



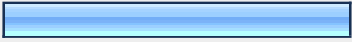

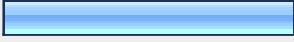
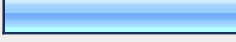


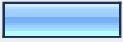

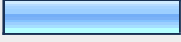
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PHILANTHROPIC LANDSCAPE 2008



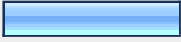
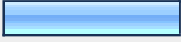

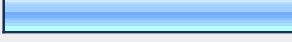
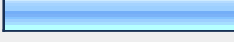

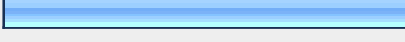
Survey of St. Louis Area Donors

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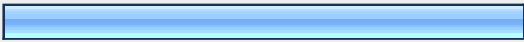

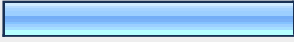


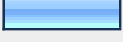

Donor Survey 2008

1. Which of the following categories describes your organization?			Response Percent	Response Count
Corporation/business			23.1%	6
Corporate foundation			11.5%	3
Private foundation			19.2%	5
Family foundation			15.4%	4
Individual donor			3.8%	1
Operating Foundation			0.0%	0
Public Foundation			3.8%	1
Community Foundation			0.0%	0
Federated Fund			7.7%	2
Donor Advised Fund			3.8%	1
Other (please specify)			11.5%	3
			<i>answered question</i>	26
			<i>skipped question</i>	0

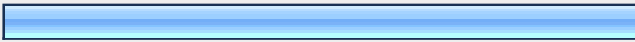

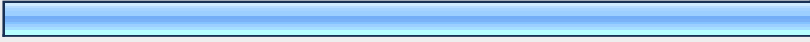
2. What is your average annual total giving?

		Response Percent	Response Count
Under 50,000		3.8%	1
50,000-99,999		3.8%	1
100,000-249,999		11.5%	3
250,000-499,999		11.5%	3
500,000-749,999		3.8%	1
750,000-1,499,999		19.2%	5
1,500,000-2,999,999		15.4%	4
3,000,000-4,999,999		3.8%	1
5,000,000+		26.9%	7
		<i>answered question</i>	26
		<i>skipped question</i>	0


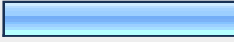
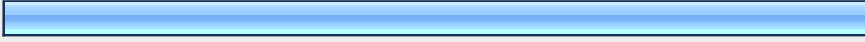
3. What percent of your total giving stays in the St. Louis region?

		Response Percent	Response Count
100%		34.6%	9
90-99%		26.9%	7
80-89%		19.2%	5
70-79%		3.8%	1
60-69%		0.0%	0
50-59%		3.8%	1
40-49%		0.0%	0
30-39%		7.7%	2
20-29%		3.8%	1
10-19%		0.0%	0
0-9%		0.0%	0
		answered question	26
		skipped question	0

4. In 2007, did your total St. Louis area contributions increase, decrease or stay the same as in 2006?

		Response Percent	Response Count
Increased		42.3%	11
Decreased		3.8%	1
Stayed the same		53.8%	14
<i>answered question</i>			26
<i>skipped question</i>			0

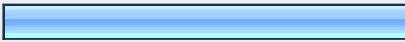

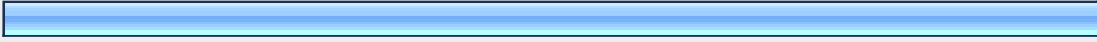
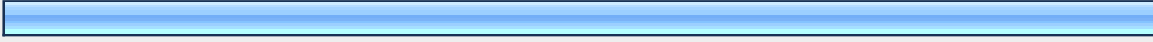
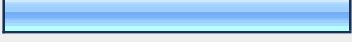
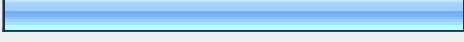
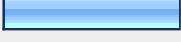
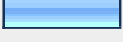
5. In 2008, do you plan on your total St. Louis area contributions increasing, decreasing or staying the same as in 2007?

