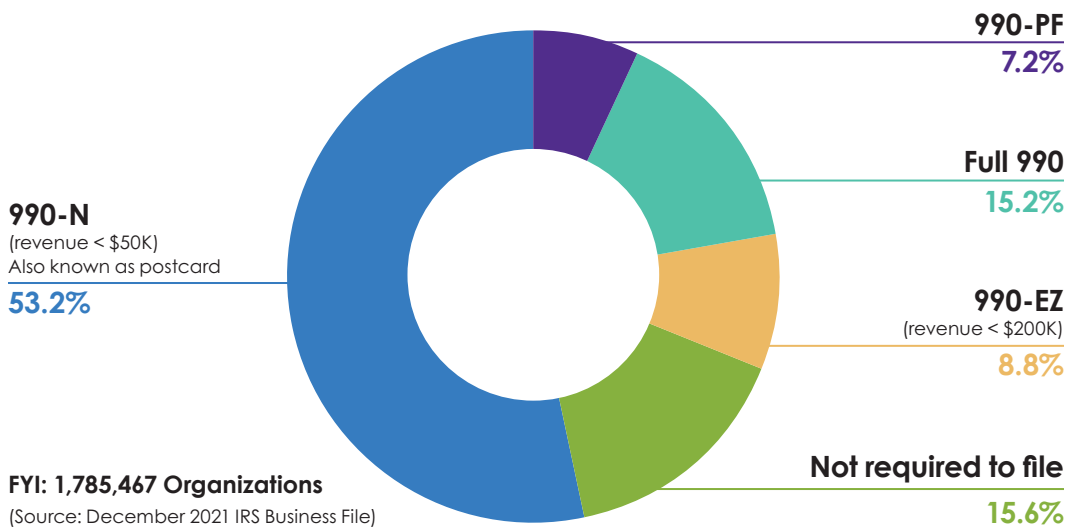
The project team decided that the comparatively small change in the results did not outweigh the risks associated with applying statistical weights to the sample. Therefore, they elected to use the unweighted data for the final project report.

Background

One of the goals of this study was to capture an accurate snapshot of the universe of nonprofit organizations across the state.

This is a challenge because more than half of all nonprofits in Michigan — and across the United States — have total annual revenues of under $50,000. That is, the organization likely represents grassroots, volunteer-driven efforts because the **total** budget for all activities and personnel is less than $50,000 per year. These organizations are highly unlikely to have paid staff, and unlikely to have a physical office or location where they could receive a survey invitation in the mail.

Share of Nonprofits by Filing Type
990S TELL US THE SIZE OF THE SECTOR

990-PF
7.2%

Full 990
15.2%

990-EZ
(revenue < $200K)
8.8%

Not required to file
15.6%

990-N
(revenue < $50K)
Also known as postcard
53.2%

FYI: 1,785,467 Organizations
(Source: December 2021 IRS Business File)

Therefore, when project analysts try to determine the representativeness of the survey respondents, they have two possible universes to compare to:

- The universe of **all nonprofits**, including many small nonprofits that are incredibly difficult to reach <u>precisely because</u> they are very unlikely to have paid staff (a majority of nonprofit organizations as described above); or

- The universe of all nonprofits **likely to have paid employees**, and which nearly always file the IRS Form 990-EZ or full IRS Form 990.

To gauge representativeness of the survey respondents, project analysts focused on these key demographic markers:

1. Region of the state

2. Revenue of the nonprofit

3. Age of the organization

4. Sector the nonprofit serves (e.g., health care, human services, animal care)

There were 587 total respondents to the survey. The project team matched 526 respondents (89%) to their corresponding information in the IRS Business Master File, which contains basic public information about every registered and active nonprofit in the United States.

