

Candid.

Annual report
2021

Doing good in a changing world



A letter from our CEO



Ann Mei Chang
CEO

As humanity experienced seemingly endless change and challenges this past year, the dedicated staff at Candid continued to push through the final stages of integration, while preparing for a leadership transition.

I step into the CEO role with deep admiration for the storied history of Foundation Center and GuideStar and appreciation for all that went into bringing these two organizations together to create Candid. Today, with incredible talent, powerful platforms, and an extensive network of partners, we are well-poised to advance our mission to support the social sector in creating lasting impact.

Candid's values of being driven, direct, accessible, curious, and inclusive resonate with my own personal journey. For over 20 years, I worked at a wide range of tech companies, where curiosity, tenacity, and an entrepreneurial spirit were essential. During this time, I was also drawn to make a difference in my community—as a volunteer, board member, and donor of several nonprofits, many related to LGBTQ issues. But I knew I wanted to do more. And, just over a

decade ago I made the leap to dedicate the second half of my career to doing good. This led me to roles in both government and nonprofits, culminating with the opportunity to serve as chief innovation officer at USAID where we sought to transform how the U.S. approaches global development.

As I learned about the realities of mission-driven work, I found myself increasingly drawn to go beyond “what” we do to take a hard look at “how” we do it. I saw how the social sector could implement practices that leading companies use to deliver exponential profits, and instead apply them towards achieving exponential impact. What if we encouraged smart risk taking, using better data to drive decision-making, and relentlessly focusing on real people when exploring solutions

“I saw how the social sector could implement practices that leading companies use to deliver exponential profits, and instead apply them towards achieving exponential impact.”

to society’s biggest problems? These ideas led me to write *Lean Impact: How to Innovate for Radically Greater Social Good*. That same passion to support the social sector in becoming more efficient and effective ultimately led me to Candid.

These first few months, my top priorities have been to listen and learn. It has been energizing to meet our talented team members who are constantly looking for new ways to enable donors and nonprofits collectively to do the most good possible. Through the integration, they have laid the groundwork and created an abundance of opportunity to take Candid to the next level. We are asking ourselves the tough

questions around where Candid is poised to make the biggest difference. Can we help funders better identify where they can do the most good? Can we streamline the grants process

“We are asking ourselves the tough questions around where Candid is poised to make the biggest difference.”

by transparently sharing more of the data needed to make decisions? How can Candid build greater trust in the social sector? Further expand on the resources we offer beyond the United States? Enhance nonprofits’ capacity? Increase equity across the sector? Serve our current clients better?

While change is undoubtedly ahead, Candid will continue tracking the most urgent stories of need, as we’ve done for funding for COVID-19 and racial equity. We remain committed to collecting and surfacing diversity, equity, and inclusion (DEI) data to draw attention to underserved communities and under-resourced organizations. And we’ll continue to provide a broad look at the entire sector’s work through offerings like Candid’s [U.S. Social Sector dashboard](#).

I’d like to express my deep gratitude to Candid’s outgoing president, Brad Smith, our executive team, and the entire board led by Chair T. Sylvester John for their incredible stewardship that brought Candid to this moment. I am fortunate to inherit an organization with exceptionally strong finances, products, talent, and partners. And, I couldn’t be more excited about the road ahead and the opportunity we have to enable the social sector to thrive.



Ann Mei Chang

Notes from our board chair



T. Sylvester John
Board Chair

2021 marked three big milestones for Candid: the end of our three-year integration plan; the retirement of our president, Brad Smith; and the appointment of our new CEO, Ann Mei Chang.

When Foundation Center and GuideStar joined forces, we set out on an ambitious three-year integration plan. This involved many moving parts and staff from across the organization working on projects ranging from branding to merging data systems and everything in between. We emerged as a combined organization better equipped to take on the challenges of our time.

Candid also had to prepare for a leadership transition when Brad announced his plans to retire at the end of 2021. The search for our next CEO began in February 2021, allowing plenty of time to be thoughtful about our approach. Guided by our 2030 vision, we were thrilled to welcome Ann Mei Chang to lead Candid into its next chapter.

Ann Mei is a strategist, problem-solver, and collaborator whose extraordinary success in tech and international development, passion for our mission, and dedication to service made her the unanimous choice for the role.

