



FUNDRAISING WHILE BLACK: HARM, HAPPINESS, HEALING.

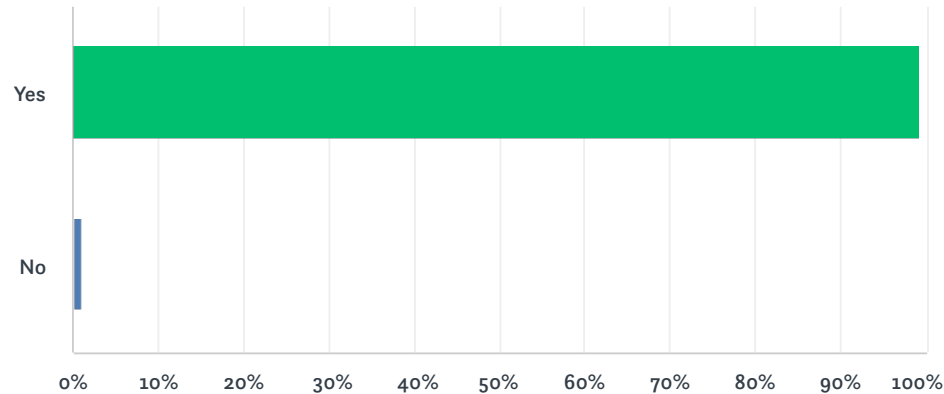
Demographic Data

A report by agentsC Inc. Canada



Q1 I am engaged in fundraising as part of my job or volunteering responsibility

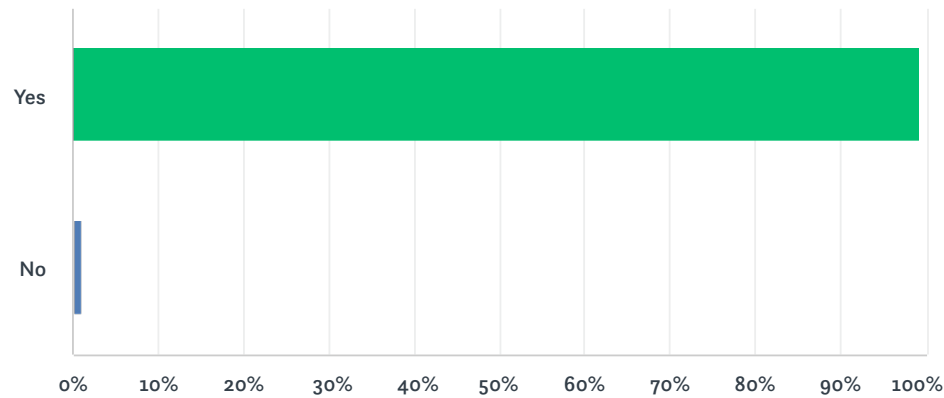
Answered: 109 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	99.08%	108
No	0.92%	1
TOTAL		109

Q2 I identify as a Black person

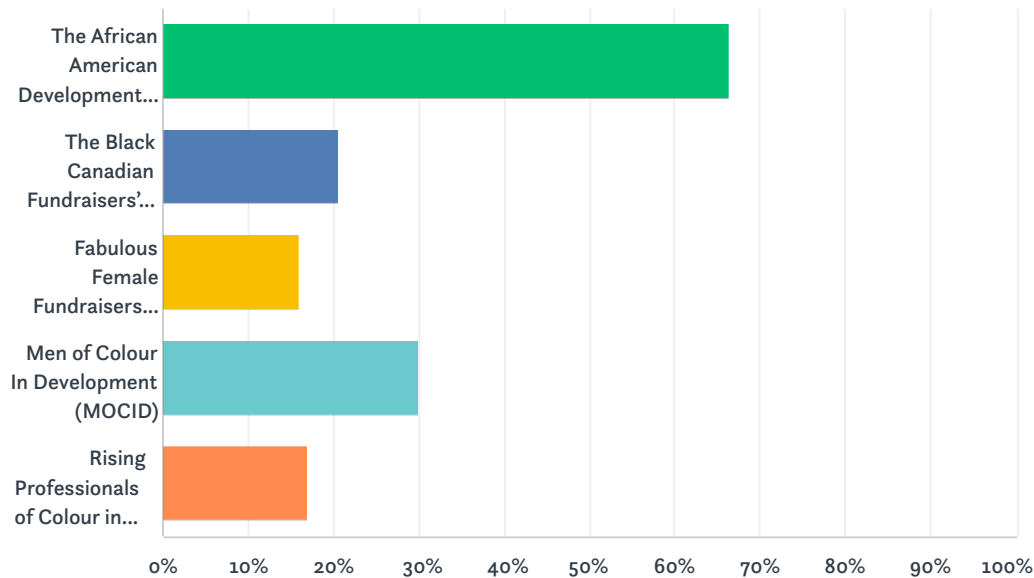
Answered: 108 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes		99.07%	107
No		0.93%	1
TOTAL			108

