



Te Ratonga Whakārama Putea
Funding Information Service

Funder Survey

March 2002

*Research into the satisfaction levels of funders
with regard to the delivery of FundView and
BreakOut and associated services.*

*Annette Begg
Marketing Manager*

Foreword

This is the first time the Funding Information Service has conducted a survey of the funders who contribute information to its FundView and BreakOut databases. The survey has provided us with valuable information on which to develop our relationships with funders.

We currently collect information from over 650 funding organisations mainly in New Zealand and some overseas. Each year our collections grow and the number of funders we have contact with also grows.

These numbers mean that the contact we have tends to be purposeful but brief.

To increase our opportunities for dialogue with funders and increased understanding of funders' needs we will continue to work with Philanthropy New Zealand, meet regularly with the Department of Internal Affairs and attend funder forums and conferences around the country.

Over the years since we started in 1992 we have been collecting information from a growing number of funding organisations. One of our goals is to update all the information on the databases at least once a year. We then create and edit the entries in FundView and BreakOut for use by grant and award seekers.

Today the collections have grown to nearly 3000 records. They are now valuable and unique collections that we can program in ways that inform funders about areas of interest to them eg. where there are gaps in funding, how much funding is being directed to particular project areas and how many funding schemes are relevant to their geographic region.

The questions in this survey are designed to ascertain the level of satisfaction in the service we offer, the relevance of the databases to funders and whether funders want us to extend our services to them.

The 37% response rate is excellent for a written survey and tells us that funders are interested and need more information. Many of the findings back up our own knowledge and experience and our decision to expand our services to funders. The survey is one step in our plan and builds on all the work we've done over the last 11 years to provide the best possible service to both funders and fund seekers.

This is a first and we plan to conduct regular surveys so that we can plot changes and levels of satisfaction over several years.

The Funding Information Service thanks all those funders who took part in the survey and we hope that the work we do as a result will achieve improved and enhanced services to them and a mutually beneficial relationship with more funders.

*Andrea Goble
General Manager
August 2002*

Funder Survey 2002

1. Background pertinent to the survey

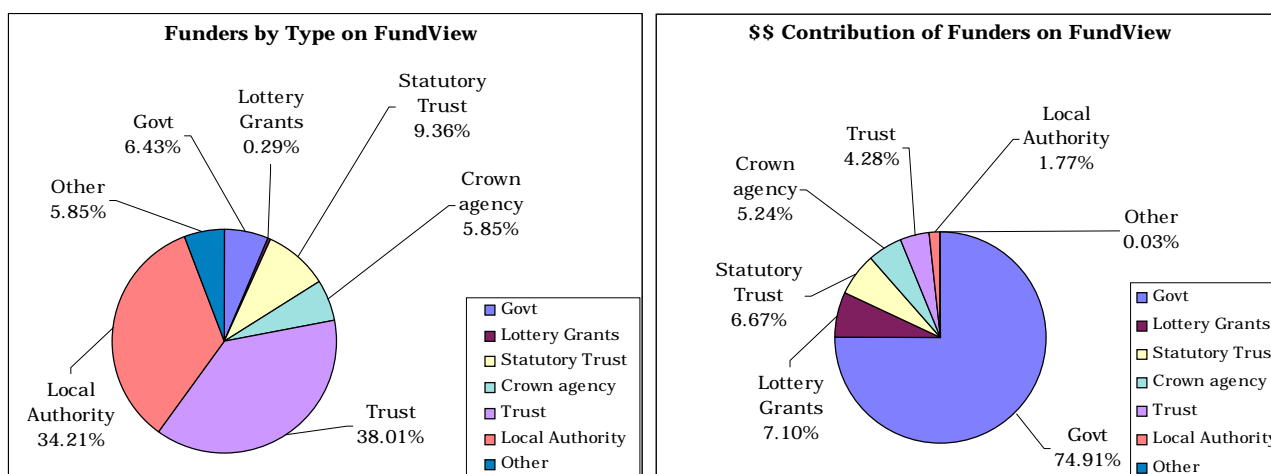
The survey was conducted in March 2002 to research the opinions of our contributing funder organisations with regard to issues around the delivery of our service. We focused on funders opinions about promoting and publicising their schemes; the quality of our service; relevance and accuracy of published funding information; administration of the funding schemes and disbursement of funds.

