

Methodology

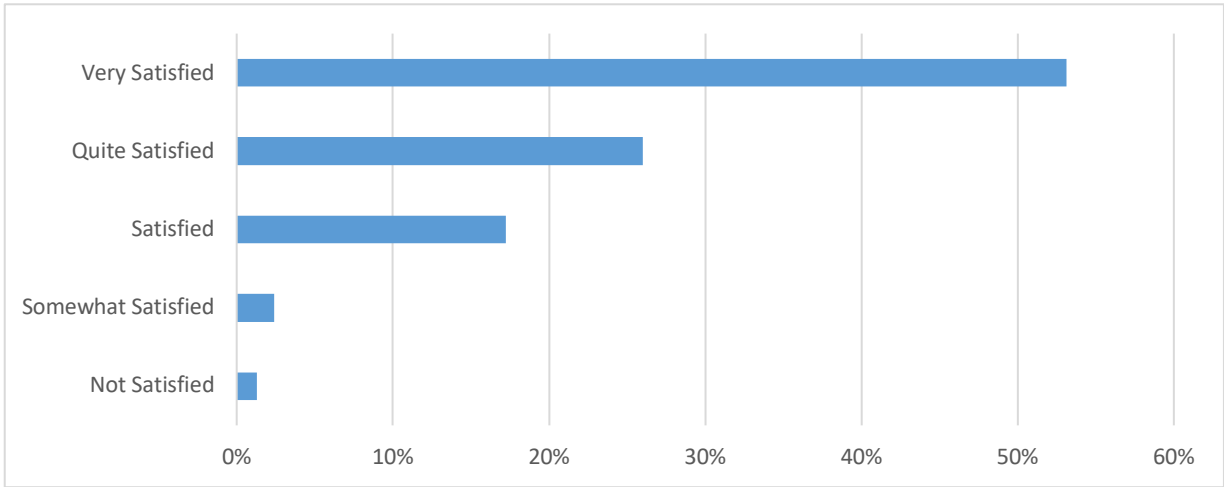
- Survey questions for the 2022 membership survey were solicited from the committees. The recently completed Strategic Framework was also taken into consideration in developing survey questions.
- WFSB member Stephanie Connaughton, an expert in data analytics, reviewed the questions and advised on survey design.
- There were a variety of question types including multiple-choice, dichotomous, check boxes, rating scale, Likert Scale, and demographic.
- On October 17, 2022, a 22-question membership survey was sent out electronically by WFSB member Jere Lifshitz using Survey Monkey.
- The survey was sent to members who paid dues in 2021 and/or 2022. The deadline for completion was November 1, 2022. There were four reminders sent to those who did not reply to the other requests.

Response Rate / Observations

- 594 responses were received out of 1,292 surveys sent resulting in an excellent 48% rate.
- Of the 590 who responded to the question about the length of membership, 419 responded to have been members for 7 years or less, and half of those said they have been members for 3 years or less.
- Most respondents were in the age range of 65-79.
[Per the demographic data collected by Kelly Bourque for the IT Committee: "As of 2021, the Women's Fund average age is 67 years; 69% of Women's Fund members are older than 60 years, and only 3% of members are less than 40 years."]
- No one under 25 years old responded.
[Per the demographic data collected by Kelly Bourque for the IT Committee: "Since 2013, 5 new members under 40 years join annually with a peak in 2021 of 12 members."]

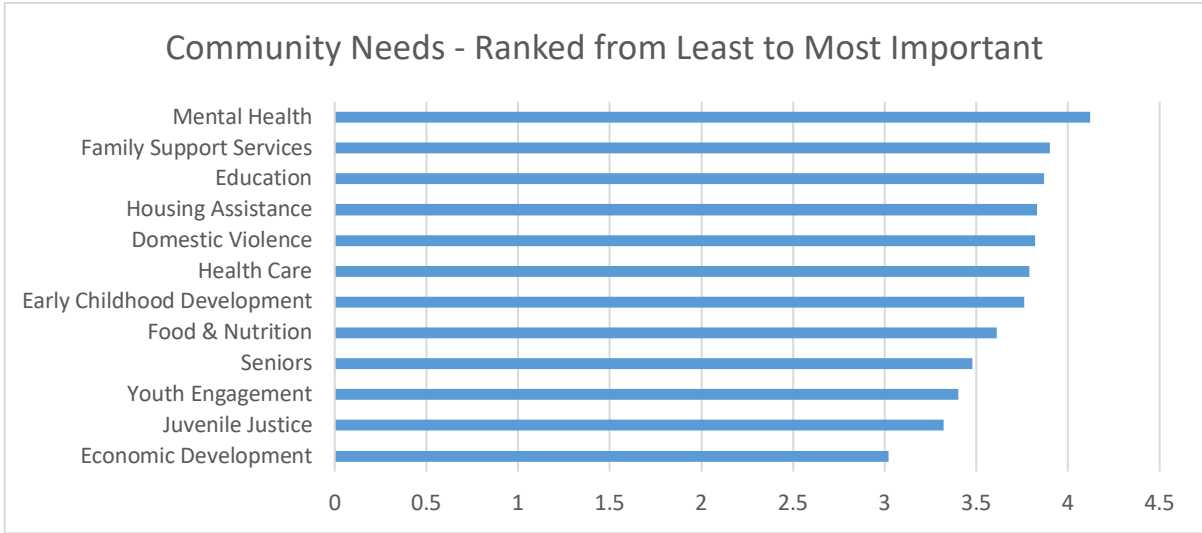
Grants & Ballot

Rate how satisfied you were with the ballot you received in March 2022 to cast your vote for the grantees.



Takeaway and summary of comments: The satisfaction rate with the 2022 ballot was an extremely high 96%. The majority of the 27 comments received were from respondents who joined after the ballot was sent, therefore they did not receive it. A very small number of respondents (4) missed or did not see the ballot. There were several comments (9) expressing satisfaction with the ballot “as is”. There were comments (8) requesting that other organizations (e.g. grassroots) be included on the ballot. A few respondents (3) wanted more information on the specific needs of the organizations and two respondents wanted less narrative and/or more links. These results indicate the ballot mailing in its current format should be continued.

Rank the categories of community needs from the least important (1) to the most important (5) to you.



Takeaway: The critical issues and community needs listed above were ranked from least to most important on the weighted scale. The top five categories of most importance to respondents were: #1 - Mental Health; #2 - Family Support Services; #3 - Education; #4 - Housing Assistance; #5 - Domestic Violence. These data indicate a high level of interest in these five categories that should be considered within the Research Committee's grant proposal process.

Keeping in mind that our mission is to "address the critical needs of women, children, and families in south Santa Barbara County," are there any other categories of need you would like the Research Committee to consider? If so, please name, describe and tell us why.

209 (35%) respondents submitted comments

386 (65%) skipped this question

Takeaway and summary of comments: The majority of the comments (85) supported the current categories of critical issues/community needs or submitted no additional suggestions. Interest in other categories was widespread into 33 different categories. The categories of interest that garnered multiple responses were:

- Homelessness / Housing (18)
- Environment / Climate change (12)
- Women's reproductive care (12)
- Diversity/LGBTQ+/racial disparity (9)
- Childcare (8)
- Immigration (6)
- Other categories received less than 5 responses each

These data indicate a high level of interest in these categories that should be considered within the Research Committee's grant proposal process. It is important to note that the Women's Fund covers several of the categories that were called out, just under a different name than was provided on the survey: homelessness/housing assistance; women's reproductive care/healthcare; childcare/family support and/or early childhood development. Especially for homelessness and childcare, there has been quite a bit of funding these past few years.

Are there any nonprofit agencies you would like the Research Committee to consider in the future? If so, please name the agency(s):

184 (31%) respondents submitted comments

411 (69%) skipped this question

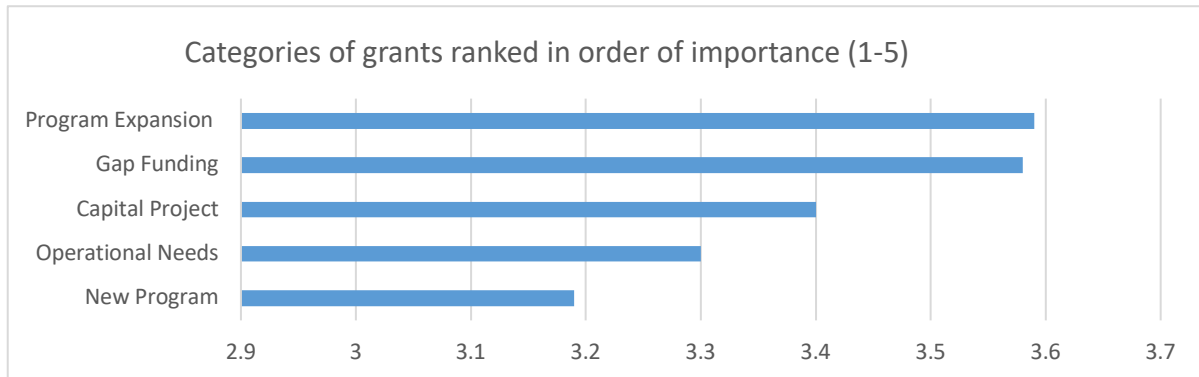
Takeaway and summary of comments: Respondents named a large number of nonprofits with many already having been grant recipients, however, the top five nonprofits that were suggested by more than one respondent were:

- Transition House (7)
- Planned Parenthood (6)

- Teddy Bear Cancer Foundation (5)
- Friendship Adult Day Care Center (4)
- Community Environment Council (4)

The list of suggested agencies has been provided to the Research Committee.