Q3 I am a member of

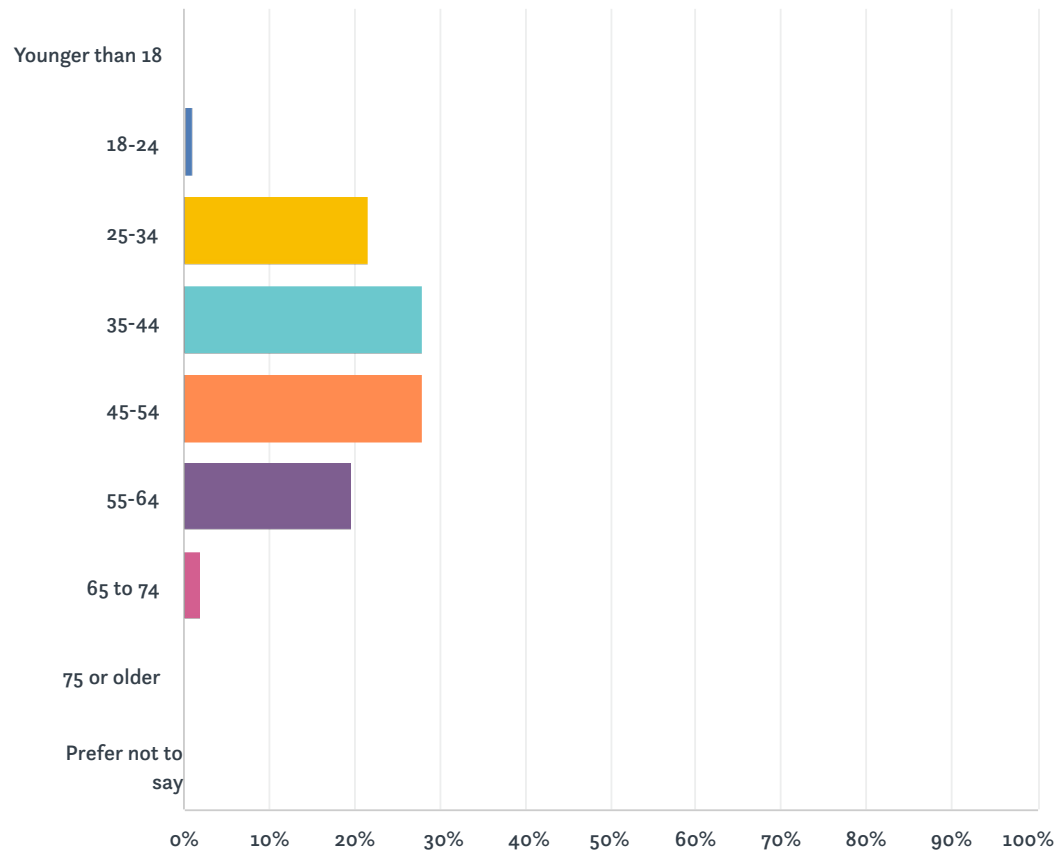
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
The African American Development Organization (AADO)	66.36%	71
The Black Canadian Fundraisers' Collective (BCFC)	20.56%	22
Fabulous Female Fundraisers (F3)	15.89%	17
Men of Colour In Development (MOCID)	29.91%	32
Rising Professionals of Colour in Fundraising (RPOC)	16.82%	18
Total Respondents: 107		

Q4 Please select your age range:

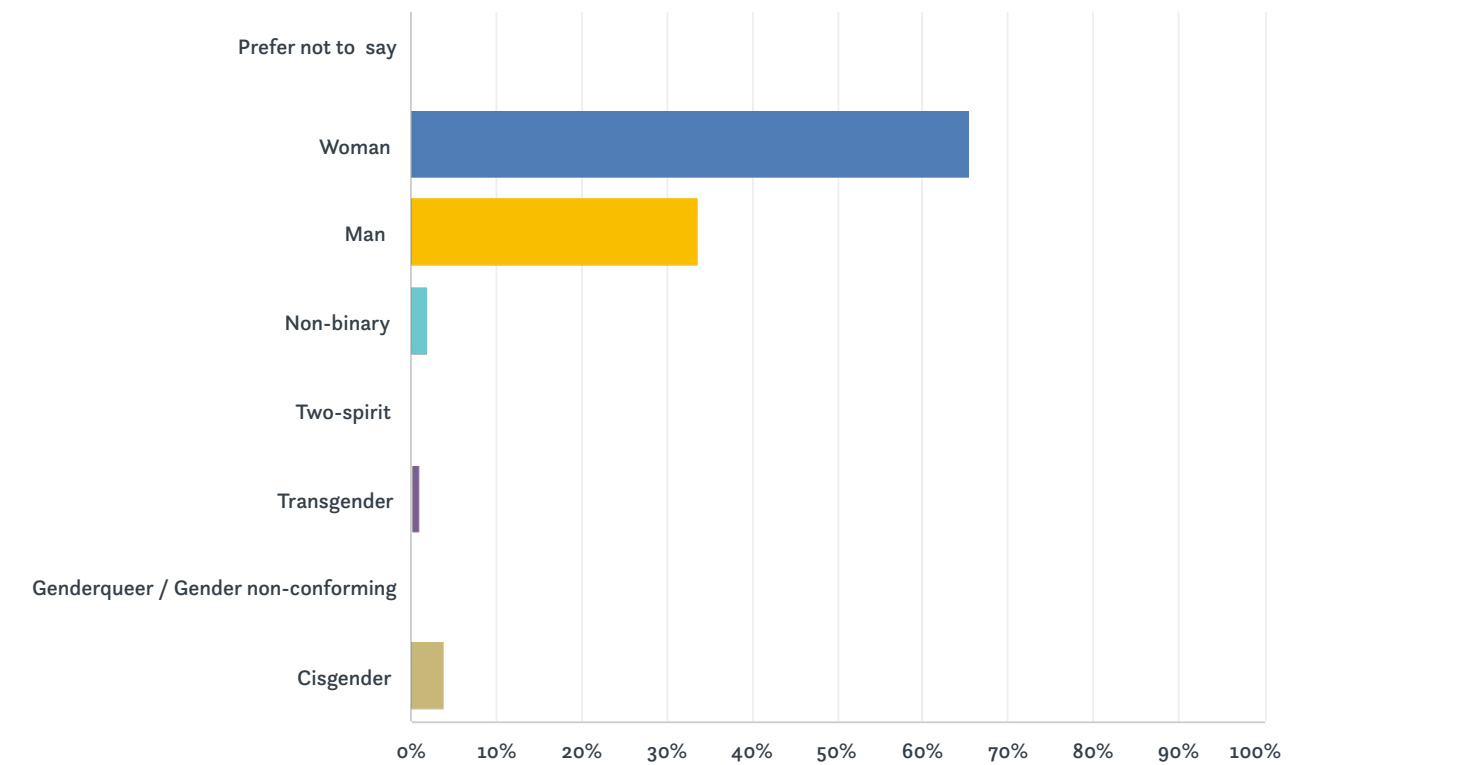
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Younger than 18	0.00%	0
18-24	0.93%	1
25-34	21.50%	23
35-44	28.04%	30
45-54	28.04%	30
55-64	19.63%	21
65 to 74	1.87%	2
75 or older	0.00%	0
Prefer not to say	0.00%	0
TOTAL		107