Comparing Survey Respondent Organizations to Each Nonprofit Universe

Step one of the analysis compared survey respondent organizations to both potential universes:

Comparison by Region

MNA Region	Share of survey respondents	Share of all Michigan nonprofits based on IRS registrations	Share of all Michigan 990/990-EZ filing nonprofits (subset of all registered nonprofits)
Metro Detroit	35%	45%	43%
Mid-State/Central	12%	14%	12%
Lakeshore/West MI	17%	16%	19%
Tip of the Mitt	13%	7%	7%
Upper Peninsula	10%	4%	4%
Southern Central Michigan	14%	13%	15%
Total	**100%**	**100%**	**100%**

By region, Metro Detroit was underrepresented in the survey, while the Upper Peninsula and Tip of the Mitt regions were overrepresented. All other regions had immaterial variation.

Comparison by Annual Revenue

Nonprofit Revenue	Share of survey respondents	Share of all Michigan nonprofits based on IRS registrations	Share of all Michigan 990/990-EZ filing nonprofits (subset of all registered nonprofits)
$0	20%	66%	7%
$1 to $9,999	1%	3%	0%
$10,000 to $24,999	1%	2%	0%
$25,000 to $99,999	7%	8%	20%
$100,000 to $499,999	23%	11%	38%
$500,000 to $999,999	11%	3%	10%
$1,000,000 to $4,999,999	23%	4%	14%
$5,000,000 to $9,999,999	6%	1%	3%
$10,000,000 to $49,999,999	7%	1%	4%
$50,000,000 and greater	2%	1%	2%
Total	**100%**	**100%**	**100%**

By revenue:

- The smallest nonprofits were underrepresented compared to the total universe, but overrepresented compared to the smaller universe (nonprofits with employees).

- With one exception, all other revenue categories varied by 5% or less.

Comparison by Age of Organization

Age of Organization	Share of survey respondents	Share of all Michigan nonprofits based on IRS registrations	Share of all Michigan 990/990-EZ filing nonprofits (subset of all registered nonprofits)
Less than 3 years	6%	7%	4%
3-5 years	10%	12%	6%
6-9 years	12%	16%	10%
10-13 years	4%	7%	7%
14-19 years	6%	8%	9%
20-27 years	16%	10%	12%
28-34 years	13%	7%	10%
35-40 years	10%	6%	8%
41-63 years	15%	14%	15%
64 or more years	8%	13%	17%
Total	**100%**	**100%**	**100%**

By age of organization, survey respondent organizations compared very favorably to both potential universes, varying by 6% or less in all categories except the oldest organizations (64 or more years old).

Comparison by Subsector

Nonprofit Subsector	Share of survey respondents	Share of all Michigan nonprofits	Share of all Michigan 990/990-EZ filing nonprofits
Arts, Culture, and Humanities	10%	5%	5%
Education	6%	8%	8%
Environment and Animals	5%	3%	3%
Health	5%	4%	6%
Higher education	0%	0%	1%
Hospitals	1%	0%	1%
Human Services	37%	23%	25%
International, Foreign Affairs	1%	1%	1%
Mutual/Membership Benefit	0%	1%	1%
Public, Societal Benefit	17%	11%	9%
Religion Related	1%	7%	3%
Unknown, Unclassified	18%	37%	36%
Total	**100%**	**100%**	**100%**

When we compared the respondents by subsector to the universe as a whole, survey respondent organizations compared favorably to most subsectors, varying by 5% or less. The exceptions are human services and public/societal benefit — both overrepresented in the survey. However, based on how the IRS codes this data, we cannot be certain of the extent of overrepresentation since half as many survey respondents remained unclassified in the matched data compared to the Michigan universe.