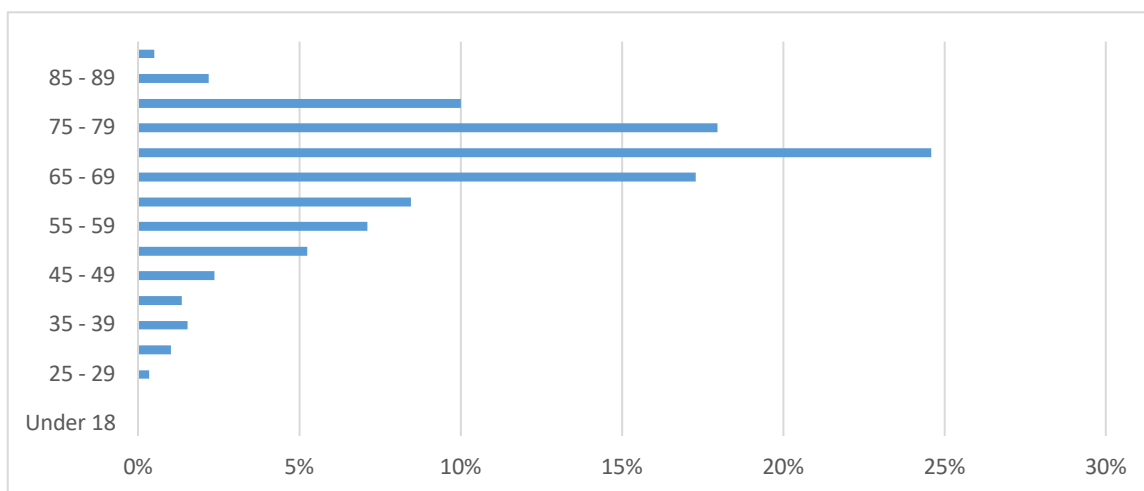
The Women's Fund typically funds five categories of grants. Rank these in order of importance to you.



Takeaway: The five categories of grants ranked in order of importance were as follows: #1 - Program Expansion; #2- Gap Funding; #3 - Capital Projects; #4 – Operational Needs; #5 – New Program. These data can be useful to the Research Committee as it assesses future grant proposals. Note: some respondents found this question difficult to answer without knowing which agency might be considered (i.e. “depends on the program.”)

Membership & Engagement

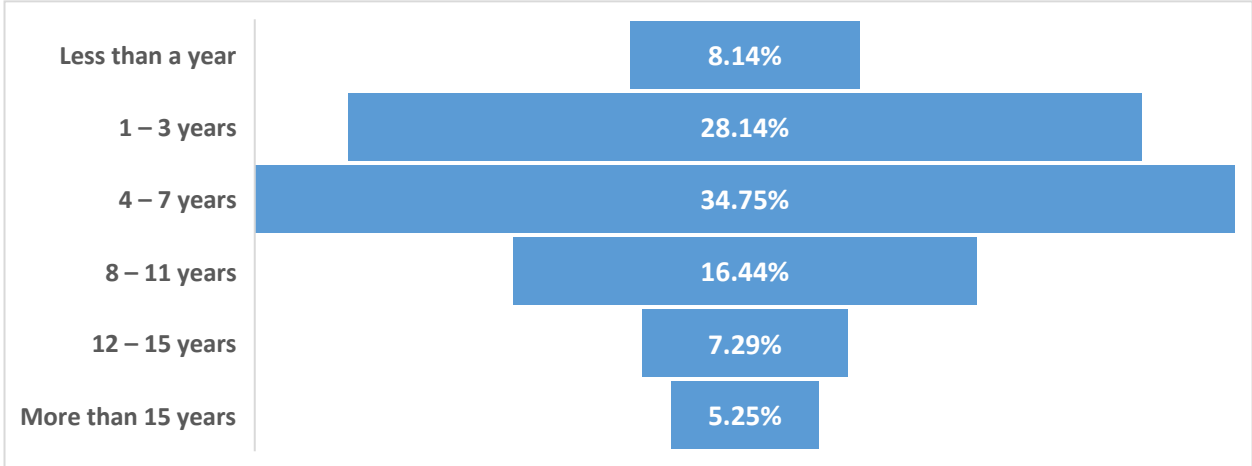
What is your demographic/age group?



Takeaway: Most respondents are in the age range of 65-79, which aligns with the average age of a Women’s Fund member being 67 years; 69% of Women's Fund

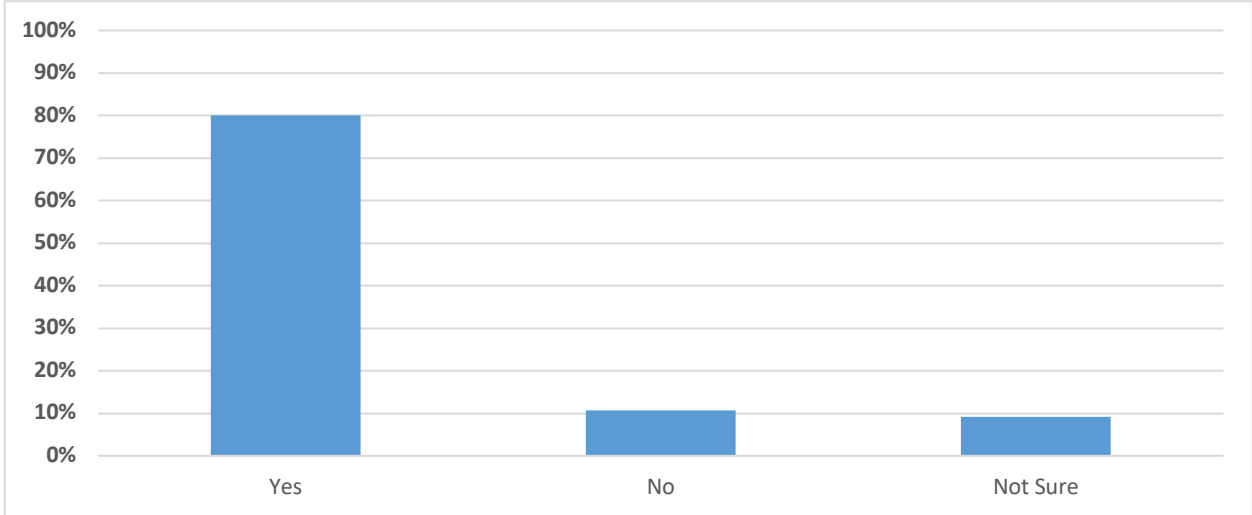
members are older than 60 years, and only 3% of members are less than 40 years. The average age of donors in the United States is 64 years which is close to that of the Women's Fund (Source: [Charitable Giving Statistics 2022](#)). The average age of Women's Fund members is 15 to 30 years older than the census-reported median age of women in the areas of Santa Barbara (41 years), Montecito (52 years), Carpinteria (43 years), and Goleta (37 years).

How many years you have been a member of the Women's Fund?



Takeaway: Out of 590 who responded, 419 have been members for 7 years or less, and roughly half of those (214) have been members for 3 years or less. This aligns with the accelerated growth of membership over the past few years.

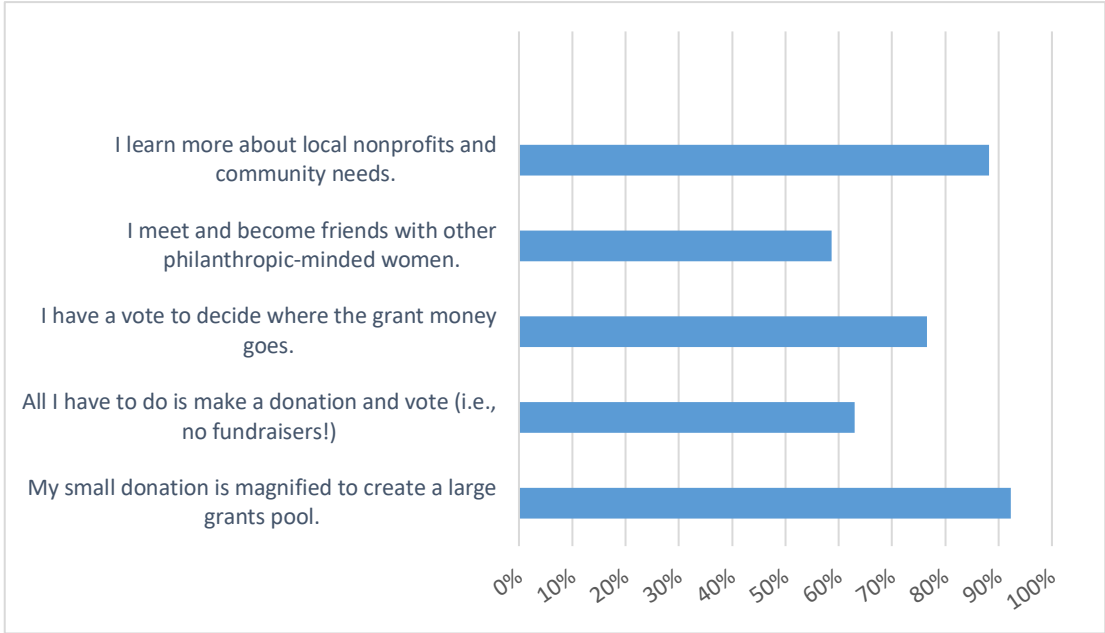
Have you renewed your membership for 2022?