As we embark on the next phase of Candid's journey, I can't help but look back and reflect with pride on how far we've come as an organization and how much potential we have for the future. I'm excited to see the evolution of our tools as we strive to better serve users in real time, not just through desktops but even more importantly through mobile web and mobile app personalized experiences. I also believe in the power of our physical spaces, networks, and grassroots engagements which truly differentiate us in how we serve local communities and respond to their needs. Candid's future is bright, and I look forward to supporting our talented team's work to seamlessly meet and serve sector players when, where, and how they need to be met to succeed.

U.S. Social Sector

At Candid, we often get questions about the social sector as a whole—partly because of the role that we play, and partly because high-level and holistic information about the sector is hard to find. Candid's [U.S. Social Sector dashboard](#) is designed to address this need by sharing up-to-date data and key facts about the organizations, financial flows, and people that make up the sector.

1,812,815

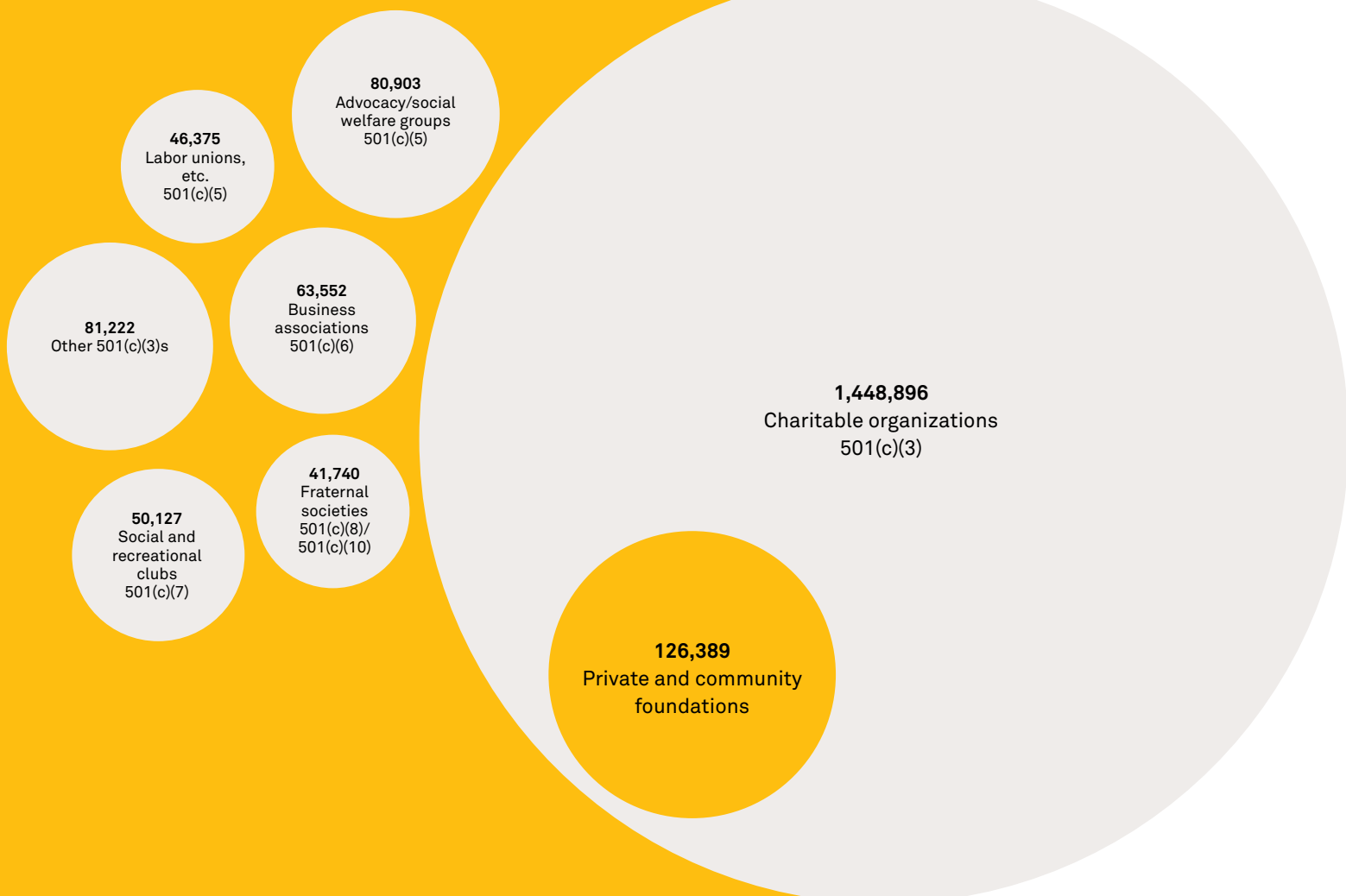
nonprofits in the U.S.

