



June 2020

2020 Member Opinion Survey

Summary Report for Members

7-18-2020

Survey Purpose

Understanding the views of our members is an important part of assessing how we are doing against our longstanding mission of addressing the critical needs of women, children and families in our local community. This survey asked members to tell us about:

- Issues they'd like to see us research
- What they like about being a member
- What they'd like to know more about and how we should communicate with them
- How well we educate them on community needs we address
- Whether they'd like to become more engaged in the Women's Fund.

Survey Methodology

After promoting the survey in our newsletters and Captain Bulletins, the survey was conducted electronically via Survey Monkey between June 16 and June 30, 2020. Reminders were sent on June 23 and June 27 to those who had not responded.

Of the 1,110 members who received the survey, 491 responded for a **44%** response rate. This compares to a **48%** response rate (375 responses from 783 members) for the 2017 Member Opinion Survey – which did not include research/community needs questions. The 2018 Community Needs Survey for Research had a **39%** response rate (353 responses from 915 members).

Executive Summary

More than 1,100 Women's Fund members were asked 15 questions in our June 2020 Member Opinion Survey. Responses of the 491 members (44% response rate) who completed the survey are summarized in this report.

Charts depicting answers to the survey's multiple-choice questions are supplemented by illustrative comments from the open-ended questions. Some highlights:

- **Areas of community need:** Healthcare, domestic violence, mental health, early childhood education and homelessness were rated as “top priority/very important” of the dozen issues listed. Racial/social justice was most mentioned by respondents who added categories they would like the Research Committee to consider.
- Most respondents think the **best thing about being a Women's Fund member** is “combining my donations with those of other women to have a significant impact.”
- Most respondents **receive (and want to receive) their Women's Fund information** from e-newsletters and bulletins. “My Group Captain” came in second and the Women's Fund website third.
- Respondents **want to know more about** “results, impact of our grants” and “community issues.” At the same time, 94% of respondents said the Women's Fund adequately **educates them about community needs** it addresses and does so via the Women's Fund ballot and grantee reports, the March ballot review meeting and site visits/educational forums.
- More than 2/3 of respondents said the **Women's Fund inspired them to become (more) engaged in the community** – donating funds, volunteering time and becoming more educated about community issues and sharing that information with others.
- Of the 25% of respondents who added final comments or suggestions, 2/3 were pleased about how the Women's Fund functions. *“I love it because I learn about grantees I might not know otherwise. I share the impact without needing to invest time – which is overcommitted to other nonprofits. I see it as a training ground for future board members in our community of volunteers.”* Some mentioned the need to *“stay relevant”* during changing conditions and to *“examine expanding the ways that the grants pool is strategically used for positive changes and developments in our community.”*

The Women's Fund Board and Operations Management Team are studying all results, comments and suggestions to inform Women's Fund policies and operations.

Survey Results

1. **Check your level of interest in each category of need.** (Top priority, very important, somewhat important, or not important) (488 responses)

SORTED BY TOP PRIORITY + VERY IMPORTANT	Top Priority	Very Important	Total
Healthcare	226	204	430
Domestic Violence and Abuse	163	264	427
Mental Health	203	216	419
Early Childhood Development	195	223	418
Housing Assistance and Homelessness	215	199	414
Education (K-12)	201	195	396
Family Support	152	244	396
Food and Nutrition	160	218	378
Seniors	116	236	352
Juvenile Justice	88	238	326
Economic Development	85	201	286
Youth Enrichment	49	211	260

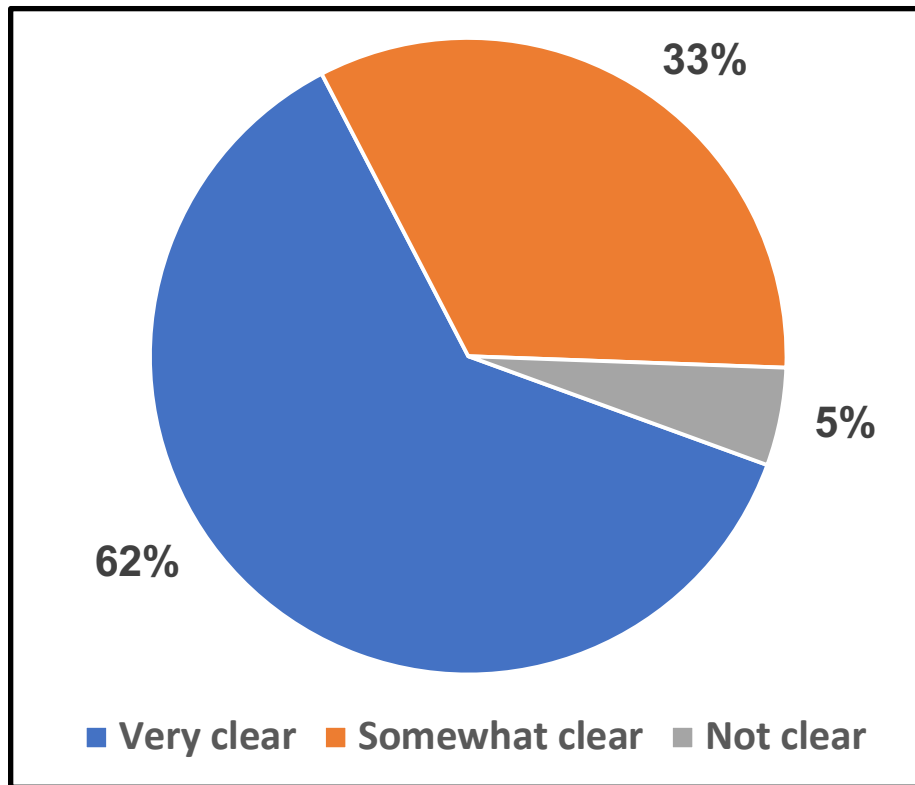
2. **Are there any other categories that you would like the Research Committee to consider?** If so, please name and describe. (123 responses)