The overall conclusion from these comparisons is that the project team could not discern a systematic bias in which nonprofits responded to the survey. For example,

- Did the survey frequently overlook small nonprofits in Northern Michigan? *Not likely; we had strong representation from respondents by geography, and by revenue one comparison was weak and the other strong.*

- Were the respondents too heavily concentrated in a small number of subsectors, as opposed to coming from all corners of the nonprofit universe? *No; every subsector fell within five percent of its target except for human services organizations, which may have been overrepresented.*

Reviewing the Weighted Data

Step two calculated and applied statistical weights to survey respondent organizations. Weighting corrects, via mathematics, any over- or under-representation by forcing the demographics of the survey respondent organizations to match the demographics of the selected universe in the four key variables (region, revenue, age, and subsector).

For that test, the project team chose to weight the data to the share of **all nonprofits**, not just the 990/990-EZ filing nonprofits. The team selected that universe for two reasons:

- One of the largest variations was in revenue size — the smallest organizations were either dramatically underrepresented (compared to the full universe) or dramatically overrepresented (compared to the 990/990-EZ universe), so we wanted to focus on one of those variances.

- Logically, it could be reasonable to assume that organization revenue is a key indicator of the presence or absence of BIPOC staff and directors. BIPOC-led nonprofits often have fewer financial resources than other nonprofits (see, for example, Dorsey, Bradach, & Kim, 2020; Douglas & Iyer, 2020).

The test is to weight the data and then focus on key questions in the survey to answer the test, "Did weighting the data change **in a material way** any of the key outcomes of the survey?" For example, if we weighted the data to correct for revenue size, would we see a material change across all questions about the race/ethnicity of the executive director, staff, board members, etc.?

- If the answer is **yes**, then the data should be weighted to best reflect the true universe, and the analysis should not use the raw, unweighted data.

- If the answer is **no**, then applying the statistical weights is not useful because the underlying result is unchanged; therefore, the analysis can use the raw data *even if the survey respondents do not exactly match the comparison universe.*

- If the answer is **it depends**, then the analysts need to decide which is more important: correcting the survey data via weights, even though it adds risks to the analysis, or using the raw data, even though some types of organizations may be over- or under-represented?

When the project team weighted the data, material changes included:

- The share of executive directors who describe their race/ethnicity as Black increased 11% (from 14% to 25%).

- The share of executive directors who describe their race/ethnicity as white decreased 17% (from 69% to 52%).

- There was a 10% increase in the share of nonprofits where the current BIPOC executive director was the <u>first</u> BIPOC executive director, and a 13% increase in the share of nonprofits that were founded by a member of a BIPOC population.

- There was an 8% decrease in the share of staff who identify as biracial or multiracial (from 15% to 7%).

However, there was no material change with the weighted data — meaning the weighted and un-weighted responses fell within 5% of each other on other key questions, such as:

- The share of nonprofits led by any of the five gender categories.

- The reported race/ethnicity of the executive director **other than** Black and white as identified above (meaning, for all other race/ethnicity options).

- If there was, or was not, a prior executive director who came from a BIPOC population.

- The composition of boards of directors by the race/ethnicity of board members.

Finally, there were a handful of key questions where, even though the results moved by more than 5%, the change was not material. For example, the share of organizations led by only one executive director decreased by 9% (from 92% to 83%) — which still means that most nonprofits (more than four in five) were led by only one executive director.

