

# Nonprofits at Work 2025

Report Highlights



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# Nonprofits at Work 2025

Contents

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## Nonprofits at Work 2025

Technology and security trends  
to inform nonprofit strategies

1 / 40

Contents

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The Work's Identity Company

### Introduction

## Resilient missions, evolving challenges

Welcome to our second-annual Nonprofits at Work report: a deep dive into Okta nonprofit customers' app use, threat risk, and methods of boosting security and efficiency.

During a year of record-setting heat, elections, job cuts, and global disasters, nonprofits served as critical infrastructure in our communities. These organizations stepped in to fill the gaps where essential services were lacking and enriched our communities with support ranging from food security and healthcare to job training and education.

The nature of this work requires safeguarding sensitive information of vulnerable populations since nonprofits play a key role in protecting the data and digital identities of individuals near and far. Unfortunately, they're also a prime target for cyber attacks. As threats continue to escalate and advance in new ways, integrating comprehensive cybersecurity strategies is an operational necessity and a critical component of a nonprofit's ability to fulfill its mission.

2 / 40

Contents

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The Work's Identity Company

### CYBERTHREAT GROWTH

## Nonprofits are the second-most attacked industry

As noted in *Businesses at Work*, "Automated cyberattacks are on the rise worldwide. Okta ThreatInsight evaluates legitimate and malicious sign-in activity across our customer base to detect risky IP addresses and thwart credential-based attacks such as password spraying, credential stuffing, and brute-force cryptographic attacks." This year, we saw steep YoY increases in attacks. In May 2024 alone, Okta blocked 2.38 billion malicious requests.

**Low risk, high reward for attackers**  
Nonprofits were the second-most targeted sector among Okta customers, behind energy, mining, oil, and gas. The ratio of detected threats vs. authentications grew more than 6x, with a ratio of 26% last year and 18% this year for nonprofits using Okta. Nonprofits represent low risk and high reward for attackers because nonprofits often lack full resourcing to monitor and remediate attacks.

Attackers know nonprofits are critical infrastructure to society and are backed by \$557 billion in charitable donations.

18 / 40

# Okta secures the entire agentic lifecycle – from build to ongoing management



Auth0

Build agents to be secure by design

User Authentication

Token Vault

Async Authorization

Fine-Grained Authorization



Okta

Bring agents into your identity security fabric

Detect and Discover

Authorize and Protect

Provision and Register

Govern and Monitor



Audience poll

Is cybersecurity a priority  
this year?



## KEY TAKEAWAYS

**Nonprofits are the second-most targeted industry.**

**VPNs and security awareness training** were the most popular security tools.

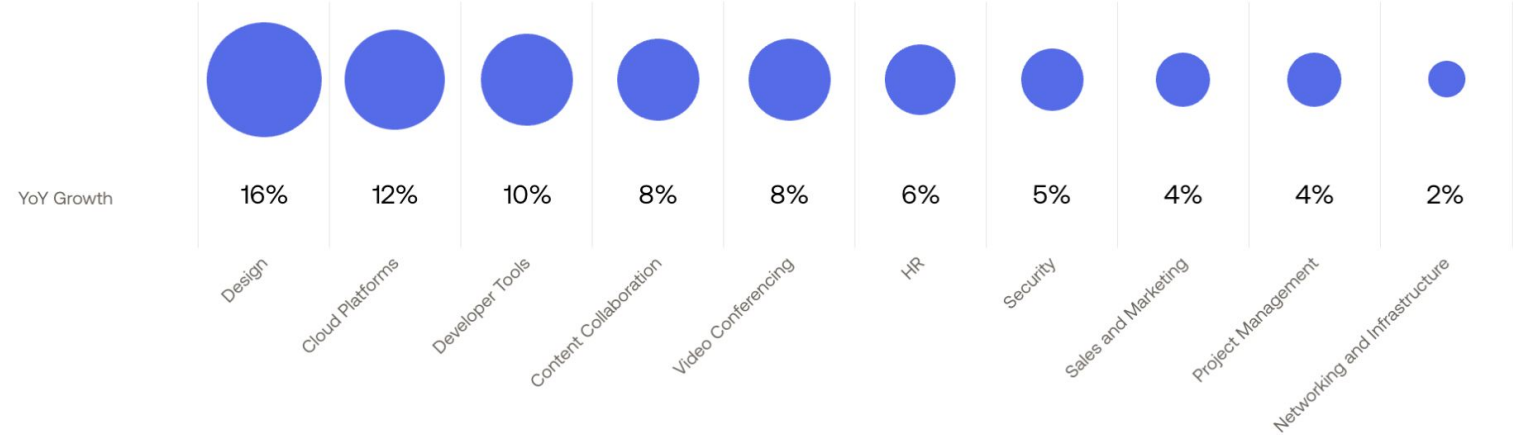
**Higher-assurance authentication factors** replace lower-assurance.