Profile of funder organisations on FundView

The “Funders by Type on FundView” graph shows the number of schemes and the funder categories under which they are placed.

The “\$\$ Contribution of Funders on FundView” shows the dollar value of the funding schemes in their funder categories. This excludes ten funders on FundView who don't include the total funds that are available for distribution. The significant omissions include a gaming society, Creative New Zealand, Health Funding Authorities and the Public Trust Office.

The table below the graphs summarises the content of the graphs, but also states the total funds available in each funder category as at July 2002.



Funder Type	# of funders	% of \$\$ value	Funds available
Government	22	74.91%	\$759,411,978.00
Lottery Grants	1	7.10%	\$71,951,766.00
Statutory Trust	32	6.67%	\$67,658,373.00
Crown agency	20	5.24%	\$53,071,902.00
Trust	130	4.28%	\$43,362,613.00
Local Authority	117	1.77%	\$17,987,214.55
Other	20	0.03%	\$259,000.00
Grand Total:	342	100%	\$1,013,702,846.55

Note: While Government departments provide full information about their funds, private funders frequently don't, or give us the figures for the previous year. Survey delivery and responses.

2. Survey delivery and responses

323 questionnaires were posted out to funder organisations that contribute information to FundView, BreakOut or both. A range of funder organisations were surveyed excluding funders from overseas and those who had not updated their funding schemes for over a year. The response rate was 37%.

An analysis of the type of funder organisations participating in the survey showed a balanced response well represented across all funder types that contribute to FundView including local authorities, private trusts, trust companies, statutory trusts (a larger rate of response than any other funder type), government with the exception of Lottery Grants, crown agencies and regional councils.

There were few responses from funders contributing to BreakOut only.

3. Survey Summary

a. Key issues

Funders seem unaware of the broad reach and level of distribution of our databases. This is supported by the results of our survey which show that FundView and BreakOut rank 6th and 8th respectively amongst a number of different ways that funders choose to publish funding application information. (Funders chose the following: 77% by direct inquiry; 59% through media advertising; 59% through brochures and annual reports; 55.7% via their websites; 45.9% through information centres; 43.4%; listed on FundView; 33.6% chose other means of distribution; 32% listed on FundView and BreakOut.)

Our analysis indicates that funders are not sure whether FundView and BreakOut target the right sector of the public. This finding reinforces our knowledge that there is little quantifiable information about where grant seekers go to get funding information, although FundView and BreakOut user logs show widespread use of the databases.

Funder organisations seem unsure of whether the Funding Information Service publishes their information correctly. However, there is support for a database accessible from www.fis.org.nz website where funders can view and update their own records, and search for other funders in their region. They are keen to receive an e-newsletter and the favourite times for updating their records are Jan/Feb and June/July.

Government departments provide the bulk of the dollar value of funding in New Zealand but seem unaware of what funding is available across other funder sectors. Their responses indicate that they are not well informed about how applicants find out about their application criteria.

b. Actions needed

1. The survey findings support our decision to raise funder awareness and knowledge of the breadth, depth and quality of the information that is available on the databases and where it gets distributed. This can be achieved:
 - through distribution of a quarterly e-newsletter providing key information that has relevance to funders;
 - by providing them with a web-based database from which they can view and update their records as well as search by location for other funders in their region;
 - by improving the promotional material provided to funders and
 - by devoting a portion of our website to funders which will operate like an information drop-in centre.

2. Analysis of the section in the survey covering promoting and publicising funding schemes highlights the need to measure the number of fund seekers who use FundView and BreakOut as a primary source of funding information. This reinforces the requirement to focus on why FundView and BreakOut are of value to funders as a vehicle to inform grant seekers. This can be achieved by:

- analysing website statistics on which funding schemes are being accessed by our Internet subscribers and using this data as an indicator of value;
- getting agreement from some of the larger funders to include a question about our databases on their application forms, and keeping us informed about the number of applicants who state that they use our databases as a primary source of funding information and
- targeting government organisations in our efforts to raise awareness and knowledge of the Funding Information Service and the services we provide.

4. Survey findings

a. Relevance and accuracy of published funding information

The accuracy of information was considered very important and had the second highest response from funders (83.6%). Up to date information was considered very or quite important (91.8%).

There was a much more mixed response to the question about whether funders were satisfied with the information published on FundView and BreakOut. 63% said yes, but 22% said don't know and 9% said no. From this result we construe that if we enable funders to record their own data updates the level of satisfaction will improve.

