Taking Measure

Results from a 2012 survey of Georgia Grantmakers and Nonprofits
Taking Measure

Overview

- Adding It Up
  - GGA Respondents: By the Numbers
  - GCN Respondents: By the Numbers

- Finding the Common Denominator
  - Trends in Foundation Giving
  - Trends in Grantseeking
  - Speaking the Same Language

- Seeking Results
  - Successful Grantmaking Strategies
Grantmakers: By the Numbers
Profile of Grantmaker Respondents

47
Number of foundations responding
Grantmakers: By the Numbers
Profile of Grantmaker Respondents

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Number of foundations responding

All GA Foundation Assets:
$11,846,939,915

Respondents
$6,784,545,291
Grantmakers: By the Numbers
Profile of Grantmaker Respondents

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Number of foundations responding

57.3% of all Georgia foundation assets

All GA Foundation Assets:
$11,846,939,915
47 Number of foundations responding

57.3% of all Georgia foundation assets

$415 million in grants awarded in 2011

All GA Foundation Assets: $11,846,939,915

Respondents $6,784,545,291

57.3%
Grantmakers: By the Numbers

Foundation Types

- Family, (20) 42.6%
- Independent, (10) 21.3%
- Community, (6) 12.8%
- Other, (6) 12.8%
- Corporate, (4) 8.5%
- Health Legacy, (1) 2.1%
Grantmakers: By the Numbers
Respondents by Asset Range

- $250K - $500K: 2%
- $500K - $1M: 2%
- $1M - $5M: 11%
- $5M - $50M: 38%
- $50M+: 47%
Grantmakers: By the Numbers
Respondents by location

Map showing distribution of respondents by location in Georgia.
Nonprofits: By the Numbers
Profile of GCN Respondents

358
Number of GCN member nonprofits responding
Nonprofits: By the Numbers

Respondent Organizations by Annual Expenditure:

- Under $100K: 24%
- $100K - $500K: 24%
- $500K - $1M: 14%
- $1M - $5M: 23%
- Over $5M: 7%
- Over $10M: 8%
Nonprofits: By the Numbers
Organizations by Service Area

- Human Services: 35%
- Health: 18%
- Public Affairs / Society Benefit: 15%
- Education: 14%
- Arts & Culture: 11%
- Environment & Animals: 5%
- Religion: 1%
- International Affairs: 1%
Nonprofits: By the Numbers

Respondents by Location
Finding the Common Denominator
Trends in Foundation Giving

Giving by Subject Area

- Health: 39.2%
- Education: 25.3%
- Human Services: 13.0%
- Arts and Culture: 7.8%
- Environment and Animals: 6.2%
- Public Affairs / Society Benefit: 3.6%
- Religion: 3.5%
- International Affairs: 0.1%
- Other: 1.1%
Geographic Breakdown
Respondent Giving to Georgia Organizations by Region

Statewide Giving: $27,210,027
Did you make grants in a wider or narrower geographic area, or was the geographic area about the same as in prior years?

- About the same: 94%
- Wider area: 4%
- Narrower area: 2%
Geographic Breakdown
In-State Giving by Respondents

Total grant dollars awarded to Georgia organizations in 2011: $365M
Percentage of grant dollars awarded to Georgia organizations in 2011: 88%
## Geographic Breakdown