Nonprofits increased their adoption of **design apps** by 16% YoY.



# Design, cloud, and security apps still on the upswing

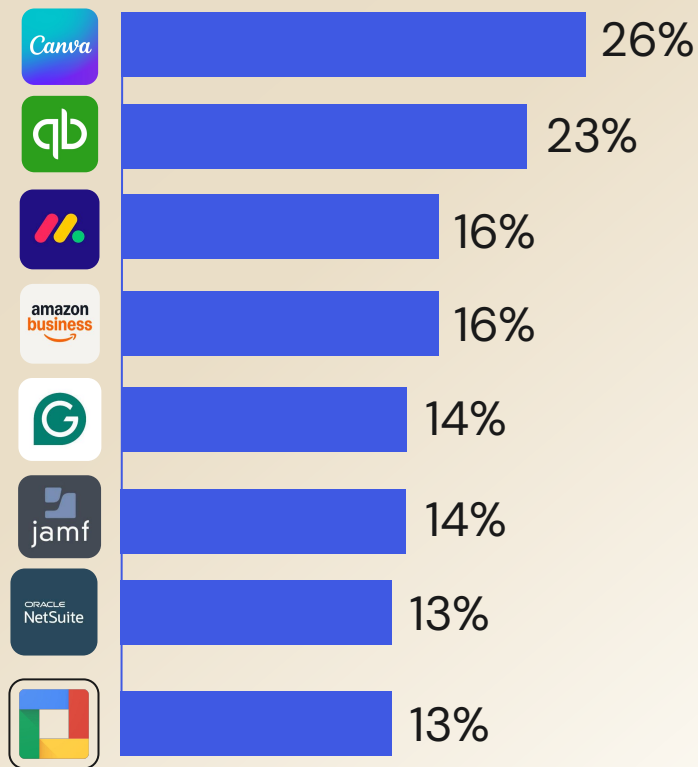
Growth of key app categories for nonprofits



# Top priorities: creativity, business operations, team efficiency

1. **Canva:** Visual storytelling
2. **QuickBooks:** Tracking payments, managing business ops
3. **Monday.com:** Team efficiency and collaboration

## Fastest-growing apps among nonprofits





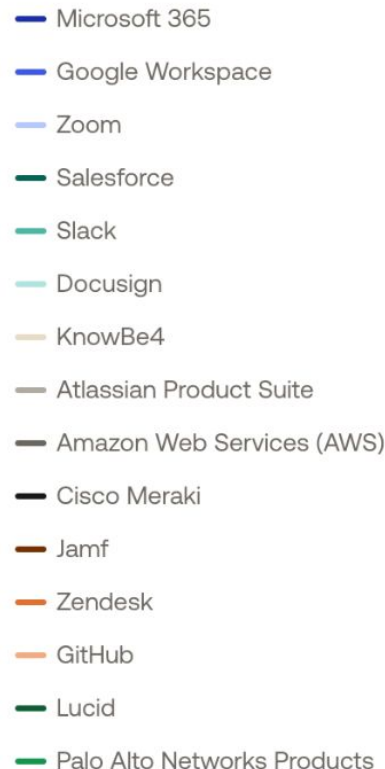
# Nonprofits invested in remote work and collaboration

- Top apps are Microsoft 365 and Google Workspace
- Zoom ranks slightly higher (No. 3) for nonprofits than for all industries (No 5)
- Broad adoption of apps like Slack and Docusign



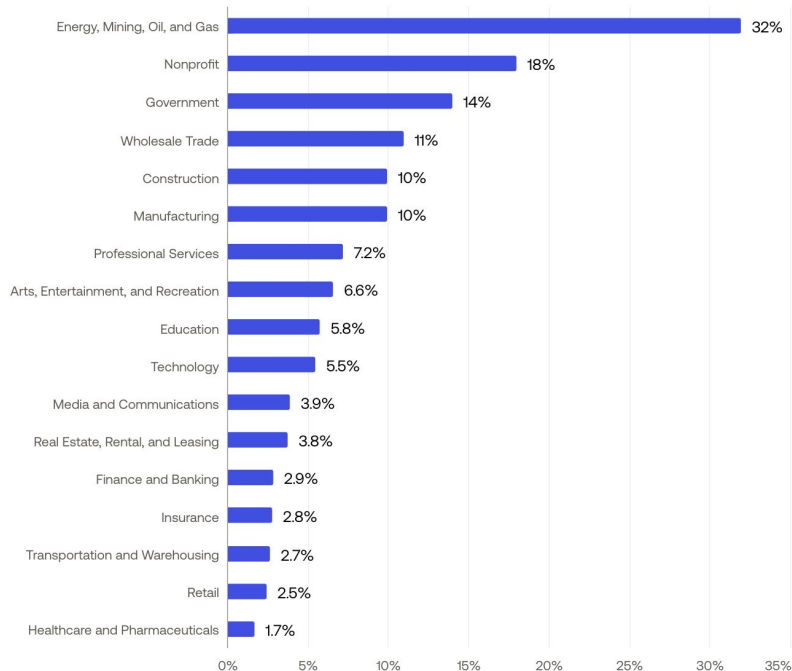
## Most widely deployed apps for nonprofits

