



# 2025 Workforce Survey Results – Nonprofit Sector

## About the Survey

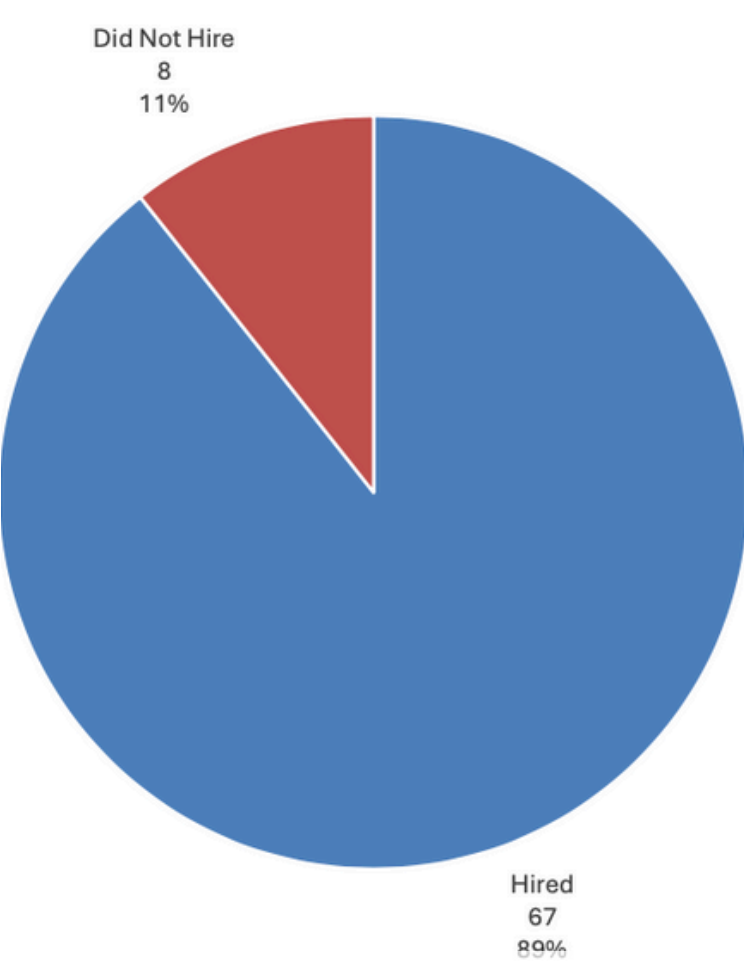
The Elgin Middlesex Oxford Workforce Planning and Development Board (EMOWPD) continues to partner with Pillar Nonprofit Network to conduct a yearly survey of nonprofits in the London Economic Region. In early 2025, 76 nonprofit organizations across London, Middlesex, Elgin, Oxford, and St. Thomas participated in the survey. The findings highlight the sector’s ongoing strengths and challenges in hiring, training, and retaining staff in a rapidly changing Canadian economy and labour market.

## Key Findings

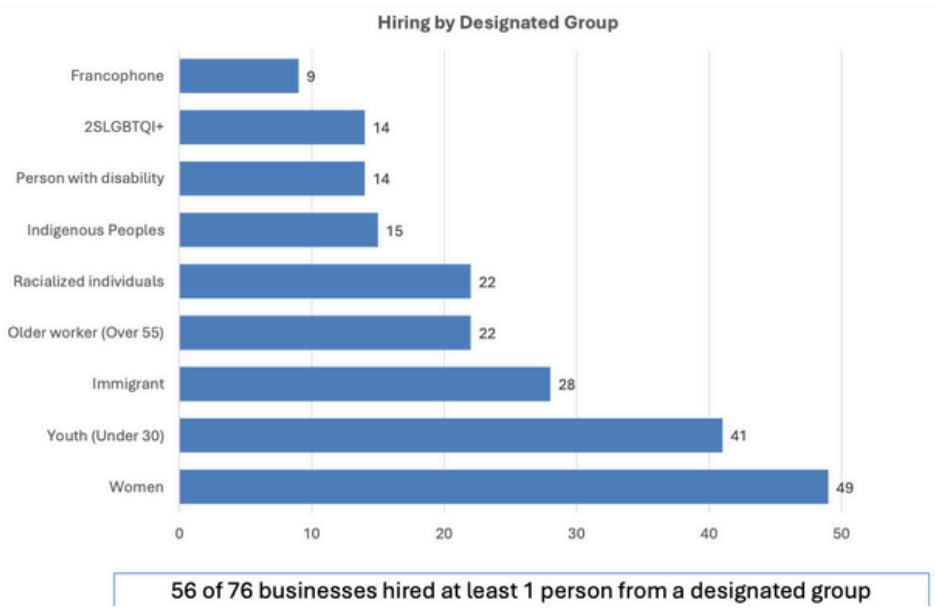
### Nonprofits Are Hiring in Big Numbers and Focusing on Local Workers