Takeaway and summary of comments: 80% of respondents reported having renewed their membership. The majority of the comments were from those who had not yet renewed or were not sure if they had. Some stated that they would do so

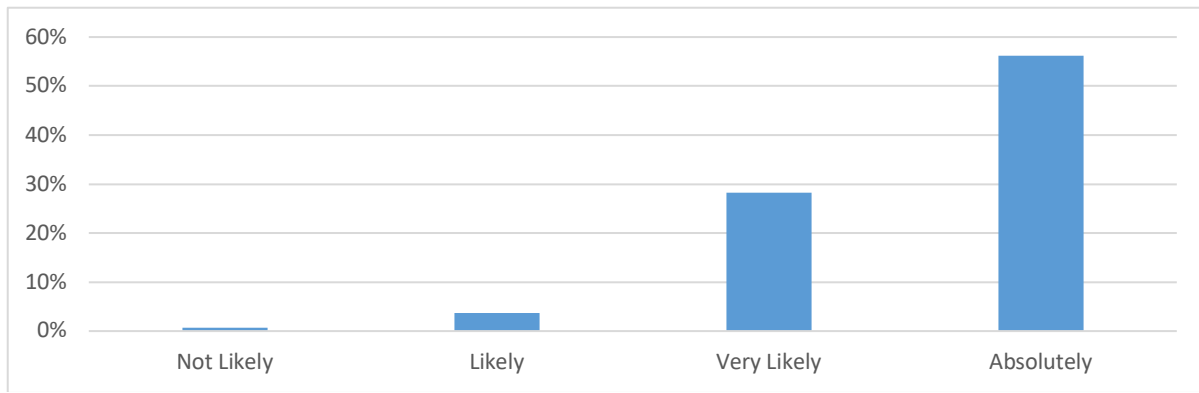
or were waiting until the end of the year. A small number of respondents said they were unsure about renewing and some were experiencing technical problems processing their renewal so those respondents are being contacted by the Membership Committee to offer assistance. These data indicate that the Women’s Fund is on track to have another large grants pool for 2023.

Check all the statements that describe the value you derive from being a member of the Women's Fund. (check all that apply)



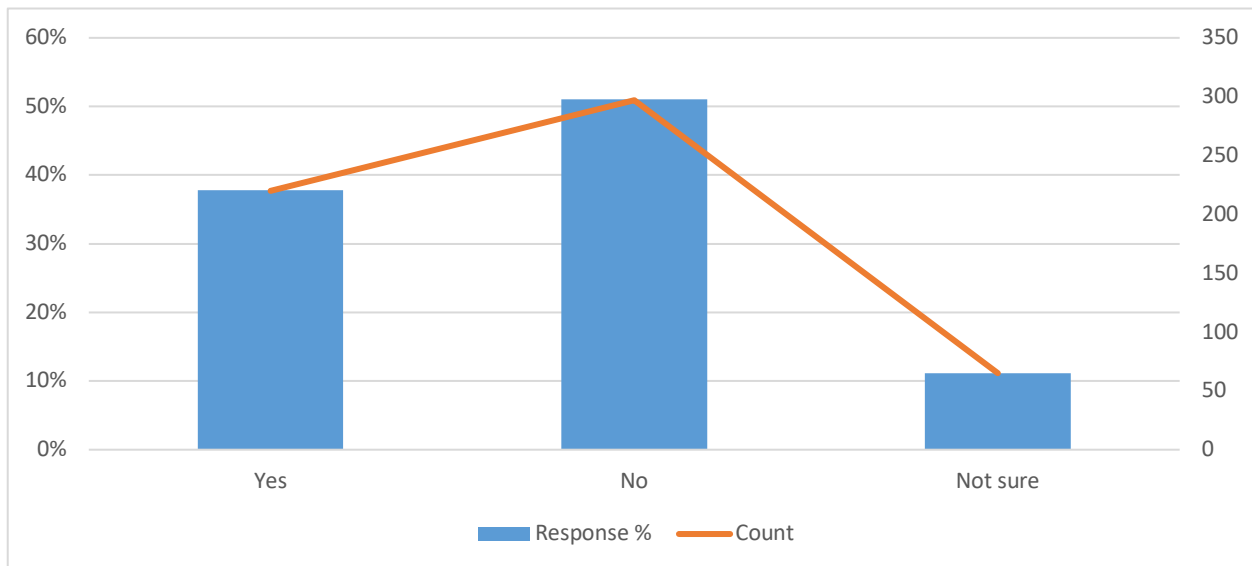
Takeaway and summary of comments: “My small donation is magnified into a large grant pool” describes what most respondents designated as providing the highest value, however, all five statements ranked close behind in describing the value of membership. While most respondents answered using the five choices provided, those who provided comments tended to express a strong sense of belonging as being vital to them. Some respondents indicated a sense of empowerment and good feeling from being part of an organization that is working for the greater good. These data identify the areas of most value that should be strongly communicated in membership development and retention efforts.

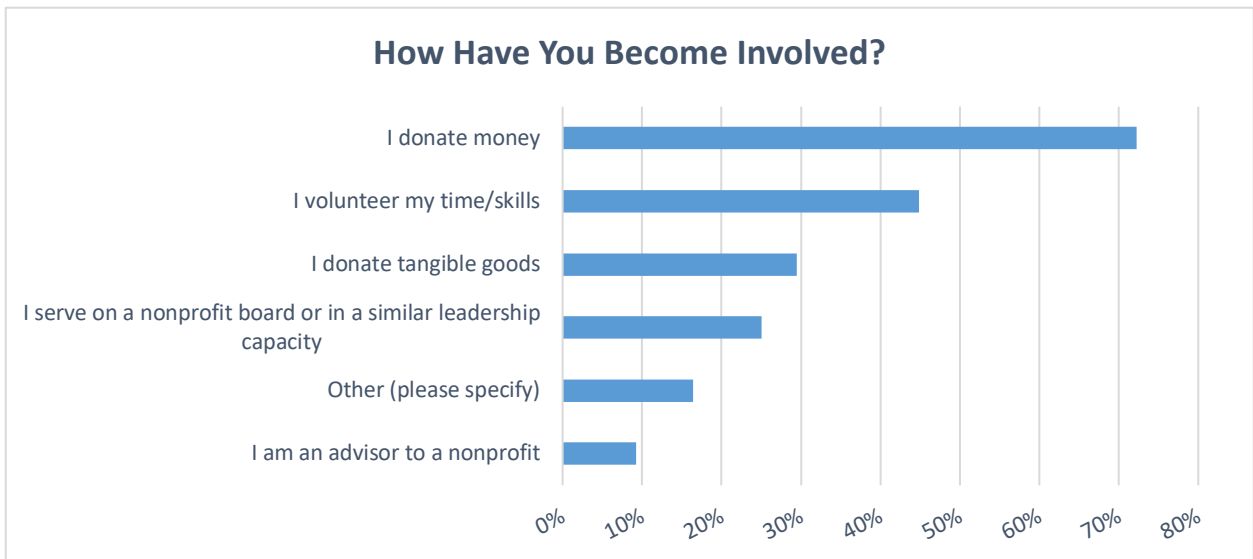
How likely are you to recommend involvement in the Women’s Fund to a friend, family member, or colleague?



Takeaway and summary of comments: With 95% of the respondents stating that they would recommend membership to someone else, the number of comments reflected overall satisfaction with membership. These data measure a highly positive member experience that can be used to predict future membership growth based on referrals and other methods of attracting new members. There were a small number of reasons given as to why someone would not recommend Women’s Fund (e.g. “my group is full” to “I’m going to wait to see how it goes,” “I do not feel welcome in my group,” “most folks are already fundraised-out,” “I prefer organizations beyond those typically embraced by WFSB”, and “many of my peers are already involved with non-profits directly.”)

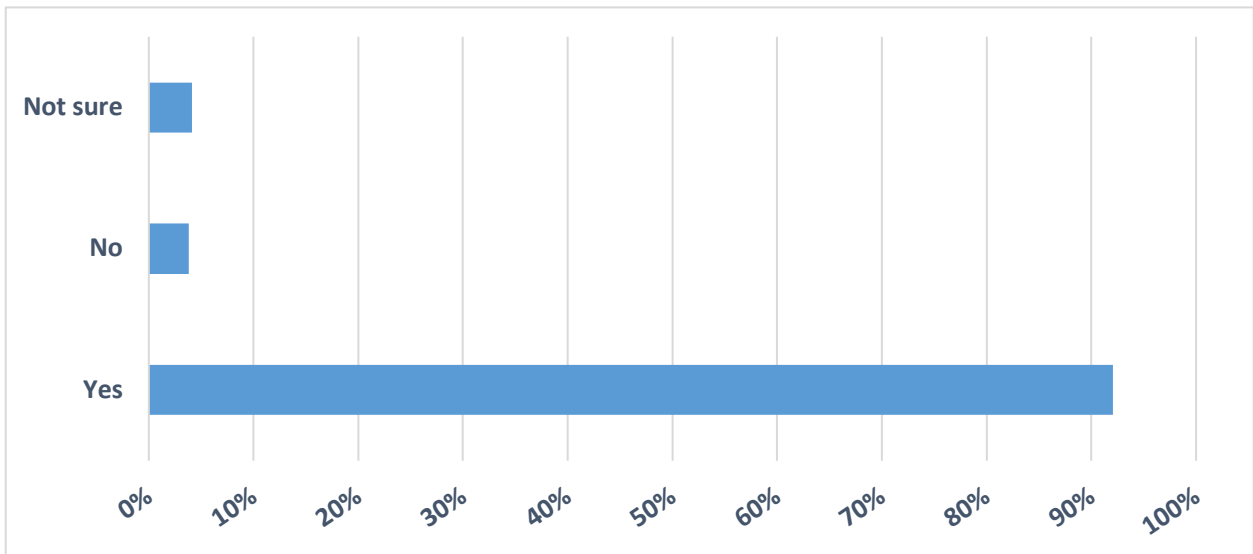
Have you become more involved in the Santa Barbara local non-profit community as a result of your membership in the Women’s Fund?





Takeaway and summary of comments: 220 respondents (37%) have become more involved in nonprofit causes as a result of their membership and most have donated money and/or volunteer time. These data suggest that for a portion of the membership, involvement in the Women’s Fund leads to increased involvement in local nonprofits.

Thinking about the benefits of your Women’s Fund membership, are you aware that as a member you can participate on a committee or assist at events?



Takeaway and summary of comments: A very high number of respondents (92%) are aware they can volunteer within the Women’s Fund if they desire to do so. These data indicate that this message has been well-communicated to the membership.

