The grant giver/fundraiser relationship: can technology make a difference?
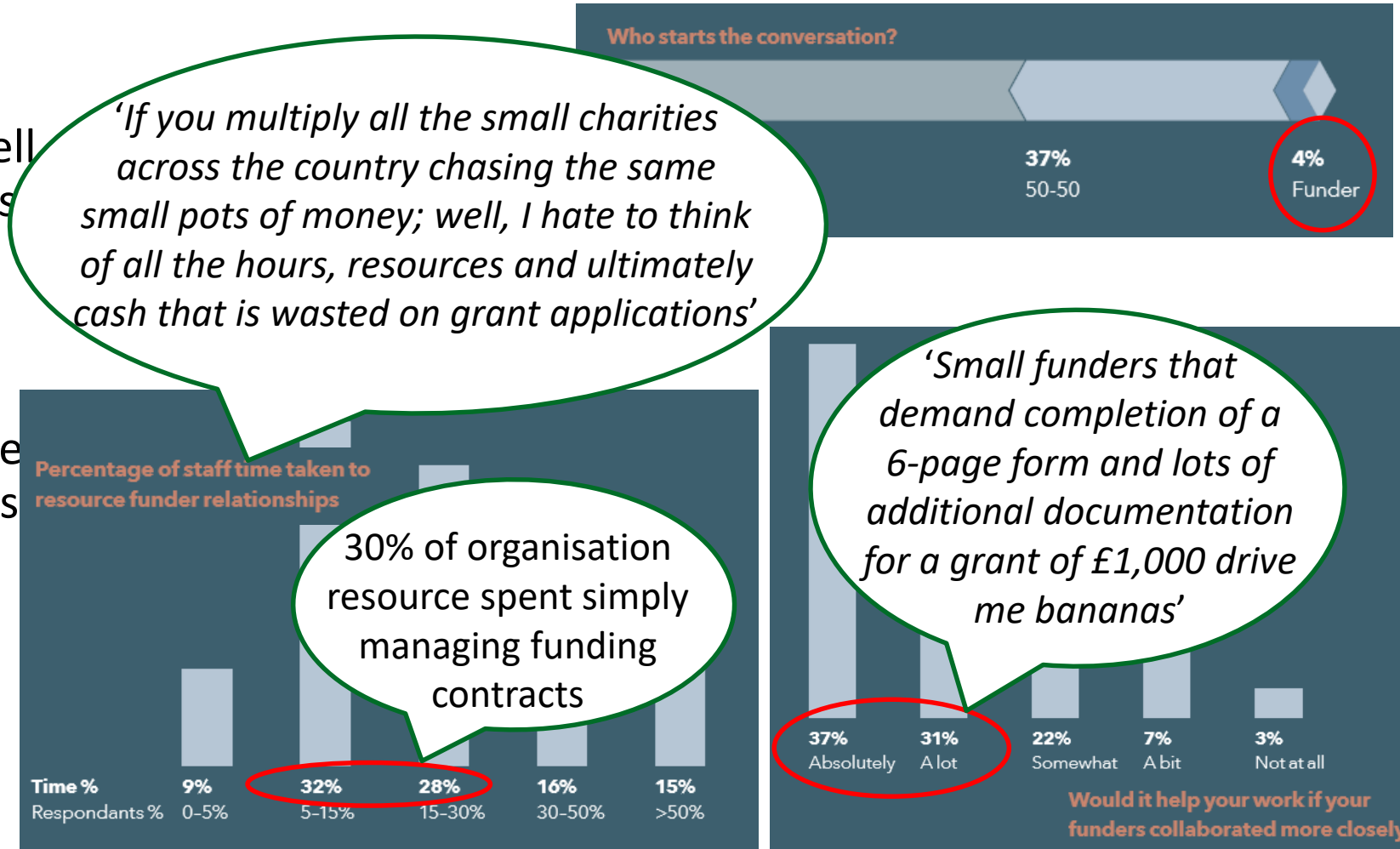
Ed Gairdner

COO

The Good Exchange

What Fundraisers told the Funding Community (2 Years' Ago)

- "Funders should seek to collaborate with each other around shared priorities as well as process, in order to minimise the bureaucratic burden on charities"

- "The funders definitely call the shots and we (as organisations seeking funding) will jump through any hoops set by the funder"
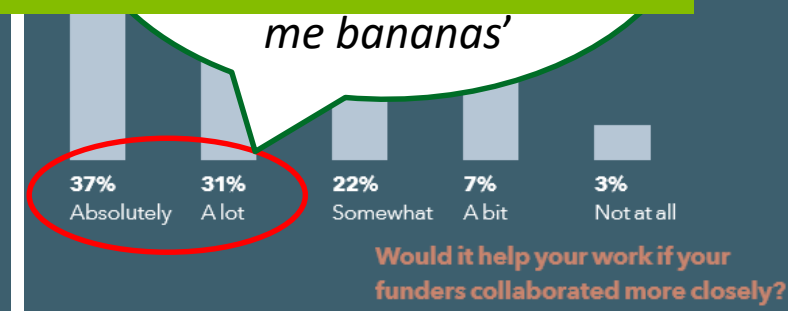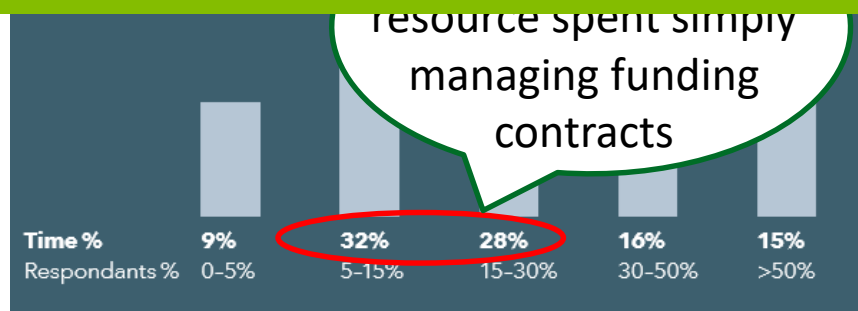
Who starts the conversation?

37% 50-50   4% Funder

'If you multiply all the small charities across the country chasing the same small pots of money; well, I hate to think of all the hours, resources and ultimately cash that is wasted on grant applications'

Percentage of staff time taken to resource funder relationships

30% of organisation resource spent simply managing funding contracts

Time %	9%	32%	28%	16%	15%
Respondants %	0–5%	5–15%	15–30%	30–50%	>50%

'Small funders that demand completion of a 6-page form and lots of additional documentation for a grant of £1,000 drive me bananas'

37% Absolutely   31% A lot   22% Somewhat   7% A bit   3% Not at all

Would it help your work if your funders collaborated more closely?

Esmée Fairburn Foundation and The Blagrave Trust Listening for Change Report April 2017

What Fundraisers told the Funding Community (2 Years' Ago)

- "Funders should seek to collaborate with each other aro... ...as ...the... cha...

- "Th... sho... see... through any hoops set by the funder"

'If you multiply all the small charities

"There must be a better way of doing it. Us humans are a brilliant, clever inventive lot and it must be possible to do it better. If we were designing this from scratch, I doubt we would end up with the same system".

Who starts the conversation?

resource spent simply managing funding contracts

me bananas'

Time %	9%	32%	28%	16%	15%
Respondants %	0–5%	5–15%	15–30%	30–50%	>50%

37%	31%	22%	7%	3%
Absolutely	A lot	Somewhat	A bit	Not at all

Would it help your work if your funders collaborated more closely?

Esmée Fairburn Foundation and The Blagrave Trust Listening for Change Report April 2017

# The Charity Leaders' Landscape 2018

Top Issues

- Generating more income is the #1 priority
- Public perception has been impacted by negative media coverage
- Over 90% expecting to fill gaps in public service provision
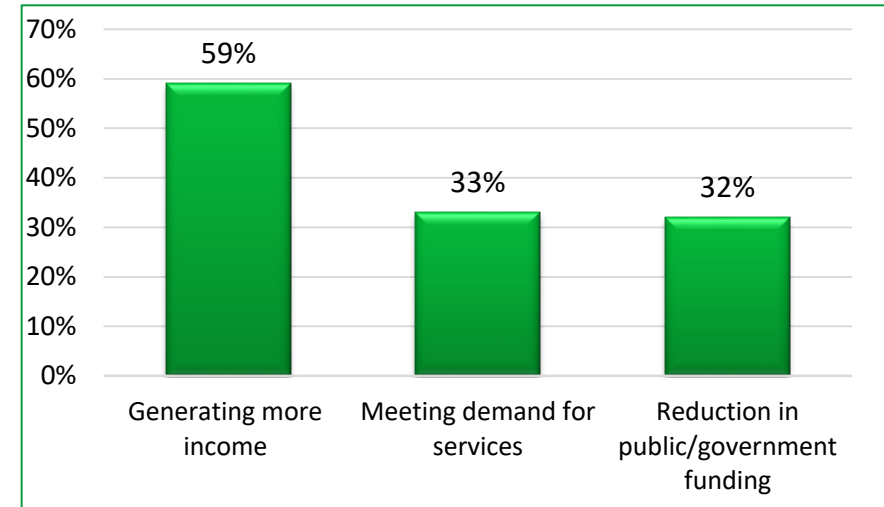
Using Technology

- The majority are investing or plan to invest in IT
- Over two fifths not using new technology or social media effectively
- Over two thirds not using technology effectively to increase giving
- Nearly all have increased or plan to increase social media presence

CAF Charity Landscape 2019 – surveyed 452 third sector leaders
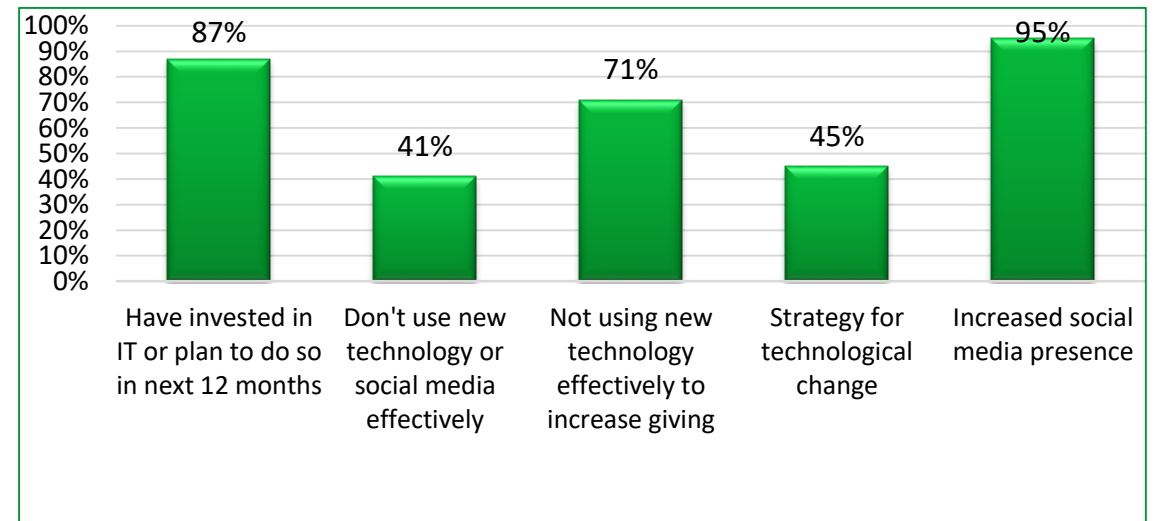
What did The Good Exchange set out to Discover?

Has anything changed since the Esmée Fairburn Foundation and The Blagrave Trust 'Listening for Change Report' was published?

What is the impact of grant givers' current application processes on fundraising organisations?

What do grant givers think about collaborative funding ?

How effectively is technology being used to transform the grant giving and application process?

Research by Global Research organisation, Vanson Bourne - 100 grant giving organisations and 191 fundraising organisations in the UK – 2019

the good exchange

Has anything changed since findings of the Esmée Fairburn Foundation and The Blagrave Trust Listening for Change Report were published?
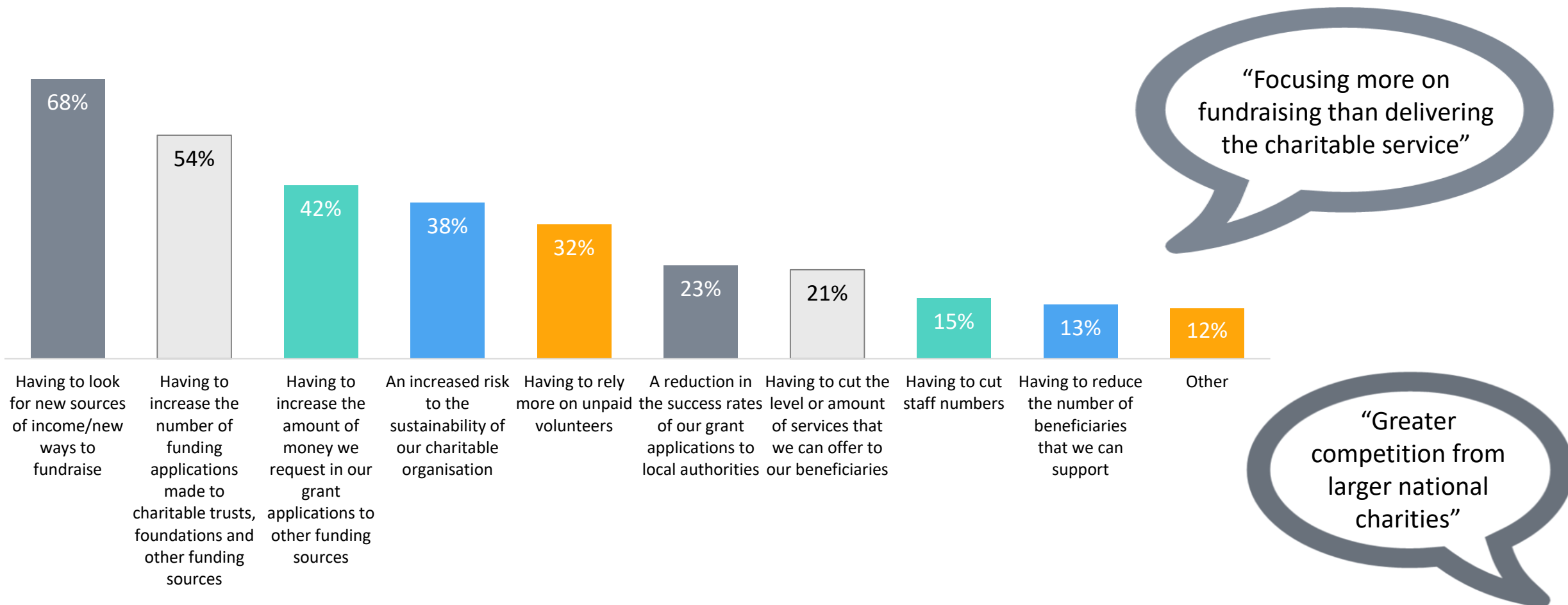
Issues affecting fundraising organisations

Figure 1: "Which of the following issues have affected your organisation as a result of cuts from local and central government to charitable organisations such as yours?", *asked to all respondents from applicant organisations (191)*

QA4

Issues affecting grant-making organisations

...and grant making organisations are grappling with changes too

An increase in the number of funding applications received — 58%

An increase in the number of charitable organisations closing down — 56%

An increase in the amount of money being requested — 51%

A change in the type of charity/cause asking/applying for funding from my... — 38%

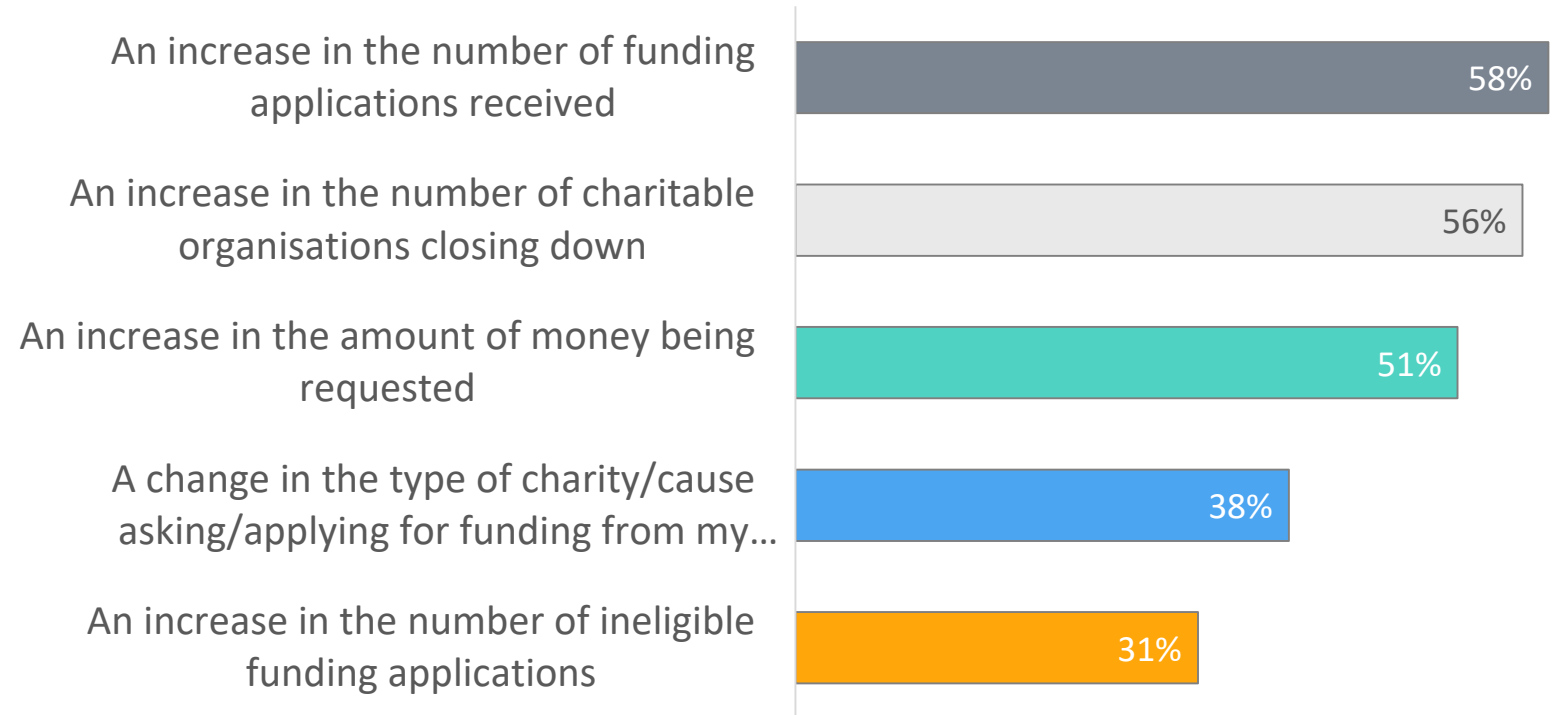An increase in the number of ineligible funding applications — 31%

Figure 2: "Which of the following issues have affected your organisation as a result of cuts from local and central government to charitable organisations?", *not showing data for "Other" (0.0%) or "Don't know" (0.0%), asked to all respondents from grant-making organisations (100)*

QF13

What is the impact of grant givers' current application processes on fundraising organisations?