Q5 Please indicate your gender identity (select all that apply)

Answered: 107 Skipped: 2

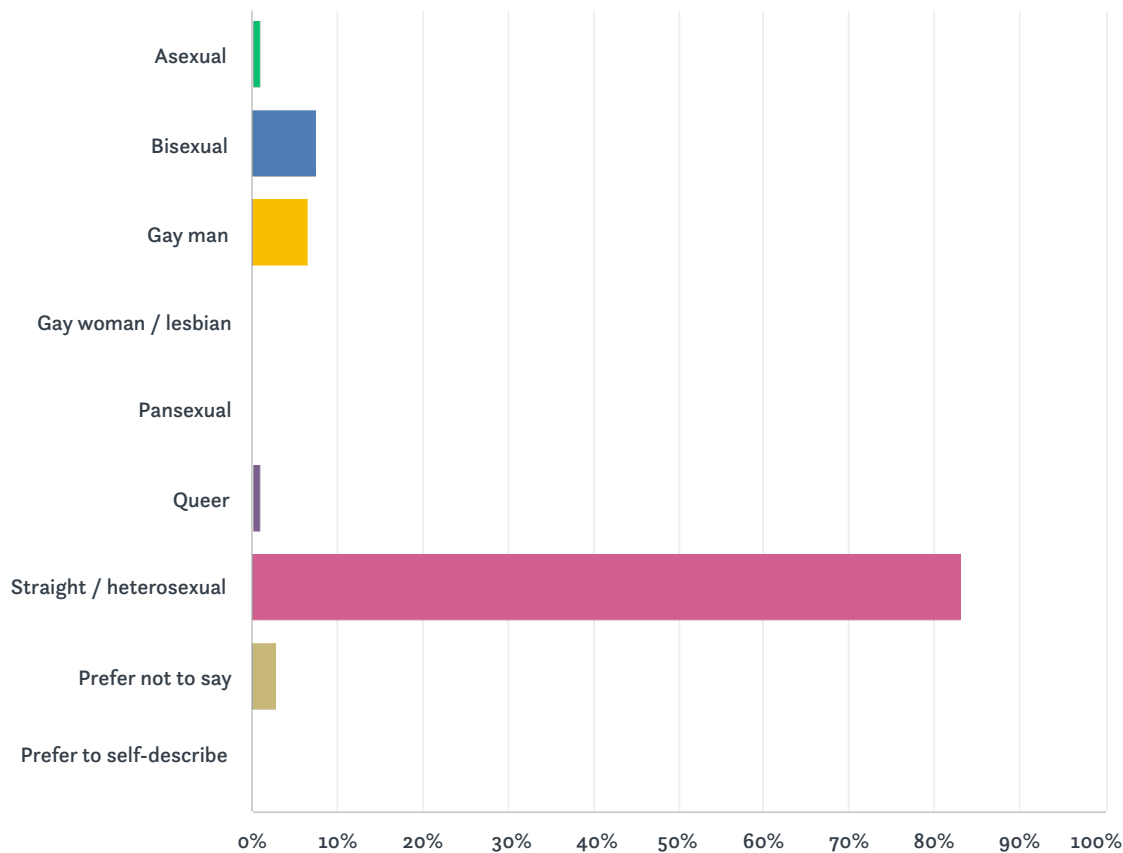


ANSWER CHOICES		RESPONSES	
Prefer not to say		0.00%	0
Woman		65.42%	70
Man		33.64%	36
Non-binary		1.87%	2
Two-spirit		0.00%	0
Transgender		0.93%	1
Genderqueer / Gender non-conforming		0.00%	0
Cisgender		3.74%	4
Total Respondents: 107			

#	PREFER TO SELF-DESCRIBE	DATE
	There are no responses.	

Q6 Please indicate which of the following best describes your sexual identity (select all that apply).