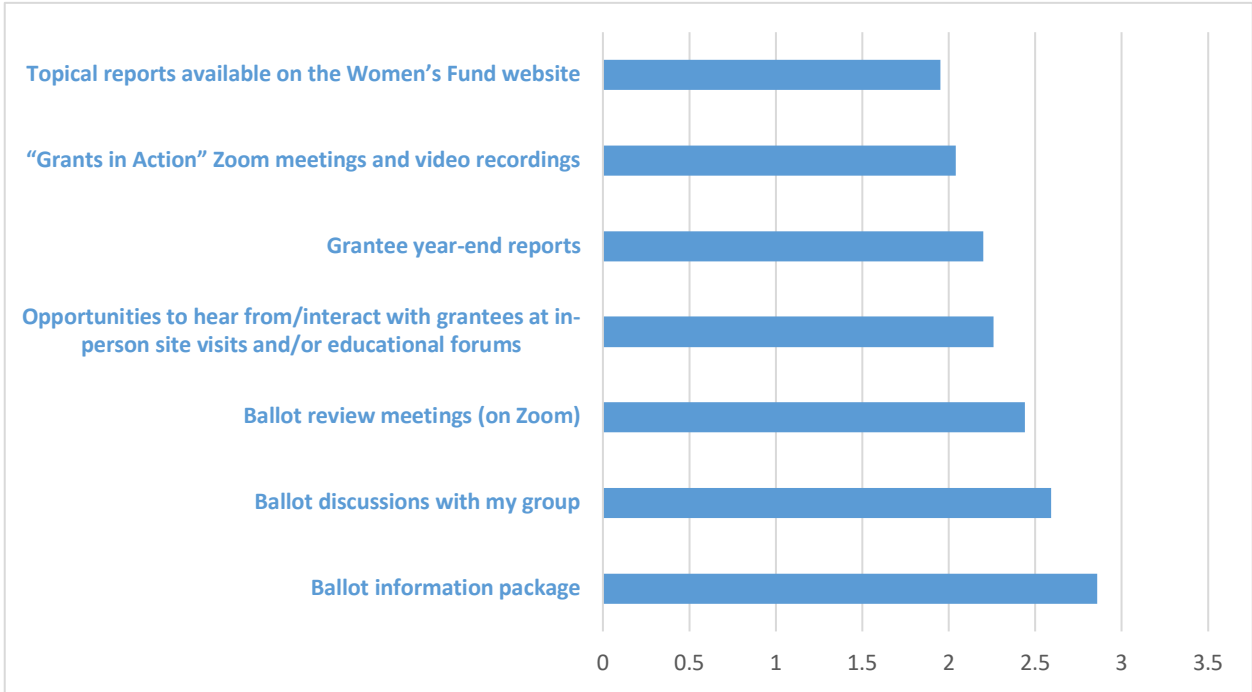
I'd like to increase my involvement in the Women's Fund by:



Takeaway and summary of comments: This question demonstrated a very high level of satisfaction (82%) with the current level of involvement. 55 comments were received from respondents, many of which offered to volunteer. These responses were forwarded to the Volunteer Engagement Committee for follow-up.

Activities & Communications

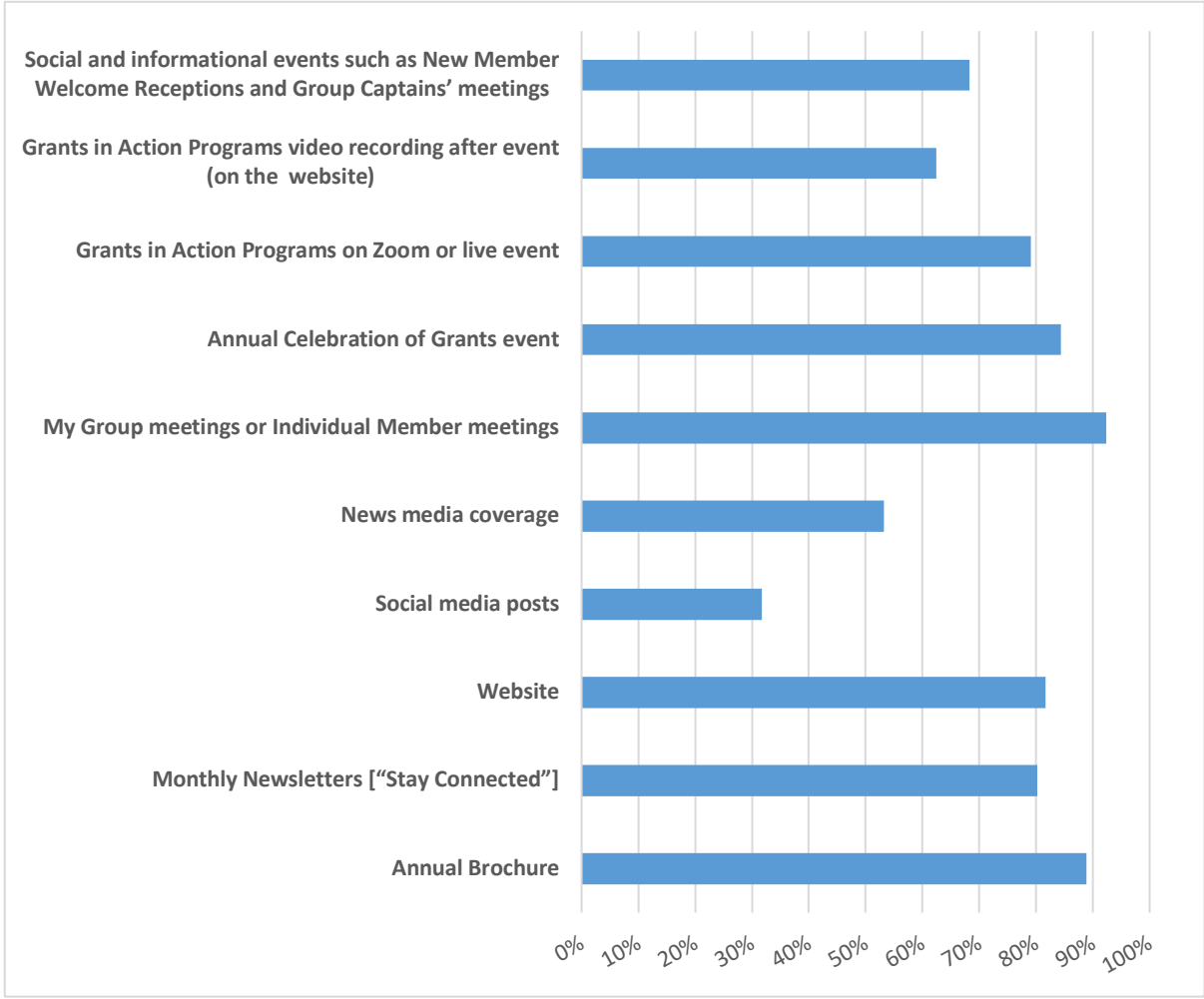
Rate the educational programs that you most value to inform your vote. (check all that apply)



Takeaway: Respondents rated the most important information sources when voting as being #1 - Ballot Information Package; #2 – Ballot discussions with my

group; #3 - Ballot Review Meetings on Zoom. Comments (23) pointed to respondents not being aware of topical reports or not using any of the resources provided. These data identify a very high level of value provided by the ballot information package and ballot review discussions in groups and on Zoom.

Rate each of the following activities that the Women’s Fund offers based on its value to you over the past year.

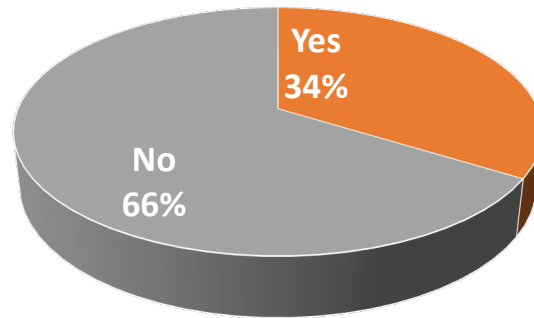


Takeaway: The most valuable offerings were ranked as #1 – My Group meetings or IM Meetings; #2 - Annual Brochure; #3 - Celebration of Grants; #4 - Website; #5 - Grants in Action Programs on Zoom or live event. These data indicate that these five activities are the most highly valued.

Did you attend the Annual Celebration of Grants event held in May?

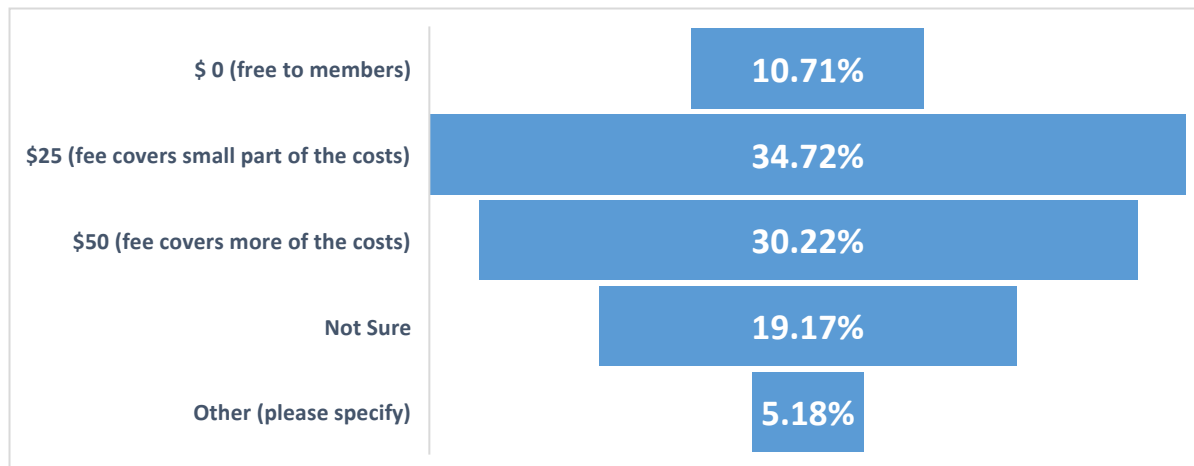
- 199** (34%) - Attended
- 389** (66%) - Did not attend

