



Spotlight On | Pay Equity

Why are we talking about pay equity?

Fundraising is a female-dominated industry, with the Association of Fundraising Professionals reporting that 75% of its membership is female¹; however, taking all other factors into account, AFP research shows that female fundraisers in Canada earn an average of 10% less than men². Men and women typically earn similar wages in entry-level positions, but as they further their careers, men tend to make more money over the duration of their career. Men make up 80% of leadership-level roles in fundraising organizations, further widening the pay gap. The high percentage of men in leadership roles creates a “glass ceiling” for women in fundraising³. This effect is even further amplified for women who are discriminated against based on colour, class, race, sexual orientation, age, religion and/or disability.

Why is this relevant to fundraisers?

The sector will lose talent and diverse perspectives if it does not respond to inequitable compensation. Fundraisers cannot be motivated by a sense of altruism alone. They must be competitively compensated for the work they do.

Five actions you can take to overcome pay inequity

1. Post salary ranges when recruiting for positions, which creates better transparency and equity in compensation.
2. Access an online salary negotiation workshop through the American Association of University Women, designed to help women better negotiate for wages and benefits. This workshop is available online and is free with AFP membership.
3. Get involved in the work of AFP’s Women’s Impact Initiative. See how you can participate in changing the dialogue and/or become an ally for this work.
4. Help cultivate other female leaders. Mentor a woman in the workplace, talk openly about growth opportunities and support them in seeking equal opportunities.
5. Work with leadership in your organization to document and implement policies that impact women, such as maternity and parental leave top-up practices. Share your stories of success so that other nonprofits are inspired to do the same.

Where can I go for trusted information?

- 2019 Compensation and Benefits Report - [AFP Global](#)
- Resources on Inclusion and Philanthropy - [AFP Foundation for Philanthropy - Canada](#)
- Decent Work for Women in the Nonprofit Sector - [The Ontario Nonprofit Network](#)
- Bridging the Gap: How compensation practices can reduce the gender wage gap in Ontario Nonprofits - [The Ontario Nonprofit Network](#)

¹ 2019 Compensation and Benefits Study US and Canada, Association of Fundraising Professionals <https://afpglobal.org/2019-compensation-and-benefits-report-fundraising-salary-increases-mixed-across-canada-most>

² The Impact of Gender on Fundraising Salaries, 2014 – 2018” AFP, <https://afpglobal.org/new-research-finds-gender-gap-persists-fundraising-salaries-identifies-key-factors-compensation>

³ Fundraising as women’s work? Examining the profession with a gender lens Dale, EJ. Fundraising as women’s work? Examining the profession with a gender lens. Int J Nonprofit Volunt Sect Mark. 2017; 22:e1605. <https://doi.org/10.1002/nvsm.1605>



- Women's Impact Initiative - [AFP IDEA](#)
- Access to AAUW Online Negotiation Workshops for AFP Members - [AFP Global](#)
- The Impact of Gender on Fundraising Salaries 2014-2018 - [AFP Global](#)

“We all have an opportunity—and a responsibility—to make significant changes as it relates to compensating individuals equitably. We can no longer move forward with the status quo. If we are an industry that is focused on social change, we also need to have the courage to challenge our internal processes and biases. We need to realize that gender equality is good for everyone.”

– Caroline Riseboro, President, AFP Greater Toronto Chapter Board