Answered: 107 Skipped: 2

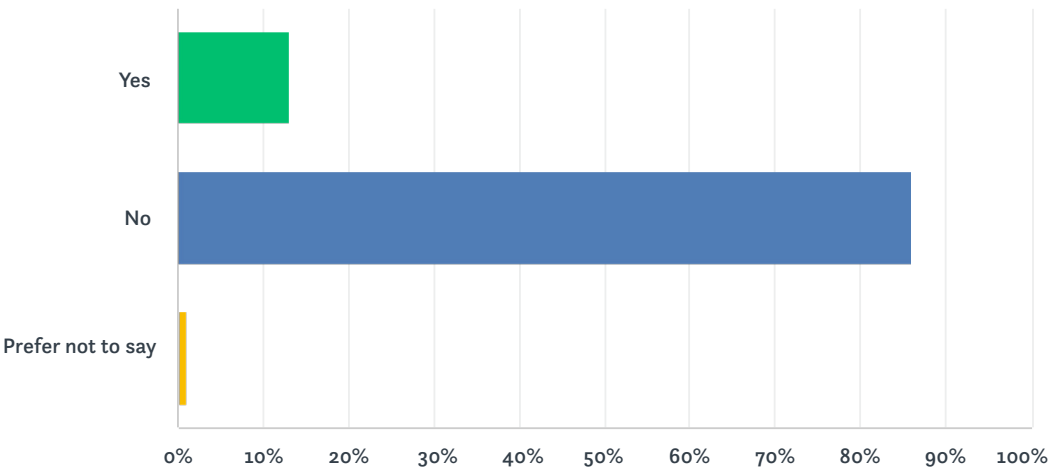


ANSWER CHOICES		RESPONSES	
Asexual		0.93%	1
Bisexual		7.48%	8
Gay man		6.54%	7
Gay woman / lesbian		0.00%	0
Pansexual		0.00%	0
Queer		0.93%	1
Straight / heterosexual		83.18%	89
Prefer not to say		2.80%	3
Prefer to self-describe		0.00%	0
Total Respondents: 107			

#	PREFER TO SELF-DESCRIBE	DATE
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Q7 Do you identify as a person living with a disability or a diverse ability?

Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	13.08%	14
No	85.98%	92
Prefer not to say	0.93%	1
TOTAL		107

Q8 Which city do you work in?

Answered: 107 Skipped: 2

City	Count
Atlanta	20
Toronto	7
Houston	5
Ottawa	5
Richmond	4
New York City	3
Chicago	3
Nashville	3
Washington	3
Tampa	2
Philadelphia	2
Columbia	2
Vancouver	2
New York	2
Newark	2
Montreal	2
Winnipeg	1
Newport News	1
East Coast Rep (FI To Me) But I Also Have Major Donors Across The Nation As I Support The Organizations Board Members And Other Specific Individuals	1
Miami	1
Durham	1
Charlottesville	1
Gta	1
Memphis	1
Hartford	1
Los Angeles	1
Mobile	1
Union City	1
Boston	1
DC	1
Greater Toronto Area	1

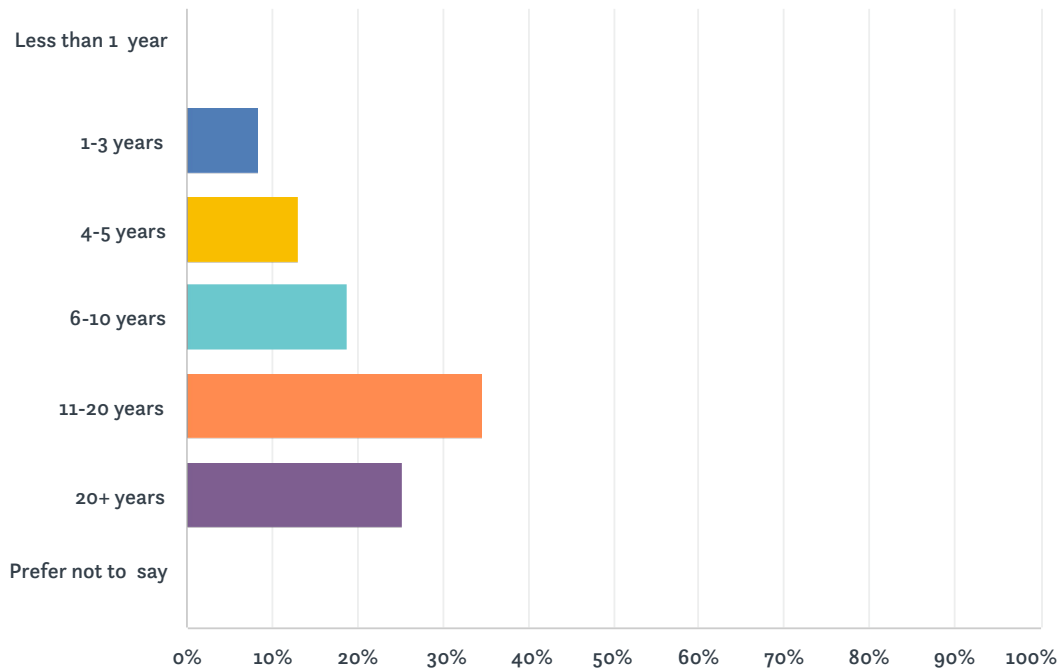
Q8 Which city do you work in?

Answered: 107 Skipped: 2

City	Count
Abbotsford	1
Washington, Dc	1
Phoenix	1
Charlotte	1
Bellingham	1
National Work, But I Work Remotely From Hopewell, Nj	1
Oakland	1
East Rutherford	1
Ajax	1
San Francisco And Atlanta	1
Multiple Cities	1
Various	1
Mississauga	1
Remote/Baltimore	1
Brunswick	1
Stevens Point	1
Seattle	1
Bowie	1
Baltimore	1
Austin	1
New York City Metro	1
Oakland, Emeryville	1
Nyc	1
San Francisco	1

Q10 How long have you been engaged in fundraising?

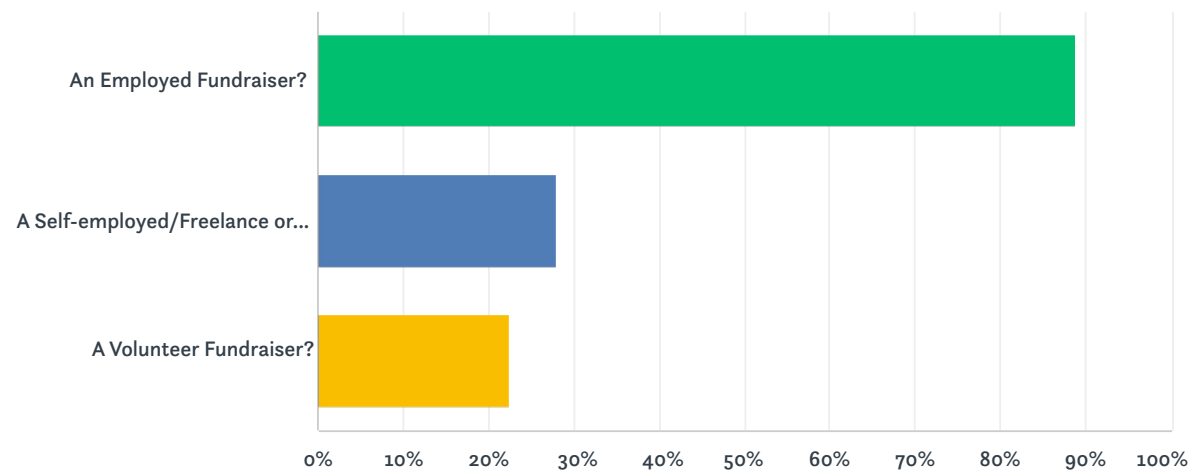
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 1 year	0.00%	0
1-3 years	8.41%	9
4-5 years	13.08%	14
6-10 years	18.69%	20
11-20 years	34.58%	37
20+ years	25.23%	27
Prefer not to say	0.00%	0
TOTAL		107

Q11 Are you (choose all that apply):

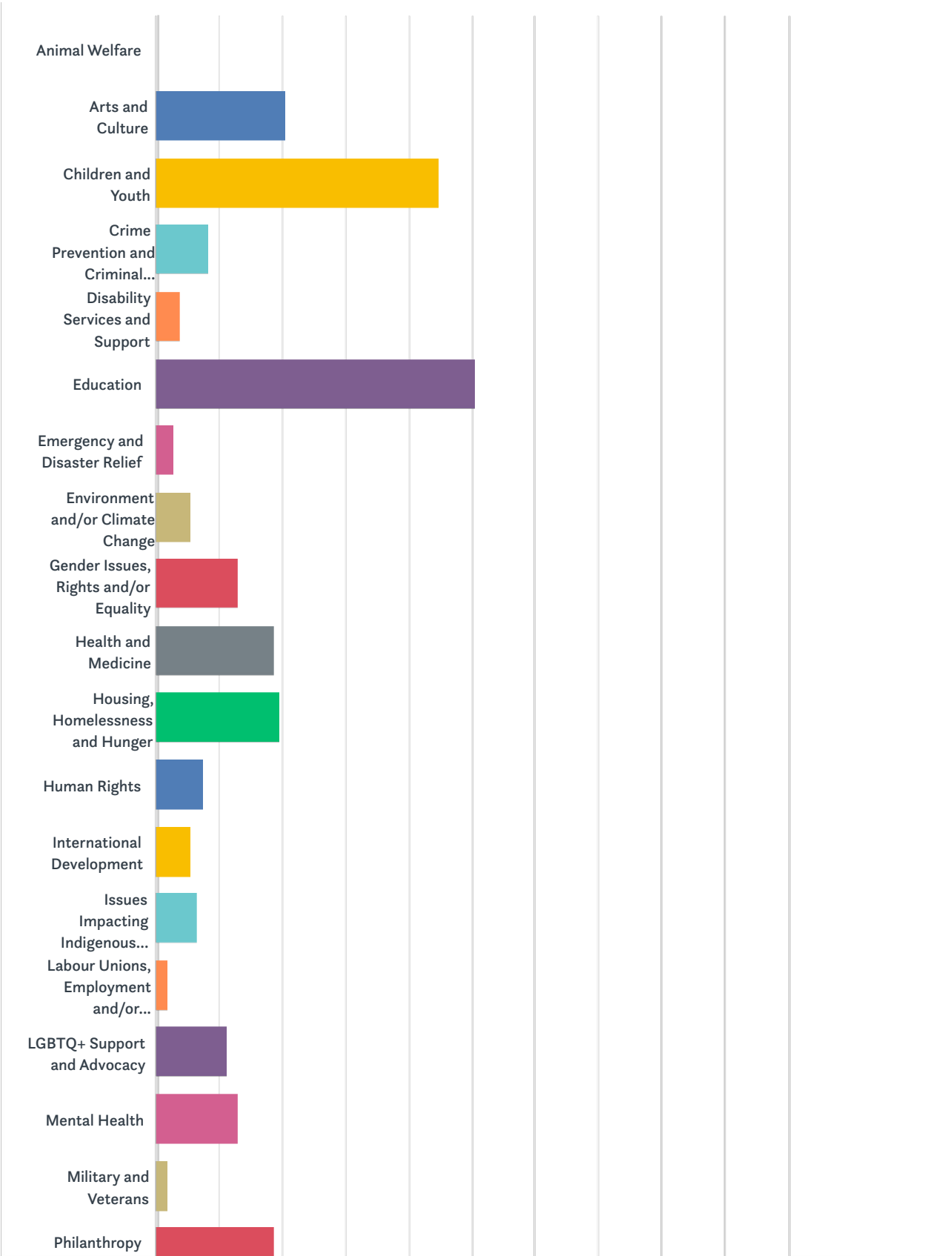
Answered: 107 Skipped: 2



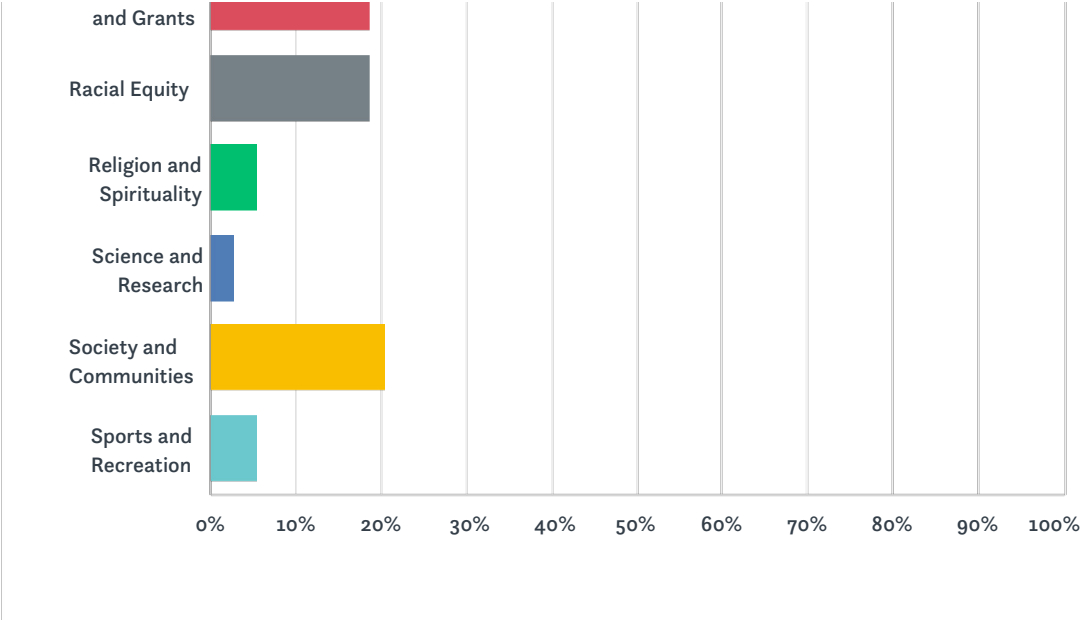
ANSWER CHOICES	RESPONSES	
An Employed Fundraiser?	88.79%	95
A Self-employed/Freelance or Consultant fundraiser?	28.04%	30
A Volunteer Fundraiser?	22.43%	24
Total Respondents: 107		

Q12 Which cause(s) do you currently fundraise for?

Answered: 107 Skipped: 2



Fundraising While Black Survey



Fundraising While Black Survey

ANSWER CHOICES	RESPONSES	
Animal Welfare	0.00%	0
Arts and Culture	20.56%	22
Children and Youth	44.86%	48
Crime Prevention and Criminal Justice	8.41%	9
Disability Services and Support	3.74%	4
Education	50.47%	54
Emergency and Disaster Relief	2.80%	3
Environment and/or Climate Change	5.61%	6
Gender Issues, Rights and/or Equality	13.08%	14
Health and Medicine	18.69%	20
Housing, Homelessness and Hunger	19.63%	21
Human Rights	7.48%	8
International Development	5.61%	6
Issues Impacting Indigenous Communities	6.54%	7
Labour Unions, Employment and/or Professional Associations	1.87%	2
LGBTQ+ Support and Advocacy	11.21%	12
Mental Health	13.08%	14
Military and Veterans	1.87%	2
Philanthropy and Grants	18.69%	20
Racial Equity	18.69%	20
Religion and Spirituality	5.61%	6
Science and Research	2.80%	3
Society and Communities	20.56%	22
Sports and Recreation	5.61%	6
Total Respondents: 107		