There’s currently a trend of massive hiring by nonprofits in our region. In fact, 89% of organizations brought on new staff in 2024, mostly for full-time and part-time roles. Over half of them hired entirely from within the London Economic Region, showing a strong commitment to local talent.

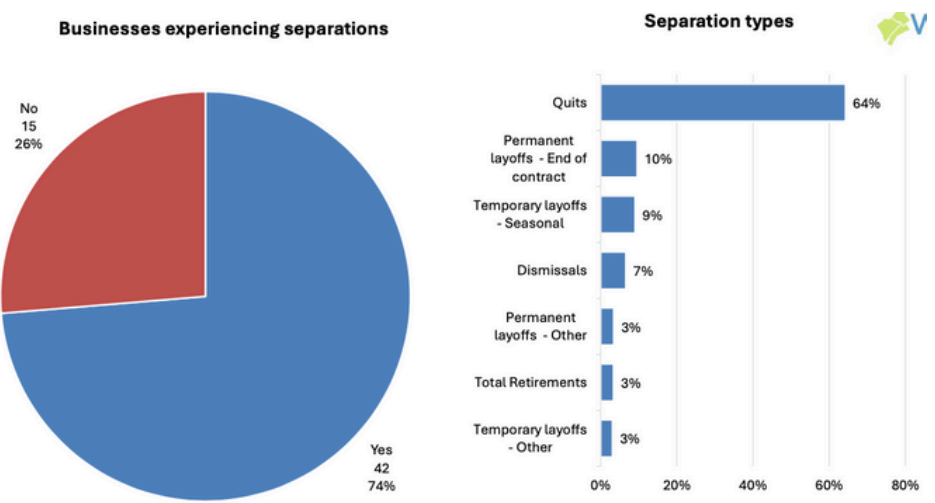
This high level of hiring points to ongoing challenges with keeping staff. At the same time, it creates opportunities for people entering the workforce, especially newcomers and young workers, to gain valuable experience, build skills, and take their first steps in the sector.



### Nonprofits Continue to Hire Inclusively, But Holding Onto Staff Remains Tough



Nonprofits continue to show a strong commitment to inclusive hiring. In 2024, most organizations brought on new staff from equity-deserving groups, with women, young people, immigrants, and racialized individuals making up a big part of those hires. This shows that nonprofits are working hard to build diverse and welcoming workplaces.