Conclusion

The full project team reviewed the analysis presented above and reached the unanimous conclusion that we did not see evidence of a systematic bias in one direction or the other (over- or under-representation) between the weighted and unweighted data. Therefore, because the raw, unweighted data was reasonably representative of the universe of nonprofits, the project team elected to use the raw data to complete the analysis offered in the full report.
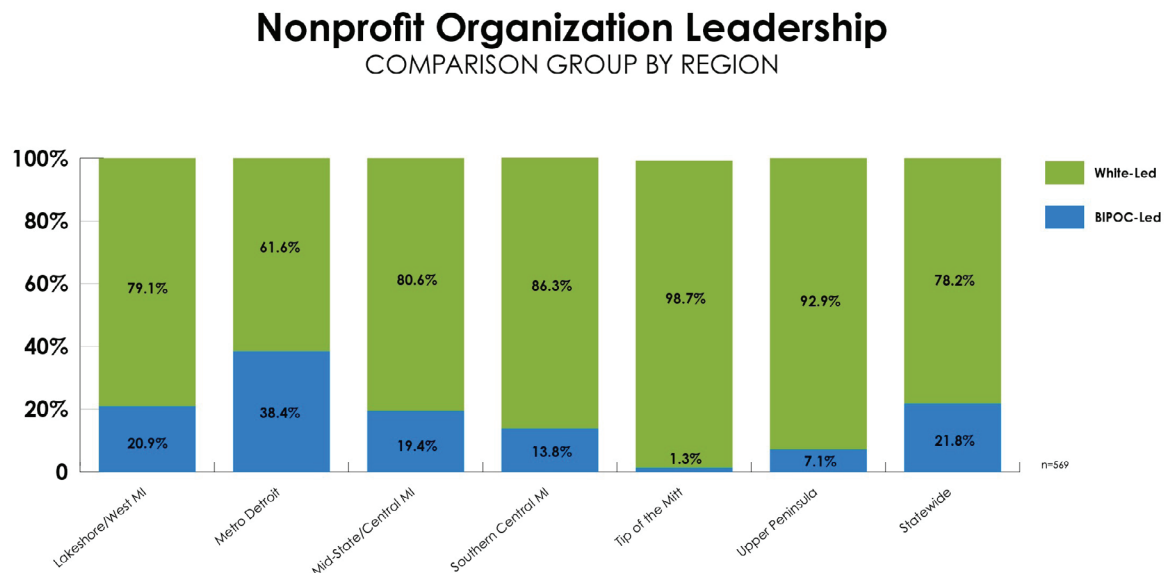
Regional Survey Results

Important Note: The data collected can be used to draw conclusions about Michigan's nonprofits at the statewide level (See Appendix 1). However, the project did not receive enough respondents in each region to draw meaningful _regional_ conclusions. Regional-level data provided in Appendix 2 is being provided to start the conversation about regional differences in nonprofit leadership while noting that additional regional-level projects are needed to provide statistically significant regional comparisons.

Executive Directors

Comparison Groups

Metro Detroit region respondents reported the highest percent of BIPOC-led organizations (38%), while the Tip of the Mitt region respondents reported the lowest percent (1%), with only one BIPOC-led organization completing the survey.

Nonprofit Organization Leadership
COMPARISON GROUP BY REGION

Legend:
- White-Led
- BIPOC-Led

Region	White-Led	BIPOC-Led
Lakeshore/West MI	79.1%	20.9%
Metro Detroit	61.6%	38.4%
Mid-State/Central MI	80.6%	19.4%
Southern Central MI	86.3%	13.8%
Tip of the Mitt	98.7%	1.3%
Upper Peninsula	92.9%	7.1%
Statewide	78.2%	21.8%

n=569

Race/Ethnicity of Executive Directors

While the reported executive directors' races/ethnicities varied from region to region, the majority in each area identified as white. Metro Detroit region respondents had the most diversity in reported race/ethnicity and the highest percentage of directors identifying as Black/African American (35%). This was generally reflective of the demographics of the region as reported in the American Community Survey.

Number of Executive Directors

Survey respondents in the Southern Central region reported 78 organizations with one executive director. While this number is not the highest in the six regions (respondents in the Metro Detroit region reported 201 organizations with one executive director), Southern Central region respondents had the highest percent of organizations with only one executive director (95%). Respondents in the Lakeshore/West Michigan region reported nine organizations with multiple executive directors, which marked the region with the highest percent of organizations with multiple executive directors (10%).

Gender of Executive Directors

Respondents in the Tip of the Mitt region reported the highest percent of executive directors who identified as women (72%), and those in the Southern Central Michigan region reported the highest percent of executive directors who identified as men (40%). Lakeshore/West Michigan and the Tip of the Mitt region respondents were the only regions without nonprofits reporting a nonbinary or genderqueer executive director.