Trends from 2020 through 2024



# Nonprofits became the second-most attacked industry

Attack rates (threats vs authentications), by industry



Among nonprofits, nearly one in every five authentications is a detected threat.

65% of NGO's reported a security breach in the past year.\*

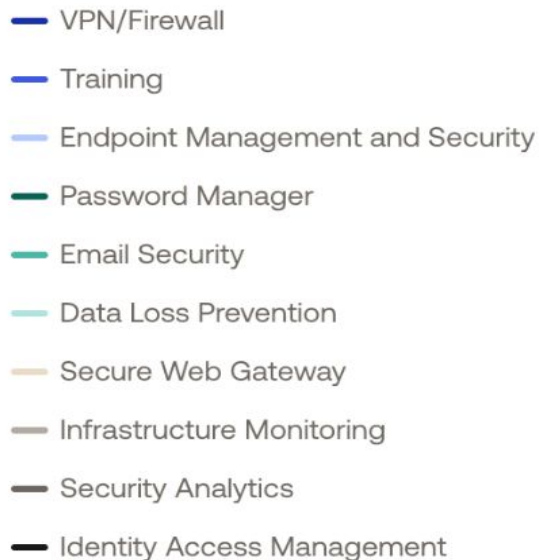
\*2024 State of Humanitarian and Development Cybersecurity Report ([NetHope](#))