Annual Celebration of Grants Attendance



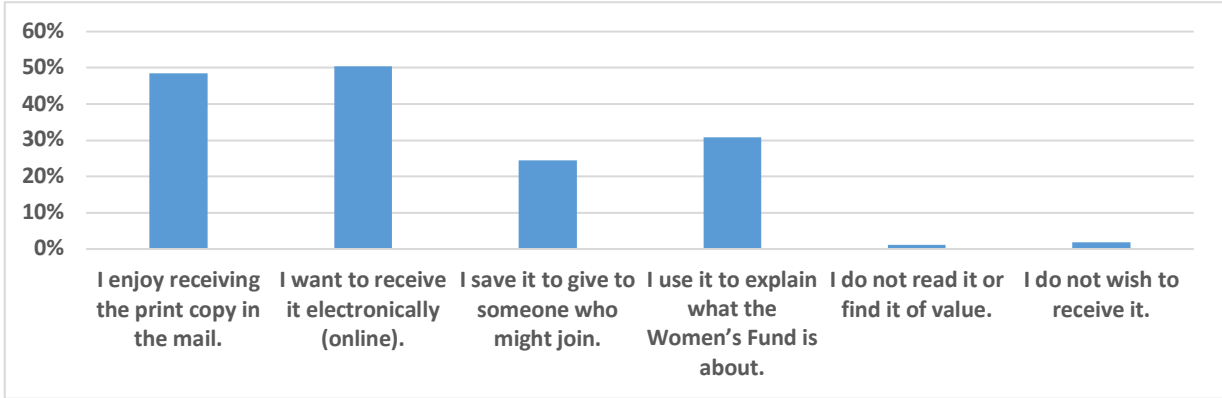
Takeaway and summary of comments: A fairly large number of respondents (66%) did not attend the annual Celebration of Grants event. Most respondents who commented indicated their reason for not attending was because of a schedule conflict (60%). A substantial number of respondents who commented stated continuing Covid-19 concerns or some sort of health reason (26%). A small number of respondents reported they were simply not interested in attending (5%), not members at the time of the event (4%), live out of town (3%), or provided some other reason for not attending (2%). These data indicate that schedule conflicts and continuing Covid-19 concerns were the top factors impacting nonattendance at the 2022 Celebration of Grants. Survey data has been provided to the Education Committee.

How much would you pay to attend the Celebration of Grants event in person?



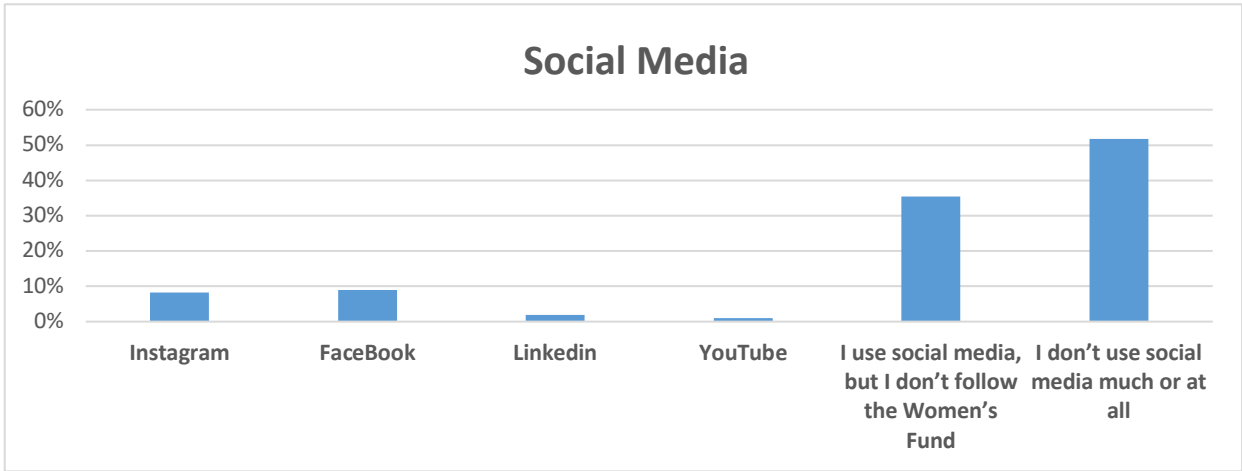
Takeaway and summary of comments: Most respondents said the event should cost something to attend in the range of \$25 (35%) to \$50 (30%). A smaller number of respondents said they were either unsure (19%) or wanted the event to be free (10%). These data indicate that a registration fee of \$25 to \$50 is generally most acceptable.

Check all the statements that reflect your preferences for receiving the Annual Brochure. (check all that apply)



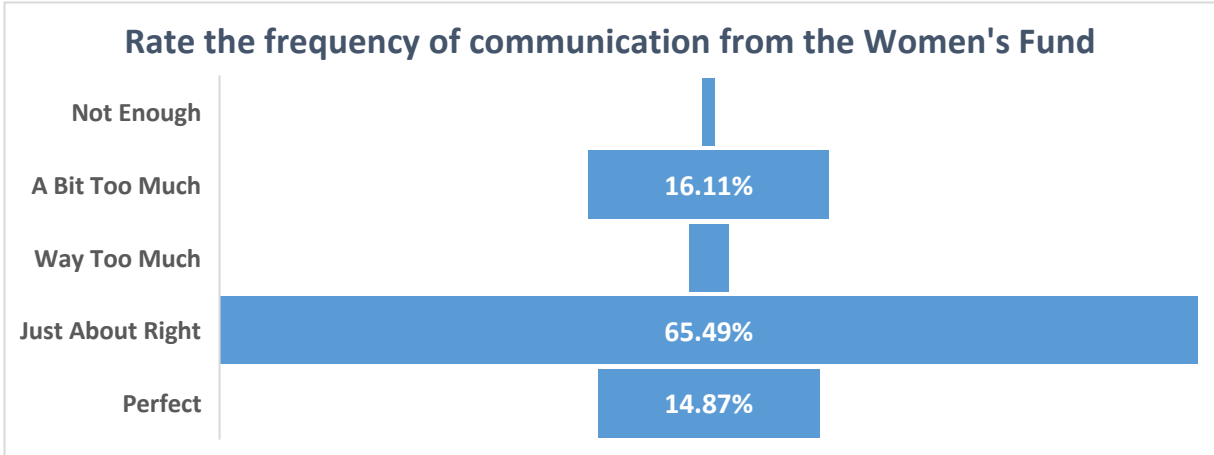
Takeaway and summary of comments: Nearly half the respondents want to continue receiving the annual brochure in the mail (48%) and just over 50% also wish to receive it electronically (note: this was not either/or question). More than half the respondents (55%) said they use the brochure to promote the Women's Fund. A very small number of respondents do not find it of value or want to receive it (less than 2%). These data indicate that the annual brochure is desired in both print and online versions.

Do you follow the Women's Fund on any of these social media platforms? (check all that apply)



Takeaway and summary of comments: Over half the respondents (51%) said they don't use social media much or at all and many (35%) said they use social media, but don't follow the Women's Fund. Of the 26 comments received, nearly half said they are now prompted to connect to the Women's Fund on social platforms. These results indicate that many respondents do not currently make use of Social Media as a source of information about the Women's Fund.

Not including the busy ballot and voting time of year, on average we send 1 – 2 emails per month, including the monthly newsletter. How would you rate the frequency of communication you receive from the Women’s Fund?



Takeaway: 80% of respondents stated that the frequency of communications is perfect or just about right. Only 5 respondents (less than 1%) said it’s not enough. The large percentage indicates that the frequency is within a generally acceptable range. A combined 19% said it was a bit too much or way too much. These results suggest that the Women’s Fund has found a good balance of frequency in its communications.

Conclusions

The following conclusions can be drawn from the 2022 membership survey:

Grants & Ballot

The ballot mailing in its current format should be continued.

The most critical community issues and needs are:

- #1 Mental Health
- #2 Family Support Services
- #3 Education
- #4 Housing Assistance
- #5 Domestic Violence

The preference for grant focus is:

- #1 Program Expansion
- #2 Gap Funding
- #3 Capital Projects
- #4 Operational Needs
- #5 New Program

Membership & Engagement

No one under 25 years answered the survey and the Women’s Fund composition of Millennials (age 25-40 in 2021) was only 3%. The [Charitable Giving Statistics 2022](#) report states that the average nonprofit would have Millennials making up 5-10% of its donors in 2021. This warrants further study to better understand why the Women’s Fund is lagging behind the national trend for Millennials.

“My small donation is magnified into a large grant pool” ranked as the highest value derived from membership.

Most reported a highly positive member experience and this can be used to predict future membership growth based on referrals and to identify methods of attracting new members.

Most are already aware of volunteer opportunities within the Women’s Fund.

Activities & Communications

The most important sources of information are:

- #1 Ballot Information Package
- #2 Ballot discussions with my group
- #3 Ballot Review Meetings on Zoom

The offerings of most value are:

- #1 My Group meetings or IM Meetings
- #2 Annual Brochure
- #3 Celebration of Grants
- #4 Website
- #5 Grants in Action Programs on Zoom or live event

Schedule conflicts and continuing Covid-19 concerns were the top factors impacting nonattendance at the 2022 Celebration of Grants. A registration fee of \$25 - \$50 is generally the most acceptable for the event.

The annual brochure is desired in both print and online versions.

Most do not make use of Social Media as a source of information about the Women’s Fund.

The frequency of communications from the Women’s Fund is on target.

It is recommended that an in-depth analysis of the survey results be done by filtering certain data from the CiviCRM database, in particular, to evaluate age and join date. This could provide greater insight into strong responses (i.e. least important vs. most important) from younger vs. older members and newer vs. longer-term members.