Completing grant applications

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On average, a total of **264 hours** is spent applying for funding per year, to which grant-making organisations under-estimate the real burden on applicant organisations

33
separate grant applications typically completed per year by applicant organisations, on average`

8 hours
is the average time taken to fill in the typical grant application form, according to applicants

6 hours
is the average perceived time taken to fill in grant-makers' grant application forms, according to grant-makers

Figure 3: *Analysis showing the average number of separate grant applications which are typically completed per year, asked to all respondents from applicant organisations (191)*

Figure 4: *Analysis showing the average time it takes to fill in the typical grant-application form, asked to all respondents from applicant organisations (191)*
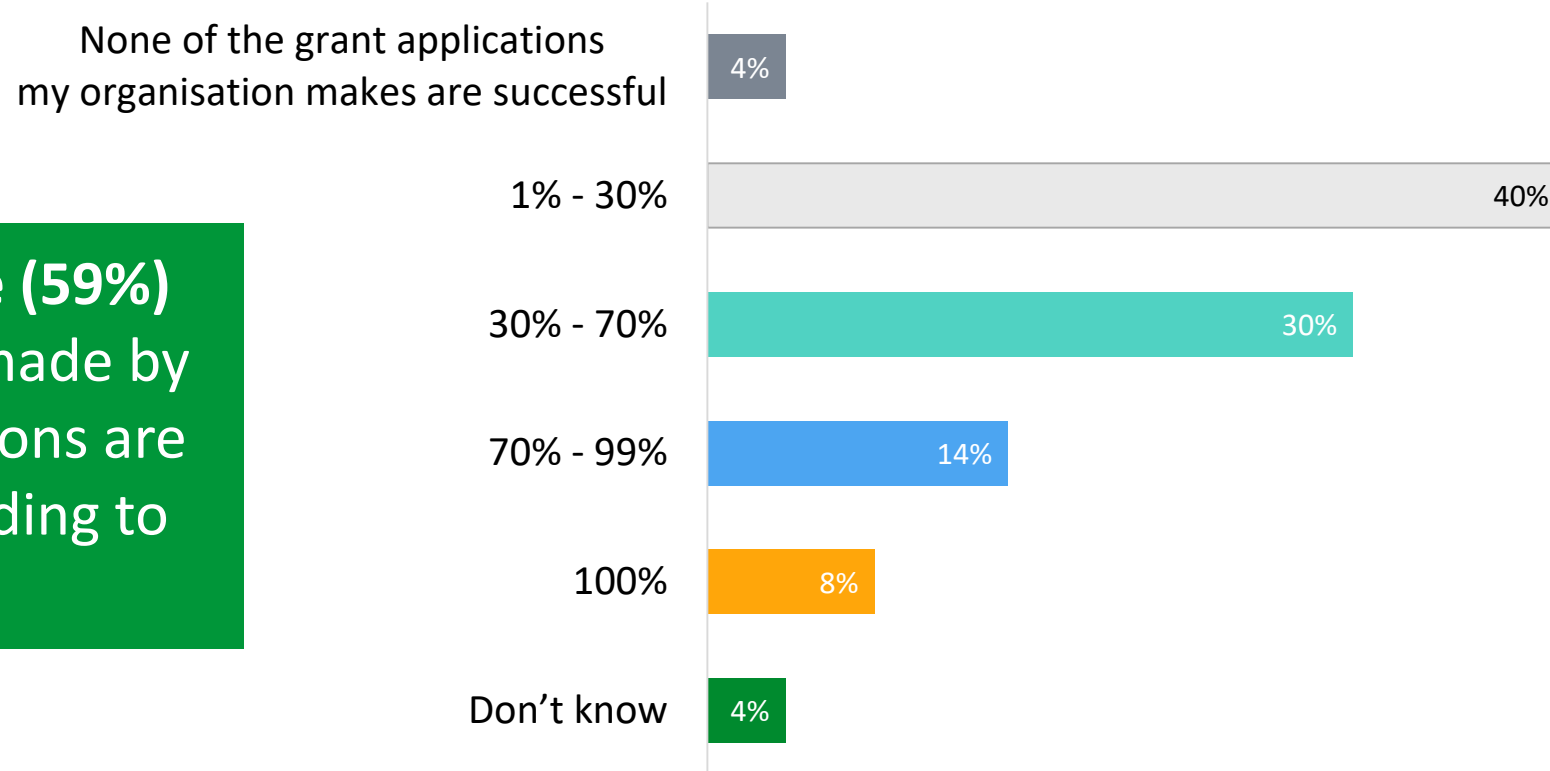
Figure 5: *Analysis showing the average perceived time it takes an applicant to fill in their grant-application form, asked to all respondents from grant-making organisations (100)*

QA1, QA2, QF14

Success of grant applications – The Applicants' View

None of the grant applications
my organisation makes are successful — 4%

1% - 30% — 40%

Almost **three in five (59%)** grant applications made by applicant organisations are unsuccessful, according to applicants

30% - 70% — 30%

70% - 99% — 14%

100% — 8%

Don't know — 4%

41%

of grant applications made over a 12 month period actually receive some funding, on average, according to applicants

Figure 6:   "Approximately, what percentage of the grant applications your organisation makes over a 12 month period actually receives some funding?", *asked to all respondents from applicant organisations (191)*

QA3

Funding grant applications

20%

of grant applications received are <u>ineligible</u> for funding, on average, according to grant-makers

Figure 15: *Analysis showing the percentage of funding applications grant-makers receive which are ineligible for funding, asked to all respondents from grant-making organisations (100)*

38%

is the average percentage of <u>eligible</u> applications grant-makers are able to fund each year, according to grant-makers

Figure 16: *Analysis showing the percentage of eligible applications grant-makers are able to fund each year, asked to respondents whose organisation requires applicants to apply for funding and do not fund charitable organisations directly (95)*

30%

is the approximate average percentage of <u>all</u> applications received by grant-makers which they are able to fund each year, according to grant-makers

Figure 17: *Analysis showing the percentage of all applications grant-makers are able to fund each year, calculated from the average number of ineligible applications received and the number of eligible applications grant-makers are able to fund each year*

Grant-makers can't fund all of the causes they receive grant applications from, with approximately **only 10** of the applications that applicant organisations make each year receiving any funding