Age of Executive Directors

The age distribution of executive directors was quite similar among the regions, with slight differences: Respondents from the Lakeshore/West MI, Mid State/Central MI, and Southern Central regions reported that their organizations had no executive directors aged under 25 years old. However, Lakeshore/West MI region respondents still tended to have slightly younger executive directors, since those who are aged between 25-44 years old take up over one-third of the directors (34%) in that region. Tip of the Mitt region respondents had the highest percent of executive directors aged 65 years old and above (25%), which is almost twice the number of the statewide average (14%.).
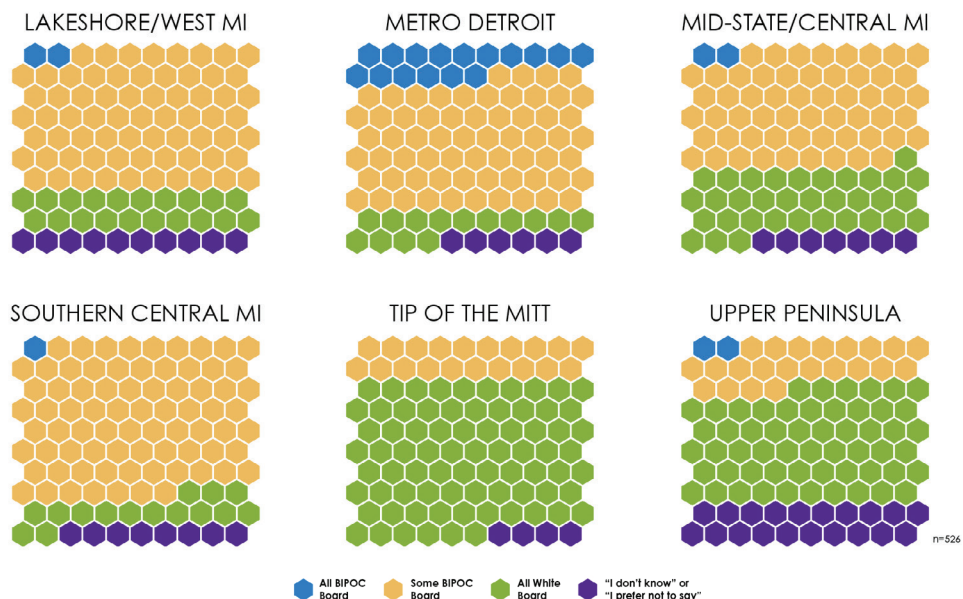
Board Members

Race/Ethnicity of Board Composition

Regionally, the racial/ethnic distribution of board members varied based on locations. The majority of board members (95%) for Tip of the Mitt region respondents were white, which is the highest percentage among the regions. And yet, it was also the only region that had Native Hawaiians or Pacific Islanders reported on its organizations' boards. Respondents in the Metro Detroit region reported the highest percent of board members who identified as Black/African American, accounting for almost a third of its total board members (32%). At the regional level, 16% of the respondent organizations in Metro Detroit reported an all-BIPOC board, far greater than any other region. Southern Central Michigan respondents had the greatest percent of organizations with some BIPOC members on their boards (76%).

Board Composition
PERCENT OF ORGANIZATIONS BY REGION

n=526

| All BIPOC Board | Some BIPOC Board | All White Board | "I don't know" or "I prefer not to say" |

Respondents in the Tip of the Mitt and Upper Peninsula regions both reported comparatively lower percentages of organizations with some BIPOC members on their boards. This could be a further reflection of the organizations that responded as well as a reflection of the demographic makeup of these regions compared to the more populous regions of Michigan.

Staff

Race/Ethnicity of Staff Member Teams

Staff composition varied similarly to board composition from region to region. Respondents in the Mid-Central Michigan region reported the highest percent of organizations with all-BIPOC staff (8%), which is greater than Metro Detroit region respondents (6%). However, respondents in Metro Detroit still reported the lowest percent of organizations with all-white staff at 14%.