When asked if there were other ways, which our information could be used, 39.3% said they didn't know, and 37.7% said no. There appears to be a lack of knowledge amongst funders about the variety of information available in the collection, or how that information can be used in researching the not-for-profit sector.

b. Administration of your funding schemes

A very high proportion of funders thought that the printouts were easy to update (81%). There was a strong indication from funders that they were ready to update their records electronically (72%), with 18% saying no. There was quite a large trend towards agreement to update records at our website, 56.6% said they would, 18% said not yet, 19.7% said no.

The most favoured time of year for updates was January (19.7%), then July (17.2%).

c. Promoting and publicising your funding schemes

When asked how application criteria is made known to enquirers, 77% said through response to direct inquiry; 59% used media advertising; 59% used brochures and annual reports; 55% used their website; FundView was chosen by 43%; and FundView/BreakOut was chosen by 32%. The list funders could choose from was not mutually exclusive so they could select a number of different choices.

Funders felt quite strongly about the importance of having their funding information made available to specific sectors of the public. 70.6% chose a scale from important to very important.

On answering the question about whether FundView and BreakOut target the sector of the public most relevant to their organisation 48.4% said yes and 40.2% said they didn't know.

There was a mixed response as to how important our databases are as a means of delivering funding information to the public. 50.8% chose a scale from important to very important. 14.8% were neutral and 34.4% chose a scale from neutral through to of no importance.

Although contributing funder organisations consider it important to target specific sectors of the public a number of them seem not to know where, how many, or who access our databases so tend not to consider our databases as being the best way of promoting their funding schemes to applicants.

d. Quality of our service

Funders were unsure whether putting information on FundView and BreakOut had increased the number of applications. 18% said yes, 61.5% of funders don't know and 17% said no.

When asked how important it was to be listed with other funders similar to themselves, 68.8% of funders chose a scale from important to very important.

36.9% said that appearing on FundView and BreakOut improved the quality of the funding applications they receive. 43.4% of funders didn't know and 13% said no.

e. Your organisation

91.8% of funders said they used email daily and 66.4% had a website.

When asked to which funding sector they disbursed their funds the top three were: 61% to youth, 51% to children and 45% to physical disabilities. Again, the list they choose from was not mutually exclusive so they could select a number of different choices. 58% of funders said they would like an e-newsletter from our organisation with 22% opting for a newsletter in print.

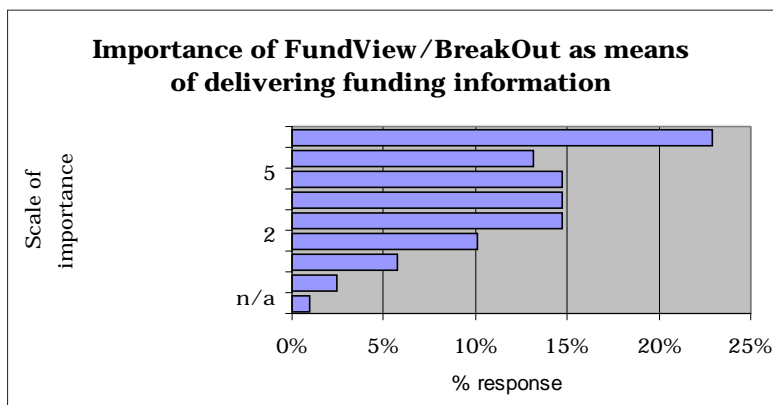
5. Survey analysis

There were 19 questions in all which appear with rankings of funder response rates.

Q.1: How important is FundView /BreakOut to your organisation as a means of delivering funding information to the public? Ranked 18

Note: Rated on a scale of 1 to 7 with 1= 'of no importance' and 7= 'very important'

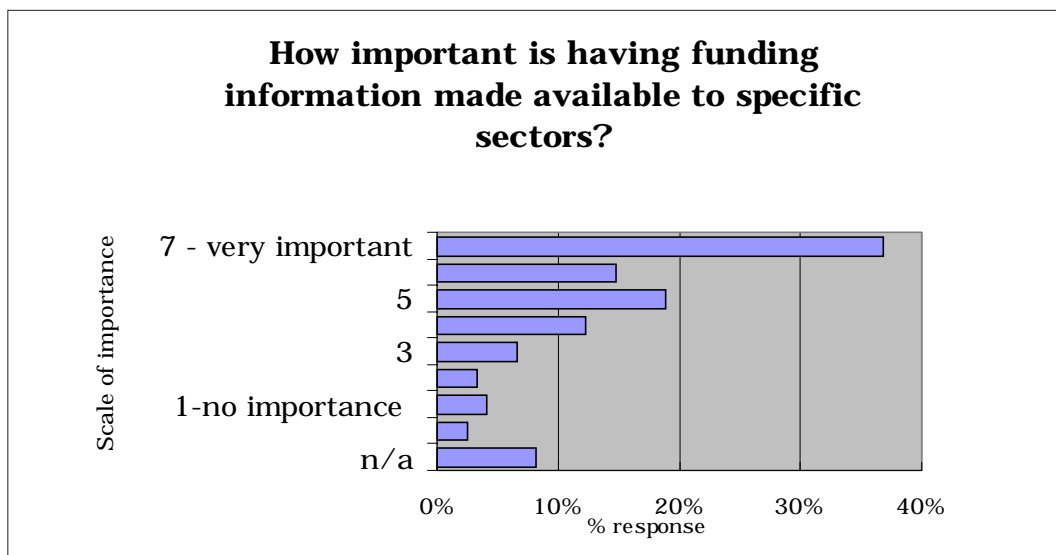
- 28 funders (22.9%) chose 7 'very important'
- 16 funders (13.1%) chose 6
- 18 funders (14.8%) chose 5
- 18 funders (14.8%) chose 4
- 18 funders (14.8%) chose 3



Q.2: How important is it to have your funding information made available to specific sectors of the public. (eg. students, community groups, health sector etc)
Ranked 17

Note: Rated on a scale of 1 to 7 with 1= 'of no importance' and 7= 'very important'

45 funders (36.9%) chose 7 'very important'
 18 funders (14.8%) chose 6
 23 funders (18.9%) chose 5
 86 funders (70.6%) chose between 5-7 quite important to very important



Q.3: In your opinion does FundView /BreakOut target the sector of the public most relevant to your organisation?
Ranked 13

59 funders (48.4%) chose 'yes'
 49 funders (40.2%) chose 'don't know'
 9 funders (7.4%) chose 'no'

Subjective responses: 4 funders commented that there was limited funding with narrow application.

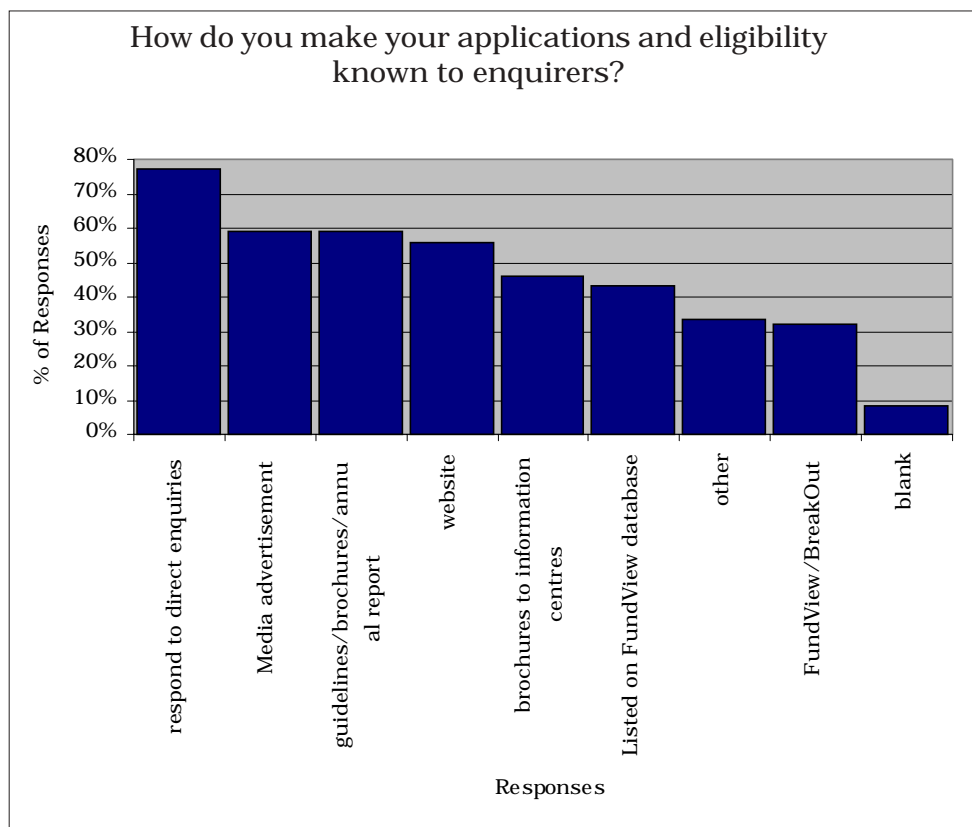
Q.4: How do you make your applications and eligibility criteria known to enquirers?
Ranked 5

