

# Analysis of 2021 IWCF Member Survey Results

November 1, 2021

**Additional Information or Questions:**

Contact [Nicole Patterson](#), Chairperson  
Diversity, Equity & Inclusion Committee

# What is the objective of the 2021 IWCF Member Survey?

Conduct our second anonymous bi-annual Member Survey to help assess our members' experiences and collect information for future planning and decision-making.

## **Members' feedback helps us:**

- Understand if IWCF members feel seen, heard, and valued at IWCF, which is core to the inclusive environment we are committed to providing.
- Learn more about our members' vision for IWCF and collect input for future IWCF planning and decision-making.
- Gather demographic data to better understand who our members are.

# How many IWCF members did we hear from?

# 168 members responded

(42% of IWCF's 399 members)

Up from a 34% response rate to the [2019 Member Survey](#)

## Detailed Survey Response Metrics

- Typical time spent on survey was 13m:49s
- 97% completion rate

### INSIGHT

Strong response rates, including good representation from newer members ([Q7](#)), give us confidence<sup>1</sup> that results are generalizable to our full membership

<sup>1</sup> 95% confidence level with 6% margin of error

# Executive Summary of Survey Results

# Survey Highlights

## Section 1 of 5: Your IWCF Experience

1. **Our members' experience of IWCF's culture is generally positive** ([Q1-Q5](#)). All survey item ratings are up from 2019 or, for new survey items, were +85% favorable.
2. **IWCF's collective giving is impactful**, with 94% of respondents feeling confident their IWCF pooled-fund grant contribution makes a positive impact in our Southwest Idaho community ([Q6](#)).
3. **Overall, we see strong levels of member participation in IWCF—both in the past and planned for the future** ([Q7-Q9](#)), including voting, attending events, and serving on committees.

## Section 2 of 5: Your IWCF Membership

4. **95% of respondents are likely to renew their membership** ([Q10](#)) and **84% are likely to recommend membership to others** ([Q11](#)).
5. **The most valuable aspects of IWCF membership are related to [our core mission](#): philanthropic impact in our community** through **collective giving** ([Q13](#)).

## Section 3 of 5: IWCF Events & Communications

6. **Respondents provided useful data to inform events, marketing and communications with members** ([Q15-18, Q20-22](#))

# Survey Highlights (continued)

## Section 4 of 5: Next Steps for IWCF

7. **92% of respondents felt positive about IWCF's efforts during COVID-19 to keep them informed and connected** ([Q19](#))
8. **Respondents provided useful direction on the future of IWCF:**
  - The top action respondents would like IWCF to consider to increase our philanthropic impact is **increasing our focus on identifying and funding underserved and marginalized local populations** ([Q23](#)).
  - Respondents were split on whether we should expand beyond **our current pooled-fund grant approach** ([Q24](#)).
  - Respondents think it's important to **increase diversity in our membership** (74%) **and in our grant giving** (77%) ([Q25](#)).

## Section 5 of 5: About You

9. IWCF currently tracks very little demographic information on our members (*we collect zip codes and have a date of birth for some members*). In this survey we collected some member demographic information ([Q27-30](#)), primarily to ensure that members in different groups are not having a significantly different membership experience of IWCF ([Q1-Q5](#)). No statistically significant differences were found, indicating that **our members are having a similar experience of IWCF, regardless of age and identification with a nondominant group** ([Q27](#) and [Q30](#)).

## Initial Planned Actions Based on Member Survey Results

1. Increase member awareness and transparency by communicating Board decisions and IWCF organizational health data (e.g., membership numbers, number of grant applicants) in multiple places to ensure members have access to important information about IWCF's membership and grant giving
2. Based on feedback from members and speakers, continue offering virtual events. When possible, recordings of virtual events will be posted on IWCF's website and shared with members
3. Introduce and welcome new members via brief interviews in the "This Week" email newsletter
4. Add data on [IWCF's impact to IWCF's website](#)

# Understanding the IWCF Survey Results slides

## Example of what's included for each survey question

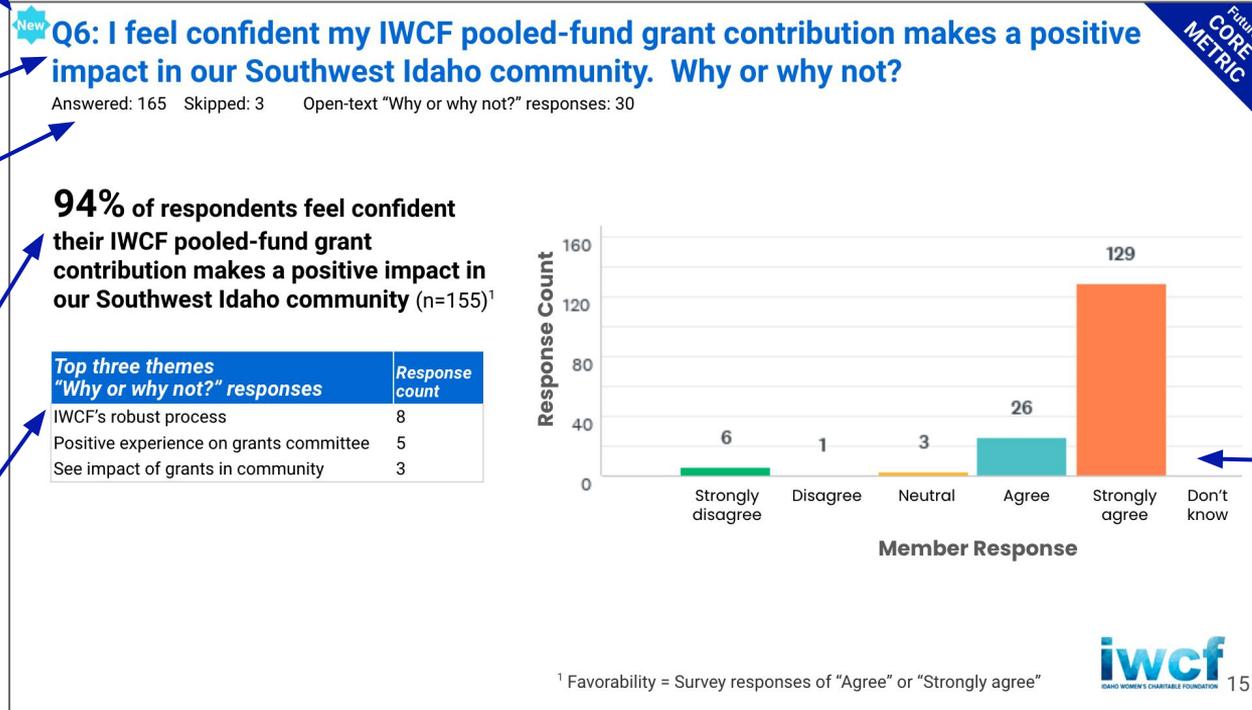
Indicates a **new question in 2021** (not in 2019 survey)

Question number ("Q6") and **exact survey question wording**

Count of members who **responded and skipped the question**, including open text responses (if applicable)

**Key insights or findings.** The "n=#" (or "N count") represents the number of people in population

If applicable: **Themes from qualitative analysis** of open-text or additional comments



Data we are **comparing year to year** (or plan to compare in future surveys) to assess IWCF member experience and engagement