**\$3.7
trillion**

aggregate annual
revenue to U.S.
nonprofits

**\$2.9
trillion**

aggregate expenses of
the nonprofit sector



Key takeaways from my time at Candid



Brad Smith
Former President

On December 31, 2021, I retired from a career spanning 46 years in the social sector, including 13 years leading Foundation Center and, following the merger with GuideStar, Candid. Knowing that I made a difference is an enormous privilege for which I am extremely grateful. In my last annual report message, I wanted to share five things that I have learned along the way:

Expect the unexpected

Whatever I might have expected in the various jobs I have held revealed themselves to be far different than I could ever have anticipated. Irreconcilable international conflicts, natural disasters, partisan political struggles, recessions, social conflict, pandemics, and the infinite challenges and opportunities involved in managing human institutions defined the work as lived rather than imagined. At every step, the organizations I worked for drew inspiration from their values and grew stronger.

Transparency matters

Because markets are imperfect and governments are not fully representative and democratic, the social sector is essential to meeting the critical challenges of our time. In the United States, as in many countries, foundations, nonprofits, and other kinds of organizations receive tax benefits in exchange

for using private wealth to further the public good. They are required to be transparent about how they do so through tax returns and other forms of public disclosure. As much as they find that to be burdensome or violate their desire to keep a low profile, it is essential. If you are claiming to contribute to the public good, then the public deserves to be informed about what you are doing in their name.

The social sector is expanding

As societies evolve, the historical model in which nonprofits do the work and foundations provide the funding is transforming. There are growing examples of corporate activism, and ever more B-corps, online donation platforms, giving circles, and social enterprises. Candid's mission to get you the information you need to do good requires

understanding how all these different attempts to contribute to the public good interact on the issues that matter, where they are successful, and where they fall short.



Brad Smith talks with colleagues at a leadership celebration in November 2021.

Three streams of information are essential

Historically, the two organizations that merged to create Candid—GuideStar and Foundation Center—have relied on tax documents to tell the story of how the social sector contributes to the public good. Yet,

because it may be two or more years before organizations provide that information to the IRS and it reaches Candid's databases, it only tells part of the story. Social sector organizations can contribute additional information about their spending, their programs, and their outcomes by providing it directly to Candid through [eReporting](#) or updating their [nonprofit profile](#). Finally, Candid has honed technology to provide real-time information on what the social sector is doing right now by scanning large volumes of news and social media.

The future is global

As much as we identify with our communities, the time when we can comfortably draw borders around challenges has long passed. Nothing has driven this home more clearly than COVID-19. To truly rise to the challenges posed by pandemics, climate change, unemployment, racial equity, or virtually any other issue one can think of, we need to know what the social

“As much as we identify with our communities, the time when we can comfortably draw borders around challenges has long passed. Nothing has driven this home more clearly than COVID-19.”

sector is doing everywhere. Candid is committed to creating the kind of global information system the social sector needs and deserves.

Finally, I could not be happier about the transition to new leadership at Candid. Over the past three months, it has been a joy and a privilege to work with our new CEO as true partners in the “hand-off” process. In Ann Mei Chang, Candid has found an exceptionally smart and qualified executive whose experience and expertise will enable her to scale the organization and its impact in ways that I could never have imagined. Candid has a bold and ambitious 2030 vision and I have no doubt that, whatever expected and unexpected challenges come her way, Ann Mei is the best possible leader for the job.



Brad Smith

Candid in the media



THE CHRONICLE OF PHILANTHROPY

Why Women Don't Get Ahead at Nonprofits

January 12, 2021

The New York Times

Philanthropic donors gave more than \$20 billion in response to the pandemic last year.

March 3, 2021

THE CONVERSATION

Only a handful of US foundations quickly pitched in as the COVID-19 pandemic got underway, early data indicates

March 17, 2021

AP

Re-defining 'racial equity' may increase donations for it

September 20, 2021

A global focus on building partnerships



Zohra Zori
Vice President
of Networks



Michele Dilworth
Senior Director
of Partnerships

The social sector needs data and knowledge to make informed decisions to address the world's most pressing issues. Candid's data tools on nonprofits/non-governmental organizations, foundations, and grants are the most comprehensive in the world. While our own efforts to aggregate and curate publicly available data are essential to this work, partnerships help us build an information infrastructure that is current, comprehensive, and transparent.