Addendum:

Women's Fund Demographics Report 2022 Update
Authored by: Information Technology Committee
Date: October 28, 2022
Information Technology Data Analyst: Kelly Bourque

Major Findings:

- 90% of members who joined between 2019 and 2021 provided age information, an increase of 10% since 2018.
- As of 2021 the Women's Fund average age is 67 years, 69% of Women's Fund members are older than 60 years, and 3% of members are less than 40 years.
- The participation of those 70 years and older has significantly increased since 2004. Until 2010 members 70 years and older comprised 6-13% of each new member class whereas since 2013, their representative has increased from 20-36% (with the exception of 6% in 2014). Though small, the rates of new members joining younger than 40 years has increased. Since 2013, 5 new members under 40 years join annually with a peak in 2021 of 12 members.
- New members (2019-2021) live primarily in the City of Santa Barbara, followed by Noleta/Hope Ranch, and Montecito. The largest jump in neighborhood-specific membership was attributed to those joining from Carpinteria, which more than doubled its membership since 2019 (23 to 61 members or 165%).
- The percentage of new members working peaked in 2020 and 2021 at 44% of each new member class. As of 2021, 13% own a business, 56% are retired, and 28% are working at least part time.
- Cohort 2021 could be considered one of the most ethnically diverse cohorts to date for Women's Fund in that 20 members of 144 new members (14%) are ethnically diverse. However, the percentage of ethnically diverse new members has been variable over the last 20 years and has remained less than 14% since 2004. As of 2021, 8% of Woman's Fund members identify an as an ethnicity other than "White or Euro-American."

Recommendations:

- Consider the inclusion of new demographic questions either for new members or for future focus groups. These questions should be considered with input from the Membership and Communications Committees. Lastly, the number of questions and sensitivity around collecting this information should be also considered.
 - What is your average household income?
 - What gender do you identify as?
 - Highest Education?
 - Marital Status?
 - How many children do you have?
- Consider including "Prefer not to answer" as an option for each question.

- Perform this report at least every three years.
- Consider a report that compares the make-up of various communities using census data as compared to Women’s Fund. This would answer a question of whether or not Women’s Fund members as reflect their participating communities. This would be helpful for creating a membership diversity baseline and goal.

Background:

The Women’s Fund develops a Demographic Report periodically to evaluate the distribution of collected member demographic information, including age, home zip code, employment and ethnicity. The most recent Demographic Report was conducted in January 2019 and presented the demographic change of its 2018 new members compared to Women’s Fund’s existing member base.

OUTLINE:

1. Assumptions
2. 2021 Member Count
3. Age
4. Location
5. Work Status
6. Ethnicity

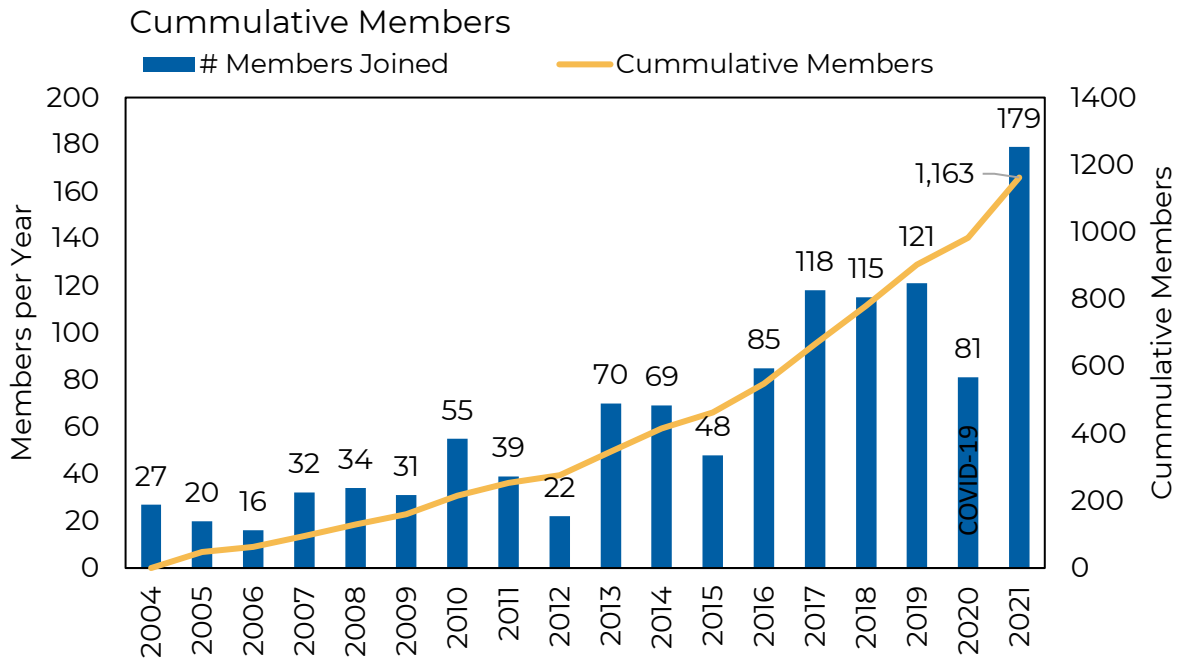
1. Assumptions

- Data was downloaded from CiviCRM and is based on member-provided data, which may contain errors and is not comprehensive. Members voluntarily provide demographic information. However, it is assumed for the purposes of this report that those who submitted data could represent the group as a whole. Noted differences include those older in age are less likely to submit their age and other information. The total member count was 1,163.¹
- “New Members” herein refers to new members who joined from 2019 through 2021
- “Women’s Fund” herein refers to all existing members of Women’s Fund through 2021. 2022 members were not included as Women’s Fund continues to accept 2022 members as of this report.

¹ Two datasets were collected and combined from CiviCRM: Year Born as “Empty” and “Not Empty”

2. Member Count as of 2021

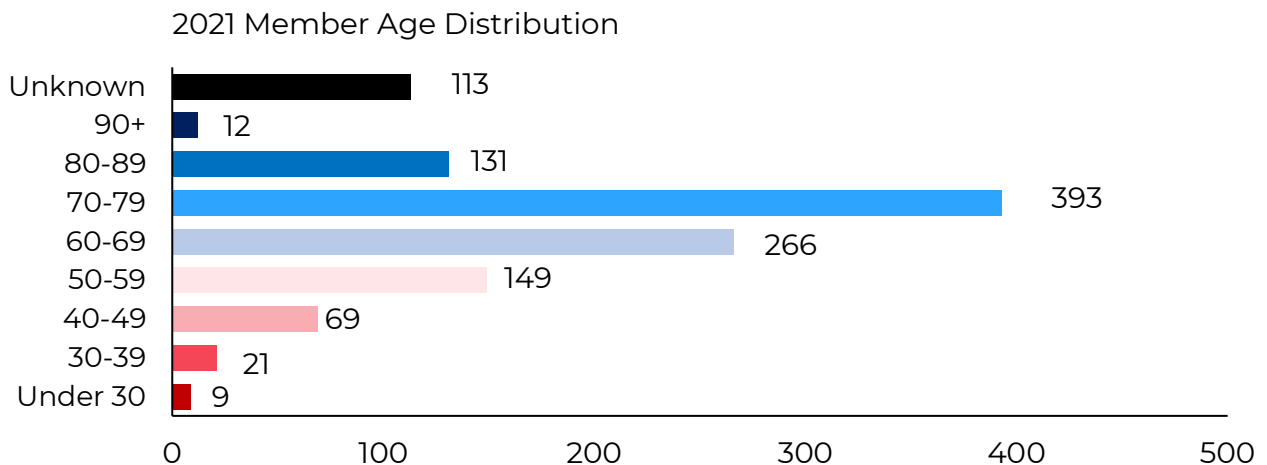
- One third of Women’s Fund current members have joined in the last three years.
- The Women’s Fund had a new record of 179 members join in 2021.
- From 2004 to 2012, Women’s Fund gained an average of 31 new members annually. This average increased three-fold to 98 new members on average annually from 2013 to 2021.



3. Age

Women’s Fund Age Distribution

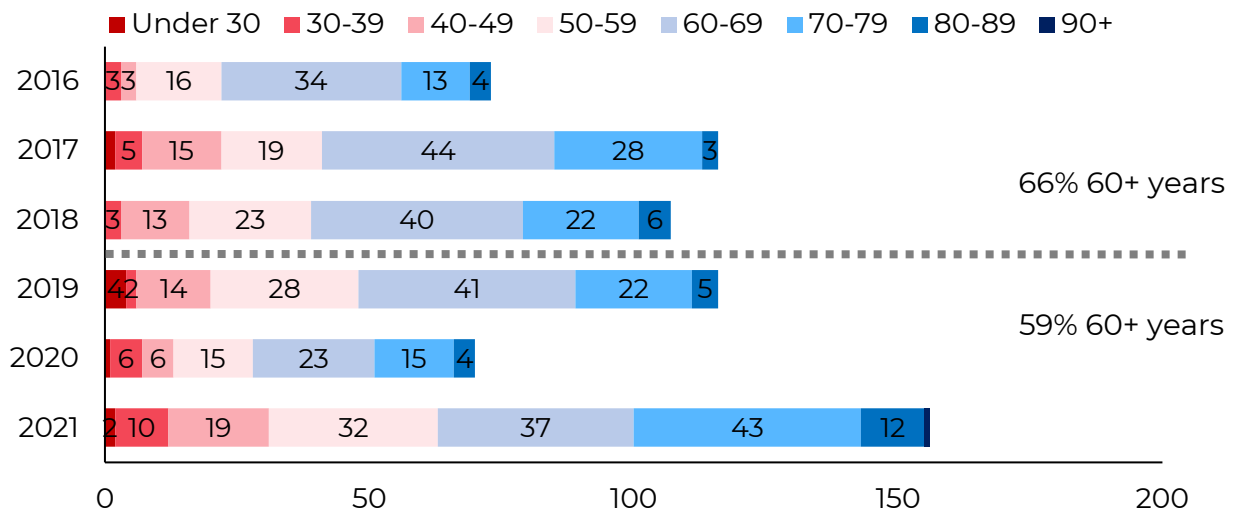
- Approximately 90% of all Women’s Fund members provided age data, an increase of 10% compared to 2018 (member age unknown for 113 members).
- As of 2021 the Women’s Fund average age is 67 years, 69% of Women’s Fund members are older than 60 years, and 3% of members are less than 40 years.