Staff Composition
PERCENT OF ORGANIZATIONS BY REGION
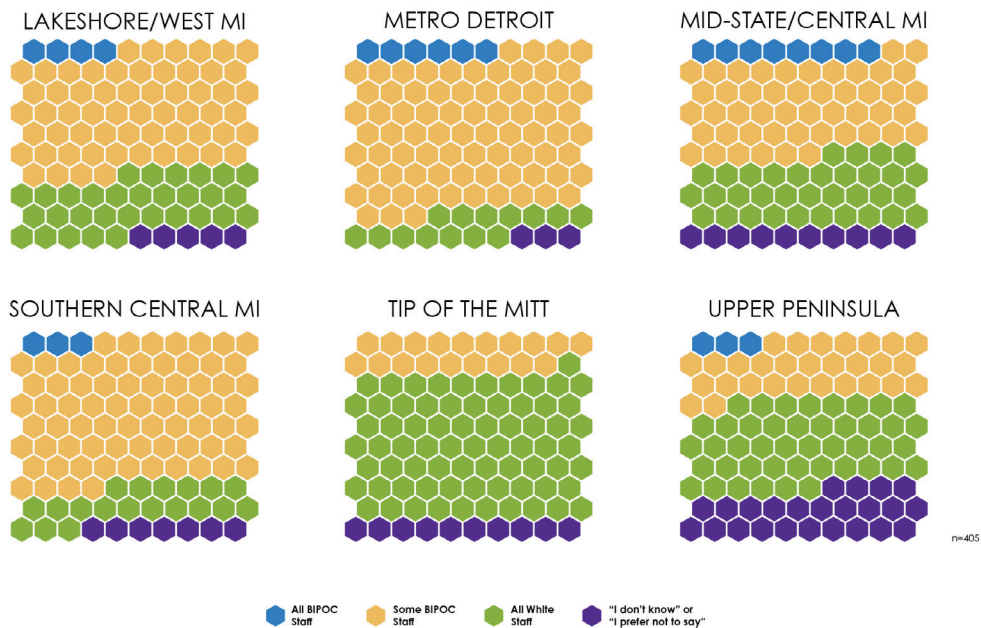
Race/Ethnicity of Individual Staff Members

Respondents in the Metro Detroit region reported the highest percentage of staff members who identified as Black/African American. Mid-Central Michigan region respondents reported the highest percentage of white staff members. Lakeshore/West Michigan region respondents reported the highest percentage of Hispanic/Latino/a/x staff members.

Survey Instrument

Michigan Nonprofit Leadership Survey

The Michigan Nonprofit Association — in partnership with Data Driven Detroit (D3) and the Dorothy A. Johnson Center for Philanthropy — is working to build the **first comprehensive dataset about the demographics of nonprofit leadership throughout Michigan.**

About

This survey asks about the identities of leadership, board members, staff, and communities served. In the likelihood this information is not self-reported and collected in your organization, we encourage the person completing the survey to reach out to have people self-identify. D3 has developed a tool to help collect this information internally, available here. This document is a preview of the approximately 30 survey questions we will ask about the following areas:

- Contact Information
- Executive Director
- Organizational Founding
- Board of Directors
- Paid Staff
- Sector & Budget
- Communities Served

Participation

Currently, data about the demographics of nonprofit leaders are not readily available or easily accessible for Michigan or for the nation. This survey is completely voluntary and individual responses are confidential. You can skip a question or exit the survey at any point.

We will disclose a list of Michigan nonprofits on the project website, which will identify the leader as an individual. Board and staff information will be aggregated and presented on a statewide and regional basis only.

Contact

If you have questions about the project, please contact research associate Trish Abalo, at abalot@gvsu.edu or 616-331-9034.

