

UTM CAREER CENTRE

INDUSTRY PROFILE:

NON-PROFIT



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What Do Professionals in the Non-Profit Sector Do?

*If you're **passionate about your cause** and driven to **make a difference** in the world, you'll do well in a non-profit.*

Overview

Non-profit and charitable organizations exist to benefit the community for the greater social good. They play an essential role in communities across Canada and the globe, providing expertise and support to every aspect of our lives, such as healthcare, education, the environment and the alleviation of poverty, among many others. There is a huge range of organizations in the non-profit sector, which function on the local, national and global levels. From community food banks, to hospital foundations, to health charities like the Canadian Cancer Society, to international humanitarian organizations such as World Vision, the common denominator is that their bottom line is based on public service and not on profit. Although they do make a profit, it is reinvested into their operations rather than benefitting shareholders.

Although non-profits often rely heavily on volunteers to accomplish their work, like private sector companies, they need paid staff in a variety of roles to manage and run the organization. The following functions are typically found in medium to larger charities and non-profits:

Service Delivery Roles

These roles perform the front-line work of serving the people who access the service, for example, helping new immigrants resettle, or counselling street-involved youth.

Volunteer Management and Co-ordination

The volunteer coordinator is responsible for planning, recruitment, training, supervision and recognition of volunteers.

Fundraising

A critical role in any charity or non-profit, professional fundraisers, also called “development” or “donor relations” staff, build relationships with individuals, corporations, government and partners that donate money or provide grants.

Marketing, Communications and Campaigning

These roles help generate public awareness and engagement and solicit supporters for the cause through direct mail appeals, campaigns, major events and the media.

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What Do Professionals in the Non-Profit Sector Do? (cont.)

Finance and Administration

Accountants and finance staff are needed to manage the funds raised and budget, allocate, monitor and report on their use in undertaking the organization's mission as well as administer payroll and accounts payable and receivable.

Policy and Research

Policy analysts and researchers gather information and data to influence decision-makers so the organization can advocate for government policies that will improve conditions for the people or cause they are serving. They also analyze data about donor giving patterns to inform fundraising efforts.

Non-governmental Organizations

International non-governmental organizations or NGOs, such as PLAN, Save the Children and Doctors without Borders, have as their mission to improve the standard of living and help alleviate the suffering of people in developing countries. These organizations have all of the roles mentioned above, and a few others.



Grant Writers

Although a lot of their funding comes from individual and corporate donors, a significant amount comes from government and institutional grants, for which there is fierce competition. This requires skilled grant writers to develop detailed proposals that are submitted to these funding bodies in a competitive bid process.

Entry-Level Positions

Entry-level positions in non-profits and charities include administrative assistants for various office duties, contact centre staff who answer calls from donors, marketing assistants to help produce appeals and organize events and third-party door-to-door fundraisers to acquire new donors. Staff in small non-profits often wear several different hats, which requires flexibility and adaptability, as well as being a great opportunity to develop a variety of skills.

Non-Profit Careers

Whether you aim to work for a small, community-based organization or a large international NGO, non-profit careers offer an opportunity to combine your work with your passions and to help make the world a better place while you fulfill your professional goals.

Fast Facts

With more than 170,000...

charitable and non-profit organizations, Canada has the second largest non-profit sector in the world.

The sector generates \$176 billion...

in income, employs two million people and accounts for more than 8% of Canada's GDP.

Across Canada, volunteers...

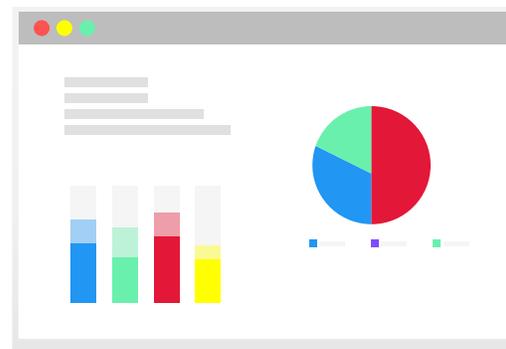
devoted just less than two billion hours to volunteer activities in 2013, the hourly equivalent of approximately one million full-time jobs, according to StatsCan.

A Statistics Canada survey...

found that 54% per cent of non-profits in Canada are run entirely by volunteers. Of organizations with at least one paid employee, 58% have between one and four employees. Conversely, large employers (over 100 employees) make up only 3.1 per cent of organizations in the sector, yet are responsible for 53% of the sector's employees.

There are 58,000 non-profits...

and charities operating in communities across Ontario, employing over one million workers (600,000 full-time) and 5.2 million volunteers.



The non-profit sector...

contributes 2.6% of Ontario's GDP with \$50 billion in economic impact.

According to the Ontario Non-profit Network...

53% of workers in the sector are full-time, permanent employees, 28% are permanent, part-time, 13% are part-time, contract and 6% are full-time, contract.