While half of the 123 respondents who provided suggestions named categories already on our research list, 51 members (41% of those answering this question) suggested racial/social equality/justice as a topic the Research Committee should consider. Environment was named by 11 members; arts and culture named by 6 respondents. The Research Committee will review the detailed responses.

3. **Are there specific agencies that you would like to recommend for the Research Committee to consider?** If so, please name up to three agencies. (132 responses)

While 60% of respondents named agencies on our research master list, 53 members named organizations that are not. Some were in the categories suggested in question #2 (social justice, environment, arts). The Research Committee will review all suggestions.

4. How well do you feel you understand the research process used in developing the ballot each year? My understanding of the research process is:
(482 responses)



5. Are there any additional comments or suggestions you would like the Research Committee to consider? (99 responses)

Of the 99 members who answered this question, 37% offered compliments and appreciation.

“Thank you for your rigor in understanding the areas of need in our community along with the focus and interest of the Women’s Fund members.”

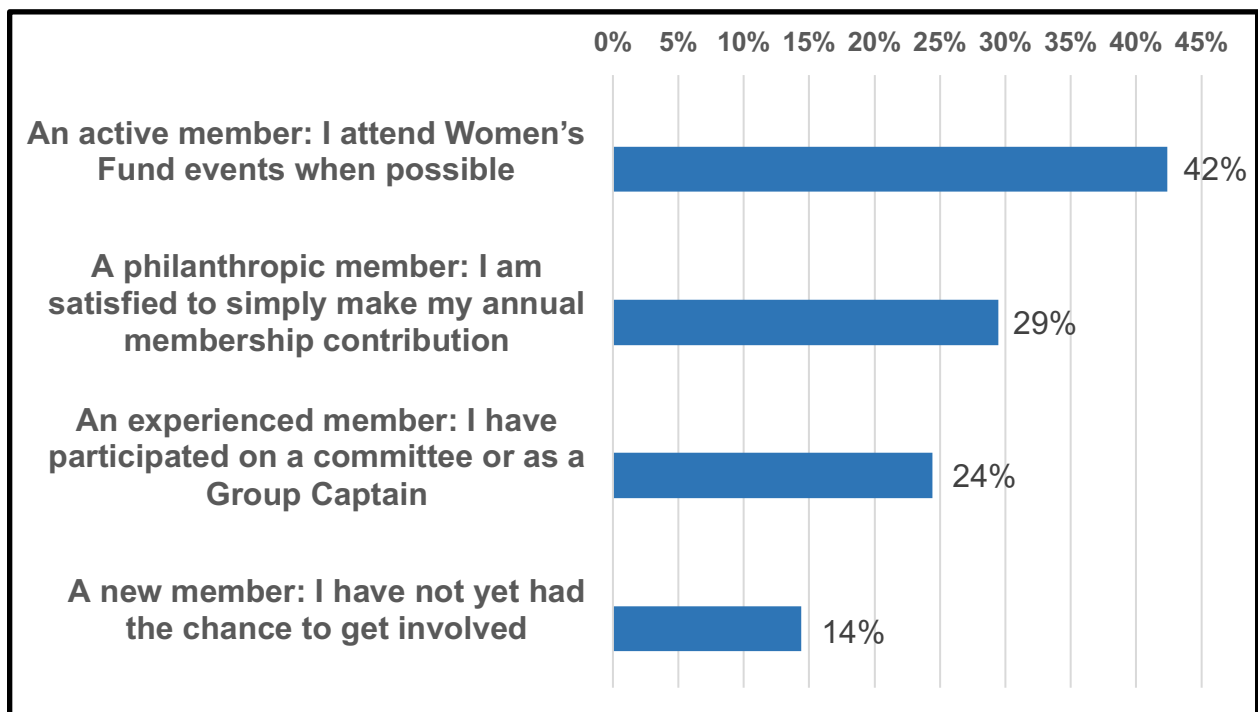
More than 50 suggestions were made – ¼ of them related to awareness of our changing world.