State-by-State Comparison: In-State Giving

<table>
<thead>
<tr>
<th>State</th>
<th>Number of foundations</th>
<th>Total Giving</th>
<th>% of Grant Dollars Awarded In-State</th>
<th>Giving Per Capita</th>
<th>Giving Per Capita Adjusted for In-State Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>1,433</td>
<td>$777,945,000</td>
<td>88.0%</td>
<td>$80</td>
<td>$70</td>
</tr>
<tr>
<td>Alabama</td>
<td>795</td>
<td>$169,126,000</td>
<td>90.9%</td>
<td>$35</td>
<td>$32</td>
</tr>
<tr>
<td>California</td>
<td>7,342</td>
<td>$6,132,546,000</td>
<td>58.8%</td>
<td>$164</td>
<td>$96</td>
</tr>
<tr>
<td>New York</td>
<td>9,114</td>
<td>$6,900,803,000</td>
<td>45.5%</td>
<td>$356</td>
<td>$162</td>
</tr>
<tr>
<td>Florida</td>
<td>4,260</td>
<td>$1,211,639,000</td>
<td>45.5%</td>
<td>$64</td>
<td>$29</td>
</tr>
</tbody>
</table>
Trends in Grantseeking
Nonprofits’ Reliance on Foundation Support

Grant Funding as Percentage of Income

% of Respondents

% Less than 10% 10-19% 20-29% 30-39% 40-49% 50-59% 60-69% 70-79% 80-89% 90-99% 100%

0% 10% 20% 30% 40% 50%
Trends in Grantseeking
Nonprofits’ Reliance on Foundation Support

Change in Reliance on Grants Over Past Two Years

- Increased: 27%
- Decreased: 13%
- About the Same: 60%
Trends in Grantseeking
Perceived Funding Needs

Nonprofits v. Grantmakers

Importance to Nonprofits
- Operating support: 9.0
- New programs: 7.7
- Professional development: 6.5
- Information Technology: 6.6
- Organizational development: 6.3
- Construction or renovation: 6.2
- Advocacy: 5.1
- Social enterprise: 4.8
- Endowment support: 4.2
- Debt Relief: 2.8

Grantmaker Perception of Importance
- Operating support: 9.3
- New programs: 6.8
- Professional development: 6.6
- Information Technology: 6.6
- Organizational development: 7.3
- Construction or renovation: 5.1
- Advocacy: 6.0
- Social enterprise: 4.7
- Endowment support: 4.3
- Debt Relief: 4.2
Trends in Grantseeking
Types of Support Sought and Funded

Projected Application v. Projected Support

<table>
<thead>
<tr>
<th>Type</th>
<th>Likelihood of Nonprofit Applying</th>
<th>Likelihood of Grantmaker Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating support</td>
<td>8.9</td>
<td>8.3</td>
</tr>
<tr>
<td>New programs</td>
<td>7.8</td>
<td>6.8</td>
</tr>
<tr>
<td>Professional development</td>
<td>6.5</td>
<td>5.7</td>
</tr>
<tr>
<td>Information Technology</td>
<td>6.5</td>
<td>6.4</td>
</tr>
<tr>
<td>Organizational development</td>
<td>6.2</td>
<td>6.0</td>
</tr>
<tr>
<td>Construction or renovation</td>
<td>5.2</td>
<td>5.7</td>
</tr>
<tr>
<td>Advocacy</td>
<td>4.7</td>
<td>4.5</td>
</tr>
<tr>
<td>Social enterprise</td>
<td>4.5</td>
<td>4.2</td>
</tr>
<tr>
<td>Endowment support</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>Debt Relief</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.9</td>
</tr>
</tbody>
</table>
Trends in Grantseeking
Reported 2011 Giving by Types of Support

- Building construction or renovation: 40.4%
- General program & operating support: 33.9%
- Support to launch new programs or initiatives: 11.7%
- Organizational development: 5.4%
- Professional development & training: 3.3%
- Debt relief: 2.4%
- Advocacy: 1.4%
- Information technology: 0.8%
- Support for a social enterprise: 0.4%
- Endowment: 0.3%
Nonprofit Perceptions of GA Grantmakers
Communication about Grantmaking Priorities

- 27% Clearly Stated
- 44% Moderately Clear
- 16% Varies Widely
- 10% Unclear
- 3% Other
Nonprofit Perceptions of GA Grantmakers
Responsiveness to Unsolicited Inquiries

- Very Responsive: 7%
- Moderately Responsive: 31%
- Varies Widely: 17%
- Unresponsive: 38%
- Other: 7%
# Effective Communication