		Response Percent	Response Count
Increasing		26.9%	7
Decreasing		15.4%	4
Staying the same		57.7%	15
<i>answered question</i>			26
<i>skipped question</i>			0



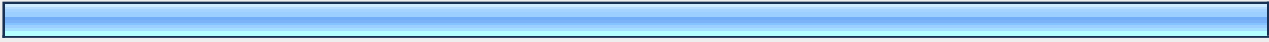
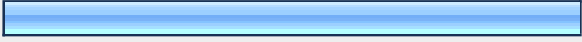
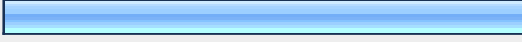
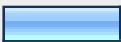
6. What was your organization's average grant amount in 2007?

		Response Percent	Response Count
Less than 1,000		7.7%	2
1,000-5,000		26.9%	7
5,001-10,000		11.5%	3
10,001-25,000		15.4%	4
25,001-50,000		11.5%	3
50,001-75,000		3.8%	1
75,001-100,000		3.8%	1
100,001+		19.2%	5
		<i>answered question</i>	26
		<i>skipped question</i>	0


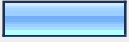




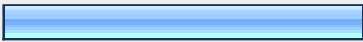
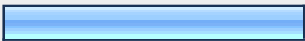

7. What types of organizations do you prefer to support? (check all that apply)

		Response Percent	Response Count
Arts & Culture		26.9%	7
Education		61.5%	16
Health		73.1%	19
Human Services		76.9%	20
International		0.0%	0
Public/Society Benefit		23.1%	6
Environment/Wildlife		30.8%	8
Religion		11.5%	3
Other (please specify)		7.7%	2
		<i>answered question</i>	26
		<i>skipped question</i>	0

8. What type of activities do you prefer to support? (check all that apply)

		Response Percent	Response Count
General operating expenses		65.4%	17
Capital campaigns		11.5%	3
Established programs		84.6%	22
Start-up programs/services		38.5%	10
Capacity building		34.6%	9
Endowments		0.0%	0
Other (please specify)		7.7%	2
		answered question	26
		skipped question	0

9. On average, what percent of all the grant requests you receive get funded each year?

		Response Percent	Response Count
100%		0.0%	0
90-99%		4.0%	1
80-89%		8.0%	2
70-79%		8.0%	2
60-69%		8.0%	2
50-59%		20.0%	5
40-49%		4.0%	1
30-39%		24.0%	6
20-29%		20.0%	5
10-19%		0.0%	0
0-9%		4.0%	1
		answered question	25
		skipped question	1

10. Considering the grant proposals you receive, please rate their general overall quality in each of the following criteria:

	Inadequate		OK		Excellent	Rating Average	Response Count
Clarity	0.0% (0)	12.0% (3)	44.0% (11)	32.0% (8)	12.0% (3)	3.44	25
Meets all proposal guidelines	0.0% (0)	19.2% (5)	53.8% (14)	23.1% (6)	3.8% (1)	3.12	26
Consistent with donor's priorities	0.0% (0)	19.2% (5)	61.5% (16)	15.4% (4)	3.8% (1)	3.04	26
Reasonableness of amount requested	0.0% (0)	19.2% (5)	50.0% (13)	23.1% (6)	7.7% (2)	3.19	26
Potential visibility for donor (if desired)	0.0% (0)	19.0% (4)	33.3% (7)	28.6% (6)	19.0% (4)	3.48	21
Adequate measurements/evaluation	11.5% (3)	46.2% (12)	34.6% (9)	3.8% (1)	3.8% (1)	2.42	26
Sustainability of project (if desired)	3.8% (1)	26.9% (7)	57.7% (15)	3.8% (1)	7.7% (2)	2.85	26
	<i>answered question</i>						26
	<i>skipped question</i>						0

11. Please indicate to what extent you agree or disagree with each of the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly disagree	Response Count
The Nonprofits we fund do a good job of marketing themselves (i.e. building awareness of who they are and what they do) in the community.	3.8% (1)	53.8% (14)	34.6% (9)	7.7% (2)	0.0% (0)	26
The Nonprofits we fund use technology effectively to market themselves.	0.0% (0)	36.0% (9)	48.0% (12)	16.0% (4)	0.0% (0)	25
The Nonprofits we fund do a good job using marketing tools (newsletters, brochures, annual reports etc.) to build awareness.	7.7% (2)	73.1% (19)	19.2% (5)	0.0% (0)	0.0% (0)	26
We would support requests for marketing programs if it fits within a nonprofit's overall strategic plan.	0.0% (0)	30.8% (8)	34.6% (9)	26.9% (7)	7.7% (2)	26
Nonprofits in general do an effective job of measuring and evaluating their outcomes.	0.0% (0)	11.5% (3)	23.1% (6)	65.4% (17)	0.0% (0)	26
Nonprofits in general do a good job matching their program request to our priorities.	0.0% (0)	50.0% (13)	38.5% (10)	11.5% (3)	0.0% (0)	26
The effectiveness of a non-profit's marketing program impacts our decision on funding that organization.	15.4% (4)	23.1% (6)	42.3% (11)	15.4% (4)	3.8% (1)	26
	<i>answered question</i>					26
	<i>skipped question</i>					0