Survey data as a **chart, table or other visual**

# Survey Results

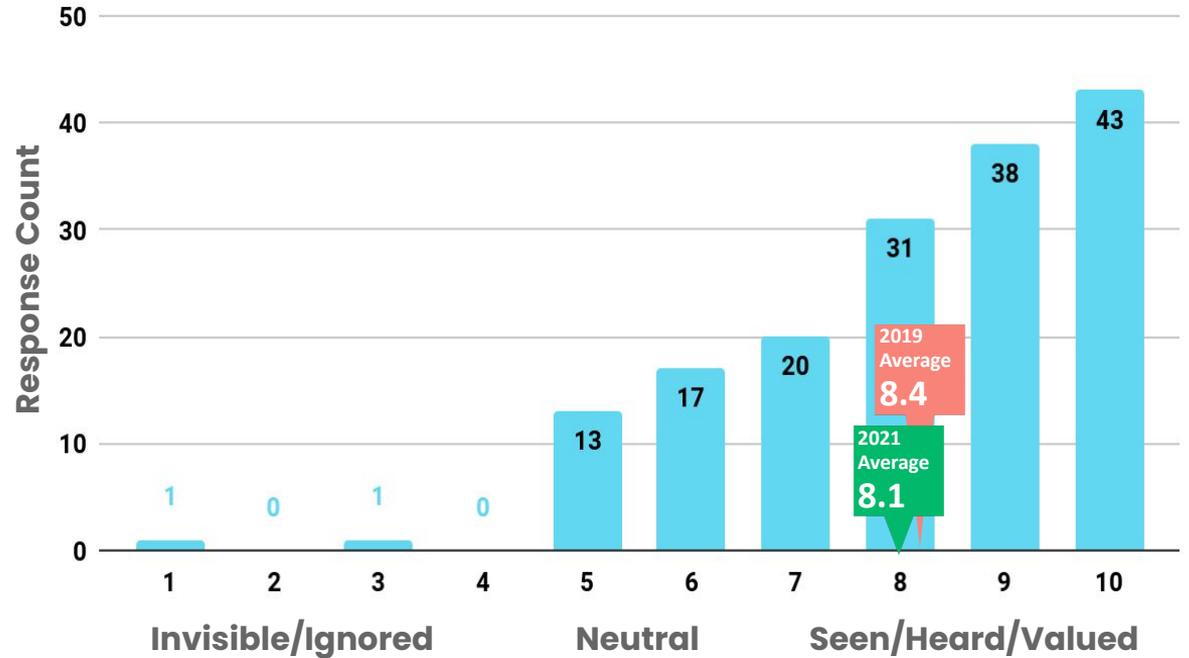
Section 1 of 5: Your IWCF Experience

Q1-Q9

# Q1: At IWCF, I feel

Answered: 164 Skipped: 4

**80%** of respondents feel seen,  
heard and valued (n=132)<sup>1</sup>  
(up from 79% in 2019)

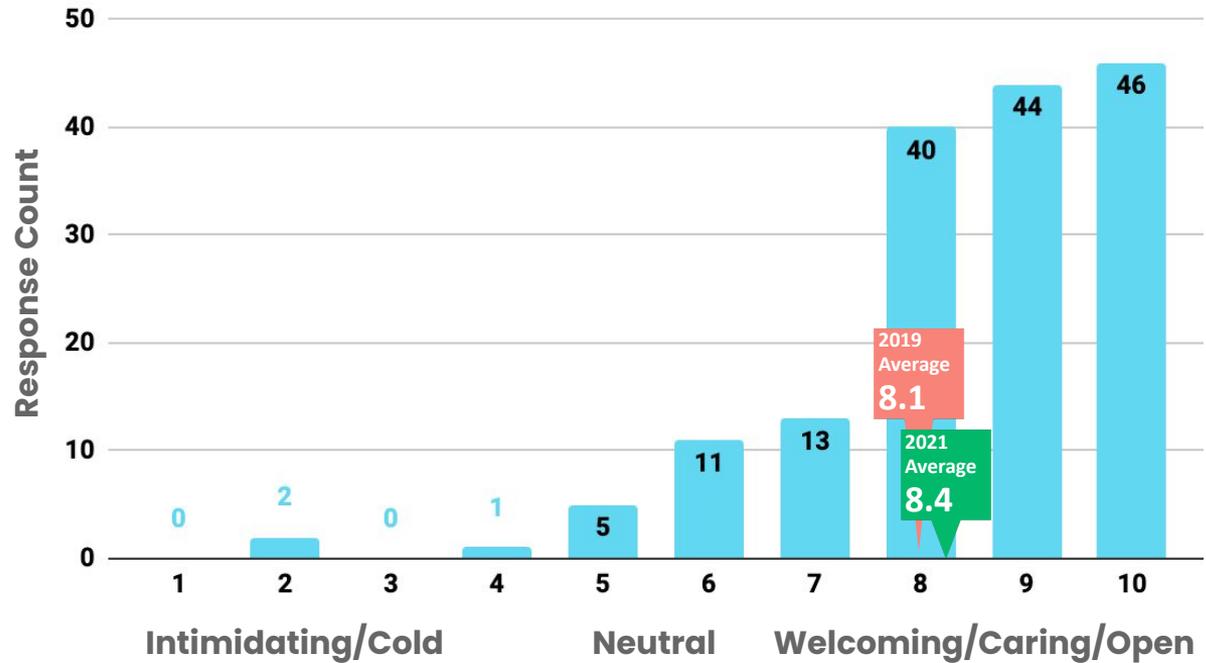


<sup>1</sup> Favorability = Survey responses of "7", "8", "9" or "10"

## Q2: At IWCF, the members are:

Answered: 162 Skipped: 6

**88%** of respondents say that IWCF members are welcoming, caring and open (n=143)<sup>1</sup>  
(up from 75% in 2019)

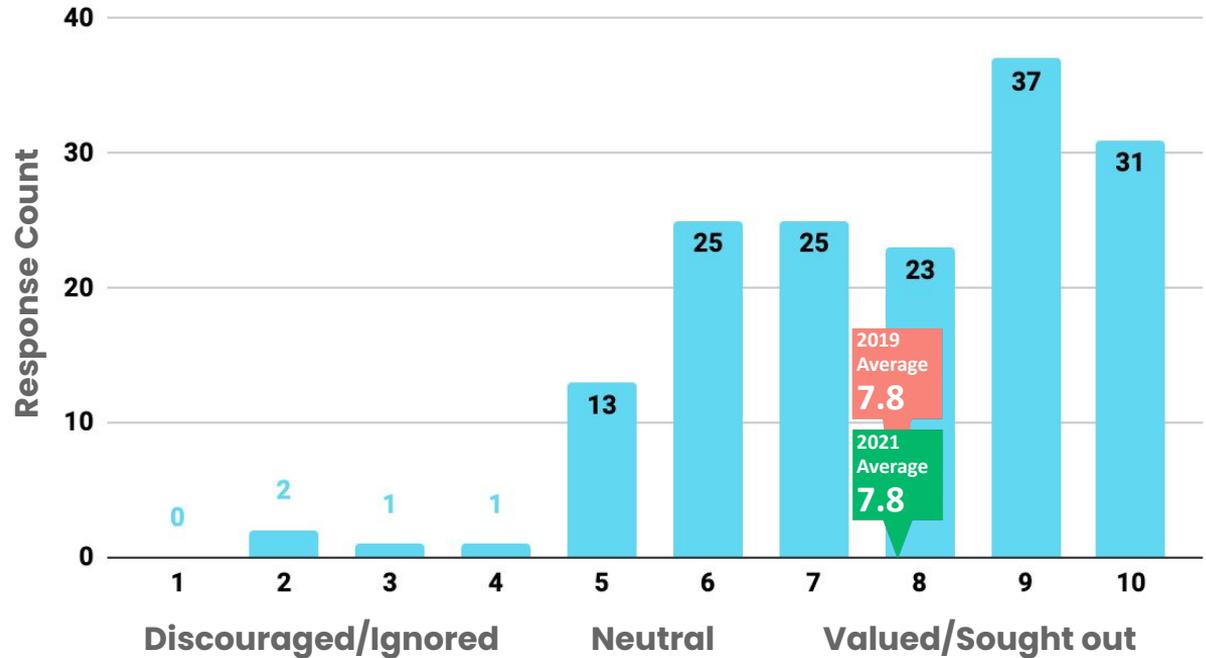


<sup>1</sup> Favorability = Survey responses of "7", "8", "9" or "10"

# Q3: At IWCF, differences (e.g., visible and invisible diversity, different perspectives and backgrounds) are:

Answered: 158 Skipped: 10

**73%** of respondents say that differences at IWCF are valued and sought out (n=116)<sup>1</sup>  
(up from 71% in 2019)

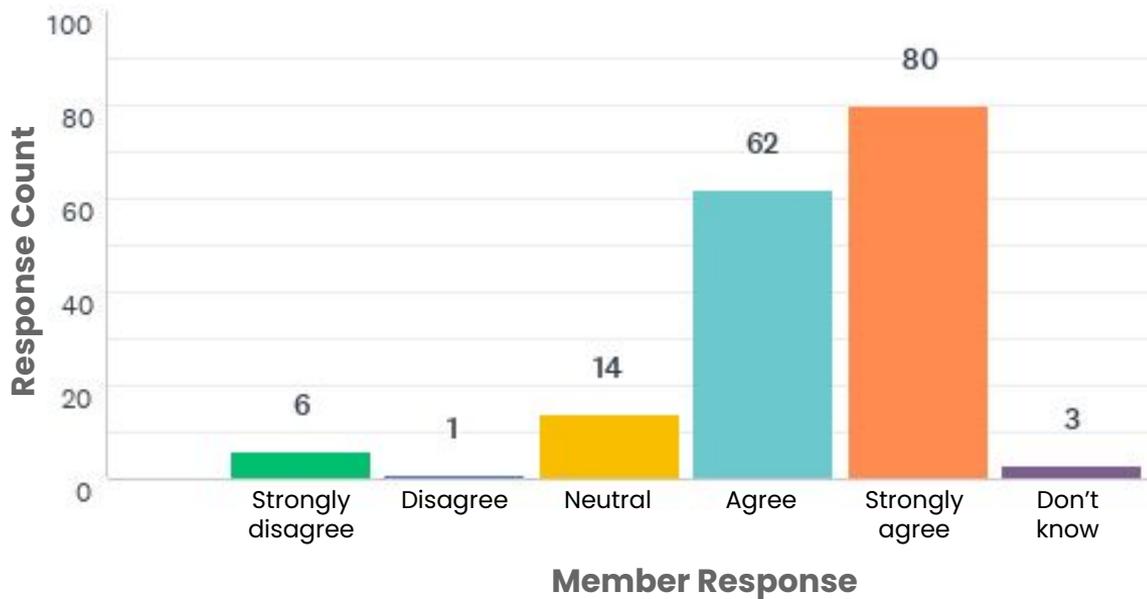


<sup>1</sup> Favorability = Survey responses of “7”, “8”, “9” or “10”

