

PHILANTHROPY



The Untapped Potential of

Women in Nonprofits April 28, 2014

Leadership

Women make up the majority of all nonprofit staff positions.



said their organization's staff was 'predominantly women.'

But leadership positions at large nonprofits' are mostly held by men.



of respondents from large nonprofits said their organization 'favors males over equally qualified females' for top positions.



of respondents from large nonprofits said their organization's CEO is male.



How would large nonprofits succeed with more women on the board of directors?



of respondents from large nonprofits said the organization could be more effective at accomplishing its mission.



of respondents from large nonprofits said the organization could be more effective at raising money from female donors.

The majority of respondents who are not already a leader aspire to be one.

Age Bracket

18-34			72%
35-44	Mary Const		64%
45-54		48%	
55+	300/2		

What reasons do women cite for not aspiring to be a nonprofit leader?

Reason Cited

Time Commitment	55%	
Too Much Stress	44%	
7% Believe They Can't	Do The Job	

Fundraising

Large nonprofits may be missing out on a significant amount of donations by...



large nonprofits said ...not putting as much effort into identifying and soliciting affluent female donors as it does affluent male donors."



large nonprofits said ...not giving affluent female donors as much respect as affluent male donors."

About the Survey

Harris Poll conducted the survey online on behalf of The George H. Heyman, Jr. Center for Philanthropy and Fundraising of the NYU School of Continuing and Professional Studies (NYU-SCPS) April 3-10, 2014, among a national sample of 644 U.S. women age 18 and older who work full time at a nonprofits. Survey participants were selected among subscribers to The Chronicle of Philanthropy and people involved with the NYU-SCPS Heyman Center. Because the sample is based on a selected targeted population and therefore isn't a random sample, no estimates of theoretical sampling error can be calculated

For more information, visit: philanthropy.com/WomenAndNonprofits

* Large Nonprofits

Organizations with an annual revenue of \$25-million or more.