If your organization does not wish to be identified in the statewide directory, please click here:

- Opt-out of directory

Contact Information

Q1. What is your **organization's name?**

Q2. What is your organization's **contact information?**

- Street address
- City
- ZIP code
- Website

Q3. What **county** is the main office of your organization located in?

Q4 What is the **full name** of the person filling out this survey?

Q5. What is the **position** of the person filling out this survey?

Q6. What is the **email address** of the person filling out this survey?

Executive Director

We'll begin with a series of questions about your organization's most senior employee. Common titles include CEO, President, or Executive Director — and for simplicity we'll use the term "Executive Director" for this role.

Q7. How many executive directors lead your organization?

- One
- Two or more – If this is selected, we will ask the following questions about all directors.

Q8. How does the executive director of your organization describe their gender identity? Please check all that apply.

- Woman
- Man
- Non-binary or genderqueer
- Transgender
- I don't know
- I prefer not to say
- Let me type…

Q9. How does the executive director of your organization describe their race or ethnicity? Please check all that apply.

- Arab/Arab American
- Asian/Asian American
- Black/African American
- Caribbean/Caribbean American
- Indigenous, American Indian, or Alaska Native
- Latino/a/x or Hispanic
- Native Hawaiian or Other Pacific Islander
- White
- I don't know
- I prefer not to say
- Let me type…

Q10. Is the current executive director the FIRST Black, Indigenous, or Person of Color in that role?

- Yes
- No
- I don't know
- I prefer not to say

Q11. Was the prior executive director a Black, Indigenous, or Person of Color?

- Yes
- No
- I don't know
- I prefer not to say

Q12. How old is the executive director of your organization?

- 19 years old or under
- 20-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 years old or older
- I don't know
- I prefer not to say

Q13. How many years has the executive director of your organization been in the position?

- Less than 1 year
- 1-5 years
- 6-9 years
- 10+ years
- I don't know
- I prefer not to say

Q14. Was your current executive director an internal hire from your organization, or an external hire?

- Internal Hire
- External Hire
- N/A - they are the founder
- I don't know
- I prefer not to say

For Two or More Executive Directors

Q15. Do any of the executive directors identify as biracial or multiracial?

- Yes
- No
- I don't know
- I prefer not to say

(If Yes) How many of the executive directors identify as biracial or multiracial?

- Biracial
- Multiracial

Organizational Founding

Q16. In what year was your organization founded?

Q17. Was your organization founded by person(s) who identify as Black, Indigenous, or Person(s) of Color?

- Yes
- No
- I don't know
- I prefer not to say
- Let me type...

Board of Directors

Q18. How many people are on your board of directors, excluding your executive director?

Q19. On your BOARD, how many individuals identify with the following racial or ethnic groups? Please enter the total number of people for each group below, <u>excluding the executive director.</u> Note: A person may appear in one or more groups. For board members who identify as multiple races and ethnicities, please count them in each race or ethnicity. For example, an Afrolatina person may be entered in the totals for Black/African American, Caribbean/Caribbean American, and Latino/a/x or Hispanic.

- Arab/Arab American
- Asian/Asian American
- Black/African American
- Caribbean/Caribbean American
- Indigenous, American Indian, or Alaska Native
- Latino/a/x or Hispanic
- Native Hawaiian or Other Pacific Islander
- White
- I don't know
- I prefer not to say
- Let me type…

Q20. Do any of your BOARD identify as biracial or multiracial?

- Yes
- No
- I don't know
- I prefer not to say
- Let me type...

(If Yes) How many of the BOARD identify as biracial or multiracial?

- Biracial
- Multiracial

Paid Staff

Q21. How many people are on your paid staff (including interns and other paid employees but excluding the executive director)?