Over the last few years, we've worked on a variety of initiatives with partners in the U.S. and around the world. Here we share valuable lessons we have learned along the way that guide our work going forward.

Lesson #1: Partnerships are key to building a reliable information infrastructure.

This year at Candid, we saw a growing movement among funders to decrease the burden on grant applicants and emphasize transparency, with a focus on equity. Grantees are often required to fill out complex forms that ask the same questions in different ways, placing an acute strain on smaller, community-based, and often Black, Indigenous, and people of color (BIPOC) led organizations.

To address this, the David and Lucile Packard Foundation, Charles Stewart Mott Foundation, and other funders are

encouraging their grant applicants and recipients to complete their nonprofit profile and demographic survey in Candid. By providing information through these tools once, in a standardized way, they and other funders can access it easily without requiring the nonprofit's staff to do this work repeatedly. The move by funders to seek out this data from Candid proactively creates a more equitable playing field for smaller nonprofits who are doing great work but are often stretched for the staff and financial resources necessary to fill out multiple, lengthy, duplicative applications.

Lesson #2: Building a culture of data sharing and transparency takes time.

In 2017, we began to build the Philanthropy in India portal, in partnership with the Ford Foundation in India and Center for Social Impact and Philanthropy (CSIP) at Ashoka University. This portal provides the most comprehensive snapshot of



Indian philanthropy available. We started by creating a strategy for collecting and aggregating the data and developing the first iteration of the portal. We spent the next couple of years making improvements to ensure it accurately reflects the nuances and the state of data of the country. Our work combined data from multiple sources, local partners, and stakeholders to paint the ever-elusive picture of Indian philanthropy (as much as the available data would allow), while promoting transparency and data-based decision-making. This partnership has

been a catalyst to accelerate data and transparency initiatives in India.

Lesson #3: A distribution plan is key.

Since 2010, we have had a data collection and research partnership with Human Rights Funders Network (HRFN), Ariadne, and Prospera to advance human rights through effective philanthropy. We collaborated to produce an interactive research hub with data on funding across various

human rights issues, an annual research report, and a funding map for HRFN members to inform strategic planning processes and identify partners.

Through this partnership, we have identified critical issues related to human rights funding and kickstarted partnerships between various funders to tackle some of the most difficult human rights issues of our time. Having partners with issue area expertise and the ability to leverage their networks to distribute information has been vital to this project's success.

“Through this partnership, we have identified critical issues related to human rights funding and kickstarted partnerships between various funders to tackle some of the most difficult human rights issues of our time.”

And the greatest lesson of all?

We can't do this work alone. Our partnerships range from research to webinars to maps and can be as simple as data sharing. Candid brings the technical expertise to analyze and publish data while our partners tap into their networks to increase data sharing and transparency. These collaborations build real-time, global data collection systems to improve philanthropic systems and practices around the world.

Candid Learning

By the numbers

Candid Learning's global reach means scale and impact. Here are some highlights from a packed year of education and capacity building, which now includes new curriculum offerings for funders.



41,660

total training participants



22

self-paced eCourses offered

60%

of active web users are from the U.S.

40%

of web users are international visitors



918

eBooks borrowed



86,920

video views



40+

webinars

What's trending



Most popular program

Delivering extraordinary fundraising in extraordinary times

New learning experience

Risk & reward: safeguarding impact in an uncertain world

Top viewed video

Top tips for nonprofits seeking grants

Most borrowed ebook

Achieving Excellence in Fundraising by Chris Sorensen

Diving deep into racial diversity, equity, and inclusion data



Lisa Philp
Vice President of
Development and
Communications



Cathleen Clerkin
Senior Director
of Research

Lack of racial diversity, equity, and inclusion (DEI) are long-standing issues across sectors. However, the demand for systemic racial equity and justice following the murder of George Floyd, coupled with the rise in Asian hate, has created a renewed resolve and urgency in addressing these problems. At Candid, we have two sources of data on DEI in the social sector: 1) data on funding for racial equity; 2) demographic data from nonprofits. This year, we have redoubled our efforts to improve, expand, and understand both datasets.

Candid's racial equity funding data

In 2018, Candid created a website to track racial equity funding, news, and research reports. Over the last year, we worked with the Philanthropic Initiative for Racial Equity (PRE) to add additional nuance, clarity, and consistency to the site's mapping tool and underlying dataset. The result is a [refreshed site](#), updated September 2021, that gives a more complete picture of funding and allows for stronger comparisons over time. We now define funding for racial equity as grantmaking explicitly awarded to benefit people of color broadly or awarded to organizations that explicitly serve these populations. Within the broader concept of racial equity, we also define racial justice funding as grantmaking to address the underlying systems and structures that generate and reinforce racial inequality.

