

Candid.

Demographics via Candid

Become a champion

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. But funders are increasingly asking us—who does that money go to?

We're answering that question by freely providing funders with demographic data from the nonprofits they support via Candid nonprofit profiles. When you step up as Demographics via Candid champion, we collaborate to reduce the data requests on nonprofits to make the granting process quicker, easier, and more efficient.

46% of nonprofits reported demographic data to five or more funders in the past 12 months.*

*2023 research conducted by Viewpoint Consulting on Candid's behalf.

What is a champion?

Funders like you who want to measure their impact and reduce burdens on nonprofits.

Our champions:

- Reduce requests of grantees to share their demographic data.
- Encourage data standards and efficiencies.
- Look to demographic data to identify gaps in their giving.
- Contribute to a broader picture of giving across the sector.

How it works



Connect with a Candid rep in your area



Fill out this form to become a champion



Access onboarding, support, and resources



Get grantees' demographic data from Candid



Regularly ask nonprofits to provide this data via Candid profiles

Let's get started.

Contact our team at partnerships@candid.org.