Q22. On your PAID STAFF, how many individuals identify with the following racial or ethnic groups? Please enter the total number of people for each group below, excluding the executive director. Note: A person may appear in one or more groups. For board members who identify as multiple races and ethnicities, please count them in each race or ethnicity. For example, an Afrolatina person may be entered in the totals for Black/African American, Caribbean/Caribbean American, and Latino/a/x or Hispanic.

- Arab/Arab American
- Asian/Asian American
- Black/African American
- Caribbean/Caribbean American
- Indigenous, American Indian, or Alaska Native
- Latino/a/x or Hispanic
- Native Hawaiian or Other Pacific Islander
- White
- I don't know
- I prefer not to say
- Let me type…

Q23. Do any of your PAID STAFF identify as biracial or multiracial?

- Yes
- No
- I don't know
- I prefer not to say
- Let me type...

(If Yes) How many of the PAID STAFF identify as biracial or multiracial?

- Biracial
- Multiracial

Sector & Budget

Q24. In which sector does your nonprofit perform most of its work?

- Advocacy / Public Policy
- Arts / Cultures & Humanities
- Child & Family Services
- Community & Economic Development
- Crime & Legal Related
- Disaster Preparedness & Relief
- Education
- Employment / Job Related
- Environmental & Animal Welfare
- Faith Based
- Food, Agriculture & Nutrition
- Health Services & Programs
- Housing & Shelter Services
- Human Services
- International, Foreign, & National
- Media
- Nonprofit Management Support
- Other
- Philanthropy / Grantmaking
- Recreation, Leisure, Sports, & Athletics
- Research
- Senior Services

- Services for Disabilities
- Societies & Associations
- Substance Abuse Treatment / Prevention
- Technology
- Tourism
- Volunteerism
- Youth Development

Q25. What is your organization's annual budget for the current year?

- $50,000 or less
- More than $50,000 but less than $250,000
- $250,000 to less than $500,000
- $500,000 to less than $750,000
- $750,000 to less than $1 million
- $1 million to less than $5 million
- $5 million to less than $25 million
- $25 million or more

Q26. Does your nonprofit have an Employer Identification Number (EIN)?

- Yes
- No

Q27. (If Yes) To help us gather additional information from your organization's public filings, please provide your organization's EIN. This data will be used for analysis only—no information will be released about any single organization.

Q28. (If No) Do you have a fiscal sponsor or parent organization?

- Yes
- No

Q29. (IF Yes) To help us gather additional information from your organization's public filings, please provide the fiscal sponsor or parent organization EIN. This data will be used for analysis only—no information will be released about any single organization.

Communities Served

Q30. What primary populations do you serve? Please select all that apply.

- General public
- Children and youth up to age 18 years
- Young adults, age 19-24 years
- Adults, age 25-64 years
- Adults, age 65+ years
- Asian/Asian American
- Arab/Arab American
- Biracial/multiracial
- Black/African American
- Caribbean/Caribbean American
- Indigenous, Native American, or Alaska Native
- Latino/a/x or Hispanic
- Native Hawaiian or Other Pacific Islander
- White
- Men/boys
- Women/girls
- Nonbinary people
- Individuals identify as LGBTQIA2S+
- Below 200% poverty line
- Below 100% poverty line
- Any income
- Veterans
- Foreign born individuals or families
- Currently or formerly incarcerated / justice-involved individuals or families
- Individuals with physical or cognitive disabilities
- Rural
- Suburban
- Urban

Q31. What are the most pressing justice and equity issues facing the communities you serve? Please select all that apply.

- Aging and Older Adults

- Arts and Culture

- Class, Labor, and Economy

- Carceral Systems (Prisons, Jails, Courts, Policing)

- Disability and Accessibility

- Education (Early Childhood, K-12, Postsecondary)

- Environment and Climate

- Faith and Religion

- Food

- Gender and LGBTQIA2S+ Identity

- Healthcare

- Housing

- Immigration, Migration, or Refugees

- Language

- Race and Ethnicity

- Transportation

- Other, please specify: