

# PERSPECTIVES

## INSIGHTS ON WINNIPEG FOUNDATION GRANTMAKING


PRESENTED BY

THE  
WINNIPEG  
FOUNDATION




Your Community Foundation  
For Good. Forever.

RELEASED  
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## Insights and learnings from our community partners



As part of our commitment to learning, feedback from our community partners is essential in helping The Winnipeg Foundation ensure we are making a positive impact in the community.

We value the insight and experiences of our charitable sector partners and understand it can be challenging for charities to provide honest feedback to funders. For a second time, The Foundation has contracted Centre for Effective Philanthropy (CEP) to conduct an anonymous survey of organizations that recently received funding through our grant programs. CEP conducted a similar survey in 2018 and The Foundation released the first report – **Perspectives Insights on Winnipeg Foundation Grantmaking** – in 2019.

We are so grateful that 184 organizations took the time to complete the survey resulting in CEP's 2022 Grantee Perception Report. CEP gathered responses from grant recipients, allowing them to respond anonymously, and benchmarked the results against those from our 2018 survey, and other peer community foundations that have also engaged CEP to administer the survey.

These results come at an important time of reflection for The Foundation. We recently created a new Strategic Plan which speaks to our renewed vision for supporting the growing needs of the community. This report has given us much to celebrate, learn from, and respond to.



**Sky Bridges**  
President & CEO  
The Winnipeg Foundation



**Megan Tate**  
Vice President, Community Impact  
The Winnipeg Foundation

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## Survey participants

In May and June 2022, the Centre for Effective Philanthropy (CEP) sent surveys to 260 organizations that received a community grant from The Winnipeg Foundation between September 2020 and September 2021. 184 organizations responded, for a survey response rate of 71%.

## Comparative cohorts

The Winnipeg Foundation's survey results are compared to CEP's broader dataset of more than 40,000 grantees gathered over more than a decade of grantee surveys of more than 350 funders. In some of their analysis, CEP also provides comparisons to the 41 community foundations in the Grantee Perception Report (GPR) dataset, as well as a custom cohort of 15 community foundations that most closely resemble The Winnipeg Foundation in scale and scope.

## Progress from our 2018 results

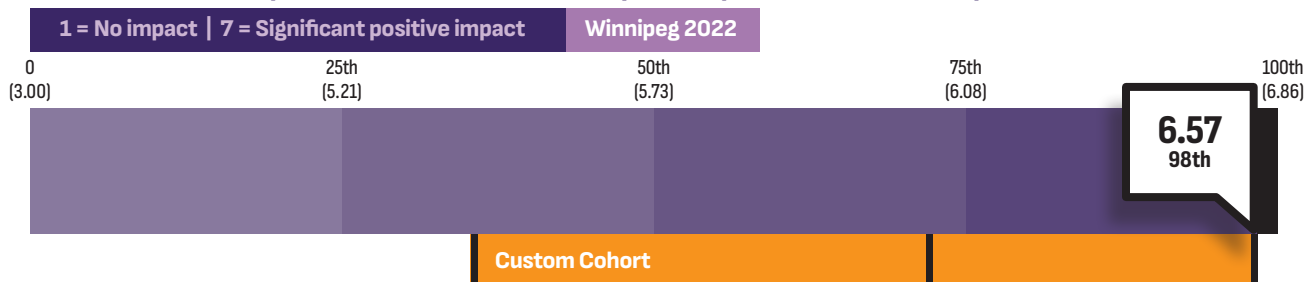
Many of the responses demonstrate our efforts to improve after the 2018 survey have made a difference to grantees in several ways.

### Increased understanding of specific fields

We were humbled to be rated in the top 2% of CEP's dataset with regard to grantees' perception of the impact of The Winnipeg Foundation on our community, and rated in the top 15% for perceptions of The Foundation's impact on grantees' fields. This was a significant improvement from 2018. One grantee shared, *"The Foundation is keenly interested in and knowledgeable about our community."*

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### Overall, how would you rate The Foundation's impact on your local community?



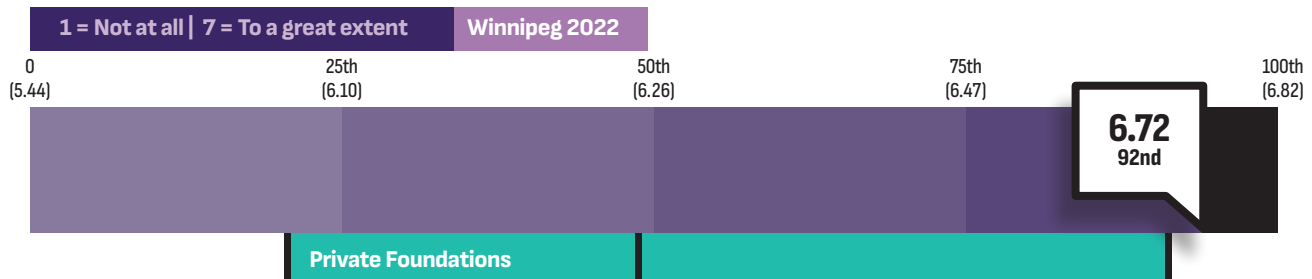
### Stronger relationships with community organizations

Organizations shared they feel interactions with staff are respectful and they are comfortable approaching The Foundation if a problem arises.