This exploration helped us better understand the complex story of racial equity funding. We learned that in 2020-2021 there was a large increase in racial equity funding, and that the term “racial equity” became more commonplace. We also learned that pledges (or funds promised) were a major part of the 2020-2021 racial equity funding story, and, that for some donors, such as corporations, pledges may be hard

“...over 26,000 nonprofits have shared some demographic information about their employees with Candid.”

to track over time as there is no legal requirement to do so. These shifts in language and funding style present challenges to understanding racial equity funding. At Candid, we are constantly updating our coding, tools, and research methods to account for these systemic shifts.

Candid’s demographic data

Our second racial DEI dataset involves demographic data. In 2014, Candid’s predecessor organization, GuideStar, started offering the option to include employee demographics in nonprofit profiles. In 2019, Candid partnered with CHANGE Philanthropy and Equity in the Center to update the demographic questions. This year, we made sharing CEO/ executive director demographic information a requirement to earn Candid’s Gold Seal of Transparency. As of October 2021, over 26,000 nonprofits have shared some demographic information about their employees with Candid.

We are working on two research projects based on this data. The first is a research report on racial demographics in the sector. This public report will offer an initial baseline “state of the field.” Early trends show notable disparities along racial and gender lines (report to be released in 2022).

The second project is a three-year research initiative on Black leaders. Conducted in partnership with ABFE (a philanthropic partnership for Black communities), this initiative focuses on Black-led organizations. Our first two reports will address the questions: What does it mean to be “Black-led”? and What do we know about funding for Historically Black Colleges and Universities (HBCUs)? Future analyses will tackle related issues such as better understanding the resource gaps Black leaders face in the sector.

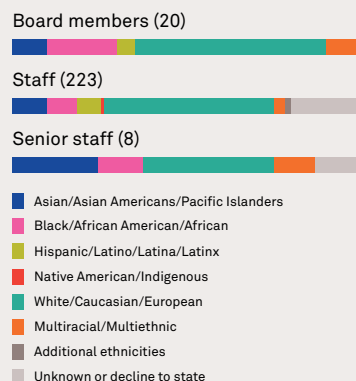
Looking forward

There is much more work to be done on racial diversity, equity, and inclusion, and that includes how we collect, code, analyze, and talk about data and research. At Candid, we will continue to evolve our systems and share what we learn to bring us closer to telling the full story of DEI in the social sector.

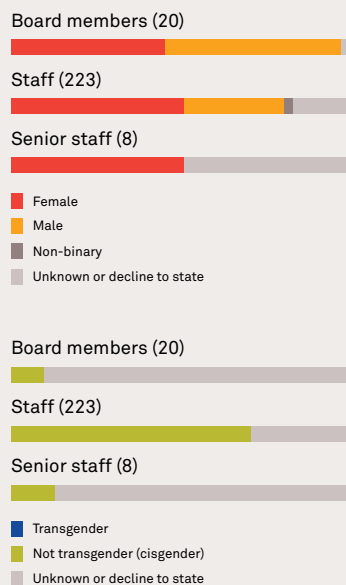
Candid demographics

An example of how demographics are displayed on nonprofit profiles from Candid's own organizational profile.

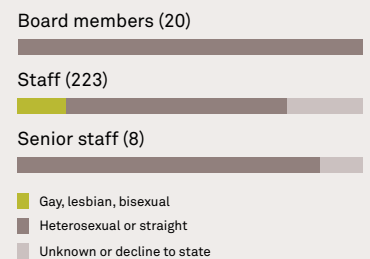
Race & ethnicity



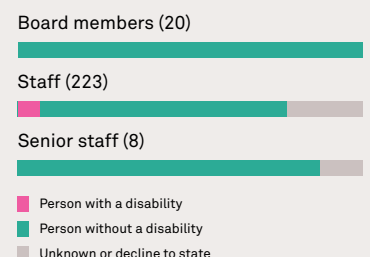
Gender identity



Sexual orientation



Disability



Building up to build out



Jake Garcia
Vice President of Products

Candid offers the world's largest information source on nonprofits, foundations, and the funding flows that bind them to stakeholders seeking to create positive change. This information exists in an array of Candid's websites and applications that are currently all separate and distinct. We believe there is a better path forward; a global reach where people access this expansive breadth of information from one central location on Candid.org.