“I think the Women's Fund has a very unique opportunity to 'shake up' and reevaluate the research process. We are not living in the normal anymore and I am not sure we will ever go back to 'normal'. The Women's Fund should be looking at how racism in our nation as well as a global pandemic shifts priorities and processes.”

Women’s Fund leadership will review all suggestions carefully.

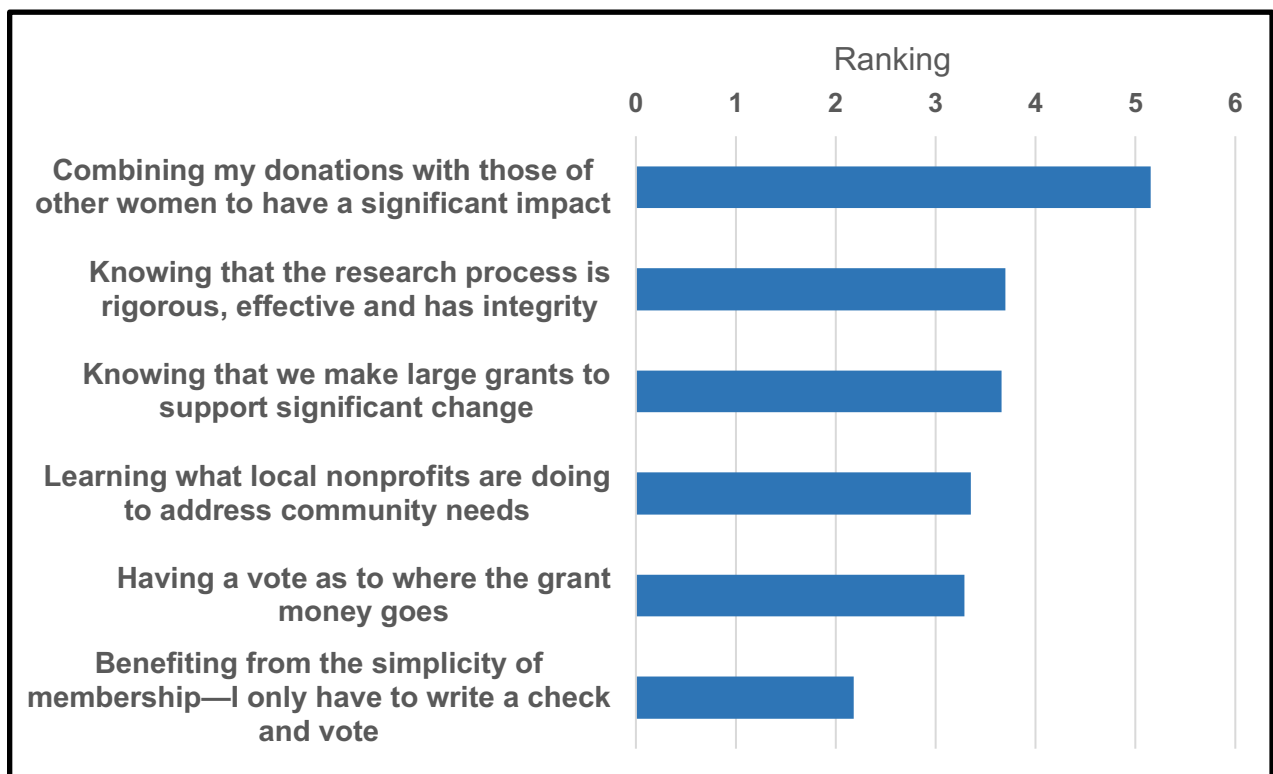
6. As a Women’s Fund member, I would describe myself as:

Check all that apply. (479 responses)