# Q4: At IWCF, I feel included and respected.

Answered: 166 Skipped: 2

**86%** of respondents feel included and respected at IWCF (n=142)<sup>1</sup>



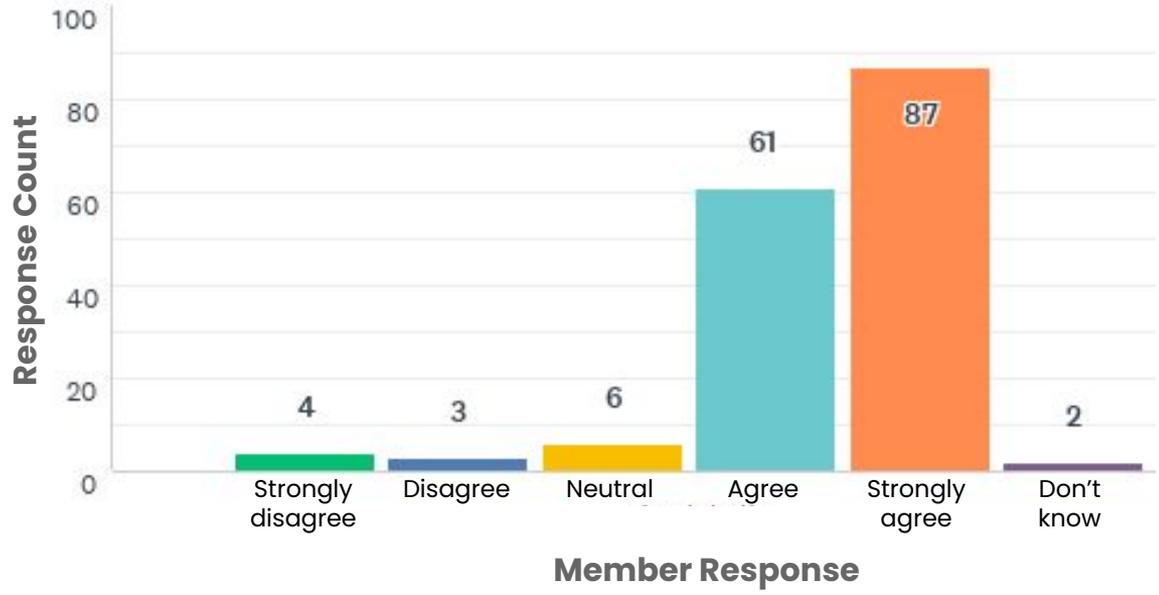
<sup>1</sup> Favorability = Survey responses of "Agree" or "Strongly agree"



# Q5: I am included in decision-making at IWCF to the extent I desire.

Answered: 163 Skipped: 5

**91%** of respondents are included in decision-making at IWCF to the extent they desire (n=148)<sup>1</sup>



<sup>1</sup> Favorability = Survey responses of "Agree" or "Strongly agree"

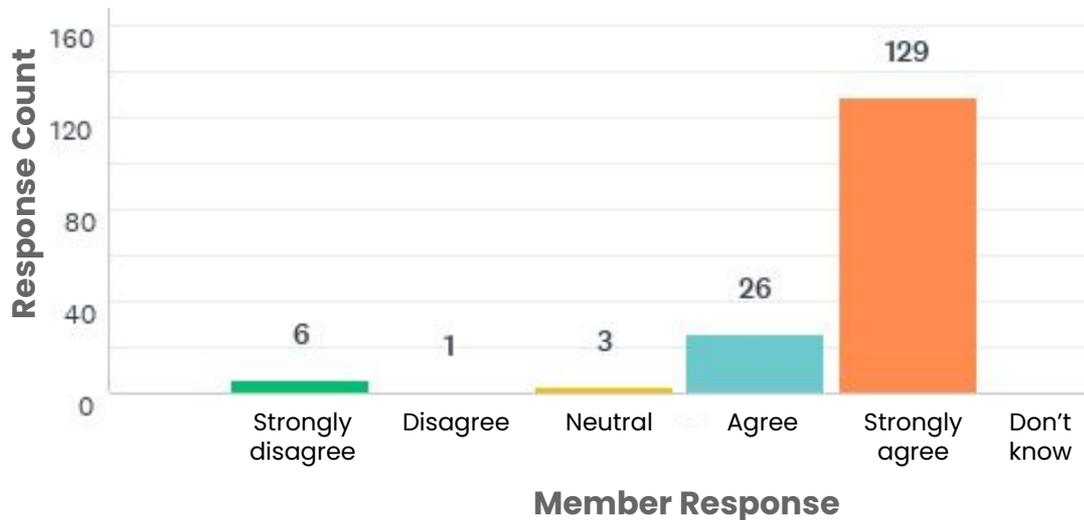
New

# Q6: I feel confident my IWCF pooled-fund grant contribution makes a positive impact in our Southwest Idaho community. Why or why not?

Answered: 165 Skipped: 3 Open-text "Why or why not?" responses: 30

**94%** of respondents feel confident their IWCF pooled-fund grant contribution makes a positive impact in our Southwest Idaho community (n=155)<sup>1</sup>

Top three themes "Why or why not?" responses	Response count
IWCF's robust process	8
Positive experience on grants committee	5
See impact of grants in community	3



<sup>1</sup> Favorability = Survey responses of "Agree" or "Strongly agree"

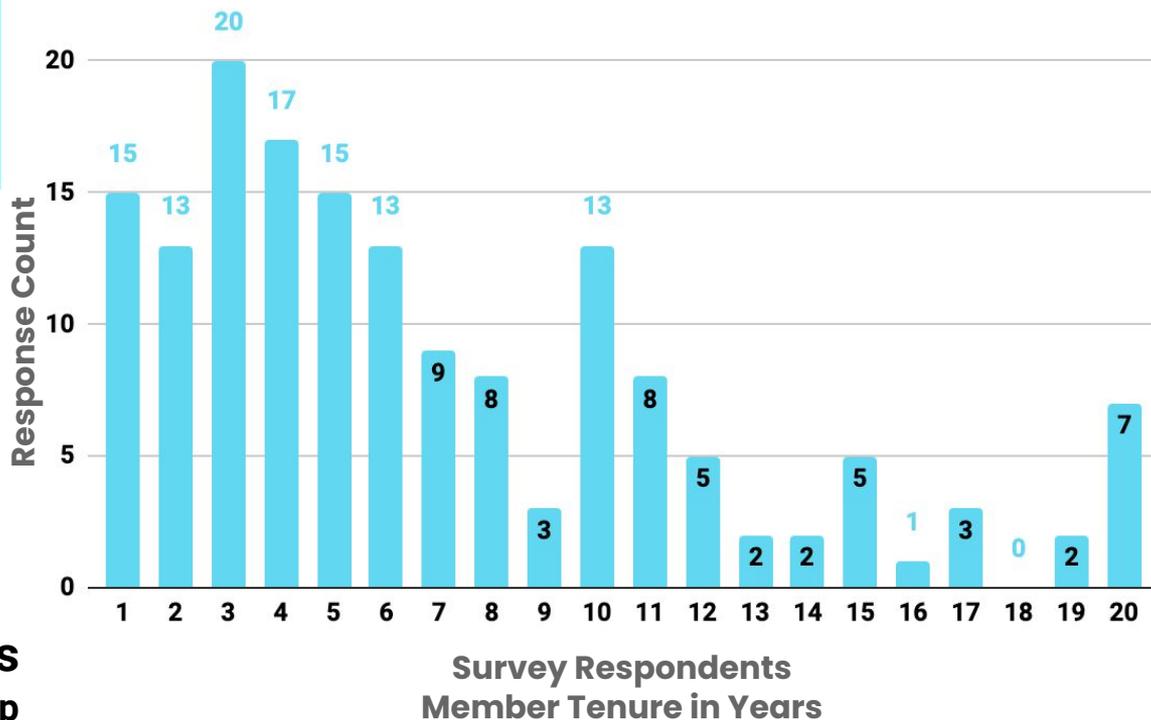
## Q7: How many years have you been a member of IWCF?

Answered: 161 Skipped: 7

Data on respondents' tenure aligns with actual membership tenure data, further supporting the validity of the survey data.

**7 years** is the average tenure of respondents, as compared to an average tenure of **8 years** in our actual membership.

**29%** of survey respondents are in their first 3 years of IWCF membership (n=48), as compared to **30%** of actual IWCF members are in their first 3 years of membership (n=118 of 399 active members at the time of the survey)



## Q8: In which IWCF activities have you participated (currently or in the past)? (Check all that apply.) Participation in IWCF activities is always welcomed and never required.

Answered: 166 Skipped: 2

**Despite COVID-19, we have strong engagement across our membership**

**98% voted** (n=162)

96% of the membership voted on the 2021 Pooled-Fund Grants

**86% attended events** (n=143)

(down from 92% in 2019 survey)

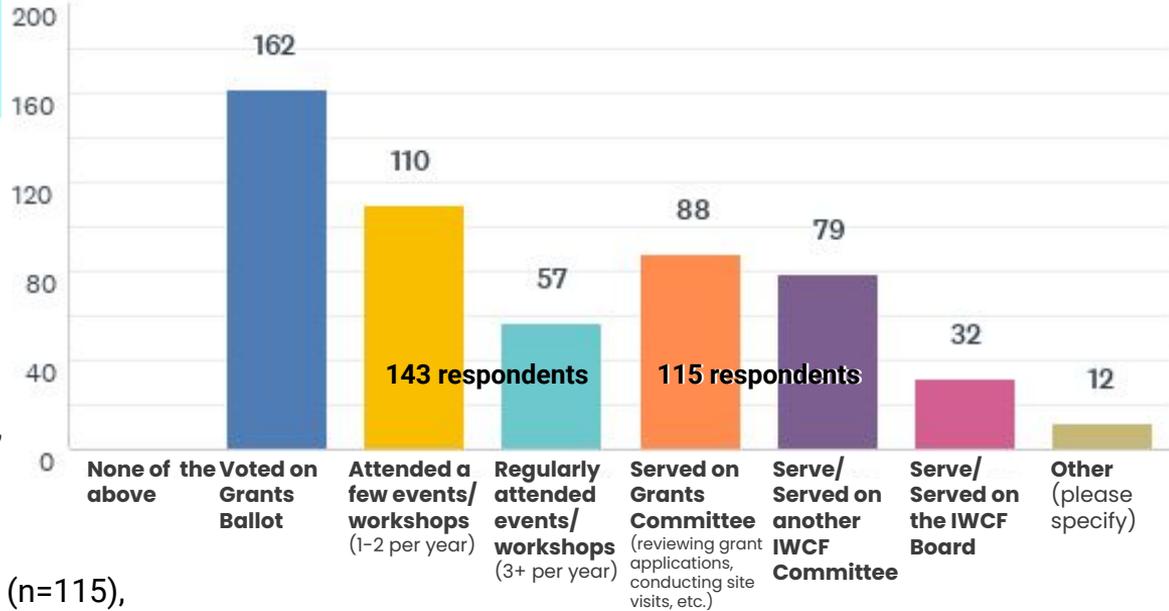
Based on actual event attendance tracking, 203 members attended events between Jul-2020 and May-2021

**69% served on committees** (n=115),

including Grants or other IWCF Committees

(down from 73% in 2019 survey)

**19% have served on the Board** (n=32)



7% of survey respondents only voted (n=12)

# Q9: In which IWCF activities do you plan to participate in the future? (Check all that apply.) Participation in IWCF activities is always welcomed and never required.