Our intent is that people who use our various tools, data sets, and subscription services will be able to access the information they need on nonprofits, funders, and current events in one place. They will no longer have to spend valuable time and effort to search for it on multiple sites and platforms.

The journey to a better user experience

Since Candid's inception in 2019 we have worked to integrate the systems and culture of our founding organizations, Foundation Center and GuideStar, to build a unified infrastructure that powers data collection and operations. One critical outcome is the creation of the Candid Data System.

When the Candid Data System launches in early 2022, it will power Foundation Directory, Foundation Maps, and Grants to Individuals. These contain profiles of 150,000 foundations; 2.2 million nonprofits; and details on over 22 million grants worldwide (predominantly in the U.S.). It will also power Candid's GuideStar, APIs, and Charity Check tools which

contain 1.9 million U.S. nonprofit profiles. This launch is a major milestone in the evolution of Candid, yet it's merely the beginning.

The promise of Candid requires that we eliminate fragmentation of our offerings, which confuses our 3+ million registered users. This fracturing also likely prevents those who have never even heard of Candid from accessing this information and using it to maximize their impact. We have the pieces of the puzzle, and now it's time to put them all together by providing the information in one place, on Candid.org.

In 2022, Candid's team will continue working to connect data and features in our subscription services more seamlessly, eliminating duplicate functionality to increase speed and ease of searching. When all offerings are on one common platform, Candid's users will be able access this information from one source, without having to jump back and forth

“Candid’s combined data collections from GuideStar and Foundation Center represent the world’s largest information source on nonprofits, foundations, and the funding flows that bind them.”

between different sites and tools. This central platform will reduce inefficiencies and modernize our technology infrastructure. It is the backbone that will enhance our ability to test, innovate, and add new features that meet the evolving challenges and needs of our constituents.

This work is also crucial as we prepare to expand our data collection to capture more global social sector information. What we build today will serve as the home for more than 5

million additional international nonprofits profiles in 2022.

2022 and beyond

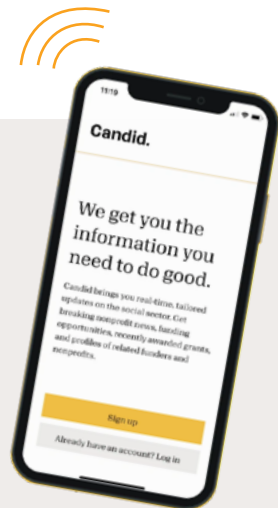
Candid will constantly explore ways to better serve the people who rely on us, including providing personalized updates via mobile phones, on our website, and directly to inboxes on the organizations, topics, and geographic areas that an individual is interested in. We will continue this experimentation to help people engage more deeply and frequently, wherever they are, with the information they need to do good.

We anticipate this will be a building year as we experiment, iterate, and pursue promising solutions that create faster, stronger connections. This isn't just a nice-to-have; it's the promise that we made in building Candid, expressed in our 2030 vision, to support a social sector capable of tackling the critical issues of our time.

Our experiment with mobile

In 2021, Candid launched an early version of our mobile app. Here are the things we learned to inform future experimentation:

- Take small steps to unearth what people want and need through user experience testing and solicited feedback.
- Iterate, adjust, and refine the experience as you go.
- Look to the user to understand what is working (and what isn't) to optimize an app accordingly.
- Real-time news and personalized content are top priority.
- Apps are always a work in progress. Stay flexible, experiment, and listen to your audience for guidance.



Joining Candid during a pandemic



Sarah Sprott
Director of Talent
Development



Guy Mika
Research
Assistant

More than 35 staff members have joined Candid since March 2020, when our offices closed in response to COVID-19. Their work has been entirely remote, and most of them have never met their colleagues in person. Guy Mika, research assistant, and Sarah Sprott, director of talent development, share their reflections on starting and acclimating to a new job in the midst of a global health crisis.

Sarah: Thanks so much for chatting with me today, Guy! Starting a new job during the pandemic has been an interesting experience for me, so I'm curious about how you feel.

Guy: I started at the organization right before the pandemic began. I was just beginning to get into the swing of things when the world turned upside down, so suddenly transitioning to working remotely was very...weird for lack of a better word.

Sarah: Yes, it's been very weird! My interviews were all over Zoom. When I accepted the offer in April 2021, I hadn't met a single Candid employee in person or seen the New York office. What has the biggest benefit of working from home been for you?