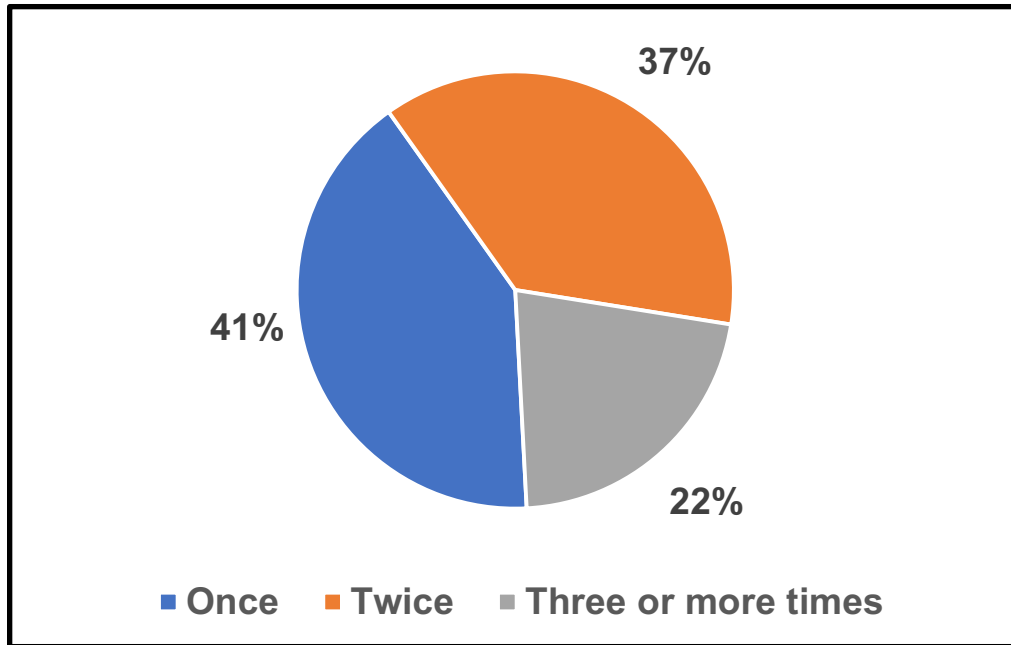


7. The best thing about being a Women’s Fund member is:

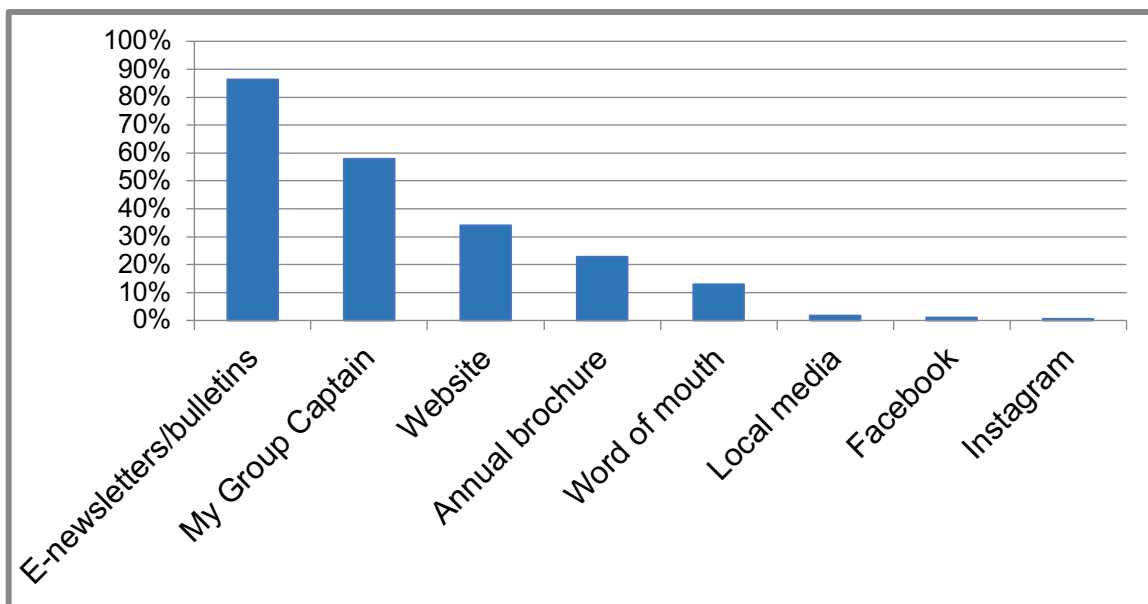
Rank your choices. (478 responses)



8. If you are a group member, how often does your group meet during the year?
(439 responses)



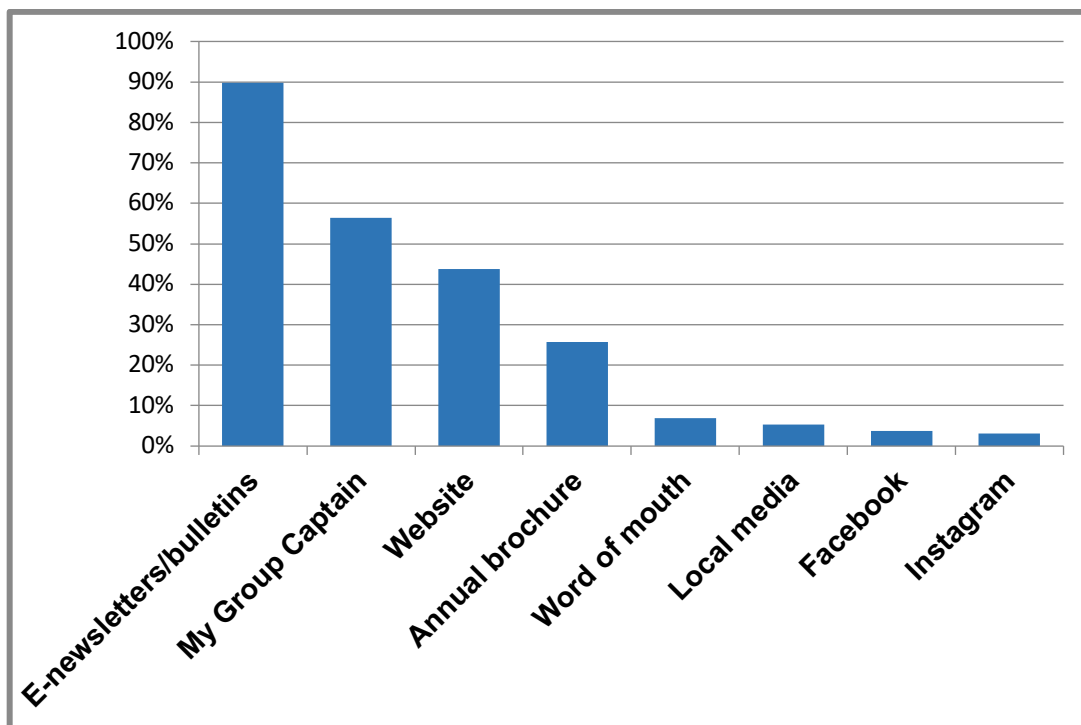
9. Where do you get most of your information about the Women’s Fund?
Select your top three choices. (476 responses)



