Fundholder Perception Survey Results

In spring 2023, Greater Worcester Community Foundation engaged the Center for Effective Philanthropy to survey its fundholders. Here is what we heard.

**Strengths to build on**

**Well-known in the community**

We received one of our highest comparative ratings for how well-known the Foundation is among donor friends and colleagues in the community.

Many of you commented that the Foundation’s community role is a key strength, calling the Foundation:

- Well-connected
- Knowledgeable
- A major player
- Organically embedded in the community

**Valuable local knowledge**

One of our highest rankings was our ability to effectively use discretionary grantmaking to directly support needs in the community. Many of you praised our staff’s knowledge of the community and its nonprofits.

When asked your top reasons for giving through the Foundation over other options, most of you selected the opportunity to place your charitable assets in a community-based provider.

“[GWCF’s greatest strengths are its] history of leading charitable giving in central MA, strong network with the nonprofit community, [and] focus on inclusiveness.”
Improvements to make

More frequent communications and storytelling

It was clear from your feedback that we need to do a better job of communicating our goals, what we are learning about community needs, and how we are making an impact in the community. We received positive responses from those who receive frequent communications from us, but others said they aren’t hearing from us enough.

Highlight our work across the County

We heard a desire for the Foundation to further expand our community orientation by ensuring we are supporting the needs of the entire community and strengthening our outreach to programs and donors outside the city limits. We also heard that we need to focus our marketing efforts across the entire County.

Additional touchpoints and engagement opportunities

While you had positive things to say about our staff and your interactions with our team, we heard that some of you would like more touchpoints with us, including opportunities to discuss your personal charitable goals. We also heard a desire to connect more with the Foundation and with each other at events.

What’s next

We are grateful to each fundholder who took the time to share their feedback with us. This survey was conducted during a period of transition at the Foundation, and we are pleased to share we have made a number of changes at the Foundation that will help us respond to your feedback, including:

- Hiring Pete Dunn, our new President & CEO, bringing nearly 30 years of community foundation experience.
- Hiring Melody MacLean, the Foundation’s first senior communications leader.
- Expanding our Philanthropic Services team.

Moving forward, we commit to the following:

- Increased touchpoints from our Philanthropic Services team.
- Strengthened storytelling and communication of our impact.
- More opportunities to engage with the Foundation through events and learning opportunities.
- New and expanded initiatives that serve all of Worcester County.

Thank you again for your feedback and your continued engagement with the Foundation.

Contact us

Kelly A. Stimson
Vice President, Philanthropic Services
kstimson@greaterworcester.org
508-755-0980 ext. 112

Jacob Vazquez
Philanthropic Advisor
jvazquez@greaterworcester.org
508-755-0980 ext. 103