Guy: The flexibility; it's nice to get a bit more sleep instead of commuting!

Sarah: Without commuting, I get an extra hour of sleep. Who wouldn't love that? I do wish we could meet our coworkers in person though. You miss the opportunity to observe dynamics, ask questions, and organically meet colleagues.

Guy: I feel the same way. What are some things we can learn to build relationships with colleagues going forward?

Sarah: As of the end of 2021, nearly a third of our staff are permanently remote. When the other two thirds start returning to offices, it's going to be important to continue to leverage the tools that help us collaborate and stay connected, regardless of location.

Guy: Yeah, I think we took for granted the toll remote work has on employees who have always worked remotely. I also never

thought I'd say this but, I took my commute for granted; it feels nice to be out in the world surrounded by other people. Was there something that surprised you about starting a new job remotely?

“Guy: What’s something you would tell a new remote employee?”

Sarah: I worked for another organization for the first year of the pandemic. I thought transitioning to a new job in May of 2021 would be easy. I didn't consider that when we

first went into lockdown, I already had relationships with my colleagues. I underestimated the effort and time it would take to establish rapport and find my footing.

Guy: What's something you would tell a new remote employee?

Sarah: I'd share that starting remotely takes more time, effort, and patience. It's important to leverage the technology at your organization. If meetings are happening via video conference, keep your camera on. As a new employee, it's helpful for people to see you. Most importantly, speak up. If you don't have the tools or information you need, or you're just struggling, share that with your manager. What about you?

Guy: I'd remind them that it's important to have a strong separation between your job and your personal life. It's easy to let one bleed into the other.

Sarah: Hearing you talk about your experience has been so helpful. It's nice to know that we're all in this together. Thank you for taking the time to share with me!

Bev & Biopics

Bev & Biopics is Candid's series of casual gatherings that give staff an opportunity to share what they find fascinating with their colleagues. Staff members from across the organization volunteer to informally present on their personal interests and answer questions about their lived experiences. Here are some highlights from Bev & Biopics 2021.

Working (and living) abroad

"A big takeaway I have from growing up in different places is that you learn to accept that you are a little mix of everything and I've embraced that as being part of my identity."



Supriya Kumar
Global Partnerships
Manager

Celebrate Eid Al-Fitr

"For my family, Ramadan means a month of solidarity, where you do more sharing. Where you have to do good actions and be a good person, so you're more patient. Where you make sacrifices by fasting and being more self-aware of your actions. You have to be selfless."



Mantin Diomande
Research Analyst

Professionally proud at Candid

"Happy Pride month everyone. I'm really happy to see that we at Candid are living the value of inclusion. We are not just talking about it, we are actually living this value."



Punit Kohli
Vice President
of Finance



Catalina Spinel
Director of
Partnerships

Humans of Candid: Immigration stories

“The greatest lesson I’ve learned as an immigrant has been to embrace who I am and where I come from. I’ve also learned that you can have multiple identities.”



Arif Ekram
Global Partnerships
Manager

Celebrate Eid Al-Fitr

“Eid is a combination of Thanksgiving, Christmas, and Halloween. It’s like Thanksgiving because you make a lot of food. It’s a very big family feast. You’ve been fasting, so you want to eat the whole world. It’s also like Christmas because it’s about gifts. For the children, it’s like Halloween. But unlike candy, the currency of the day is money.”



Brian Schultz
Director
of Partnerships

Professionally proud at Candid

“I want to give a lot of credit to my colleagues who made that space feel safe to be my authentic self, which included having a gay Pride flag in my work spot and being able to be me.”

Humans of Candid: Immigration stories

“Philanthropy is a large part of the reason that my family is here. So working for an organization that supports the philanthropic sector is truly meaningful.”



Asya Dinets
Director of Network
Engagement

Connecting to fund and create change



Dorothy Ho
Director of Customer
Products Marketing

We've all built a profile at some point in our lives, whether it's on LinkedIn, a dating app, a personal bio, or a resume. It's only a matter of time before people ask who you are, what you do, and why you matter. In pursuit of providing the full picture for nonprofits and funders, we constantly return to one question at Candid: how can we leverage our decades of collective expertise to help both sides determine if there's potential to succeed together?