Answered: 166 Skipped: 2

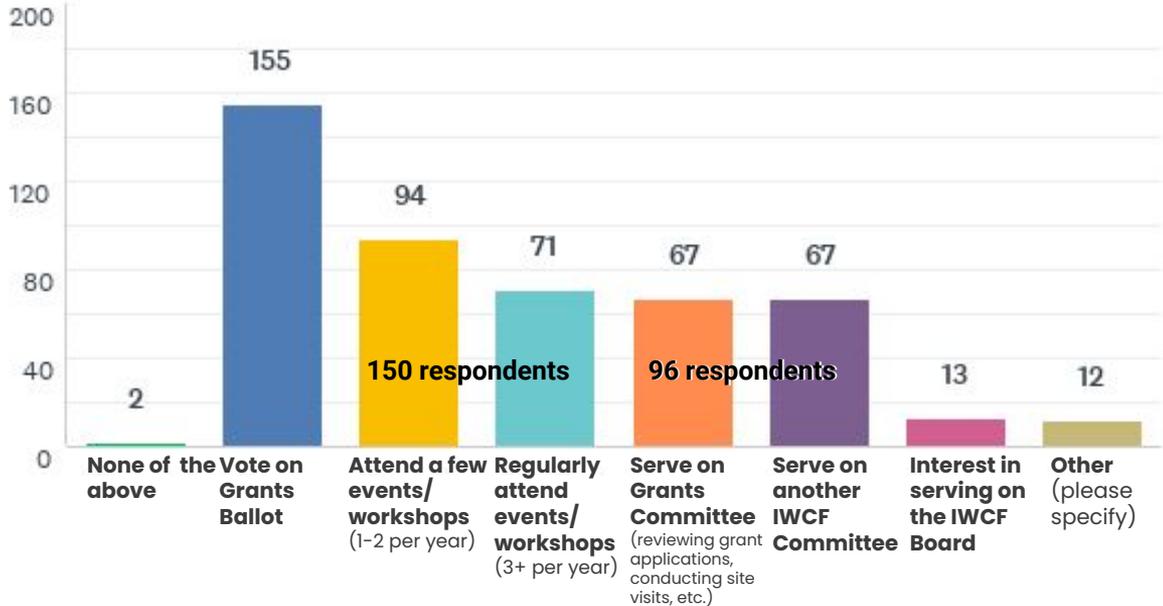
**Future member engagement also appears strong**

**93% plan to vote** (n=155)  
(-5% from [Q8](#))

**90% plan to attend events**  
(n=150) (+4% from [Q8](#))

**58% plan to serve on committees, including Grants or other IWCF Committees** (n=96)  
(-11% from [Q8](#), down from 70% in 2019 survey)

**6 respondents** are interested in future board service who have not previously served on the IWCF Board



## IWCF MEMBERS

[Let us know](#) if you're interested in volunteering in a new way at IWCF, such as reviewing grants, joining a committee, or joining the IWCF board

# Survey Results

## Section 2 of 5: Your IWCF Membership

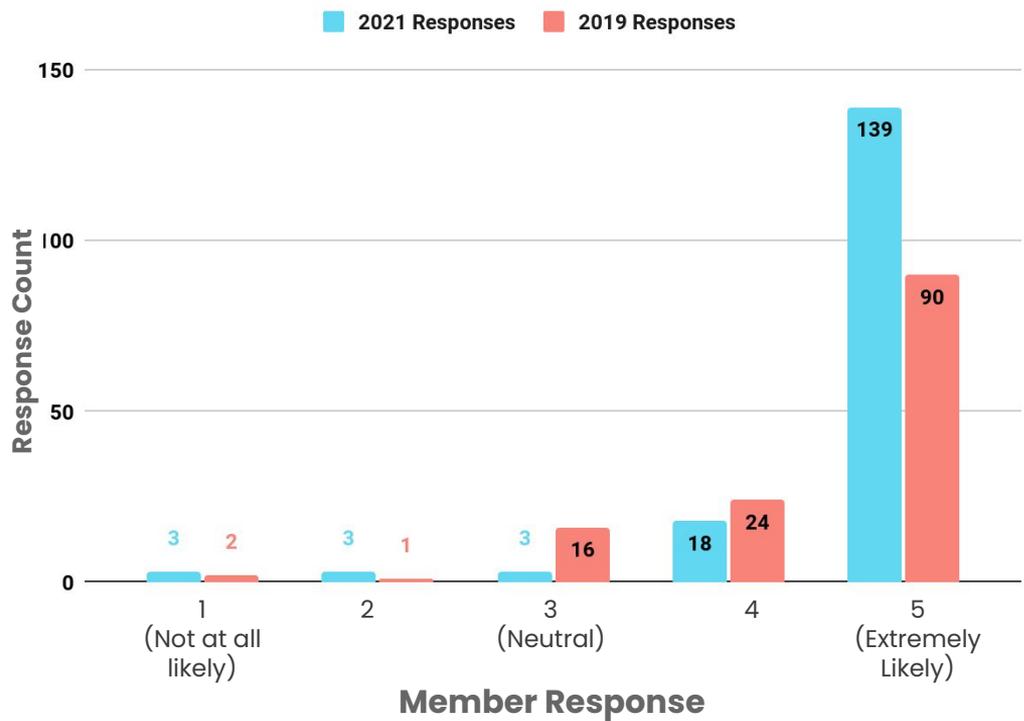
### Q10-Q14

# Q10: How likely is it that you will renew your IWCF membership for next year? Why or why not?

Answered: 166 Skipped: 2 Open-text responses: 46

**95% are likely to remain members** (n=157)  
*(up from 86% in 2019)<sup>1</sup>*

Top three themes "Why or why not?" responses	Response count
Likely to renew (38 open text responses)	
Impact on our community	13
Love organization/grants; personally meaningful	9
IWCF's Mission	6
Unlikely to renew (6 open text responses)	
Relocating	3
Finances	2
Concern too politically divisive	1



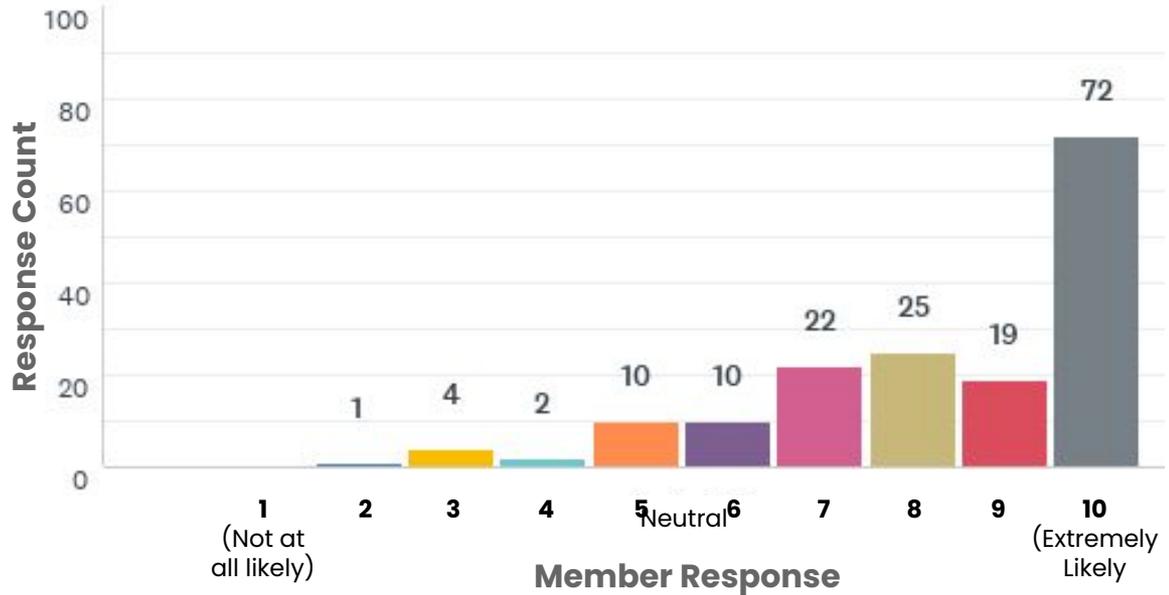
<sup>1</sup> Favorability = Survey responses of "4" or "5 (Extremely Likely)"

**Q11: How likely is it that you will recommend IWCF membership to someone else (such as a friend, business associate, or family member) during the next 12 months? Why or why not?**