Of the 38 members who checked “other” for this question, 19 said they also got information about Women’s Fund from being volunteers or attending meetings and events.

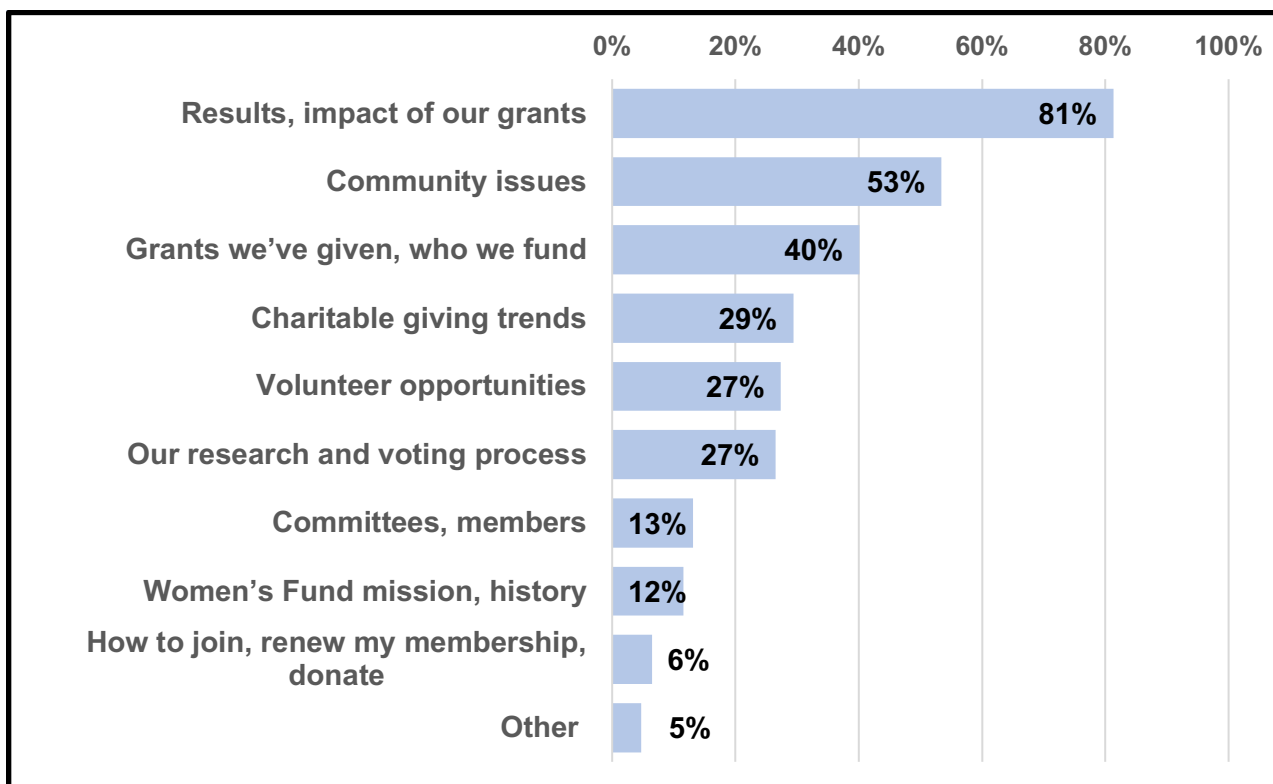
10. How would you like to get information from the Women’s Fund?