## Sources of Information on Grantmakers

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Use</th>
<th>Helpfulness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>9.3</td>
<td>8.9</td>
</tr>
<tr>
<td>Published grant list</td>
<td>7.7</td>
<td>7.4</td>
</tr>
<tr>
<td>Printed materials</td>
<td>6.7</td>
<td>7.1</td>
</tr>
<tr>
<td>Phone call with staff representative or trustee</td>
<td>6.5</td>
<td>7.8</td>
</tr>
<tr>
<td>Foundation Center/Foundation Directory Online</td>
<td>6.3</td>
<td>6.8</td>
</tr>
<tr>
<td>Meeting with staff representative or trustee</td>
<td>6.0</td>
<td>7.9</td>
</tr>
<tr>
<td>Other Grant/Fundraising Databases</td>
<td>5.9</td>
<td>6.3</td>
</tr>
<tr>
<td>990PF via Guidestar</td>
<td>5.9</td>
<td>6.4</td>
</tr>
<tr>
<td>Fundraising Consultant</td>
<td>3.6</td>
<td>5.0</td>
</tr>
</tbody>
</table>
Seeking Results
## Grantmaking Strategies
Where You Plan to Focus Over the Next Three Years

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early childhood education availability and quality</td>
<td>68%</td>
</tr>
<tr>
<td>Secondary and primary education effectiveness</td>
<td>68%</td>
</tr>
<tr>
<td>Youth development</td>
<td>66%</td>
</tr>
<tr>
<td>Healthcare access</td>
<td>57%</td>
</tr>
<tr>
<td>Arts and culture funding</td>
<td>51%</td>
</tr>
<tr>
<td>Parks and greenspace</td>
<td>43%</td>
</tr>
<tr>
<td>Job training and workforce development</td>
<td>43%</td>
</tr>
<tr>
<td>Higher education access and affordability</td>
<td>43%</td>
</tr>
<tr>
<td>Homelessness</td>
<td>38%</td>
</tr>
<tr>
<td>Aging and elder care issues</td>
<td>30%</td>
</tr>
<tr>
<td>Environmental issues</td>
<td>30%</td>
</tr>
<tr>
<td>Affordable housing development</td>
<td>23%</td>
</tr>
<tr>
<td>Water availability</td>
<td>17%</td>
</tr>
<tr>
<td>Immigration</td>
<td>15%</td>
</tr>
<tr>
<td>Veterans issues</td>
<td>13%</td>
</tr>
<tr>
<td>Transportation</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>
Grantmaking Strategies

Deal Makers

What characteristics of nonprofit organizations are most important to you in assessing whether to award a grant to a particular organization?

- Strong executive leadership
- Financial stability
- Strong board leadership
- Evidence of program sustainability
- System for measuring performance/impact
- Broad base of financial support
- Relationship with foundation
- Reputation in the community
- Record of working collaboratively
- Strong internal financial controls
- Quality of grant proposal
- Long operating track record
- Strong volunteer support
- Other
Grantmaking Strategies

Deal Breakers

Which issues would be most likely to prevent your foundation from making a grant to a particular organization?

- No evidence of financial sustainability: 90%
- History of frequent leadership turnover: 60%
- Significant debt: 50%
- Overlap with other nonprofit(s): 30%
- Poorly written grant proposal: 20%
- No evidence of a strategic plan: 10%
- No audit report is available: 10%
- Operating statement shows loss: 5%
- Recent leadership turnover: 5%
- Other reason: 5%
Grantmaking Strategies
Giving Outside Stated Priorities

Does your foundation ever consider making grants for programs or to organizations that fall outside the foundation’s stated priorities?

- Yes: 55%
- No: 41%
- Did not respond: 4%
Grantmaking Strategies
Common Grant Application

Would your foundation consider using a common grant application?

- **Yes**: 66%
- **No**: 30%
- **Did not respond**: 4%
“We will be known for the problems we solve.”

— Plywood People