Funders were given a list of possible alternatives from which they could select more than one choice.

94 funders (77%) respond to direct inquiries
 72 funders (59%) chose 'media advertisement'
 72 funders (59%) chose guidelines/brochures/annual reports
 68 funders (55.7%) chose 'website'
 56 funders (45.9%) chose 'brochures to information centres' (libraries, univ., poly)
 53 funders (43.4%) chose 'listed on FundView'
 41 funders (33.6%) chose 'other' explained in the open-ended answer section)
 39 funders (32.0%) chose 'listed on FundView/BreakOut'

Subjective responses: 6 funders commented that they relied on word of mouth; 4 by newsletter; 4 by direct mail; 3 through magazines; 3 through funding seminars.

See graph on page 6.



Q.5: Both FundView and BreakOut inform users of eligibility criteria. In your opinion does this improve the quality of the funding applications you receive?

Ranked 15

53 funders (43.4%) chose 'don't know'
 45 funders (36.9%) chose 'yes'
 16 funders (13.1%) chose 'no'

Q.6: Has putting information on FundView /BreakOut increased the number of applications you receive?

Ranked 9

75 funders (61.5%) chose 'don't know'
 22 funders (18.0%) chose 'yes'
 21 funders (17.2%) chose 'no'

Q.7: How important is it to be listed together with other funders similar to yourselves?

Ranked 14

58 funders (47.5%) chose 'quite important'
 26 funders (21.3%) chose 'very important'
 14 funders (11.5%) chose 'no opinion'
 14 funders (11.5%) chose 'not very important'

Q.8: How important is it to ensure that your funding information is accurate?

Ranked 2

102 funders (83.6%) chose 'very important'
 15 funders (12.3%) chose 'quite important'

Q.9: How important is it to ensure that your funding information is up-to-date?

Ranked 4

98 funders (80.3%) chose 'very important'
14 funders (11.5%) chose 'quite important'

Q.10: Are you satisfied with information published on FundView /BreakOut about your funding schemes/scholarships? If no then how could it be improved?

Ranked 8

77 funders (63.1%) chose 'yes'
27 funders (22.1%) chose 'don't know'
11 funders (9%) chose 'no'

Subjective responses: 9 funders with a variety of responses around a theme of information not being updated, eg. never seen a printout; 2001 information not updated; had to email dates; updates sent but did not appear on databases; not updated often enough; limited information needs attention; takes time to check and not always accurate. 5 funders said they couldn't access to view the information.

Q.12: Are there any other ways in which our collection of funding information could be used by your organisation? If yes, then what would be useful?

Ranked 16

48 funders (39.3%) chose 'don't know'
46 funders (37.7%) chose 'no'
14 funders (11.5%) chose 'yes'
14 funders (11.5%) did not respond

Subjective responses: 4 funders said they would like a list of (regional) funders to pass on to their applicants. 3 funders want to know the number of hits on their information.

Q.13: Are the printouts easy to update?