Select your top three choices. (473 responses)

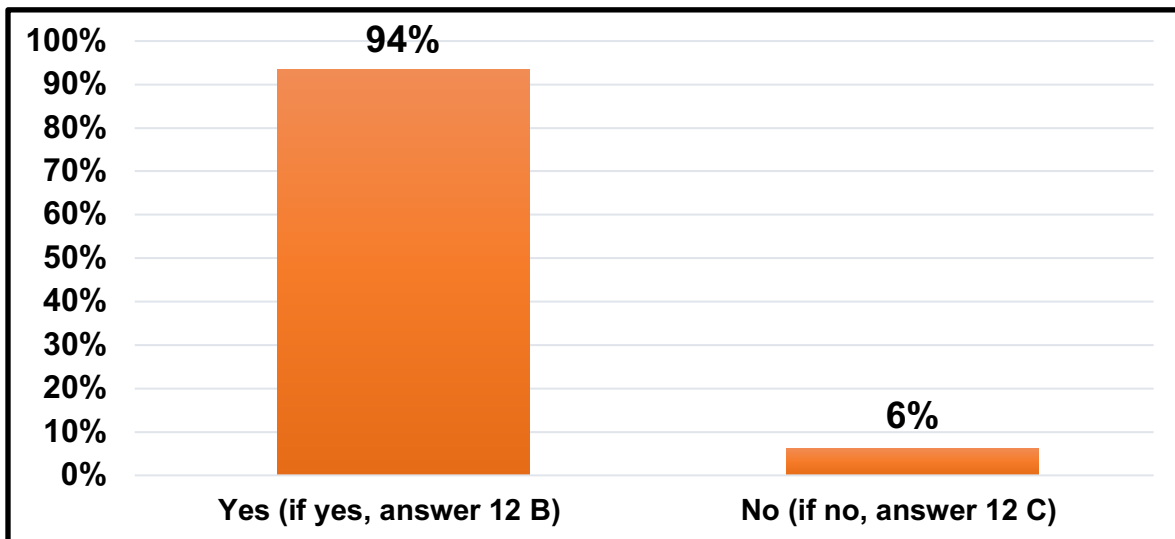


11. What subjects should we be telling you more about? Check all that apply.

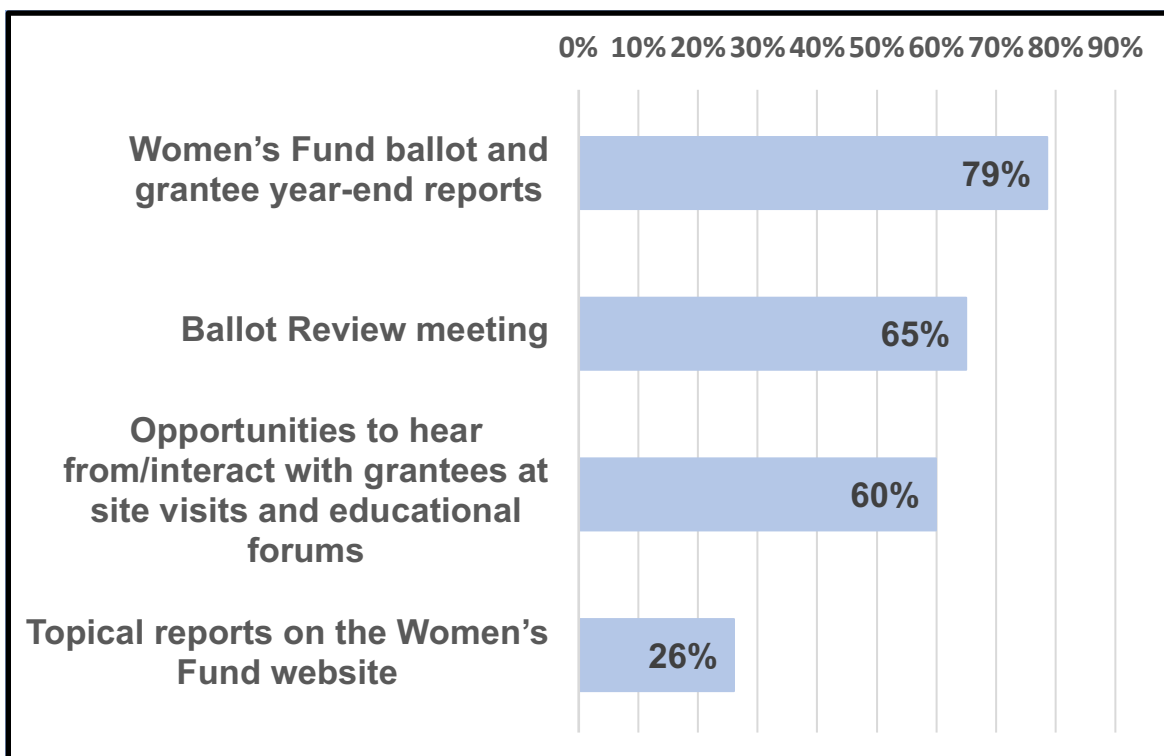
(449 responses)



12 A. Does the Women’s Fund adequately educate you about the community needs that it addresses? (464 responses)



12 B. If yes (Women’s Fund DOES adequately educate you about community needs it addresses), which of the following do you find to be helpful in educating you? Check all that apply. (434 responses)



12 C. If no, (Women’s Fund DOES NOT adequately educate you about community needs it addresses), what other activity/activities would you suggest the Women’s Fund undertake?