# Nonprofit investment in safeguards is growing

## Most popular security apps, 2020 through 2024

Ranked by number of customers



## Top tools

- VPNs
- Security awareness training

## Most growth

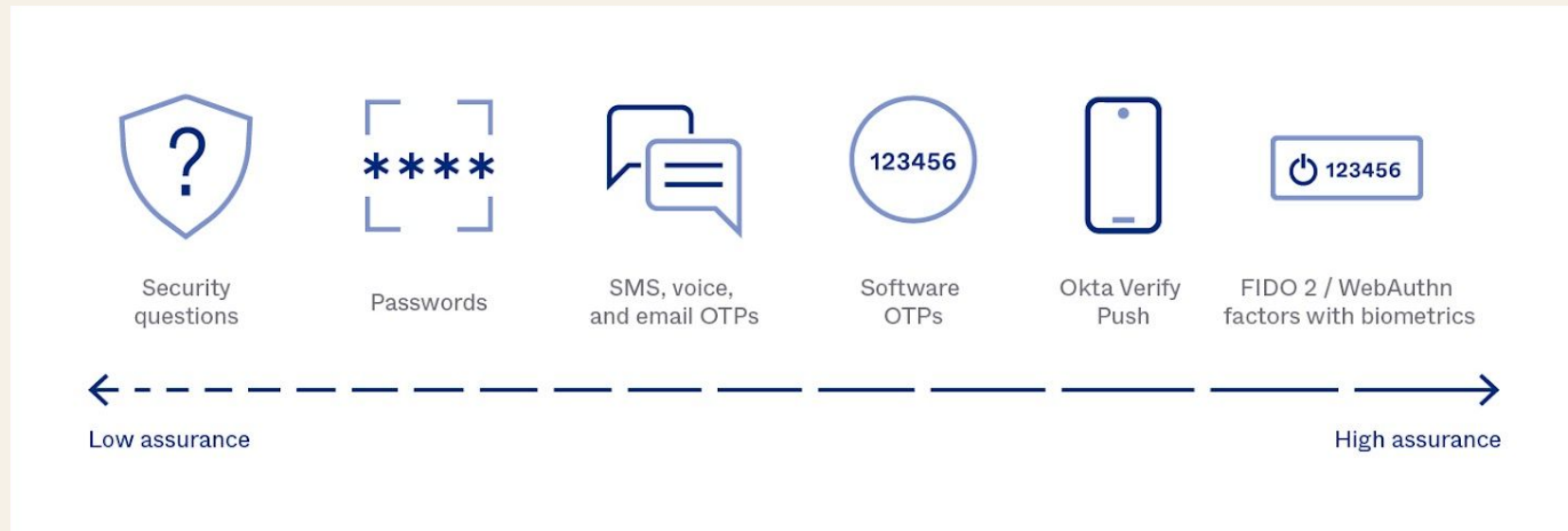
- Secure web gateway

## Least growth

- Compliance tools



# Authentication Factors



Strong factors are  
displacing weak ones

78%

of nonprofits use MFA of some kind, many  
with more than one factor

**Okta Fastpass usage  
is strong**

82%

Increase in adoption of  
Okta Verify FastPass  
among nonprofits

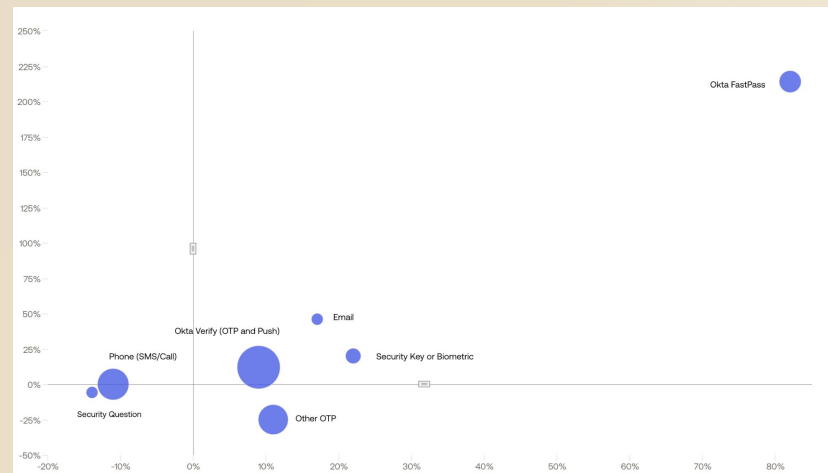


**SMS usage is declining**

-11%

decrease in SMS as a  
factor

## Growth of factor groupings



# Identity automation helps nonprofits stretch limited resources

- **24% YoY** increase in Okta Workflows
- AI and automation could contribute **\$15.7 trillion** to the global economy by 2030

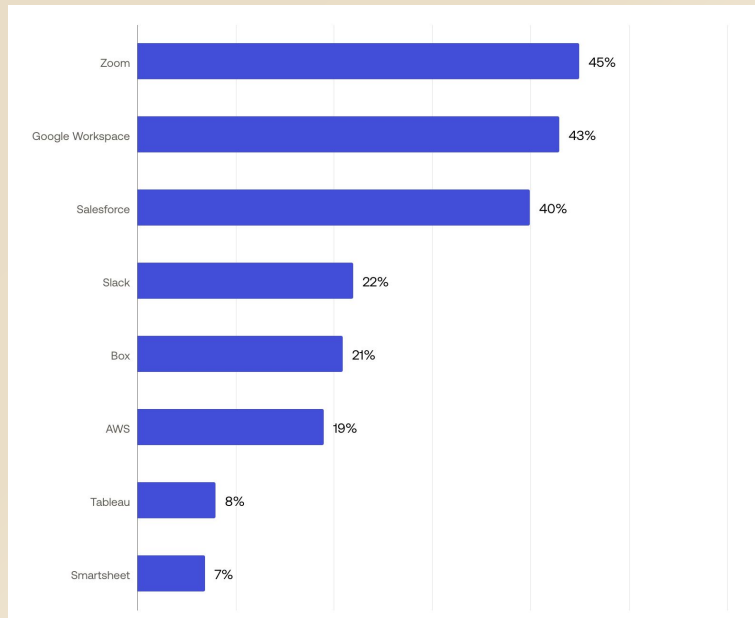


Nonprofits are adding  
functionality to their  
Microsoft 365 bundles  
with best-of-breed apps

45%

of Okta's Microsoft 365 customers  
also deploy Zoom

Percentage of Microsoft 365 customers who also  
deploy these best of breed apps





Read the full report



# Okta's nonprofit offerings



Single Sign-On



Adaptive Multi-Factor Authentication



Universal Directory



Lifecycle Management



Workflows



techforgood@okta.com

## Eligible nonprofits qualify for:

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- ✓ 50 free licenses for Okta Platform  
50% discount on all additional licenses
- ✓ 50% discount on Auth0  
Does not apply to Private Cloud
- ✓ 50% off the Expert Learning Pass, and access to complimentary Okta Learning courses
- ✓ 5 complimentary passes to Okta's annual user conference, Oktane
- ✓ Free implementation support

**To qualify:** Nonprofits must be validated by our partner, Goodstack



Join us tonight at  
Odie's!

6pm-8pm

1919 Division Street



# Thank you!

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