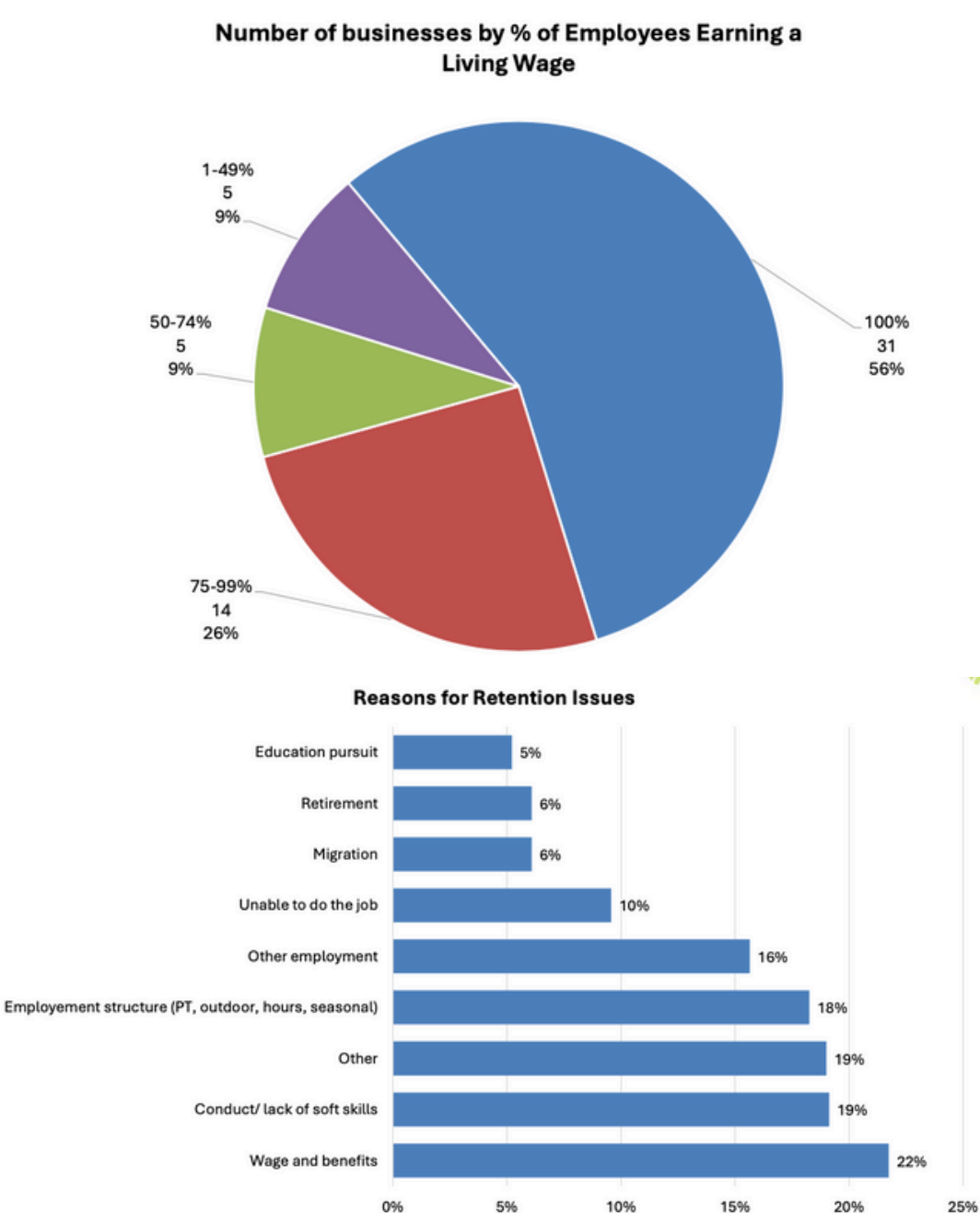


However, many organizations are finding it hard to keep staff, especially younger workers and older adults, highlighting the need for more support to help people stay and grow in the sector.

## Low Wages Are Still a Big Reason People Leave Nonprofit Jobs

Nonprofits are doing their best to support workers. They offer trainings, flexible work hours, and wellness programs, but for many, low wages are still a major concern.

In 2024, just over half (56%) of nonprofits said all their staff received at least a living wage of \$19.50 an hour. Roughly 13% of nonprofit workers did not earn a living wage. Most people who left their jobs did so by choice, and nearly a quarter of organizations said low pay was one of the main reasons. This shows that even with good support, fair wages are key to keeping people in the sector.



## Big Workforce Challenges Are Ahead for Nonprofits in 2025

Looking ahead in 2025, nonprofits are already facing some tough challenges when it comes to their workers. It’s getting harder to keep skilled staff, and many organizations are struggling to find enough people to fill roles. Offering competitive pay and chances to grow in a career is also a concern. In addition, training staff can be difficult when time and resources are already stretched thin due to increased demand for services, inflation and economic uncertainty.