There were 30 responses to this question with suggestions ranging from more informational meetings about grantees and issues...

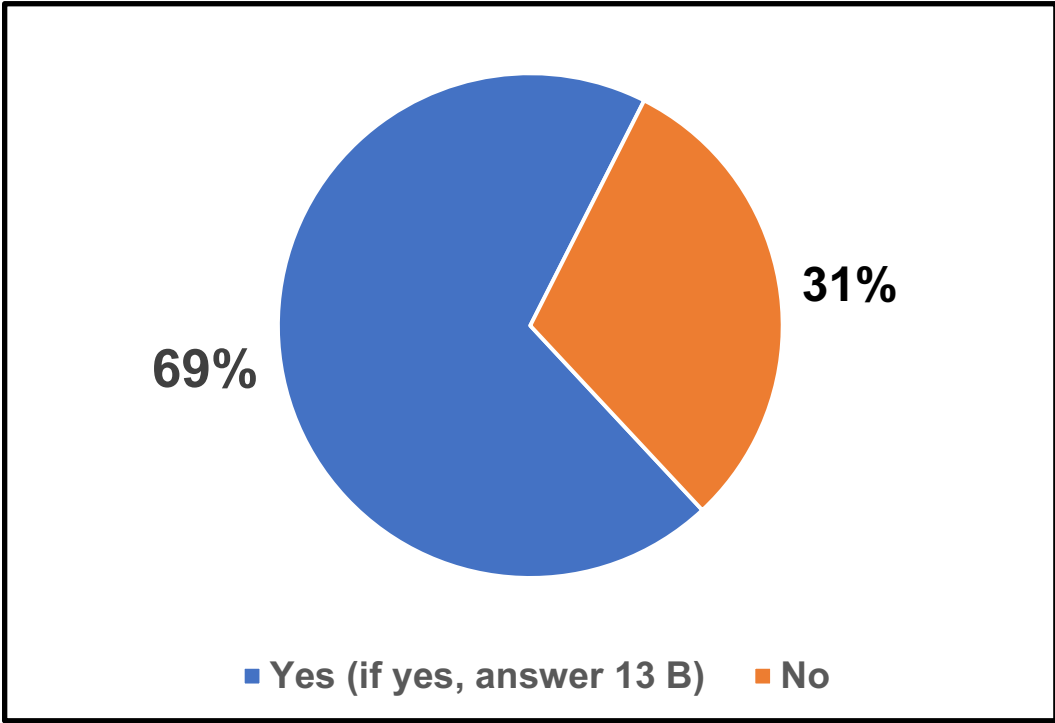
“The Women's Fund opens the door to learning more. As the issues WF focuses on are so complex – for people interested in positive change, there is always more to learn.”

...to expanding our information and sharing it with the general public.

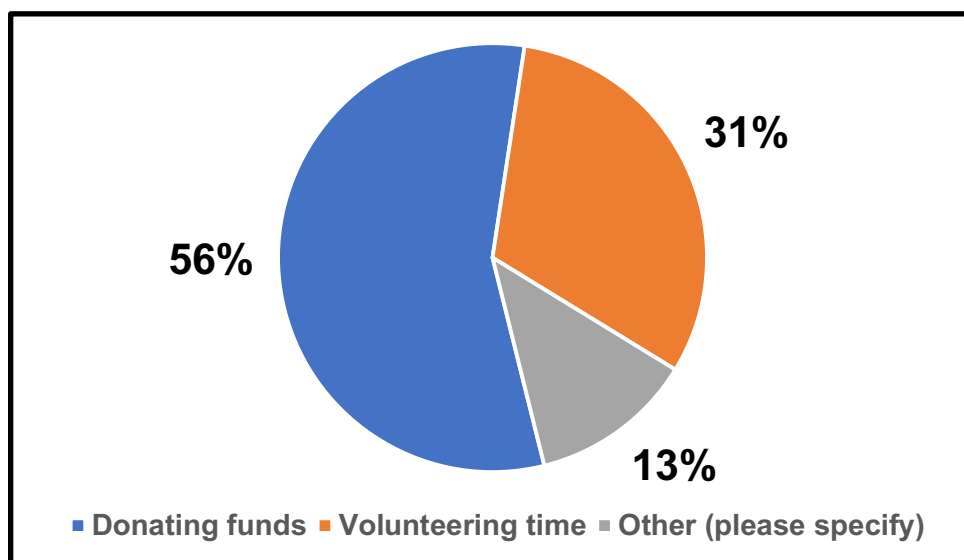
“The Women’s Fund does a very good job educating its supporters about the organizations it funds. To enhance that, it would be nice to hear about the areas of focus from a broader perspective.”