Answered: 165 Skipped: 3 Open-text responses: 37

**84%** are likely to recommend IWCF membership to someone else (n=138)<sup>1</sup>

Top two themes "Why or why not?" responses	Response count
Likely to recommend (18 open text responses)	
Provided reasons people should join	11
"I already do recommend it"	7
Unlikely to recommend (14 open text responses)	
Concern about financial barriers <sup>2</sup>	8
Uncomfortable	3



<sup>1</sup> Favorability = Survey responses of "7", "8", "9" or "10 (Extremely Likely)"  
<sup>2</sup> Two respondents mentioned the second membership rate of \$625 will help

# Q12: What more could IWCF do to inspire you to recommend IWCF membership to others? (open text response)

Answered: 94

## Top 3 Themes<sup>1</sup>

 **#1 Keep the \$625 membership offering** (n=9)

**#2 Offer events/activities** (n=8)

**#3 Provide recruitment tools for members** (n=7)

**The IWCF Board voted in August 2021 to continue offering the 2 membership rates:**

- *\$625/year, including pooled-fund grant contribution and funds for operations*
- *\$1,125/year, including an additional \$500 Individual Grant Designation [IGD]*

<sup>1</sup> The following themes were excluded: “No change is needed” (n=24) and “Don’t know” (n=15)

# Q13: What is most valuable to you about your IWCF membership? (Choose up to 3)

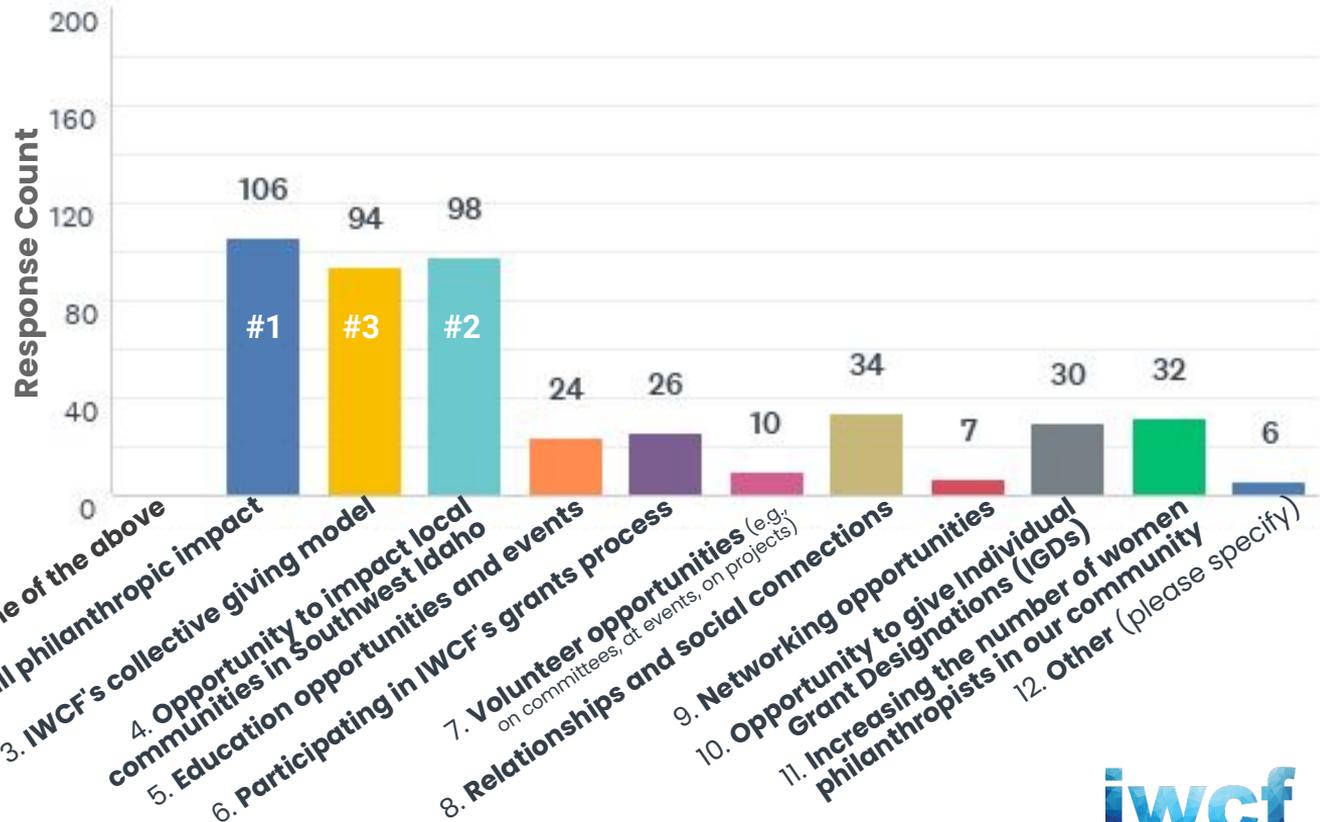
Answered: 166 Skipped: 2

## Top 3 Most Valuable Aspects of Membership are related to the core of our [IWCF mission](#)

#1 - IWCF's overall philanthropic impact (64%)

#2 - Opportunity to impact local communities in Southwest Idaho (59%)

#3 - IWCF's collective giving model (57%)





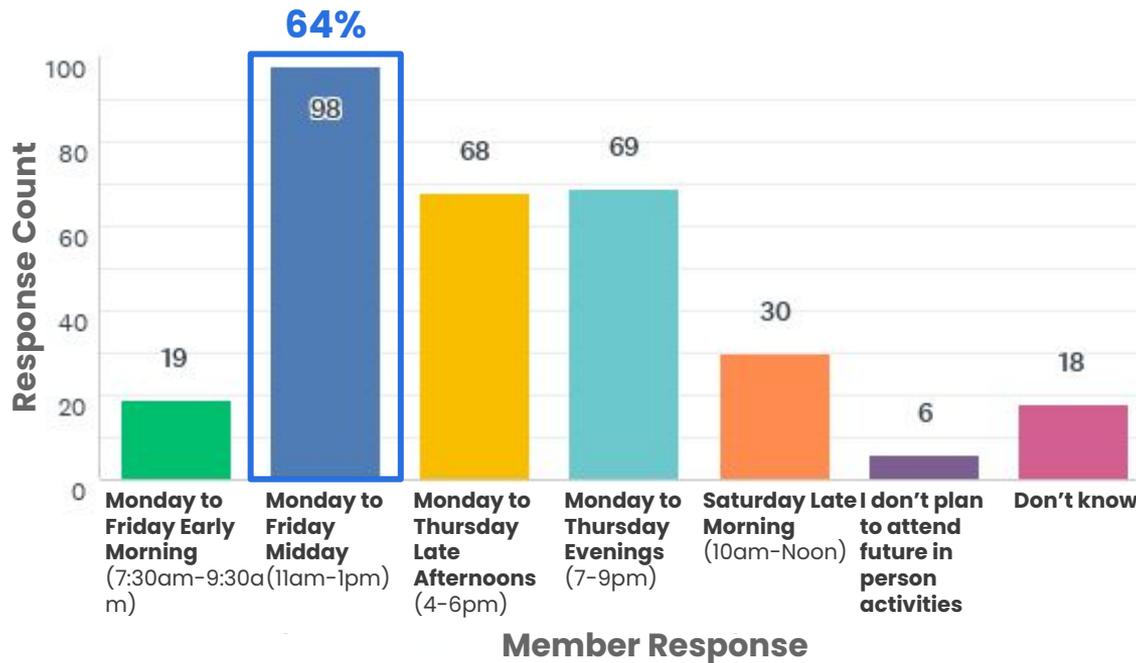
# Survey Results

Section 3 of 5: IWCF Events & Communications  
Q15-Q22

# Q15: When IWCF resumes safely hosting in-person events and workshops, when are you most likely to attend (do not consider committee meetings)? (Check all that apply.)

Answered: 160 Skipped: 8 [Additional comments](#): 13

**64%** of respondents who plan to attend future in-person activities (n=154) prefer to attend Monday to Friday midday (n=98)

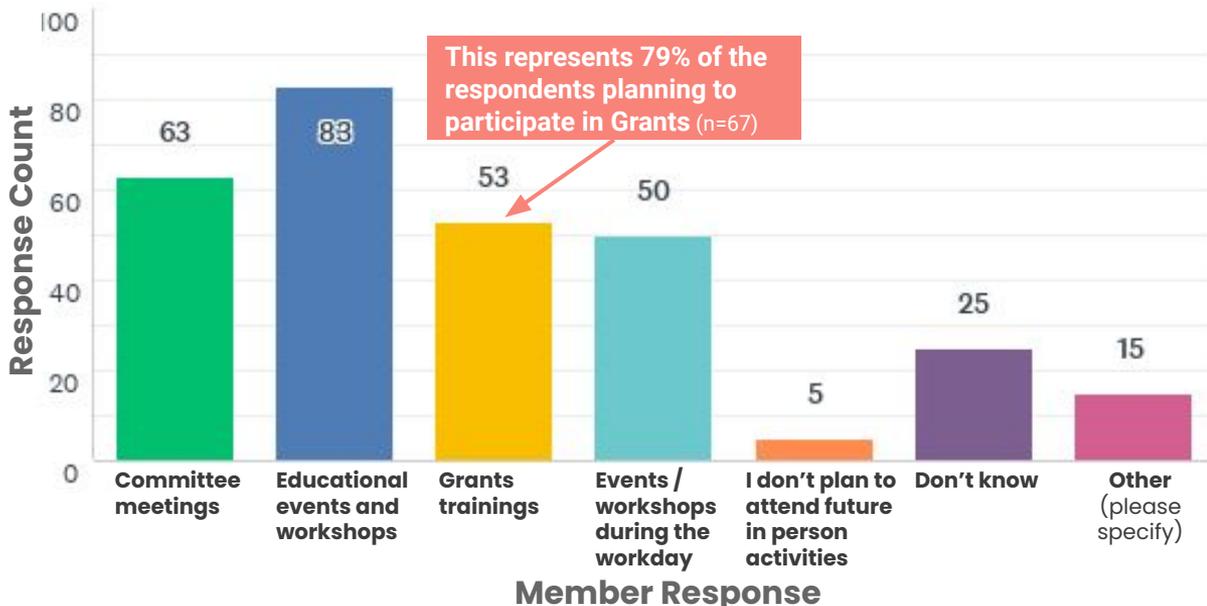




# Q16: When IWCF resumes safely hosting in-person events and workshops, which activities would you still like the option to attend virtually? (Check all that apply.)