Ranked 3

99 funders (81.1%) chose 'yes'

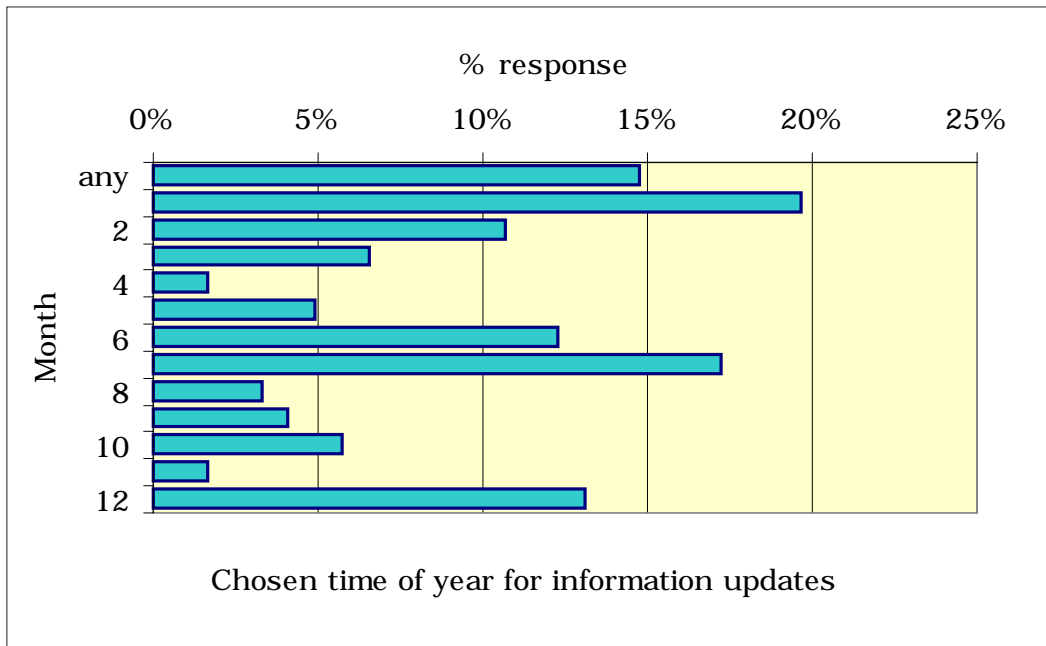
Subjective responses: 10 funders said they have either never seen a printout, haven't received a form, or have only seen one. 3 funders said that the printouts were not always clear; they needed more space; the form was not the same as on the screen.

Q.14: At what time of year do you want to have your information updated on FundView/BreakOut

Ranked 19

24 funders (19.7%) chose January
21 funders (17.2%) chose July
18 funders (14.8%) chose 'Any time of year'
16 funders (13.1%) chose December
15 funders (12.3%) chose June
13 funders (10.7%) chose February

See graph page 8.



Q.15: Would you prefer to receive the printouts in an electronic form for you to update on your computer and return to us? Ranked 6

88 funders (72.1%) chose 'yes'
 22 funders (18.0%) chose 'no'
 12 funders (9.85) left the question unanswered

Q.16: Would you be interested in updating your records with us online at our website? Ranked 12

69 funders (56.6%) chose 'yes'
 24 funders (19.7%) chose 'no'
 22 funders (18.0%) chose 'not yet'

Subjective responses: 2 funders said they might not get done, or they would need to be reminded.

Q.17: Would you be interested to receive an occasional newsletter from us? Ranked 11

71 funders (58.2%) chose 'by email'
 27 funders (22.1%) chose 'in print'
 21 funders (17.2%) chose 'no'

Q.18: Do you have a website? Ranked 7

81 funders (66.4%) chose 'yes'
 22 funders (18.0%) chose 'no'
 19 funders (15.6%) did not respond

Q.19: Do you use email?

112 funders (91.8%) use email daily

Q.20: To which of the following funding sectors does your organisation disburse its funds? Ranked 10

Subjective responses: 14 funders said they are involved in Art and Culture; 12 funders are involved in Sport, Recreation, Fitness and Leisure; 11 funders are involved in community development, social services and community organisations.

6 funders are involved in the physical and mental disability sector; 3 funders are involved in education, eg. early childhood, primary school principals.

Note: Most funders are involved in a number of different sectors. There is some confusion over the naming of sectors with 11 funders saying they are involved in social services and community but not choosing any of the sector categories below.

Funders were given a list of possible alternatives from which they could select more than one choice.

Sector categories	# of responses	% of responses
Youth	74	61%
Children	62	51%
Physical disabilities	55	45%
Elderly	53	43%
Other	48	39%
Family	48	39%
Women	46	38%
Health	44	36%
Schools	42	34%
Alcohol and drug abuse	39	32%
Domestic violence	34	28%
Research	31	25%
Undergraduate students	26	21%
Professional development	22	18%
Postgraduate students	21	17%

