

Last fall, we surveyed donors and fundholders to hear about their satisfaction with HCF and to gather insights for enhancements. We sent the survey to 310 people and had a 31.8% response rate.

Here's a summary of what we heard.

Satisfaction

Over 98 percent of respondents said they were *Very Satisfied* or *Satisfied* with their HCF experience. Their reasons included the ease of working with the Foundation, knowledge and expertise of staff, effectiveness, trustworthiness and HCF's collaboration with other stakeholders.

In addition, as shown below, satisfaction was also high with those aspects of service respondents said were most important:

Service aspect	Very important	Very satisfied or Satisfied
The impact your donation makes	88.9%	90.6%
How effectively you feel HCF uses your donation	84.2%	93.9%
Information you receive about how your donation is used	67.0%	85.9%
The process of making a donation to HCF	64.9%	95.9%
The recognition you receive from HCF for being a donor	12.6%	81.8%

We asked respondents what else we could do to improve their satisfaction with HCF. While some 70 percent had nothing to add, themes from those who did have ideas included more impact stories, more education on community issues and the work of local charities, and more information about funds.

Hearing from the Foundation

Most respondents told us that they regularly read HCF's annual report, Legacy newsletter and Vital Signs reports, and rate them highly as ways of meeting their needs for news about the Foundation. We also found out that our @theFoundation online newsletter, podcasts and twice-monthly Vital Signs TV show on Cable 14 are not well known to donors. While use of the website is high, only about 70 percent of respondents rated it *Excellent* or *Very good*.

Community needs, HCF impact and community leadership, impact investing and HCF financial information are the topics most respondents want to hear about. Online and print publications are preferred ways to learn about most topics, though webinars are also of some interest. More than half of respondents said they would be

interested in attending an in-person event when it is safe to do so.

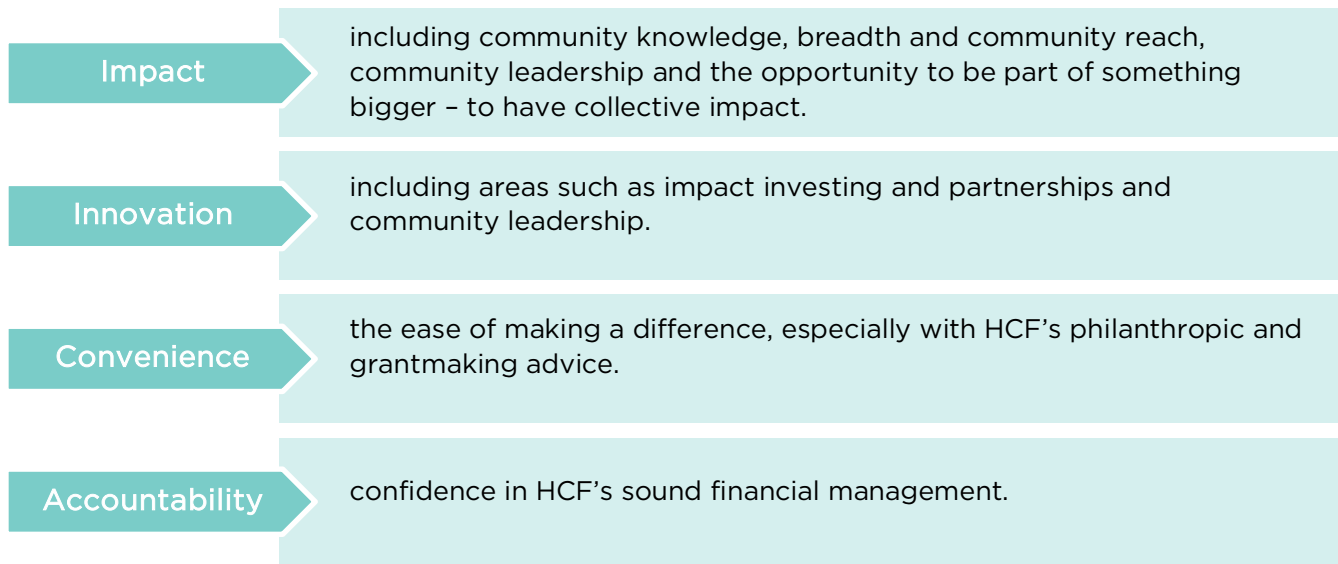
When it comes to hearing from HCF staff, email was the clear preference. Phone calls were much preferred over zoom chats. We would love to be able to email everyone who prefers to hear from us that way - but we can only do so with your up-to-date email address and explicit permission. We hope you can help us with that by providing your information on the cover letter and returning your response in the envelope provided.

“Communication to donors is excellent, and I appreciate that the HCF identifies areas of impact that will have real change in our community.”

Telling a friend

We learned that most people initially found out about the Foundation through a personal contact – like a family member or friend. Some 90 percent of respondents also said they were *Very Likely* or *Likely* to recommend the Foundation to their contacts. We asked all respondents what they would tell a friend about the advantages of HCF as a place to give. Responses largely fell into four key areas:

“Anyone can have a real impact through a community foundation. The HCF makes it easy to be part of change and community building.”



We also asked what they thought barriers might be for giving to HCF. Overall themes centred on HCF’s model being hard to understand and explain, a perception that one had to be wealthy to give, lower general awareness of the Foundation compared to other charities, and that some of their friends may prefer to give directly to a charity. Many respondents indicated that none of these factors would make them less likely to refer someone.

“There are many organizations and non profits that reach out for support in our community. HCF is a focused way you can support the community at large or a specific interest you may have and have confidence that your donation will be respected and have a positive impact on the community.”

What’s next?

First, we want to **thank you** to all who shared their candid thoughts through the survey. The Foundation will be using these valuable insights to tailor our services and communication. Our goal is to deliver service excellence that helps ensure donors’ philanthropy has meaning to them and impact in the community.