Industry Trends

Decreasing donations and government budget cuts are challenging the non-profit sector.

Overview

Since non-profits and charities rely partially on donations and government grants for their survival, they are particularly vulnerable to factors that affect these sources of revenue. Over the last three decades, there has been a steady erosion in individual giving to charities. According to a 2018 Imagine Canada study, just over 20% of tax filers now claim charitable donations, down from almost 30% in the '80s.

Decreased Fundings

Coupled with a \$15 million reduction to the Ontario Trillium Foundation, which funds non-profits, and cuts to a range of local social programs, non-profits that serve these populations will be challenged to respond to the increased demand for services at a time of declining donations and reduced government grants. These factors could potentially affect hiring in these organizations.

Improving Working Conditions

In their 2018-19 policy agenda, the Ontario Non-profit Network (ONN), an advocacy organization, calls for a need to improve working conditions and reduce precarious jobs in the sector. "Job quality issues affect many of the sector's one million employees, 80% of whom the ONN estimates are women. Issues include salaries and overtime pay; low levels of pension plan and benefits coverage; high rates of part-time and contract employment; underinvestment in training and development; and poor work-life balance." These are some of the realities of which those seeking employment in the non-profit sector should be aware.

Impact of Social Media

In recent years, The Philanthropist reports, new forms of fundraising have emerged which are having an impact on charities and non-profits. The outpouring of resources collected by refugee sponsorship groups, as well as the growing use of crowd-funding platforms like GoFundMe to raise money for specific causes or individuals in distress, are two examples. While these trends demonstrate Canadians' generosity, they also show that charities need to be innovative in their fundraising strategies and use social media to the best advantage. This presents an opportunity for digital natives, adept at using social media, to engage new donors.

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Industry Trends (cont.)

For aspiring international development professionals, five key trends will continue to have an impact on the sector over the next 10 years, according to an article on Devex, the global online platform for international development professionals.

1. Know the 21st Century Global Agenda

In 2015, the United Nations released the 2030 Sustainable Development Goals (SDGs), which is the global agenda for action, with goals, targets and indicators. The SDGs direct resources and set the terms of reference in the international development job market.

2. Role of Technology

Technology is proliferating across the international development industry and reshaping how development professionals approach their jobs. Nearly all respondents to a 2018 Devex survey are planning on learning and using advanced information and communications technology in the next 10 years.

3. Acknowledge Gender Equality

A key issue hampering progress in developing countries is gender inequality. SDG Goal 5 is “to achieve gender equality and empower all women and girls.” Be sure to reflect on the cultural, political, economic, and historical role of gender in your coursework. A focus on women’s and girls’ rights will position you well for a career in international development.

4. Working With a Range of Funders and Partners

The development finance landscape is shifting, which holds major implications for the future development professional. You will be more successful having a basic understanding of how to work with a wide range of funders and partners, including bilateral aid agencies, multilateral agencies, foundations and the private sector, as opposed to having deep knowledge of working with one specific type of funder or partner.

5. Importance of Soft Skills

Soft skills are increasingly critical for the next generation of development professionals. Interpersonal and relational skills are the most important to thrive and excel in the future, followed closely by adaptability and flexibility.

What You Need To Succeed

Non-profit professionals not only need expertise in their area of interest, for example, fundraising or finance, but impeccable written communication skills, excellent interpersonal and relational skills, the ability to collaborate with diverse groups, authenticity and self-motivation. You must be resourceful and innovative, with a commitment to and passion for mission-driven work. International development organizations seek people skilled in technology who are adaptable and flexible with good cross-cultural awareness and sensitivity.



In-Demand Jobs and Salary Ranges

Job Title	Salary Range
Fundraising Co-ordinator	\$ 32,920 - \$ 52,573
Grant Writer	\$ 35,123 - \$ 70,206
Humanitarian Aid Worker	\$ 32,175 - \$ 39,000
Marketing Assistant	\$ 28,101 - \$ 47,116
Reporting Analys	\$ 38,057 - \$ 68,348
Volunteer Co-ordinator	\$ 31,087 - \$ 53,729

Where the Jobs Are

These industries show the strongest demand for criminal justice professionals:

- Faith-based organizations
- Foundations
- Health Charities
- Human and Social Service Agencies
- International Development Organizations



Industry Associations

Industry Associations	Website Link
Association of Fundraising Professionals	afpglobal.org/afp-canada
Devex	www.devex.com
ICT4D	www.crs.org/our-work-overseas/ict4d
Imagine Canada	imaginecanada.ca
Ontario Non-profit Network	theonnc.ca
Reliefweb	hreliefweb.int
Volunteer Management Professionals of Canada	www.vmpc.ca



Where to Find More Information

Stay connected with the UTM Career Centre:

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Find more career-related resources at:

- utm.utoronto.ca/careers
- clnx.utoronto.ca