

Growing Local Philanthropy

The role and reach of community foundations

SURVEY QUESTIONS

A Community Foundation Field Survey

Conducted by:

Community Strategies Group

The Aspen Institute

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This is a complete listing of the questions used for *Growing Local Philanthropy: The Role and Reach of Community Foundations*, a survey of all U.S. community foundations conducted in late summer of 2004.

Please note: Depending on their answers to certain questions, respondents may have been “jumped” to different follow-up questions. This listing indicates all such “jumps” in the survey.

- If you wish to obtain copies of the Aspen CSG analysis of the survey, you may download copies of the report from www.aspenicsg.org/rdp or contact Diane Morton at diane.morton@aspeninstitute.org.
- Aspen CSG welcomes requests to utilize this data from researchers who are studying the community foundation and community and rural development fields. Please contact Diane Morton at diane.morton@aspeninstitute.org for conditions and permission.
- If you have questions about the content of the survey and the report, please contact Janet Topolsky at jt@aspeninst.org.

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**GROWING LOCAL PHILANTHROPY:
THE ROLE AND REACH OF COMMUNITY FOUNDATIONS**

Q1: Contact information

Q2: What year was your foundation established?

Q3: What words would you use to describe your service area as a whole?

- City/town only
- Metropolitan
- County-wide
- Regional (multi-county)
- Statewide
- Multi-state
- Other—please specify

Q4: What was the total asset size of your foundation at the close of 2003—in dollars?

Q5: What was the amount of your foundation's endowed assets at the close of 2003—in dollars?

Q6: How many members does your foundation board have?

Q7: Does your foundation's service area include rural areas?

(Rural: It is often said that you know rural when you see it. On this survey, "rural" means those places that are outside a metropolitan area—meaning places that lie beyond an urban city center and its surrounding ring of suburbs. Now that we've told you what's not rural, we'll leave the deciding about what is up to you.)

- Yes
- No

Q8: Do you actively serve rural parts of your service area?

- Yes (Go to Q9)
- No (Go to Q16)

Q9: Does your community foundation have any component funds designated for specific geographic areas or communities?

(Geographic Component Fund: “Geographic component fund” is our universal term for a fund (or collection of funds) established under the umbrella of a lead community foundation that is specified to a geographic area and “governed” in some way by people from that area. In other words, “geographic component fund” is simply our term for a common phenomenon that goes by many names. Some call them affiliates. Others call them area funds. Still others call them divisions. We’ll ask you what you call them in just a moment.)

Yes (Go to Q19)

No (Go to Q10)

Q10: In the area that you serve, roughly what percentage do you consider rural?

0%

1-10%

11-20%

21-30%

31-40%

41-50%

51-60%

61-70%

71-80%

81-90%

91-100%

Q11: **Roughly** what percentage of your *endowed* assets are designated for rural people, places or issues?

Q12: What are the three lead tactics or strategies you use to develop endowed assets? (Please number them 1-3.)

Q13: How many of your board members live or work in foundation territory that you consider rural?

Q14: Besides grantmaking, do you operate or fund any rural-focused program activities?

Yes (Go to Q15)

No (Go to Q17)

Q15: What is your source of funding for these rural programs? Check all that apply.

- Our Endowed Assets
- Individual Donors
- Government
- Family Foundations
- Corporate Foundations
- Private Foundations
- Other, Please Specify

(ALL GO TO Q17 AFTER ANSWERING)

Q16: Does your community foundation have any component funds that serve specific geographic areas or communities?

(Geographic Component Fund: “Geographic component fund” is our universal term for a fund (or collection of funds) established under the umbrella of a lead community foundation that is specified to a geographic area and “governed” in some way by people from that area. In other words, “geographic component fund” is simply our term for a common phenomenon that goes by many names. Some call them affiliates. Others call them area funds. Still others call them divisions. We’ll ask you what you call them in just a moment.)

- Yes (Go to Q19)
- No (Go to Q17)

Q17: Do you wish to or plan to develop geographic component funds?

- Yes
- No

Q18: What is the biggest current obstacle you face in establishing geographic component funds? (ALL GO TO Q52 AFTER ANSWERING)

- Lack of staff resources
- Lack of board support
- Lack of match incentives
- None of the above, we just aren’t interested in developing component funds
- Other—please specify

Q19: What do you call your component funds that are designated for specific geographic areas or communities?

- Q20: What year did you bring on your first geographic component fund?
- Q21: How many geographic component funds did you have at the end of 1998?
- Q22: How many geographic component funds do you have now?
- Q23: How does the lead foundation hold the geographic component funds? Please check all that apply.
- Advised Funds
 - Agency Funds
 - Supporting Organizations
 - Other—please specify
- Q24: Are your geographic component funds organized as...
- A single unrestricted fund covering a geographic area
 - A family of funds or subaccounts dedicated to people, places and issues in a geographic area
 - We have both types
 - Other—please specify
- Q25: How many of your geographic component funds are independent 501(c)3s?
- Q26: How many of your geographic component funds are primarily rural?
- Q27: Do you have plans to add more geographic component funds?
- Yes
 - No
- Q28: **Roughly** what amount of your foundation's endowed assets are in geographic component funds—in dollars?
- Q29: Do any of your geographic component funds also accept and utilize non-endowed dollars?
- Yes (Go to Q30)
 - No (Go to Q32)
- Q30: How many of your geographic component funds had non-endowed dollars available for use any time during 2003?
- Q31: Do your geographic component funds generally consist of...
- More endowed assets

- More non-endowed assets
- About the same endowed and non-endowed assets

Q32: Do you have or have you ever had available a financial incentive to establish and/or grow your geographic component funds? (e.g. a match challenge)

- Yes (Go to Q33)
- No (Go to Q36)

Q33: What is/are the source(s) of these incentive fund(s)? Please check all that apply.

- Community foundation unrestricted funds
- Individual donor(s)
- Government
- Local foundations (e.g. family, corporate) within the foundation's geographic area
- Foundations located outside of the foundation's geographic area
- Other—please specify

Q34: What matching ratios have you used for incentives to develop geographic component funds? (Ratio of lead foundation matching dollars to component fund dollars.) Check all that apply.

- 1:1
- 1:2
- 1:3
- Other—please specify

Q35: Are you currently using an incentive match to develop geographic component funds?

- Yes
- No

Q36: What most accurately describes your process for establishing geographic component funds? Please choose from the following:

- We have an intentional program to develop these funds
- We only develop these funds when groups approach us
- Other—please specify

Q37: Do you have criteria for when you will agree to establish such geographic component funds?

- Yes (Go to Q38)
- No (Go to Q39)

Q38: What are the three most important criteria that must be in place at the local fund level before you will agree to set up a geographic component fund? (Please number 1-3.)

Q39: Which staff of your lead foundation help develop or administer your geographic component funds?

- CEO
- Program
- Development
- Finance
- Other—please specify

Q40: **Roughly** how much of your core staff time is currently devoted to development and/or administration of geographic component funds?

- I have no idea
- 0%
- 1-20%
- 21-40%
- 41-60%
- 61-80%
- 81-100%

Q41: How many of the lead foundation board members *actively* participate in the development of your geographic component funds?

Q42: How many of the lead foundation board members are residents of areas served by your geographic component funds?

Q43: Do you have a committee to advise the foundation on your geographic component funds?

- Yes, it's a subcommittee of the lead foundation board
- Yes, it's a committee composed of representatives of component funds
- No
- Other—please specify

Q44: What do your geographic component funds call their governing bodies?