“I think that it does a great job of education and that it could expand to the greater public community.”

13 A. The Women’s Fund has helped inspire me to become (more) engaged in the community. (451 responses)



13 B. If yes, how did the Women’s Fund inspire you to become more engaged in your community? Check all that apply. (316 responses)



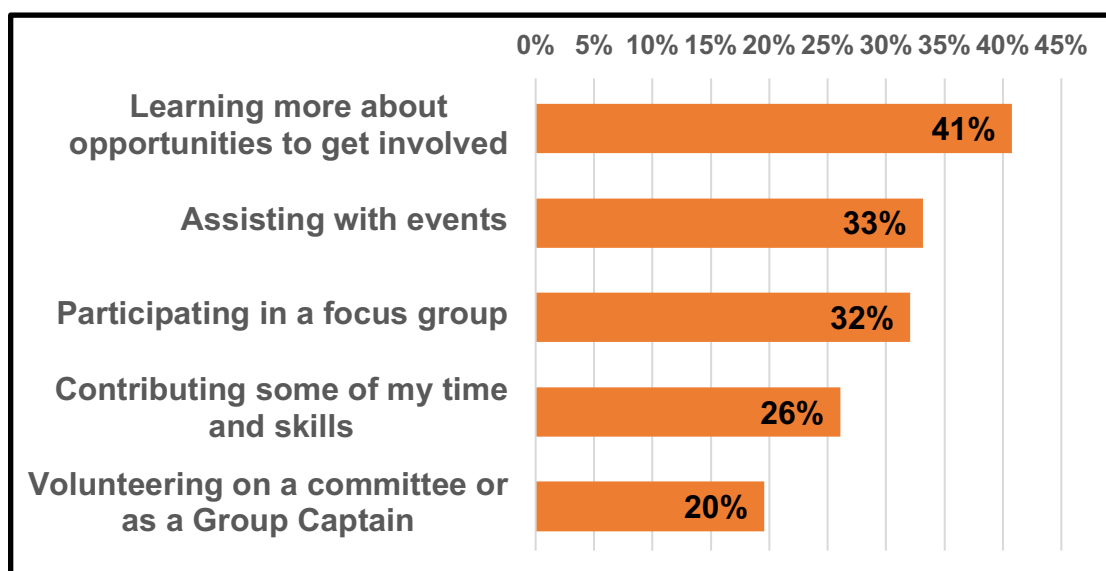
Of the 56 respondents who said “Other,” more than 60% said the Women’s Fund provides opportunities for learning and sharing information...

“Told me about areas I didn’t know needed help; told me about agencies I did/t know existed; made me feel hopeful and optimistic about the community and renewed faith in people of the community.”

“Discussing community needs and grants given with friends.”

“Educating others about what nonprofits are doing in the community.”

14. I am interested in being engaged as a Women’s Fund member by: Check all that apply. (184 responses)



15. Is there anything else you would like to share about the direction of the Women's Fund or your involvement with the Women's Fund? (100 responses)

Nearly 2/3 of those who added a comment were complimentary. Some samples:

"As a new member I am finding it very rewarding."

"I think you are doing an amazing job especially during these unusual and difficult circumstances."

"It's the best run, most efficient and effective, happiest nonprofit in town!"

"I am inspired by the Women's Fund's laser beam focus on the needs of women, children and families. Shining more light and hope for those challenged and in the shadows is important to me, and the Women's Fund does it with expertise, care and heart."

More than ¼ offered suggestions and a few expressed concerns:

"I think we need to prioritize developing more diversity among the membership."

"I've truly enjoyed my time with the Women's Fund and feel that it is a great organization. Like all nonprofits, I think that the org has to look at what is going on currently and make adjustments and quick pivots to stay relevant."

"Although it is great that the WF has grown, I have seen it become more impersonal and I've heard from other longtime members that they think the group has become too process oriented."

"I do not need the Women's Fund to be a social group. I think they should carefully control the amount of money spent on administration. I think the group should keep in mind the reason the founders founded the group."

"Thank you for all your hard work as volunteers which means fewer administrative costs and more \$ for grantees."

"The Giving Circle model is powerful. The Women's Fund has a 16-year history of supporting important work benefitting women, children and families. As the organization is now its own nonprofit and has such a significant grants pool, it is time to examine expanding the ways that the grants pool is strategically used for positive changes and developments in our community."

And some members commented on the long-term impact of the Women's Fund:

"I love it because I learn about grantees I might not know otherwise. I share the impact without needing to invest time – which is overcommitted to other nonprofits. I see it as a training ground for future board members in our community of volunteers."

"It is a great organization with solid research. I wish there were greater funds. Yet keeping it affordable for a broader group of women to be involved & educated about our community needs. That in the end may be its most powerful impact."