12. Please indicate yes or no to each of the following statements regarding donors in general.

	Yes	No	Response Count
Donors need to market themselves (i.e., building awareness of who they are and what they do) in the community.	88.5% (23)	11.5% (3)	26
Donors need to use technology effectively to market themselves.	72.0% (18)	28.0% (7)	25
Donors need to use marketing tools (newsletters, brochures, annual reports, etc.) to build awareness about their giving activities.	65.4% (17)	34.6% (9)	26
Donors need to measure and evaluate their outcomes.	96.2% (25)	3.8% (1)	26
	<i>answered question</i>		26
	<i>skipped question</i>		0

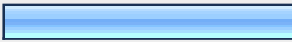
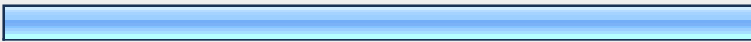
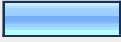
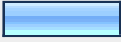
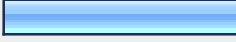
13. If a nonprofit organization approached you with a request to build greater awareness of itself in the community, would you be willing to consider funding any of the following strategies?

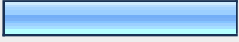
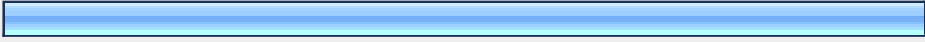


	Yes	No	Response Count
Develop a marketing plan	36.0% (9)	64.0% (16)	25
Hire additional staff to implement a marketing plan	20.0% (5)	80.0% (20)	25
Invest in technology (i.e. website, online communications vehicles, etc.)to enhance marketing	48.0% (12)	52.0% (13)	25
Train staff	60.0% (15)	40.0% (10)	25
Hire a marketing consultant	25.0% (6)	75.0% (18)	24
Secure paid advertising	12.5% (3)	87.5% (21)	24
		Other (please specify)	3
	<i>answered question</i>		25
	<i>skipped question</i>		1

14. In each of the following areas, tell us how effective you think the average local nonprofit currently is on a scale of 1-5, with 1 being not at all effective and 5 being very effective.

	Not effective				Very effective	Rating Average	Response Count
Strategic planning	0.0% (0)	28.0% (7)	64.0% (16)	8.0% (2)	0.0% (0)	2.80	25
Development/fundraising	0.0% (0)	20.0% (5)	44.0% (11)	32.0% (8)	4.0% (1)	3.20	25
Programs/services	0.0% (0)	0.0% (0)	24.0% (6)	68.0% (17)	8.0% (2)	3.84	25
Marketing	0.0% (0)	24.0% (6)	56.0% (14)	20.0% (5)	0.0% (0)	2.96	25
Board/Leadership	0.0% (0)	24.0% (6)	52.0% (13)	24.0% (6)	0.0% (0)	3.00	25
Staff development	0.0% (0)	28.0% (7)	60.0% (15)	12.0% (3)	0.0% (0)	2.84	25
Facility maintenance/upgrading	0.0% (0)	12.0% (3)	64.0% (16)	24.0% (6)	0.0% (0)	3.12	25
Use of technology	0.0% (0)	16.0% (4)	60.0% (15)	24.0% (6)	0.0% (0)	3.08	25
Willingness to try new approaches	0.0% (0)	24.0% (6)	56.0% (14)	20.0% (5)	0.0% (0)	2.96	25
Outcome measurement and evaluation	8.0% (2)	48.0% (12)	36.0% (9)	8.0% (2)	0.0% (0)	2.44	25
	answered question						25
	skipped question						1