Answered: 157 Skipped: 11

**56%** of respondents planning to attend future activities would like the option to attend educational events and workshops virtually (n=83)

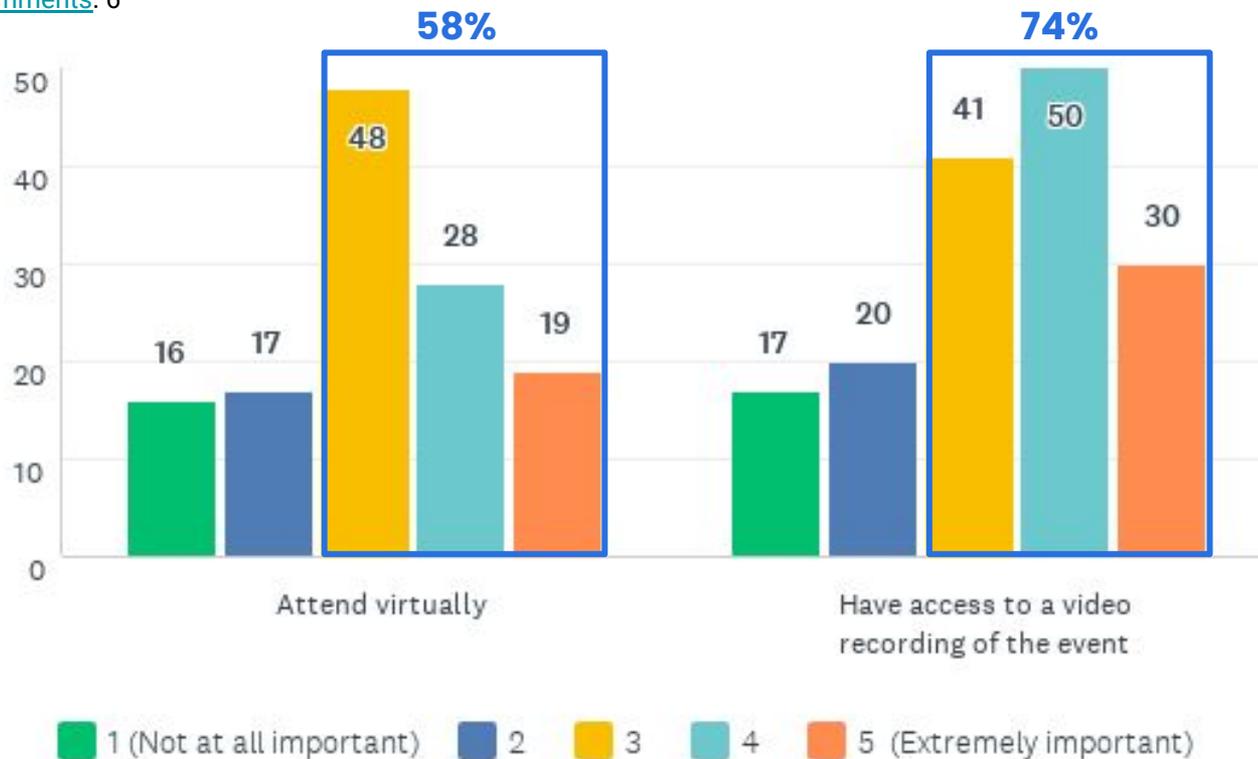


# Q17: If you are unable to attend an in-person event or workshop, how important is it to you that you can:

Answered: 163 Skipped: 5 [Additional Comments](#): 6

**58%** of respondents indicate it's important to have the option to attend virtually (n=95)<sup>1</sup>

**74%** of respondents indicate it's important to have access to a video or recording (n=121)<sup>1</sup>



<sup>1</sup> Favorability = Survey responses of "3", "4" or "5 (Extremely important)"

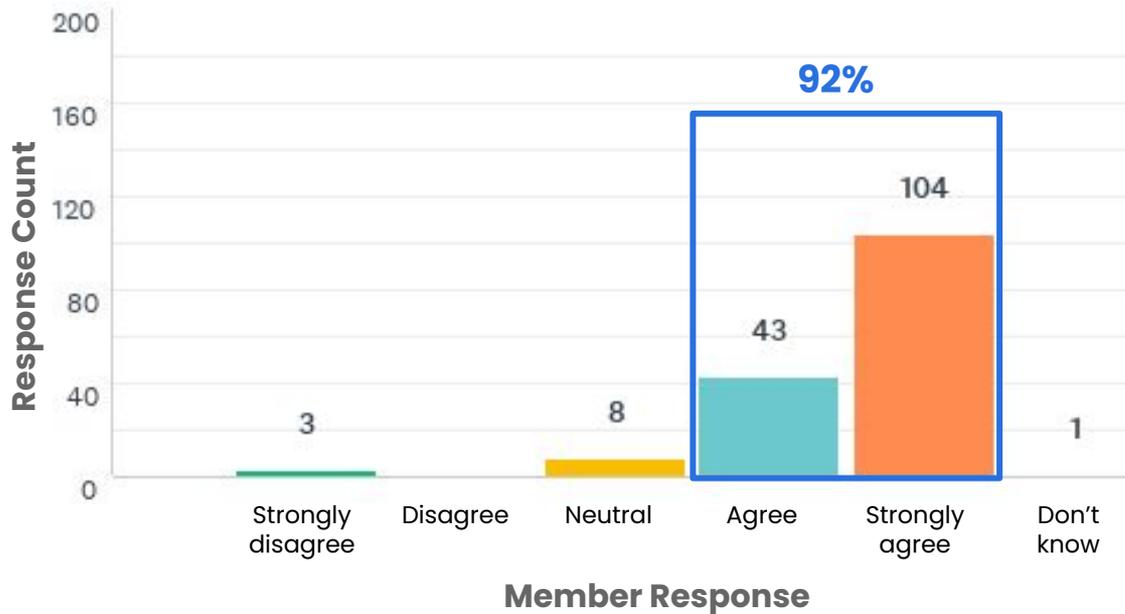




# Q19: I feel positive about IWCF's efforts to keep me informed and connected during COVID.

Answered: 159 Skipped: 9

**92%** of respondents feel positive about IWCF's efforts to keep them informed during COVID (n=147)<sup>1</sup>



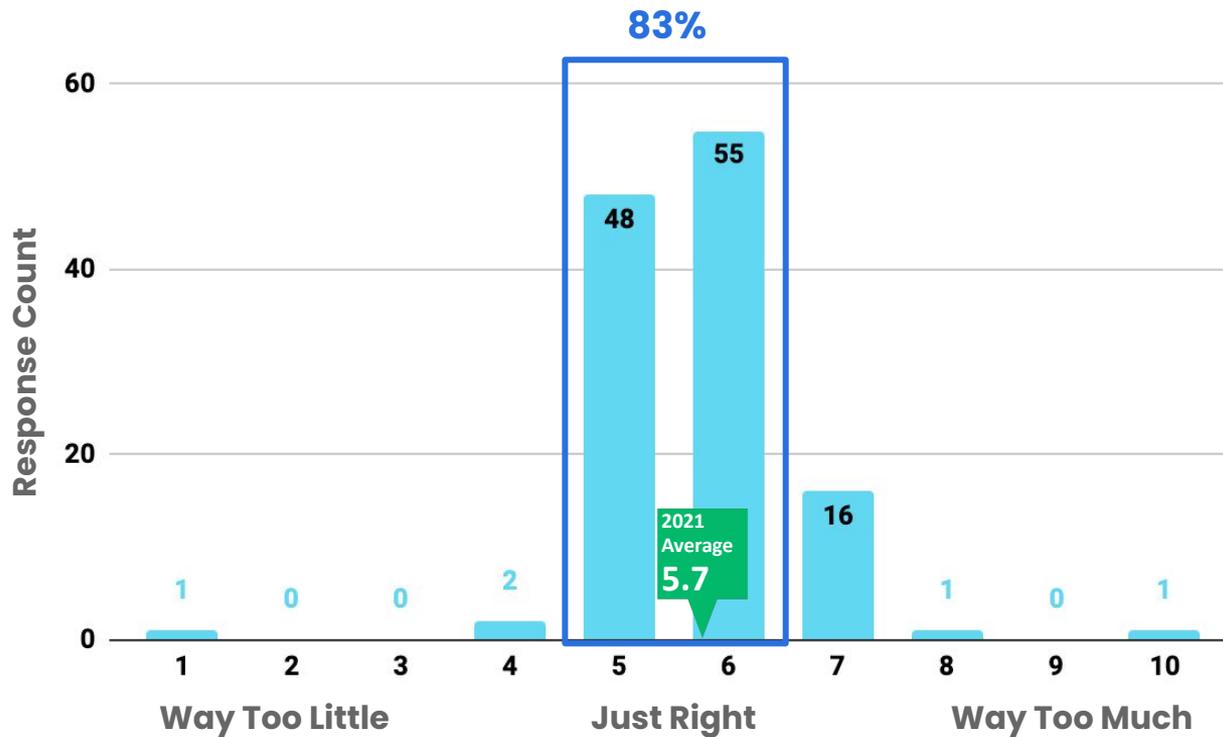
<sup>1</sup> Favorability = Survey responses of "Agree" or "Strongly agree"