QF5, QF6

Improving the application process

There are many ways the application process could be improved

Legend: ■ Grant-making organisations □ Applicant organisations

Data by category (Grant-making / Applicant):
- Simplifying the application process to free up time for them to focus on delivering services to their beneficiaries: 36% / 39%
- Receiving constructive feedback on unsuccessful applications: 33% / 39%
- For funders to take an interest in their projects/causes beyond just providing the finance to fund them: 32% / 9%
- To provide more flexible support throughout the application process: 28% / 11%
- Continuous feedback during the application process: 28% / 10%
- Cutting the length of time it takes to receive an answer from a potential funder after an application has been submitted: 26% / 36%
- For funding organisations to be more approachable: 22% / 10%
- To know the criteria against which an application is judged: 21% / 45%
- Reducing the administrative burden of finding grant givers: 19% / 21%
- An application process that gives more equal access to funding and fundraising to all charitable organisations regardless of size: 19% / 19%
- To have access, via technology, to multiple grant-makers with one application: 18% / 38%
- Moving the entire application process to an online system rather than requiring paper-based submissions: 18% / 19%

Figure 24: *"When it comes to charitable organisations applying for funding from organisations like yours, which of the following factors do you think would be most important to them in improving the application process?/ Which of the following factors are most important to your organisation for improving the application process when applying for funding?", showing the combination of responses ranked first, second and third, not showing data for "Other" (0.0%-2.1%), asked to all respondents from grant-making organisations (100) and all respondents from applicant organisations (191)*

QF15, QA5

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What do grant givers think about collaborative funding ?

Willingness to collaborate

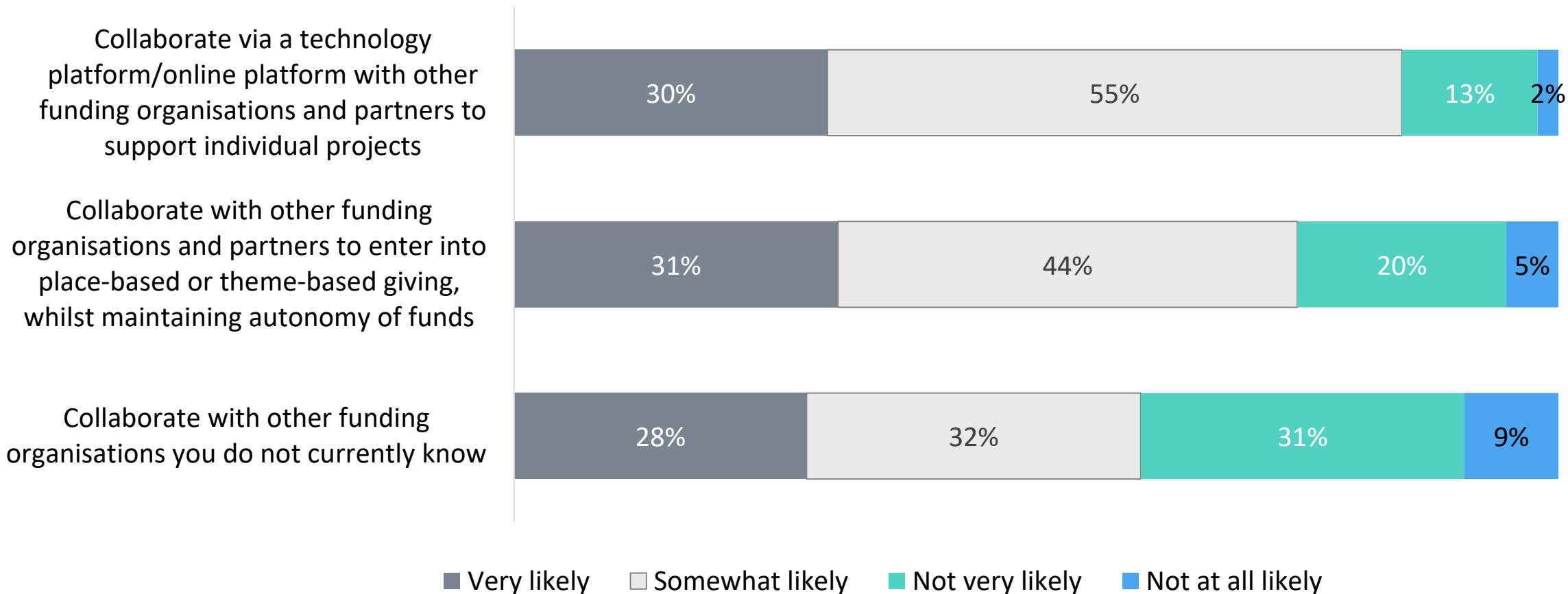## Grant-making organisations are willing to collaborate with their peers

	Very likely	Somewhat likely	Not very likely	Not at all likely
Collaborate via a technology platform/online platform with other funding organisations and partners to support individual projects	30%	55%	13%	2%
Collaborate with other funding organisations and partners to enter into place-based or theme-based giving, whilst maintaining autonomy of funds	31%	44%	20%	5%
Collaborate with other funding organisations you do not currently know	28%	32%	31%	9%

■ Very likely　□ Somewhat likely　■ Not very likely　■ Not at all likely

Figure 25:　"To what extent do you think your organisation is likely to do any of the following?", *not showing data for "Don't know" (0.0%), asked to all respondents from grant-making organisations (100)*
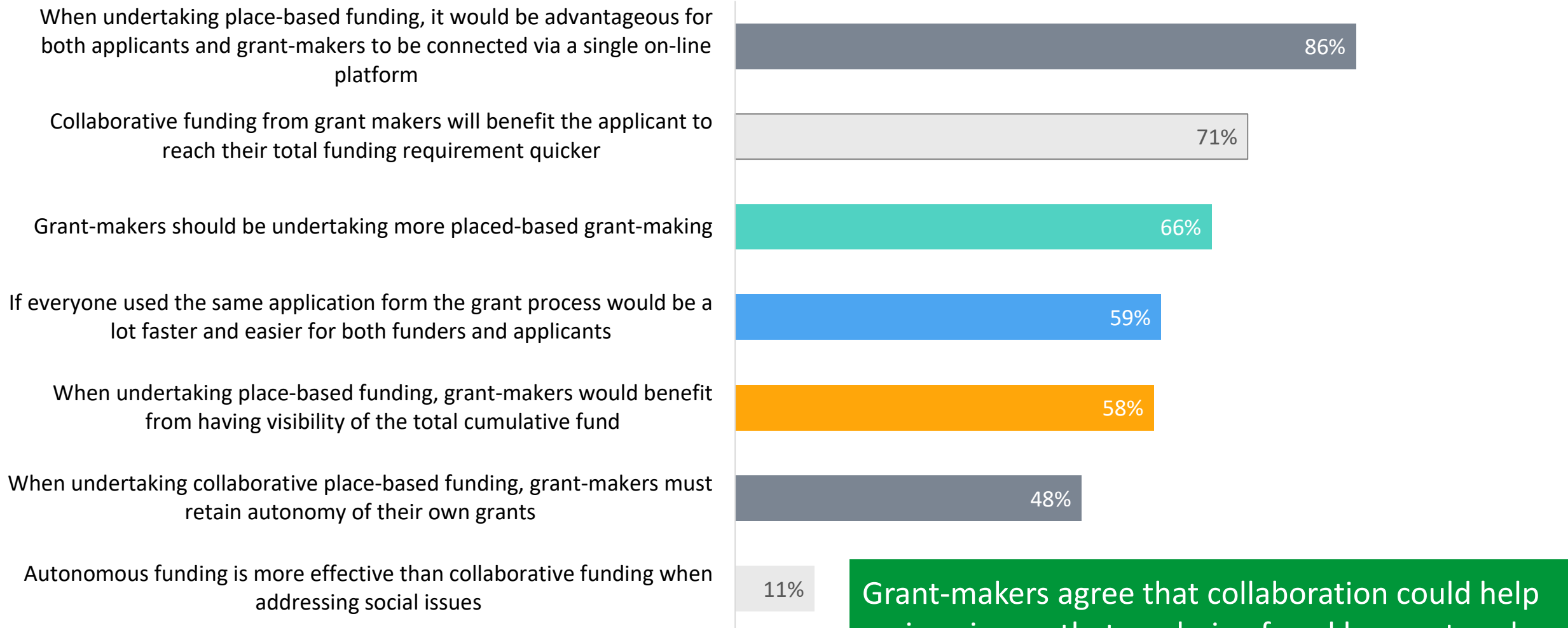
QF18