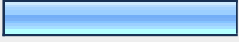
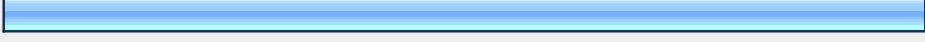
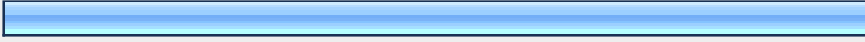

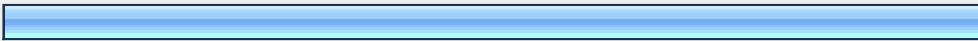
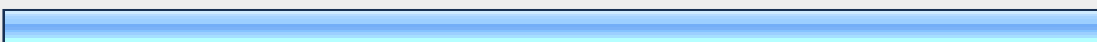

15. In what ways do you think nonprofits could do a better job of promoting philanthropy and the need for resource development?

		Response Percent	Response Count
Operate more efficiently		19.2%	5
Market themselves and their missions more aggressively		0.0%	0
Develop more partnership with other nonprofits		50.0%	13
Enhance their overall communications efforts with donors and prospects		7.7%	2
Pursue new fundraising strategies		7.7%	2
Other (please specify)		15.4%	4
		answered question	26
		skipped question	0

16. How effective do you think nonprofits are in communicating what they do and how they do it? (1 being not effective and 5 being very effective)			Response Percent	Response Count
1			0.0%	0
2			15.4%	4
3			61.5%	16
4			19.2%	5
5			3.8%	1
<i>answered question</i>				26
<i>skipped question</i>				0

17. Consider all of the nonprofits that ask you for grants and tell us if you agree or disagree with each of the following statements.						
	Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree	Response Count
Nonprofits do a good job of sharing stories about the people they serve.	0.0% (0)	19.2% (5)	11.5% (3)	69.2% (18)	0.0% (0)	26
Most nonprofits are able to describe what they do and how they do it easily and quickly.	0.0% (0)	19.2% (5)	19.2% (5)	61.5% (16)	0.0% (0)	26
The materials we receive are usually clear and concise.	0.0% (0)	15.4% (4)	30.8% (8)	53.8% (14)	0.0% (0)	26
We receive far more information in grant requests than we need or have an interest in.	0.0% (0)	38.5% (10)	26.9% (7)	30.8% (8)	3.8% (1)	26
It's clear that nonprofits try to tailor						

their messages to us rather than sending us generic appeals.	3.8% (1)	19.2% (5)	26.9% (7)	50.0% (13)	0.0% (0)	26
Marketing and communications is a strength of most of the nonprofits with which we deal.	0.0% (0)	46.2% (12)	38.5% (10)	15.4% (4)	0.0% (0)	26
answered question						26
skipped question						0

18. What are the greatest challenges you see facing area nonprofits in the next 12 months? (check all that apply)			
		Response Percent	Response Count
Increased competition from other nonprofits		73.1%	19
Increased competition for funding from national and state political campaigns		15.4%	4
Ability to keep up with the growing demand for services		61.5%	16
Ability to find and/or retain qualified staff		57.7%	15
Aging of current donor base		19.2%	5
Increased demand for accountability and transparency		65.4%	17
A decline in the overall economic climate		73.1%	19
Other (please specify)		3.8%	1
answered question			26

19. What are the greatest challenges you see facing donors in the next 12 months?

		Response Percent	Response Count
Increased number of nonprofits requesting funding		57.7%	15
Ability to keep up with the growing demand for charitable dollars to support nonprofit services		73.1%	19
Ability to find and/or retain qualified staff		7.7%	2
Increased demand from public sector related to accountability and transparency		23.1%	6
A decline in the overall economic climate		76.9%	20
Collaborating with other donors to leverage resources		42.3%	11
	Other (please specify)		1
	answered question		26
	skipped question		0

20. What other advice do you have for nonprofit agencies seeking to increase their visibility and contributed income?		Response Count
		7
	<i>answered question</i>	7
	<i>skipped question</i>	19

21. Are there any other comments you would like to share regarding local trends in philanthropy?		Response Count
		5
	<i>answered question</i>	5
	<i>skipped question</i>	21

22. Your Name (Optional)		Response Count
		9
	<i>answered question</i>	9
	<i>skipped question</i>	17