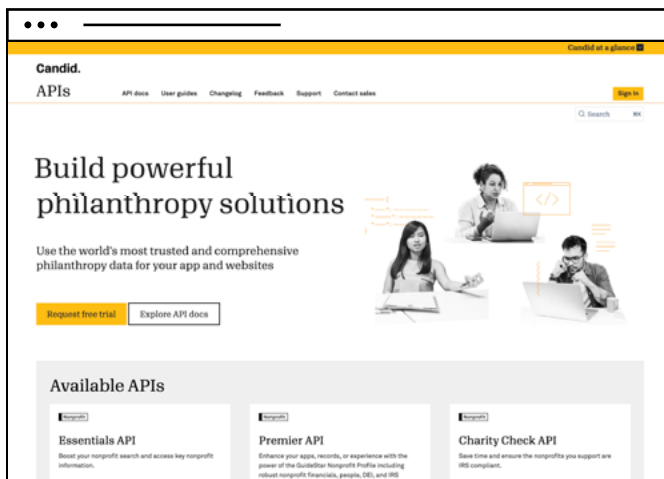
Collaboration is crucial between organizations working to create and fund change. If a funder can't easily understand what a nonprofit does, how they do it, and who is carrying out the work, they're less likely to be motivated to collaborate. If a nonprofit doesn't have insight on a particular funder's priorities, they risk wasting valuable time and money, submitting applications that have little chance of being accepted. Rejection also demoralizes the very people we need to support and inspire. It's our job at Candid to facilitate this flow of information and maximize its impact for those seeking to make the world a better place.

With Candid's portfolio of products—including Application Programming Interfaces (APIs), GuideStar, and Foundation Directory—we're working to expedite this process.

For example, a nonprofit working in early childhood education will start with an idea that has the potential to make significant impact. As the nonprofit refines their idea, they can simultaneously update their Candid nonprofit

profile, which serves as a crucial fundraising tool in telling the organization's story. To have the best chance at success, staff can also look to Foundation Directory to conduct a targeted search on funders that support early childhood education in their geographic area. With enhancements we made this year to Candid tools, the nonprofit can also easily find relevant open funding opportunities (known as requests for proposals or RFPs), leaving no stone unturned.

Once the grant application is in, the next steps are with the funder. They will likely assess the potential to collaborate and carry out due diligence by checking Candid's nonprofit profiles. They can efficiently go beyond the basics included in tax forms to access deeper, richer data. Through their profile, nonprofits can make their case for funding. Here they showcase their programs; explain how they measure results, goals, and strategy; provide the staff and board's racial and gender identity demographics, and more. This year, we made it even simpler to search nonprofit profiles by subject area, so funders can quickly vet potential grantees doing the work they prioritize. We also made it easier for nonprofits to contribute data, delivering more information to funders than ever before.



Donor platforms and funders are increasingly accessing information from nonprofit profiles through our APIs to help reduce application and reporting burden for both the funder's staff and on the nonprofit's side. Our APIs offer seamless integration into many grants management systems and deliver the most current information available on potential grantees. In November 2021, we launched a

new API developer portal to support integrations and answer what all potential users need to know: what is included and how to implement our APIs.

As we refine, improve, and better integrate our systems, we bring more compelling stories of success and impact to light. We will continue to think creatively about how we can offer the most useful tools and data analysis possible, providing a fuller picture of the social sector's crucial work.

From our research reports

Philanthropy and COVID-19 in 2020: measuring one year of giving

\$20 billion

was distributed by funders in 2020 to address COVID-19's impact, with community foundations awarding 24% of grants.

\$14.6 billion

was donated through the donor-advised funds of Fidelity Charitable, Schwab Charitable, and Vanguard Charitable.

39%

of support was unrestricted, up from 3% (mainly due to MacKenzie Scott funding).



Advancing human rights

\$3.7 billion

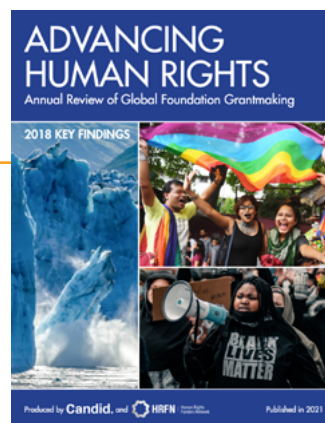
in human rights funding was documented by Candid in 2018.

1/4

of 826 identified human rights funders made just one or two human rights grants.

45%

of total grant dollars were given by the top 12 human rights funders.



Measuring the state of disaster philanthropy

\$352 million

in funding by foundations and public charities was dedicated to disasters and humanitarian crises.

2 largest

preparedness grants came from the Bill & Melinda Gates Foundation to prevent and manage outbreaks through vaccines.

51%

of grant dollars were for response and relief efforts.