### Streamlined application and reporting processes

Grantees shared high ratings for the clarity, helpfulness, and transparency of The Foundation's application process.

### To what extent was The Foundation clear and transparent about the application process requirements and timelines?





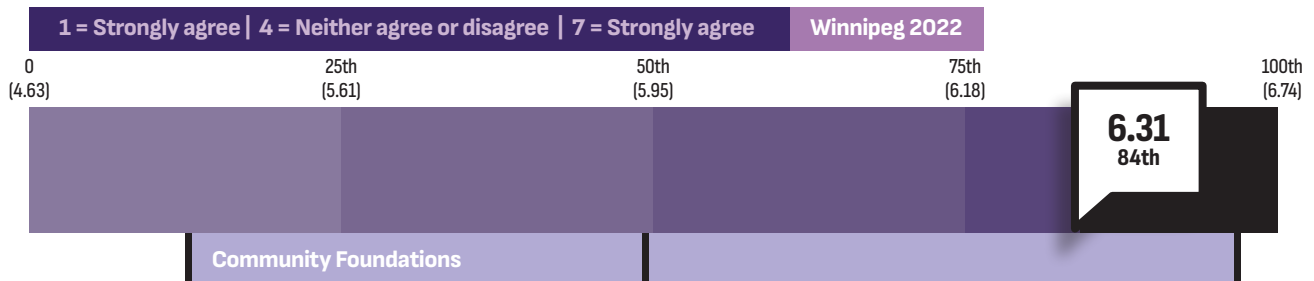
## Improved impact on organizations

We are so grateful for the generous support of our donors whose investments have helped make a transformational impact on people in our community. That impact was shared by grantees who rated The Foundation in the top 5% of CEP's dataset for perceptions of our impact on their organizations. One grantee shared, ***"our ability to undertake large-scale projects in the [sector] really does depend on The Winnipeg Foundation's generous support over the years. This support has enabled our organization to launch ambitious initiatives that have strengthened our ability to serve our specific sector."***

## Diversity, Equity, and Inclusion

The Foundation also received higher than typical ratings, when compared to other funders, for perceptions of our commitment to Diversity, Equity, and Inclusion. One grantee shared, "the support [The Winnipeg Foundation] gives...to create equality and positive change, address injustice, unfairness, and social issues has truly been at the forefront of progressive change in Winnipeg."

**Overall, The Foundation demonstrates an explicit commitment to diversity, equity, and inclusion in its work.**



## How we can improve

While we are encouraged by the progress we have made, we are committed to addressing what we heard from community partners about areas where we can improve. Our grantee partners are asking us for:

### Larger, longer, and more flexible grants

Organizations shared the need for multi-year funding opportunities, and larger, unrestricted grants. One grantee requested "more unrestricted funding opportunities and multi-year funding streams" given that "nonprofits continually struggle with operating costs and the cycle of continually having to find funders each year for core programs."

### Increased contact with community


Grantees shared their desire for more interaction with Foundation staff, and more transparency around funding decisions.

### More non-monetary support

Our partners are seeking more capacity-building opportunities, support for new and grassroots organizations, and would like The Foundation to advocate on behalf of the sector.



## Our commitment



Feedback from our community partners has already helped shape our 2023–2026 Strategic Plan. Here is what we are committing to during the next several years:

### Re-introduce Multi-Year Grants

The Winnipeg Foundation piloted the multi-year grant program in 2017 and 2018; however, 2020 was not the right time to provide longer-term support to fewer organizations when so many groups needed to address immediate needs. Now that our community has begun to stabilize post-pandemic, we are committed to bringing back multi-year funding in fall 2024.

### Continue to build relationships

We will create opportunities to connect with our community partners through convenings, conversations, site visits, and pre-consultations for grant intakes. Our Strategic Plan speaks to The Foundation's intention to initiate collaborations, including with service providers, other funders, and underrepresented communities, so we can interact with the community in a deeper and more meaningful way.

### Increase non-monetary support

Our Strategic Plan speaks to our commitment to supporting the non-profit sector beyond grant dollars. We will use our voice to champion the sector, working to influence positive results in key issues facing our city and province. We also commit to sharing our collective expertise and research more widely and providing more opportunities for capacity-building.

### Improve and streamline processes

The Community Impact Team is working to simplify our grants programs and streamline reporting requirements to improve clarity and reduce the administrative burden for community organizations. We recognize this approach as a valuable principle of trust-based philanthropy that The Foundation has been working to incorporate over the past several years.

### Continuing our path to inclusion and belonging

While we were happy to see that grantees have noted our commitment to inclusion, we recognize that there is more to do. In our new Strategic Plan, Diversity Equity and Inclusion, and Truth and Reconciliation are named as important foundational lenses for all our work, and we are committed to improving both our internal collective culture, and focusing on building our understanding of the communities and cultures we serve.



## Moving forward



We offer our sincere gratitude to our community partners for taking the time to respond to the survey, and for providing such direct and honest feedback. We hope our commitments resonate with you, and that you recognize your part in helping shape them. We are grateful for your incredible work serving the community.

We also thank CEP for conducting the survey and providing valuable analysis and recommendations from the data. In addition, we are grateful for our donors who showcase their commitment to our community through their generosity.

As we move forward, we will continue to ask for feedback from our partners, listen intently to the responses, adapt, and respond to the needs of our community.





**The Winnipeg Foundation**

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