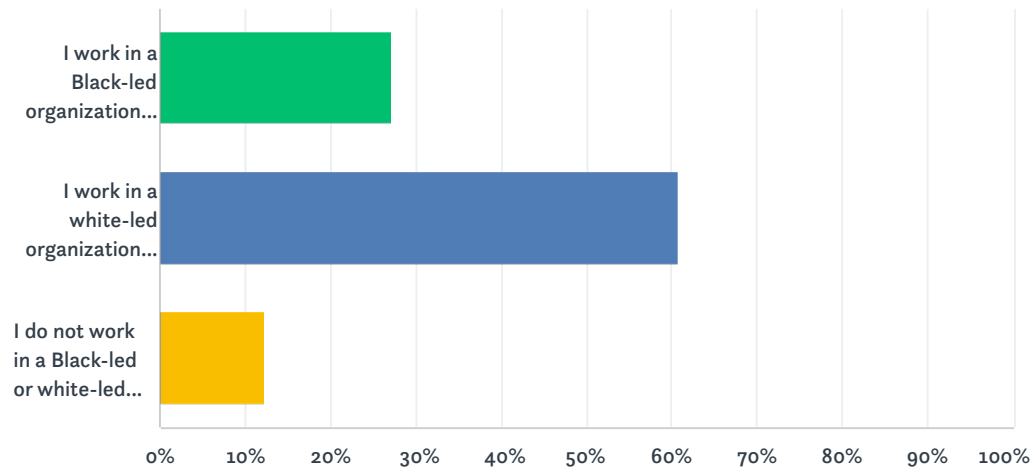
#	OTHER (PLEASE SPECIFY)	DATE
1	parks	8/8/2025 2:56 PM
2	Small Business Development Services	8/8/2025 9:16 AM
3	consulting for multiple causes	8/6/2025 9:54 AM
4	Refugee services	8/1/2025 4:56 PM
5	Legal Aid	8/1/2025 2:23 PM
6	journalism and racial injustice, social injustice	7/31/2025 10:31 PM
7	Public Affairs, Public Policy, and Governance	7/31/2025 8:26 PM

Fundraising While Black Survey

8	All	7/29/2025 6:27 PM
9	Fatherhood Initiatives	7/18/2025 6:55 AM
10	Human Services	7/16/2025 7:42 PM

Q13 Describe the organization you fundraise for

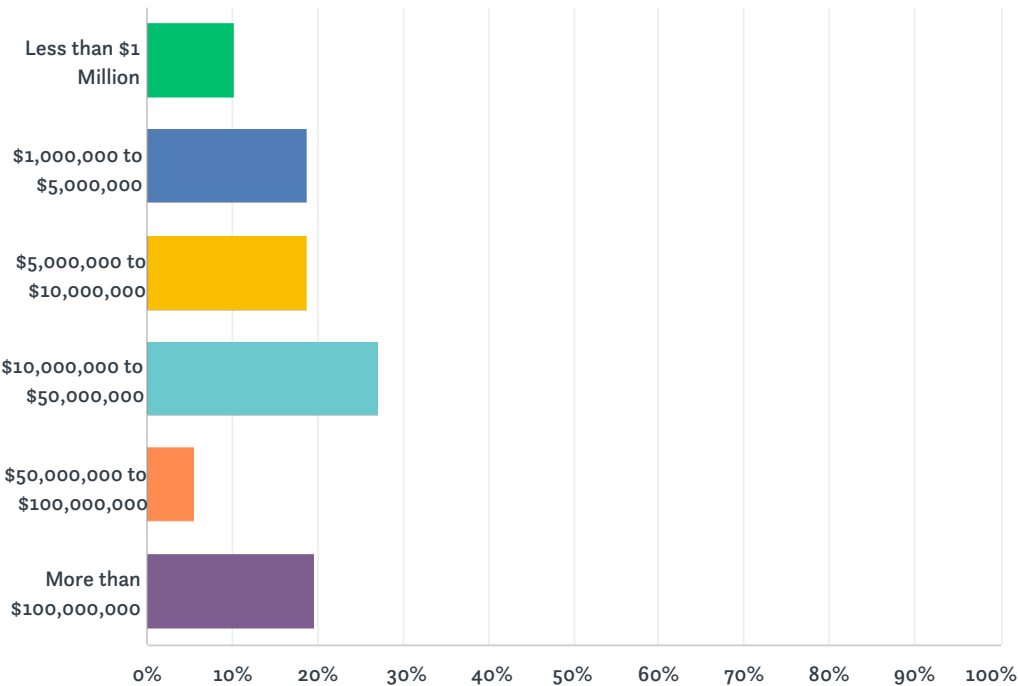
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
I work in a Black-led organization where the majority of the executive team and/or board members are Black	27.10%	29
I work in a white-led organization where the majority of the executive team and/or board members are white	60.75%	65
I do not work in a Black-led or white-led organization	12.15%	13
TOTAL		107

Q14 My organization's most recent annual revenue goal is (please include all forms of revenue including government and private donor grants such as foundations, corporations and individuals)