# Q20: The frequency of communication I get from IWCF is...

Answered: 124 Skipped: 44

**83%** of respondents say that IWCF the frequency of communication from IWCF is "just right" (n=103)<sup>1</sup>



<sup>1</sup> Favorability = Survey responses of "5" or "6"

# Q21: How valuable are the following communications you receive from IWCF? (Rate each type.)

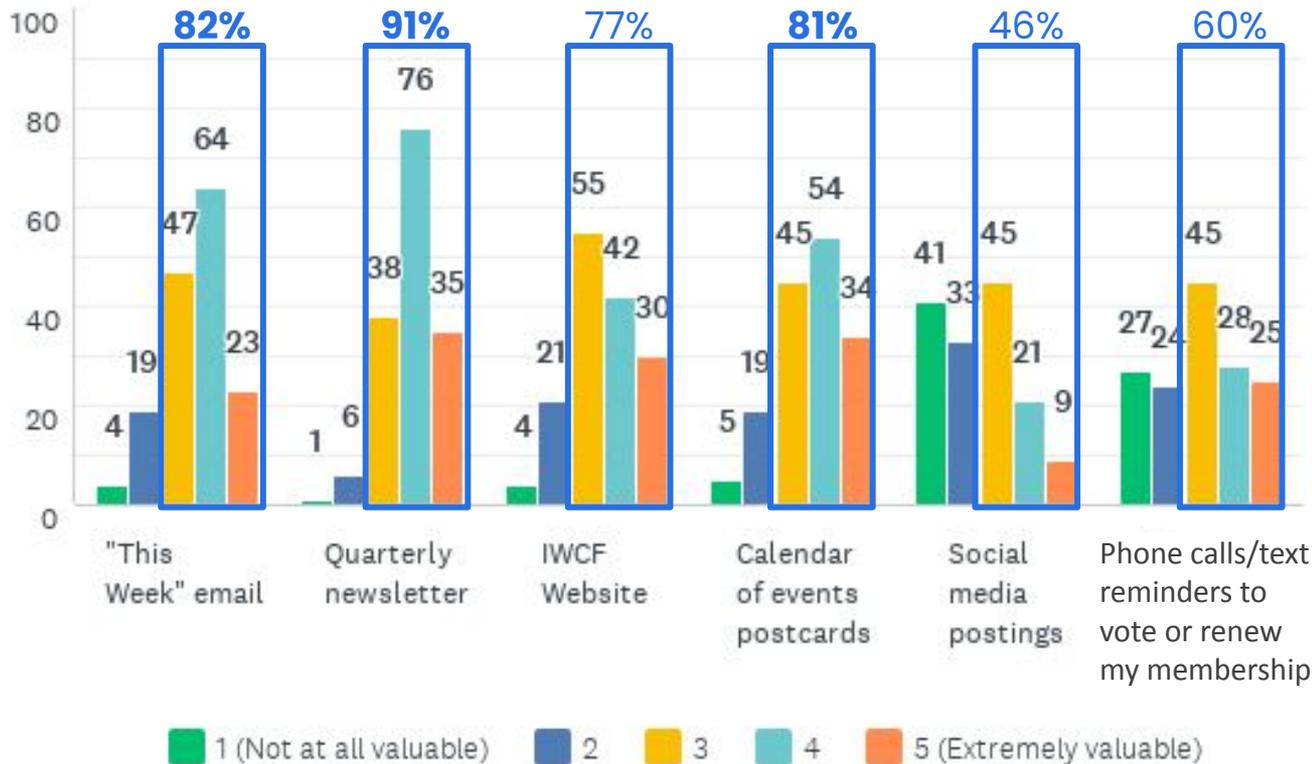
Answered: 164 Skipped: 4 [Additional Comments](#): 19

## Most Valuable Member Communications

#1 - Quarterly newsletter (91%)<sup>1</sup>

#2 - "This Week" email (82%)<sup>1</sup>

#3 - Calendar of events postcard (81%)<sup>1</sup>



<sup>1</sup> Favorability = Survey responses of "3", "4" or "5 (Extremely valuable)"

## Q22: What aspects of IWCF do you wish you knew more about (e.g., grant recipients, operations, Board decisions, upcoming events)? (open text response)

Answered: 71 Skipped: 97 Total Responses: 82

### Top 3 Areas Respondents Want to Know More About

#1 - Board-related activities (21%)

#2 - Grant-related activities (17%)

#3 - Upcoming events (12%)

"I really enjoyed the video presentations on the grants this spring!"

- Survey respondent

"I feel IWCF communication is excellent."

- Survey respondent

# Survey Results

Section 4 of 5: Next Steps for IWCF  
Q23-Q26

# Q23: What actions, if any, would you like IWCF to consider to increase our philanthropic impact? (Choose up to 3.)

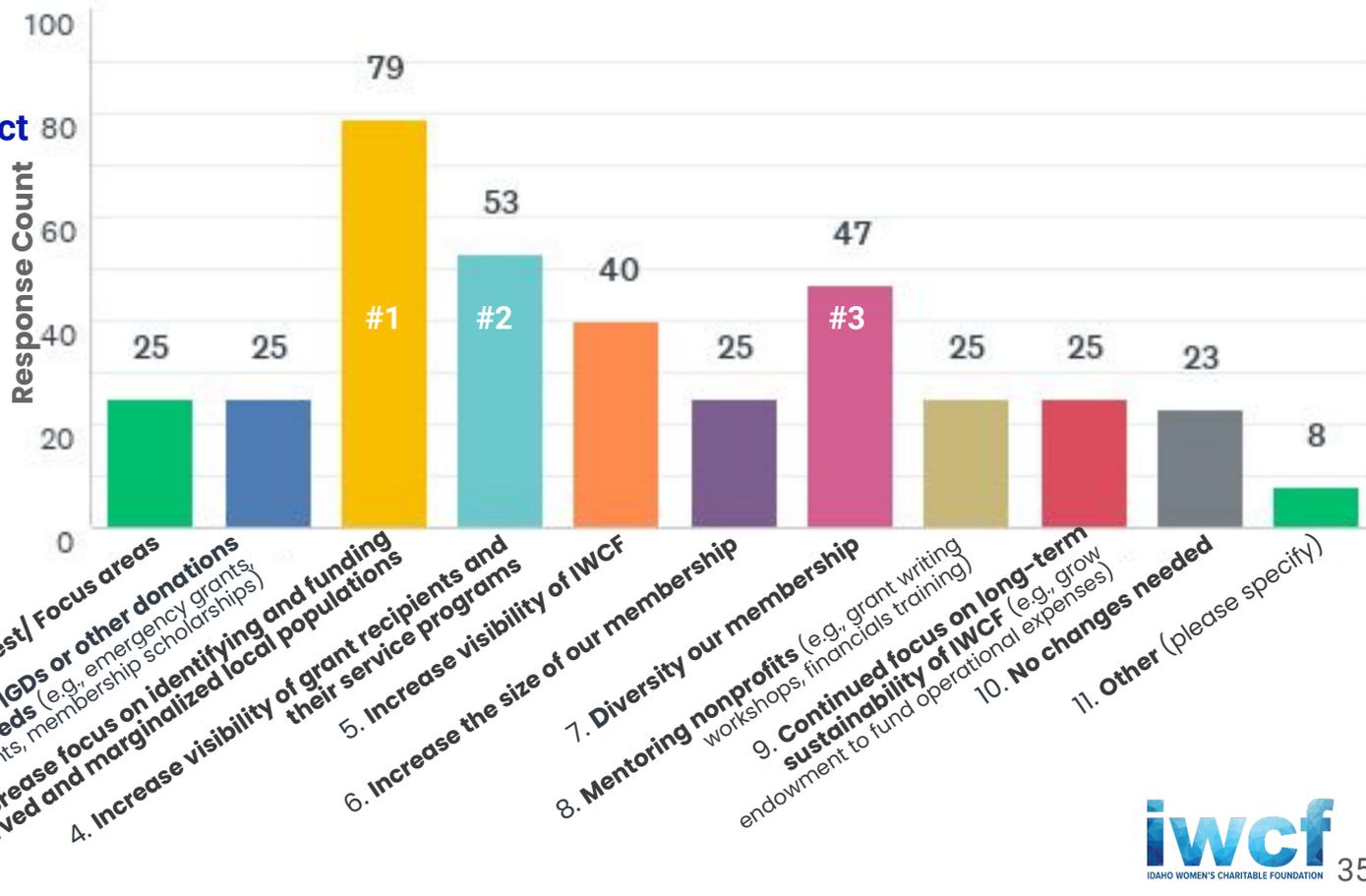
Answered: 164 Skipped: 4

## Top 3 Actions to Increase IWCF's Philanthropic Impact

#1 - Increase focus on identifying and funding underserved and marginalized local populations (48%)

#2 - Increase visibility of grant recipients and their service programs (32%)

#3 - Diversify our membership (29%)