New Member Age Distribution

- The average age of new members was 61 years, 1 year younger than the average age of new members from 2016 to 2018 (62 years).
- 59% of new members are 60+ years, a drop of 7% compared to 66% from 2016-2018.
- Generally the age distribution of new cohorts has remained consistent since at least 2016. However, in 2021 the age groups of 30-39 and 70-79 nearly doubled previous join rates.

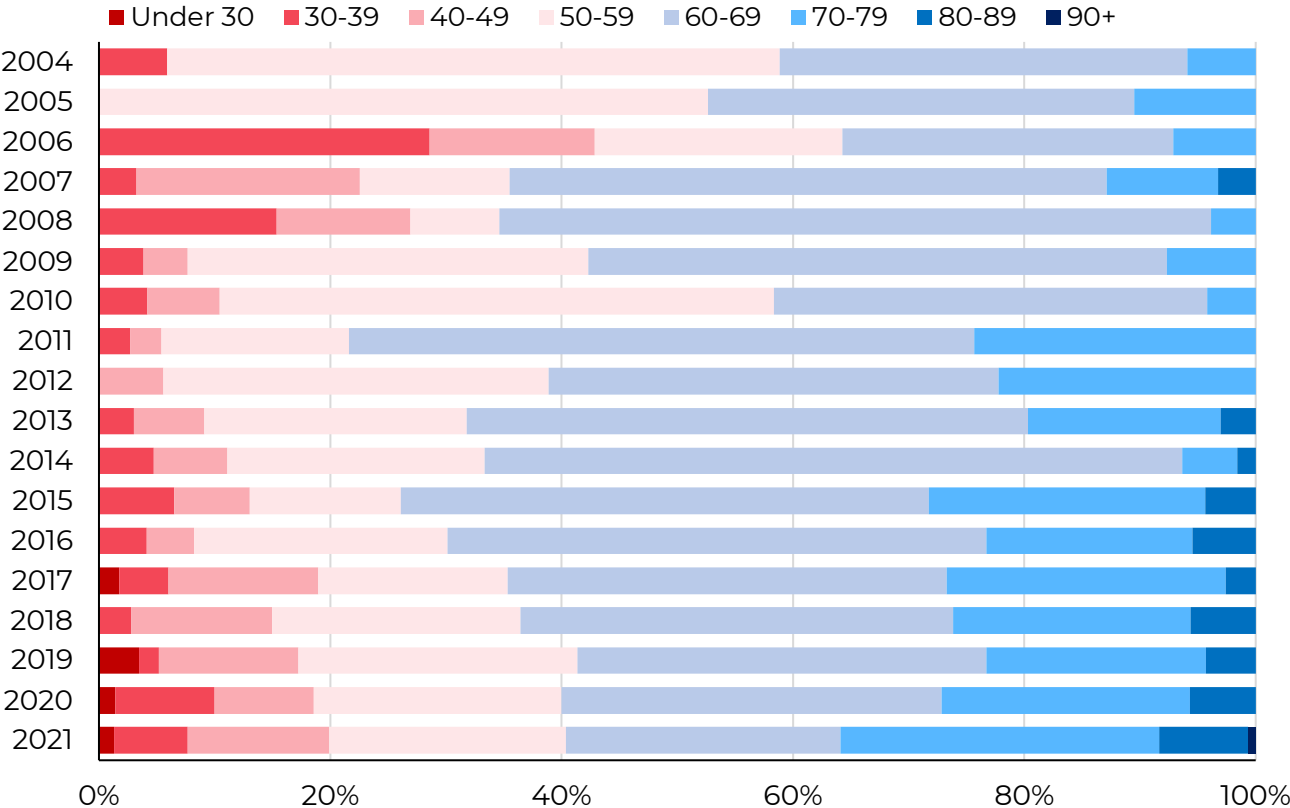
New Members 2016-2021 Age at Joining



Women’s Fund Age Distribution at time of joining

- The graph below shows the age distribution and its change since 2004.
- In 2004 and 2005, the large majority of members were 50-69.
- Overtime other age groups have increased:
 - From 2007 to 2015 the largest growing group was 60-69 years.
 - Since 2015, that age group has represented less and less of new member cohorts.
 - Since 2017 the age groups have come closer to equalizing (at time of joining).
- The participation of those under 50 years has steadily increased since 2013 making up 5-6% of the new member cohort in years 2011-2012 versus 19-20% in 2021-2022.
- The participation of those 70 years and older has steadily increased since 2004. Until 2010 members 70 years and older comprised 6-13% of each new member class whereas since 2013, their representative has increased from 20-36% (with the exception of 6% in 2014).
- There has been a noticeable increase in the new membership of those older than 80 years since 2013.
- Though small, the rates of new members joining younger than 40 years has increased. Since 2013, 5 new members under 40 years join annually with a peak in 2021 of 12 members

Member Age at time of joining



4. Location

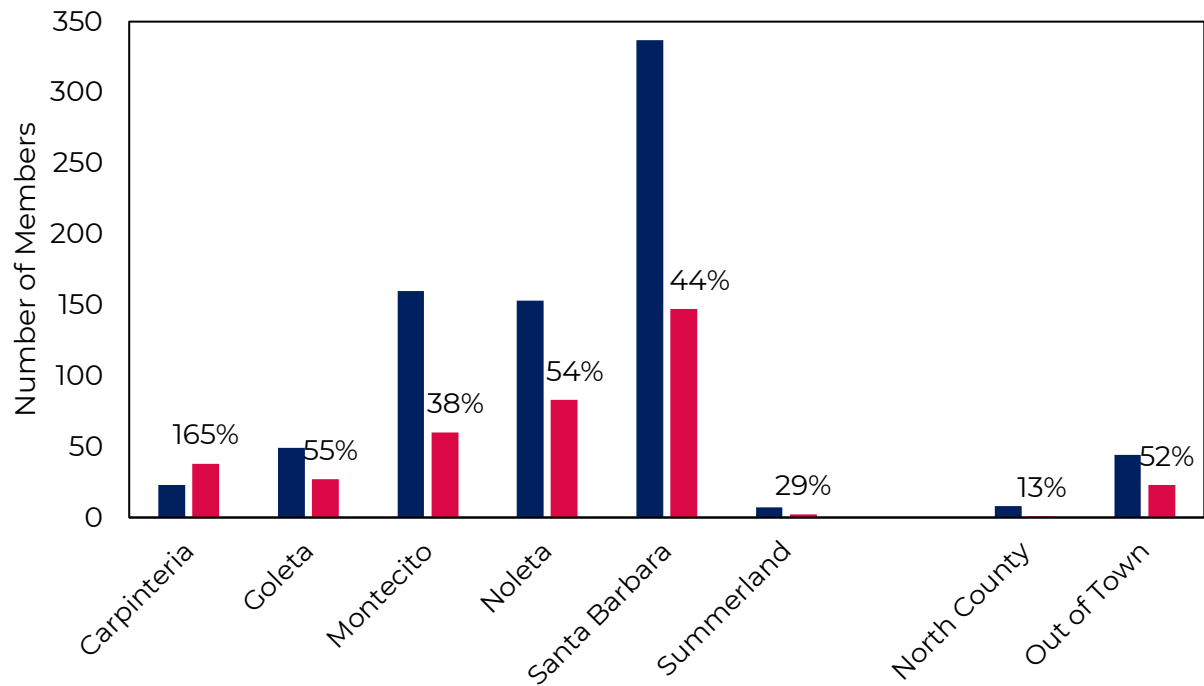
New Member Zip Code

- New members (2019-2021) live mostly in the City of Santa Barbara, followed by Noleta (includes Hope Ranch), and Montecito.
- The largest jump in neighborhood-specific membership was attributed to those joining from Carpinteria, which more than doubled its membership since 2019 (23 to 61 members or 165%).

Women's Fund Member Neighborhood (zip code)

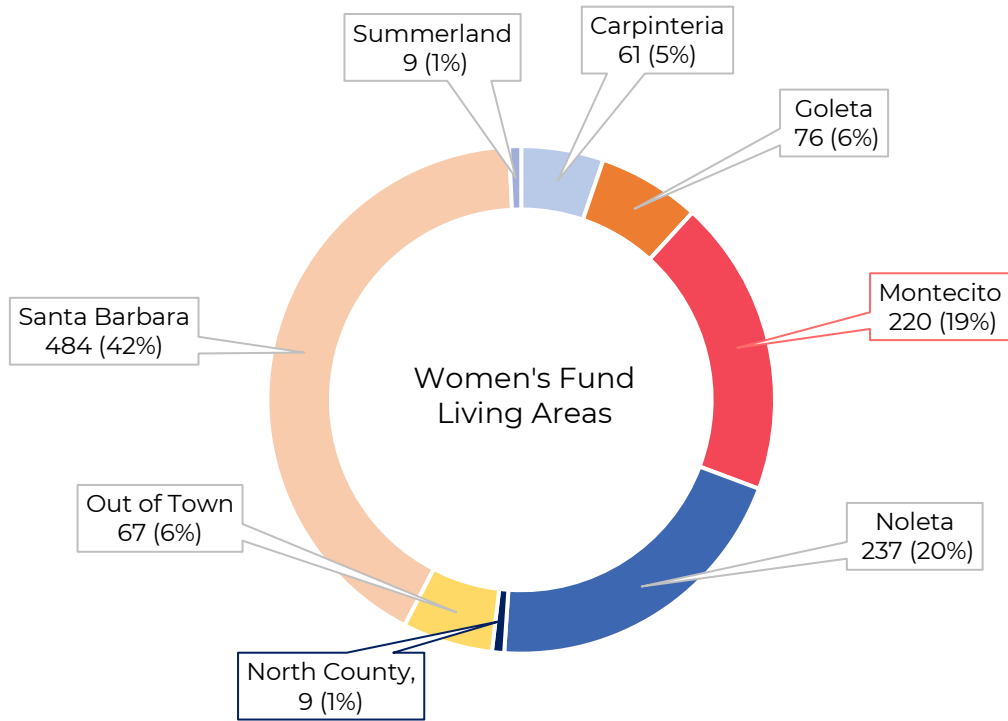
■ Pre-2019 Women's Fund ■ 2019-2021 New Members

Percent shown equal the percent gain of new members compared to before 2019. For example, 38 new 2019-2021 members joined from Carpinteria, a jump of 165% compared to the 23 total Carpinteria members as of 2019.