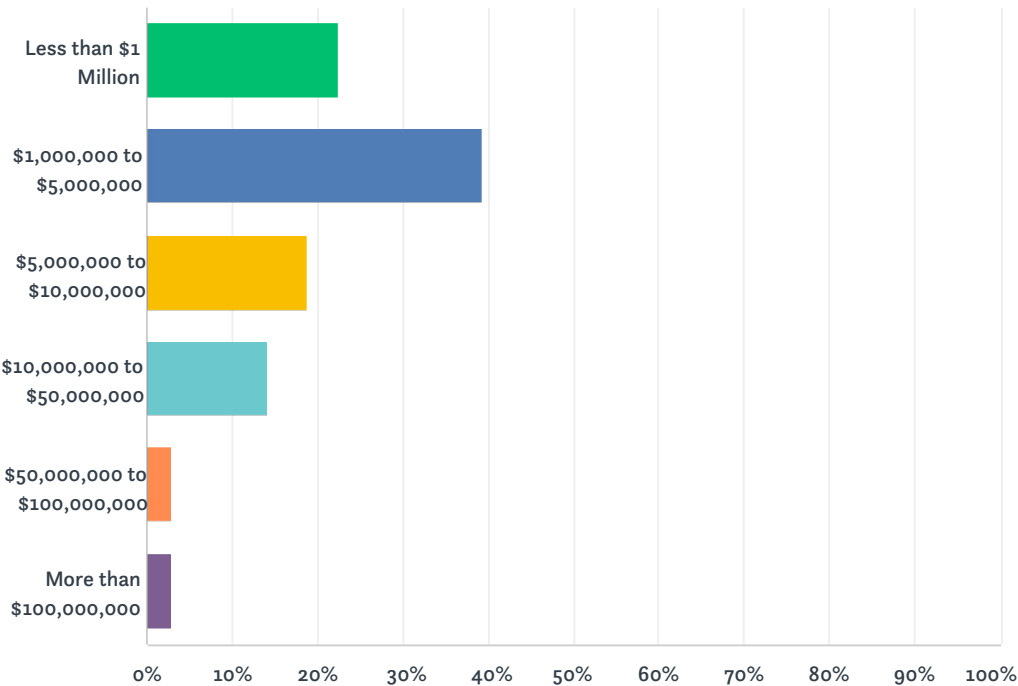
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than \$1 Million	10.28%	11
\$1,000,000 to \$5,000,000	18.69%	20
\$5,000,000 to \$10,000,000	18.69%	20
\$10,000,000 to \$50,000,000	27.10%	29
\$50,000,000 to \$100,000,000	5.61%	6
More than \$100,000,000	19.63%	21
TOTAL		107

Q15 My personal/immediate team’s annual fundraising goal is (please include all forms of revenue including government and private donor grants such as foundations, corporations and individuals)

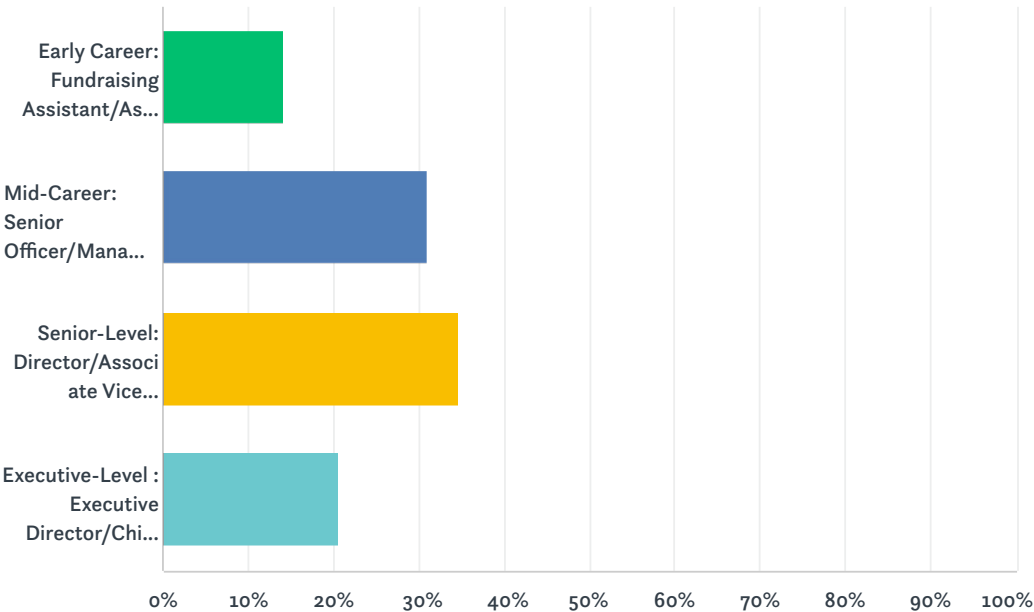
Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than \$1 Million	22.43%	24
\$1,000,000 to \$5,000,000	39.25%	42
\$5,000,000 to \$10,000,000	18.69%	20
\$10,000,000 to \$50,000,000	14.02%	15
\$50,000,000 to \$100,000,000	2.80%	3
More than \$100,000,000	2.80%	3
TOTAL		107

Q16 Describe Your Fundraising Position/Level

Answered: 107 Skipped: 2



ANSWER CHOICES	RESPONSES	
Early Career: Fundraising Assistant/Associate/Coordinator/Officer	14.02%	15
Mid-Career: Senior Officer/Manager/Associate Director	30.84%	33
Senior-Level: Director/Associate Vice President/Vice President	34.58%	37
Executive-Level: Executive Director/Chief Development Officer (CDO)	20.56%	22
TOTAL		107



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