How collaboration can help

When undertaking place-based funding, it would be advantageous for both applicants and grant-makers to be connected via a single on-line platform — **86%**

Collaborative funding from grant makers will benefit the applicant to reach their total funding requirement quicker — **71%**

Grant-makers should be undertaking more placed-based grant-making — **66%**

If everyone used the same application form the grant process would be a lot faster and easier for both funders and applicants — **59%**

When undertaking place-based funding, grant-makers would benefit from having visibility of the total cumulative fund — **58%**

When undertaking collaborative place-based funding, grant-makers must retain autonomy of their own grants — **48%**

Autonomous funding is more effective than collaborative funding when addressing social issues — **11%**

Figure 26: "To what extent do you agree or disagree with the following statements?", *showing the combination of "strongly agree" and "somewhat agree", asked to all respondents from grant-making organisations (100)*

Grant-makers agree that collaboration could help various issues that are being faced by grant-maker and applicant organisations

QF19

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How effectively is technology being used to transform the grant giving and application process?

Technology currently in use

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Grant-making organisations use a range of technology to aid the funding application process and/or measure the impact of funding…
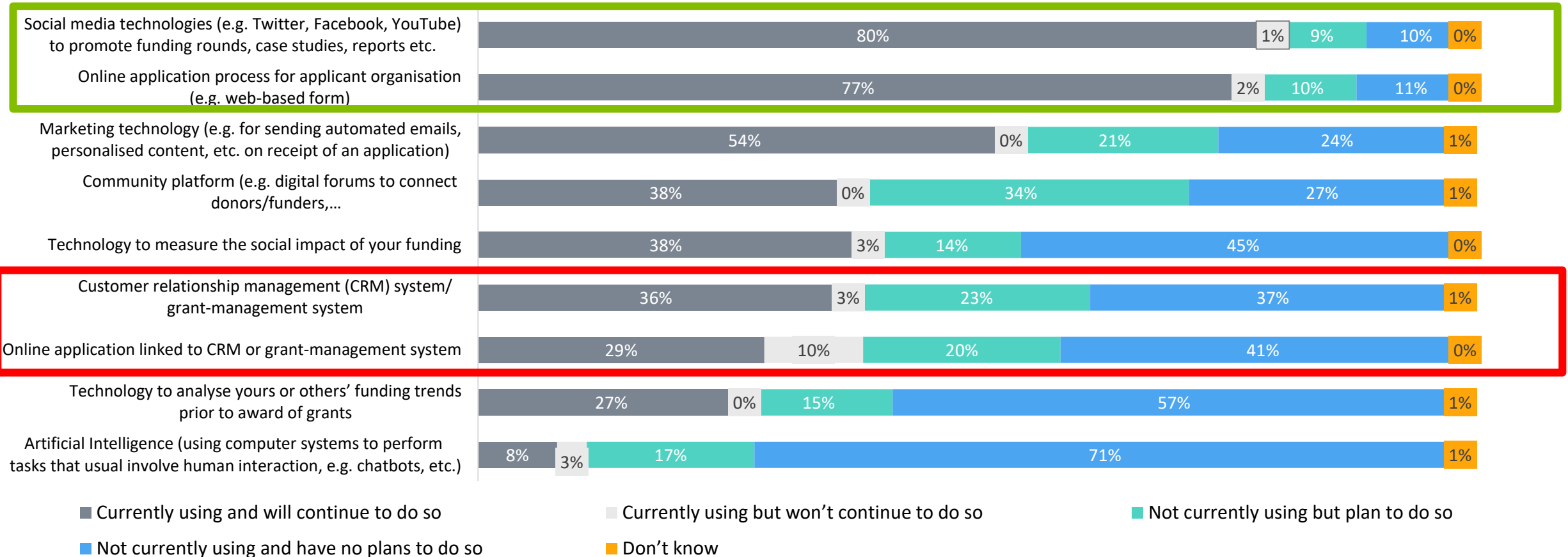
Technology	Currently using and will continue to do so	Currently using but won't continue to do so	Not currently using but plan to do so	Not currently using and have no plans to do so	Don't know
Social media technologies (e.g. Twitter, Facebook, YouTube) to promote funding rounds, case studies, reports etc.	80%	1%	9%	10%	0%
Online application process for applicant organisation (e.g. web-based form)	77%	2%	10%	11%	0%
Marketing technology (e.g. for sending automated emails, personalised content, etc. on receipt of an application)	54%	0%	21%	24%	1%
Community platform (e.g. digital forums to connect donors/funders,…)	38%	0%	34%	27%	1%
Technology to measure the social impact of your funding	38%	3%	14%	45%	0%
Customer relationship management (CRM) system/ grant-management system	36%	3%	23%	37%	1%
Online application linked to CRM or grant-management system	29%	10%	20%	41%	0%
Technology to analyse yours or others' funding trends prior to award of grants	27%	0%	15%	57%	1%
Artificial Intelligence (using computer systems to perform tasks that usual involve human interaction, e.g. chatbots, etc.)	8%	3%	17%	71%	1%