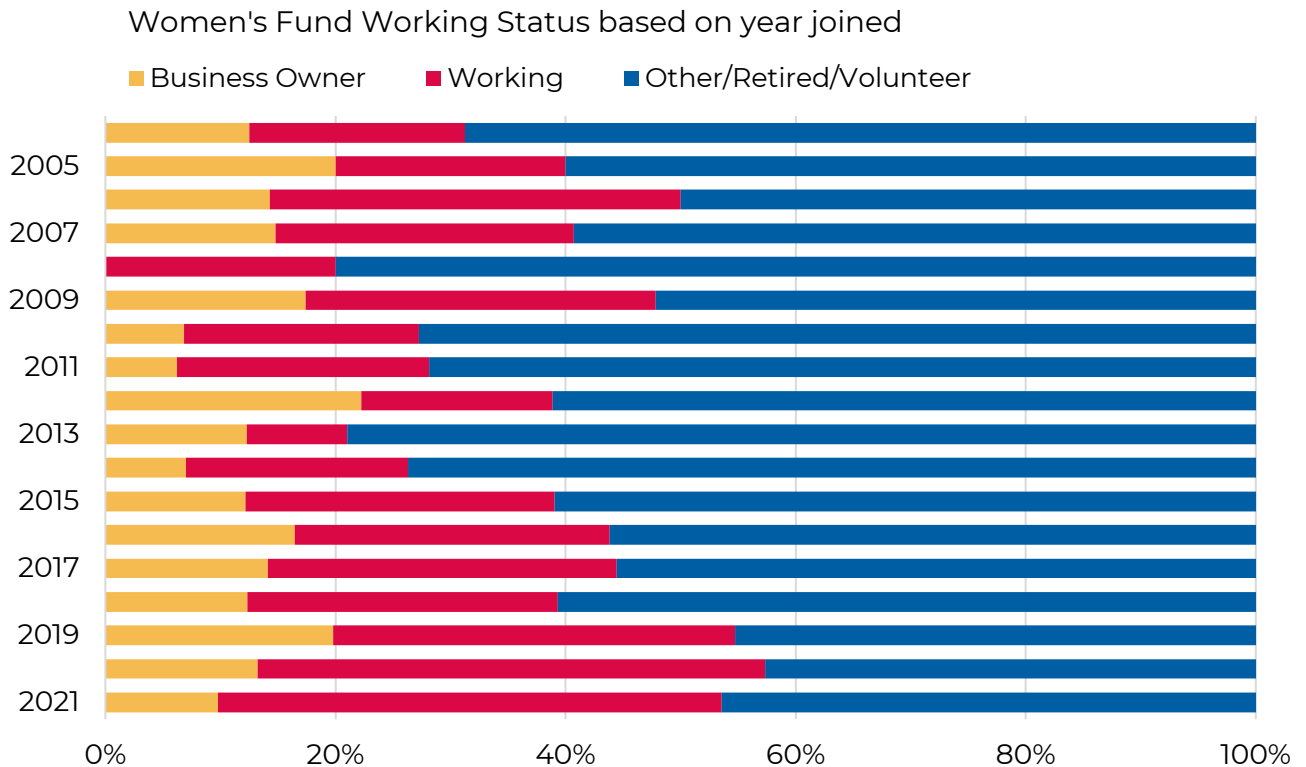
Women's Fund by Zip Code

- Members of Women's Fund (as of 2021) primarily live in Santa Barbara (42%), Montecito (19%) and Noleta/Hope Ranch (20%), for a total of 81% of members.



5. Working Status

- The percentage of new members working peaked in 2020 and 2021 at 44% of each new member class.
- As of 2021, 13% own a business, 56% are retired, and 28% are working at least part time.
- Due to the way “working status” is collected and recorded in CiviCRM, it is difficult to analyze the current work status of Women’s Fund members. It is unclear whether members can select multiple working statuses and/or if CiviCRM adds work history to a member. Additionally, it is recommended that working status be updated to answer a specific question such as: how many members are retired, have a flexible work schedule, or have a standard “9 to 5” work schedule. This would help accomplish questions around when to schedule events.



6. Ethnicity

For the purposes of this section “ethnically diverse” refers to those who identify as Black or African American, East Asian, Middle Eastern, Native American, Latino or Hispanic, Pacific Islander, Other or a combination of ethnicities listed, including those who identify as part White or Euro-American. These are the ethnicity options included in the Woman’s fund demographic questions.

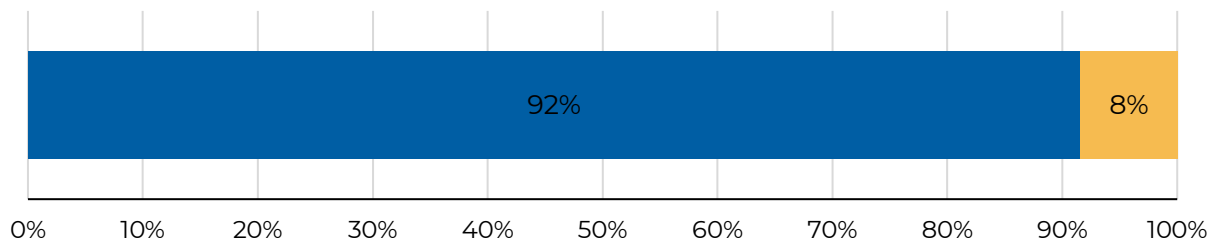
Women’s Fund Current Diversity

- 8% of the current 2021 Women’s Fund (as a whole) identifies as ethnically diverse.
- 92% identify as only White or Euro-American.

Women's Fund Diversity as of 2021

■ White or Euro-American

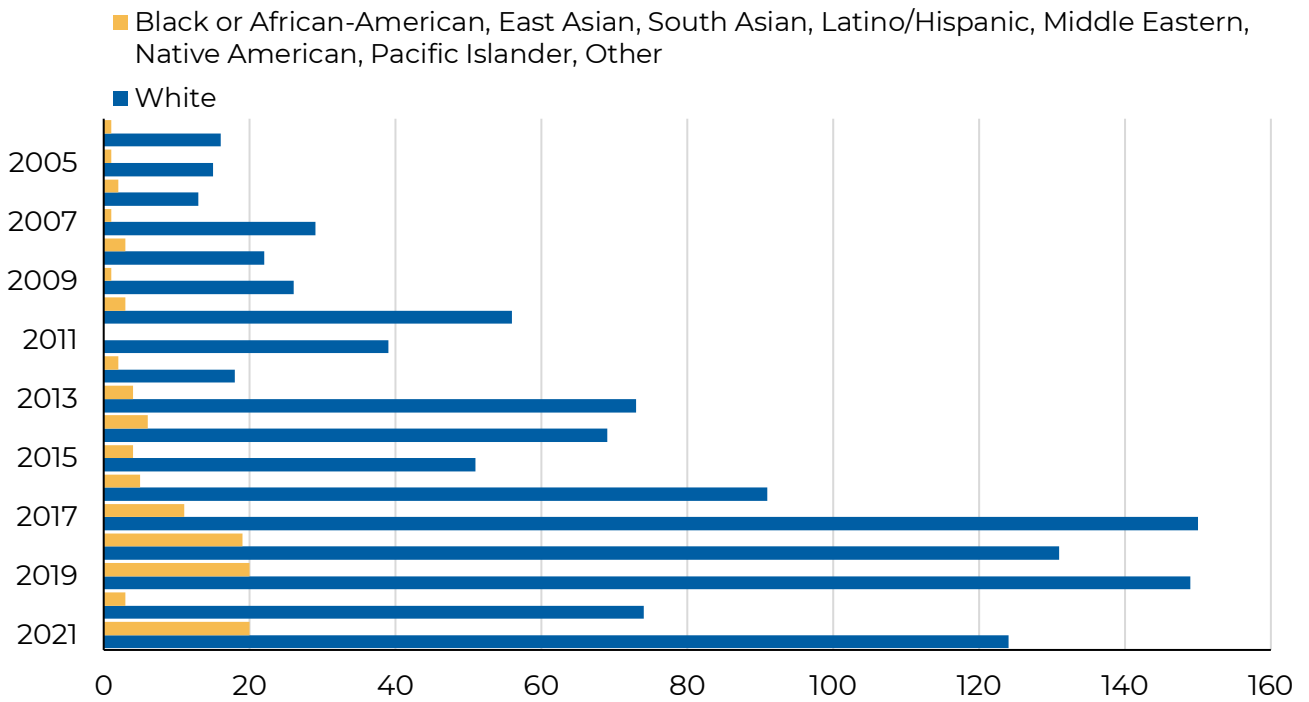
■ Black or African American, East Asian, Latino or Hispanic, Middle Eastern, Native American, Pacific Islander, South Asian, Other



Women’s Fund Ethnicity based on year joined

- Cohort 2021 could be considered one of the most ethnically diverse cohorts to date for Women’s Fund in that 20 members of 144 new members (14%) are ethnically diverse.
- From 2004 to 2016, 1-6 members were ethnically diverse.
- Since 2017, ethnically diverse new members have increased to 11 in 2017, 19 in 2018, 20 in 2019, 3 in 2020, and 20 in 2021.
- Though the number of new members identifying as other than “White/Caucasian” has increased since 2004 (nearly 20 times), the percentage of those new members has been variable over the last 20 years and has remained less than 14%.

Women's Fund Ethnicity Distribution based on year joined



Women's Fund Ethnicity Distribution based on year joined

