Research Learning from the Community

It is important to The Snow Foundation to know what matters to our grant recipients and how the Foundation can improve. In October 2015, The Snow Foundation, with seven other Australian family foundations, participated in a philanthropic research initiative conducted by Pollinate, an external research company. Responses came from 295 grant recipients including 83 Snow Foundation grantees.

FIRST IMPRESSIONS OF THE SNOW FOUNDATION FROM OUR GRANTEES

Purpose of the Research: to create benchmarks for the philanthropic sector and to identify areas for each foundation where they are doing well and where they can improve.

Results: results for all foundations were overwhelmingly positive. The Snow Foundation performed very strongly across the board and we were delighted, and pleasantly surprised, that in most cases we were on par or above the benchmark.

Positive Feedback: The Foundation fared particularly strongly on our relationships with grant recipients, as well as clear communications, straightforward grant conditions, and we are easy to work with. Great to know!

Whilst we are delighted to know the community values our involvement and we welcome the positive feedback, there is always room for improvement.

Areas for Improvement: Some grantees wanted a higher engagement, opportunities to network and, introductions to other donors. Many wanted us to promote their work more. Some also want to know more about The Foundation and what we are involved in.

Our Actions: We have learnt from your feedback and are taking action to improve our commitment to you:

- Increased our staff appointed Trisha Wong to manage Canberra relationships to enable higher engagement with our partners, stronger communication and an increase in networking.
- Launched The Snow Foundation Facebook to profile the activities and work of our partners.
- **Upgrading our website** this will enable more information on grant recipients to promote your work, while maintaining the simplicity of our current website.
- Improving our internal workflow management to enable greater productivity, efficiencies and our ability to support you better.
- Introductions to other donors we brought The Funding Network, a collective giving approach, to Canberra in June, enhancing and engaging relationships with other corporate and individual supporters.

Thank you to all the grant recipients who participated in the survey.