- Currently using and will continue to do so
- Currently using but won't continue to do so
- Not currently using but plan to do so
- Not currently using and have no plans to do so
- Don't know

Figure 11: "Which of the following types of technology is your organisation currently using or planning to use in order to aid the funding application process and/or to measure the impact of funding?", *asked to all respondents from grant-making organisations (100)*
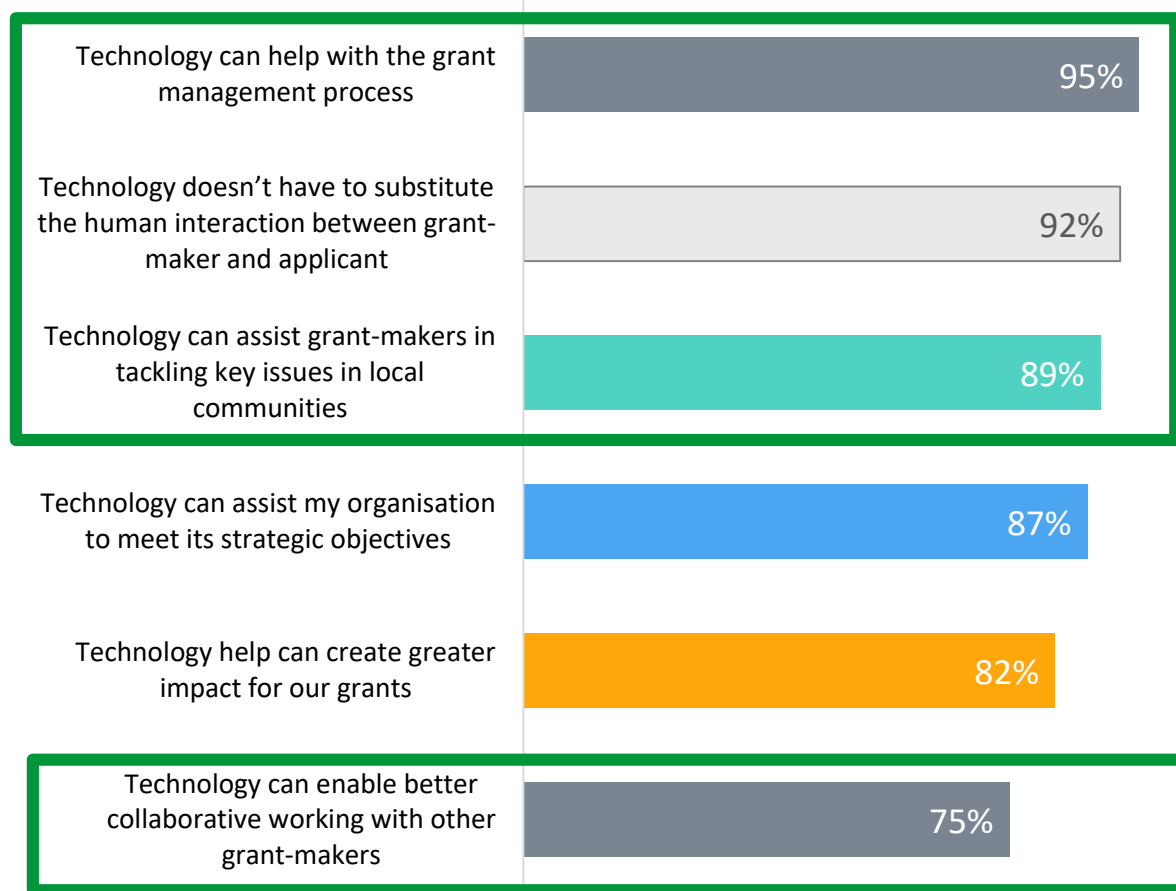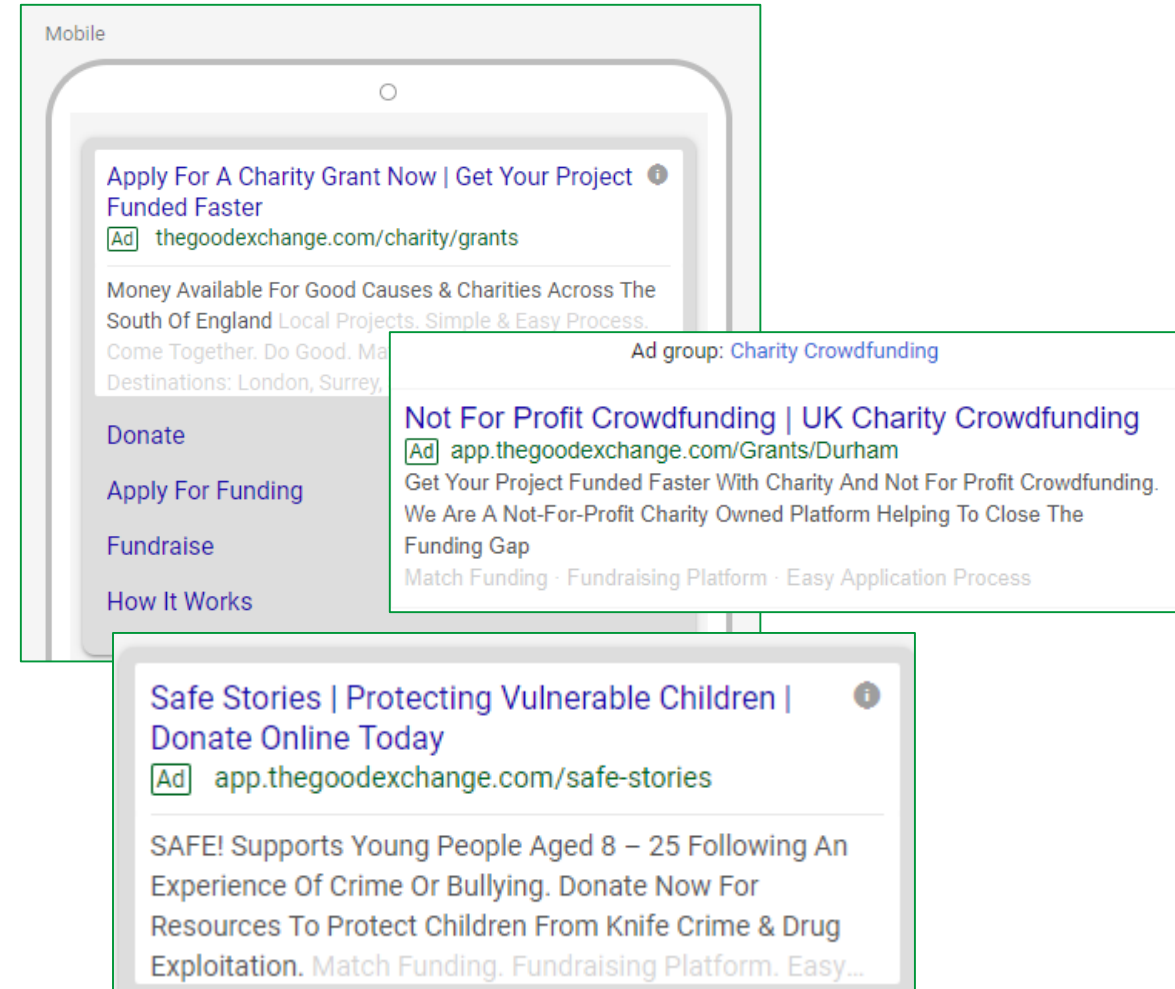
QF1