- Board
- Advisory Committee
- Other—please specify

Q45: Please tell us which body is responsible for the following activities on behalf of your geographic component funds:

1. Grant Application Process

- Component Fund
- Lead Foundation
- It's a mix
- N/A

2. Grant Decision Making

- Component Fund
- Lead Foundation
- It's a mix
- N/A

3. Grants Administration and Reporting

- Component Fund
- Lead Foundation
- It's a mix
- N/A

4. Donor Identification

- Component Fund
- Lead Foundation
- It's a mix
- N/A

5. New Donor Development

- Component Fund
- Lead Foundation
- It's a mix
- N/A

6. Ongoing Donor Services

- Component Fund
- Lead Foundation
- It's a mix
- N/A

7. Fundraising for Operations

Component Fund

Lead Foundation

It's a mix

N/A

8. Component Fund Board Training

Component Fund

Lead Foundation

It's a mix

N/A

9. Component Fund Staff Training

Component Fund

Lead Foundation

It's a mix

N/A

10. Back Office Administration (accounting, gift acknowledgement)

Component Fund

Lead Foundation

It's a mix

N/A

11. Investment

Component Fund

Lead Foundation

It's a mix

N/A

12. Meetings and Presentations to Professional
Advisors that Serve Component Fund Donors

Component Fund

Lead Foundation

It's a mix

N/A

Q46: Do any of your geographic component funds employ their own staff—regardless of whether they are technically employed by the lead foundation or the component fund?

Yes (Go to Q47)

No (Go to Q49)

Q47: How many of your geographic component funds have their own staff?

Q48: The staff are employees of...

The lead foundation

The geographic component fund

Other—please specify

Q49: Who has *primary* responsibility for asset development for your geographic component funds?

Geographic component fund board and/or staff

Lead foundation staff

Lead foundation board

Other—please specify

Q50: What are the three lead tactics or strategies your geographic component funds use to develop assets? (Please number 1-3.)

Q51: Do you have formalized policies and/or procedures for geographic component funds that seek to disaffiliate?

Yes

No

Thanks for hanging in there! You're on the home stretch... Now, we want to ask you a few questions about any assistance or materials that you have used to help build geographic component funds or rural endowment.

Q52: Please indicate any types of materials or assistance you have used to help build geographic component funds or rural endowment. Please check all that apply.

Policy or procedures manual

Workbook

Workshops or workshop series

Site visits

One-on-one consulting

Other—please specify

- Q53: Of all the manuals, workbooks, workshops, consultants or other assistance/ materials you have used to help build geographic component funds or rural endowment, please list the two or three that you would recommend to your favorite colleague foundation.
- Q54: Do you think there is a gap in the kinds of helpful assistance or materials that community foundations like yours need in order to build geographic component funds or rural endowment?
- ___Yes (Go to Q55)
- ___No (Go to Q57)
- Q55: What are the two top “assistance or materials gaps” *topics* related to building geographic component funds and/or rural endowment that you and foundations like yours need help with the most? (Please number 1-2.)
- Q56: What top three kinds of assistance or materials do you think are most helpful to you in this case? (Please check no more than three.)
- ___Policy or procedures manuals
- ___Workbooks
- ___Workshops or workshop series off site
- ___On-site meetings and workshops for your board, staff and/or stakeholders
- ___One-on-one technical assistance consulting
- ___Site visits to other foundations
- ___Sustained mentoring by a colleague
- ___Sustained peer-learning groups/exchanges across foundations

*Congratulations! You only have three questions left! Thanks for sticking with us.
Now on to the end!*

- Q57: What are the one or two most difficult challenges your lead foundation regularly experiences in establishing and developing geographic component funds? (Please number 1-2.)
- Q58: What are the one or two biggest lessons you have learned in the process of establishing your geographic component funds? (Think of this as a piece of advice you would give to your favorite foundation colleague.) (Please number 1-2.)
- Q59: What are the one or two most important benefits to your foundation of having geographic component funds? (Please number 1-2.)

Last chance question!

Q60: Anything else you would like us to know?

That's it! It's over!

Thank you for your time, your effort and your thoughtful responses. We'll let you know what we find out.

Enjoy the rest of your summer!