In May 2019, the Oklahoma City Community Foundation contracted with the Center for Effective Philanthropy (CEP) to conduct a Donor Perception Survey to learn more about our donors’ values, preferences for engagement, giving patterns and satisfaction with our services and resources. For those of you who participated, thank you for your time and candor. Your feedback will help guide our immediate and long-term plans around donor services, communications, community leadership and impact.

The survey was distributed to 600 donors who have an advised fund or have made gifts to a scholarship or charitable organization endowment fund at the Oklahoma City Community Foundation within the last three years. We were pleased that 32% of those contacted participated in the survey. Your candid responses informed us of what we’re doing right and recommended areas in which we can improve.

The CEP is a nonprofit organization that has been helping funders evaluate their impact through research and assessments since 2001. The Donor Perception Report has been used by more than 70 community foundations throughout the United States. By partnering with the CEP, we were able to not only measure donor satisfaction against our own goals and standards, but also against the perceptions of donors to other community foundations. The report provides comparative data among a “custom cohort” of 11 community foundations similar in size to the Oklahoma City Community Foundation. Also, because we participated in the Donor Perception Report in 2013, we can compare this year’s findings to identify where we have made progress and any areas requiring attention.

I’m pleased to share the following highlights of the 2019 Donor Perception Survey. You may also access the full survey results at www.occf.org/DPR. Please contact me or Jennifer Stewart at (405) 235-5603 with any questions, and thanks again to everyone who participated in this project.

Nancy B. Anthony, President
December 2019

Key Findings
The chart below shows our percentile ranking on key areas relative to the CEP’s overall data. Rankings are also shown for the selected cohort of 11 peer community foundations.

**Proportion of Donors Satisfied with the Community Foundation’s Work in Each Area**

Donors rate their overall satisfaction with the Community Foundation and the likelihood they will recommend it to a friend or colleague higher than typical. Overall, donor perceptions of the Community Foundation are more positive than those of donors at the typical funder in CEP’s dataset.”

Donors describe the Community Foundation as ‘a tremendous resource’ for their community. Their ratings place the Community Foundation in the top 15% of CEP’s comparative dataset for several key measures including: its impact on the community, the responsiveness of its staff and the extent to which the Foundation makes donors feel more connected to their community.”

<table>
<thead>
<tr>
<th>Area</th>
<th>OCF 2019</th>
<th>Custom Cohort</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the Foundation’s Staff</td>
<td>95%</td>
<td>91%</td>
</tr>
<tr>
<td>Foundation’s Integrity and Trustworthiness</td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>Foundation’s Leadership in the Community</td>
<td>95%</td>
<td>90%</td>
</tr>
<tr>
<td>Foundation’s Knowledge of and Experience with Local Nonprofits</td>
<td>84%</td>
<td>83%</td>
</tr>
<tr>
<td>Foundation’s Investment Strategy and Performance</td>
<td>73%</td>
<td>86%</td>
</tr>
<tr>
<td>Foundation’s Ability to Make an Impact on Specific Issues</td>
<td>73%</td>
<td>86%</td>
</tr>
<tr>
<td>Foundation’s Administrative Fees or Costs</td>
<td>12%</td>
<td>80%</td>
</tr>
</tbody>
</table>
Motivation for Giving

When asked to select the **most important reasons to conduct charitable giving through** Oklahoma City Community Foundation respondents answered:

- Community Foundation’s reputation: 51%
- Community Foundation’s ability to accept non-traditional gifts: 51%
- Quality of the Community Foundation’s staff: 39%

Donors’ Use of Community Foundation Resources

When asked to select which **resources or services they used to achieve their charitable giving goals**, respondents’ top three selections were:

- Annual Report: 48%
- Community Foundation’s website occf.org: 41%
- Customized reporting: 28%

Donors’ Future Giving

**Most important reasons for future giving** through the Community Foundation:

- To give to a specific organization: 49%
- To create a charitable legacy or continue a family’s tradition of giving: 31%

Proportion of donors likely to give in future: 86%

*(84% is the average of similar organizations)*

Recommendations and Moving Forward

Based on donor feedback, the CEP made the following recommendations that the Oklahoma City Community Foundation will work to address in the future:

- Continue to enhance awareness of the Community Foundation and its work in the community.
- Provide more donors with designated staff contacts.
- Provide additional opportunities for donors to share their charitable giving goals.
- Encourage donors to use more Community Foundation resources.
- Emphasize the value of Community Foundation’s services.

*Find complete survey results at occf.org/DPR.*