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Technology satisfaction

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Area	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	We don't do this in our organisation
Creating an application form	49%	29%	12%	4%	6%
Advertising grant rounds and promoting grants	40%	16%	11%	2%	31%
Managing due diligence, grant payment and audit reports	37%	29%	17%	7%	10%
Communicating with potential or actual grant recipients	36%	14%	11%	0%	39%
Sourcing and short-listing of eligible applicants and…	35%	18%	17%	13%	17%
Assessing the need of where your grants can add value	30%	19%	15%	4%	32%
Grant decision making	26%	28%	22%	8%	16%
Using match-funding to incentivise fundraisers and…	20%	10%	12%	7%	51%
On-line collaboration with other grant-makers	15%	23%	14%	0%	48%
Impact measurement	13%	15%	11%	3%	58%

■ Very satisfied   ■ Somewhat satisfied   ■ Not very satisfied   ■ Not at all satisfied   ■ We don't do this in our organisation

Figure 12:   "To what extent are you satisfied that your organisation has the adequate technology in place to be successful in each of the following areas?", *not showing data for "Don't know" (0.0% for all), asked to all respondents from grant-making organisations (100)*

…but there are low levels of satisfaction with some of the technology that is currently used to assist key areas in the grant-giving process

QF2

How technology can help

Technology can help with the grant management process — 95%

Technology doesn't have to substitute the human interaction between grant-maker and applicant — 92%

Technology can assist grant-makers in tackling key issues in local communities — 89%

Technology can assist my organisation to meet its strategic objectives — 87%

Technology help can create greater impact for our grants — 82%

Technology can enable better collaborative working with other grant-makers — 75%

...but despite this, there is strong agreement that technology can help

Figure 14: "To what extent do you agree or disagree with the following statements?", showing the combination of "strongly agree" and "somewhat agree", asked to all respondents from grant-making organisations (100)

QF4

What can fundraisers with limited resources do with digital tools to drive donations as well as grants?

Note: 14:40 – 15:10 – How to use social media as a leadership tool
Kate Collins, Chief Executive, Teenage Cancer Trust

Free Google Adwords for Non-Profits

- Google Ad Grants - Google for Non-Profits programme

- Google Ad Grants can be used to reach people who are making non-profit/charity-related searches

- Qualifying non-profits receive $10,000 a month in AdWords advertising:
  - Valid charities
  - Live websites with 'substantial' content
  - Achieve a 5%+ Click Through Rate (CTR)

- Link adverts to fundraising projects on your website/fundraising platforms

https://www.google.co.uk/intl/en/grants/

Canva – Professional Design for Everyone

Marina Stedman
Marina Stedman's team

The Good Exchange

Share

1. Enable anyone to create professional graphics
2. Set brand components for consistent look and feel
3. Premium version free for charities and not-for-profit organisations
4. Layout and Design templates e.g. for social media, newsletters, e-mails, invitations, brochures, presentations
5. Free image library (or upload your own)

Home
Brand
Design
Marin
The Good Exchange
Trash

Your Exclusive Invitation - What do grant givers & fundraisers really think about how technology is used in the charitable sector?

Season's Greetings from The Good Exchange

Start using Canva free here:
https://about.canva.com/canva-for-nonprofits/

2nd Pardot e-mail banner

n's Greetings from The Good Exchange

Season's Greetings from The Good Exchange
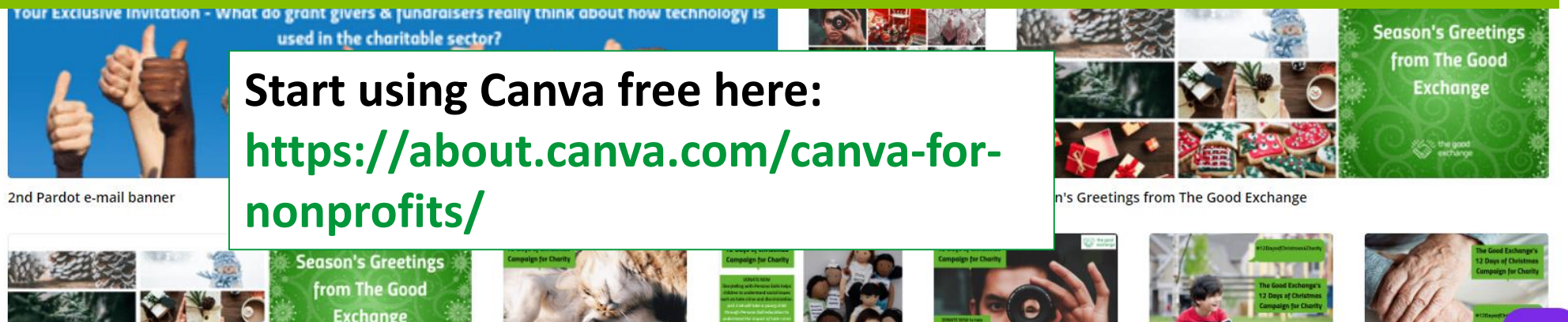
Lumen5 – Video Creation for Everyone

1. Enable anyone to create videos for social media, websites etc in minutes
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   - Choose your music
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https://lumen5.com/

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Conclusions for Fundraising Organisations

1. Desire to use Technology but it needs to be joined up to be effective

2. Approximately one in every three grant-applications receive **<u>some</u>** funding

   - 185 hours per year on average is wasted

3. Charities less able to focus on delivering their services

4. Increased pressure on applicants to find new sources of income as traditional sources dry up

5. Both parties agree that the grant application process should be simplified

6. Both parties agree that technology can help

7. Social media technologies increasingly being used for funding and fundraising and there are free tools to be used!!!!

Q&A

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