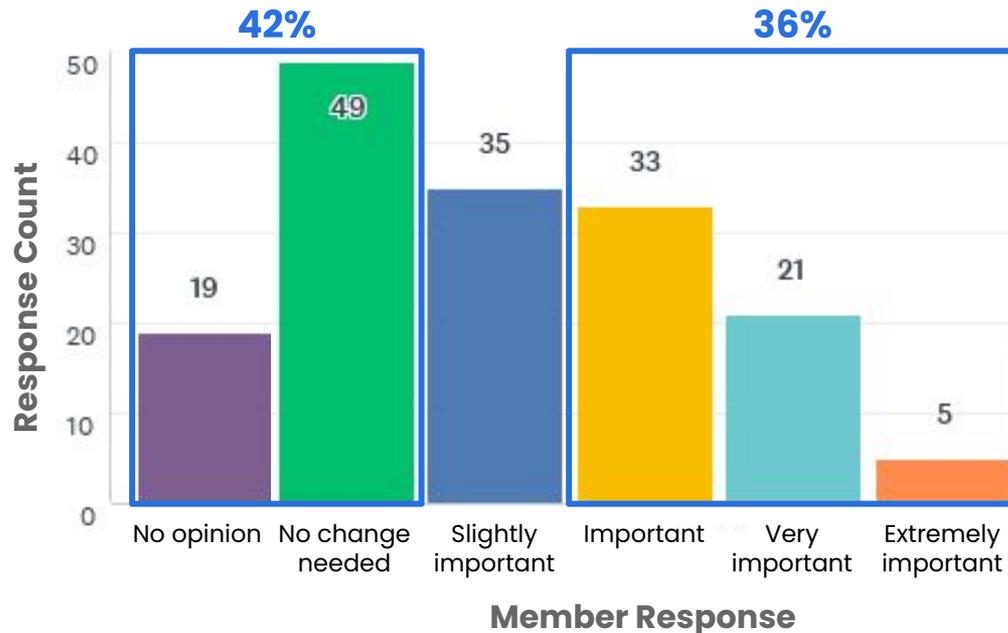
# Q24: How important is it to you that IWCF increase its philanthropic impact beyond our current pooled-fund grants cycle?

Answered: 162 Skipped: 6

**42%** of respondents are satisfied with IWCF's current philanthropic impact / pooled-fund grants approach (n=68; "No change needed" and "No opinion")

**36%** of respondents think it is important to increase IWCF's philanthropic impact beyond our current pooled-fund approach (n=59)

**Respondents are split on whether IWCF should expand our impact beyond our current pooled-fund grants approach**



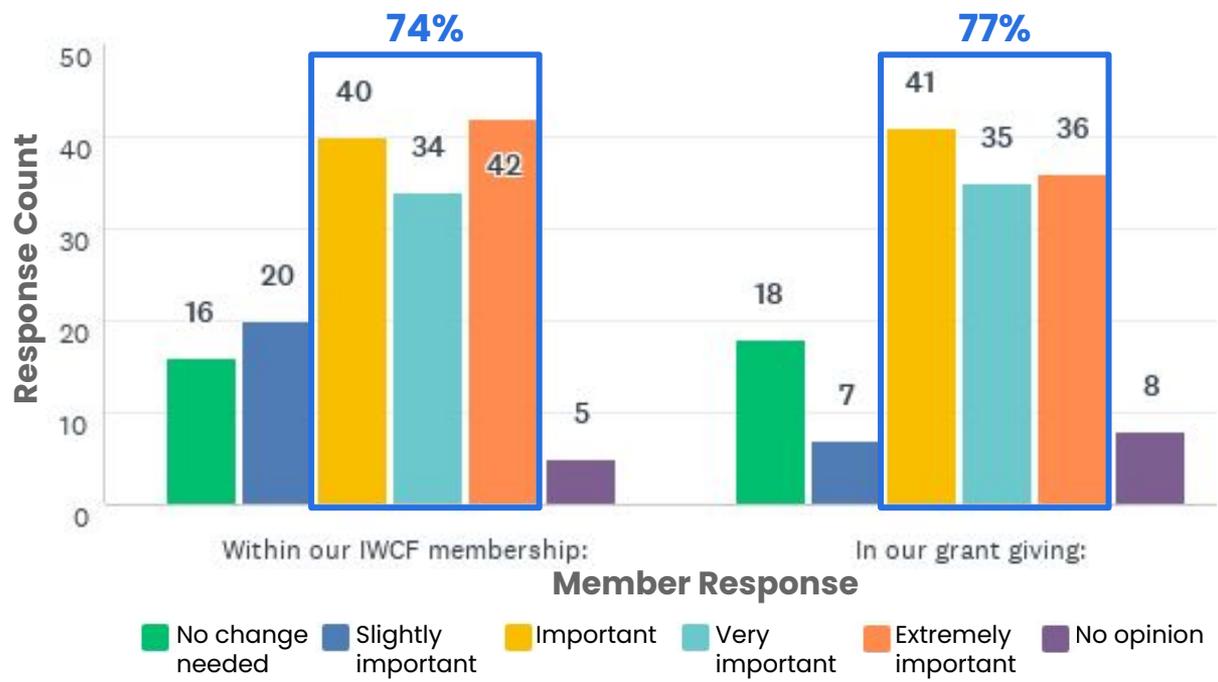
<sup>1</sup> Favorability = Survey responses of "Important", "Very important" or "Extremely important"

# Q25: How important is it to increase diversity at IWCF, including visible diversity (e.g., race/ethnicity, age, gender, visible disabilities) and invisible diversity (e.g., economic status, social class, invisible disabilities, perspectives)?

Answered: 160 Skipped: 8

**74%** of respondents think increasing diversity within our membership is important (n=116 of 157)<sup>1</sup>

**77%** of respondents think increasing diversity in our grant giving is important (n=112 of 145)<sup>1</sup>



<sup>1</sup> Favorability = Survey responses of "Important", "Very important or "Extremely important"

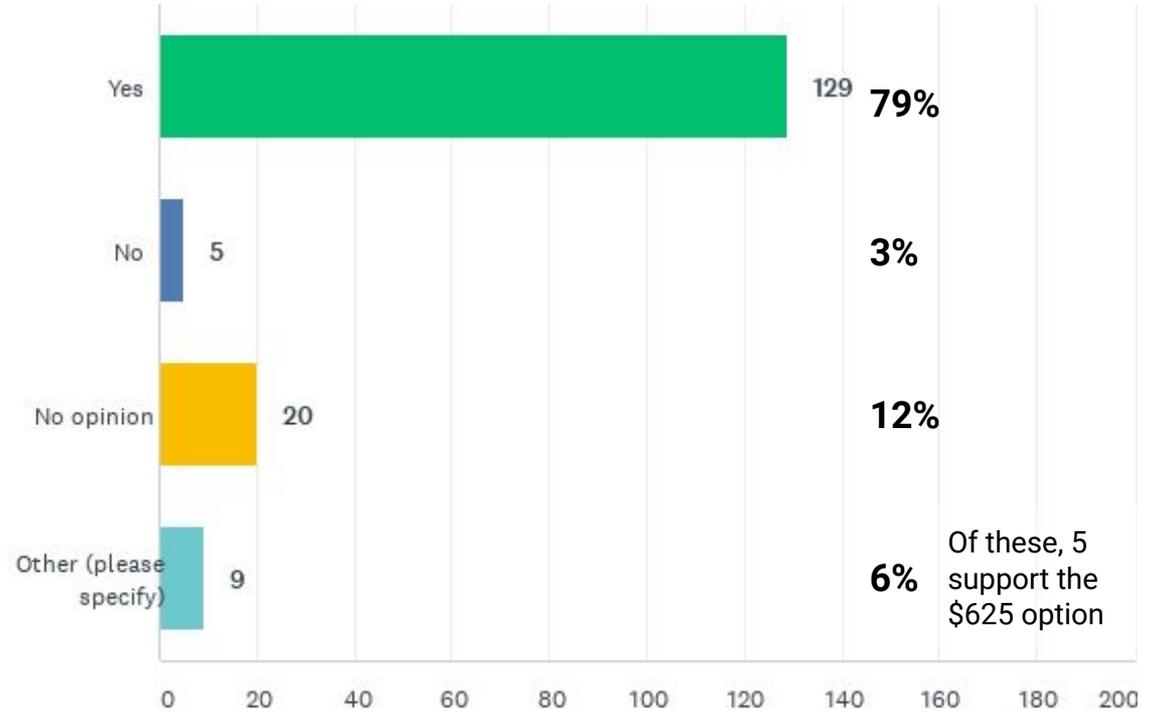
# Q26: This year IWCF is piloting a second type of annual membership at \$625 (without the IGD). Would you support continuing to offer this option going forward?

Answered: 163 Skipped: 5

**94%** of those with an opinion (n=143), are supportive of continuing this option (n=134)

**In August 2021, the IWCF board considered this survey data and the pilot's results. They voted to continue offering two membership rates:**

- \$625/year, including pooled-fund grant contribution and funds for operations
- \$1,125/year, including an additional \$500 Individual Grant Designation [IGD]



# Survey Results

Section 5 of 5: About You

Q27-Q31

# A word about Member Demographic items

## Q27-Q30

### **What demographic data does IWCF track in a member's record?**

Other than zip code (and age, if date of birth is provided when a member initially registers), we do not currently track any demographic data in our member's record.

### **Why did we collect this information?**

IWCF collected minimal demographic information *anonymously* in the survey so we could compare the experiences (i.e., "response") of members who identify with different groups (age, dominant vs nondominant identity) to ensure that no group is having a significantly more negative experience of IWCF.

### **Do we have "recruitment targets" based on member demographics, such as age or race/ethnicity?**

No, as we state in [IWCF's DEI Statement](#) we believe diversity results in unique perspectives and differences that, when used collectively, can amplify IWCF's impact by helping us better understand, connect with and serve our community. Ultimately, diversity better equips to help Idaho communities thrive.

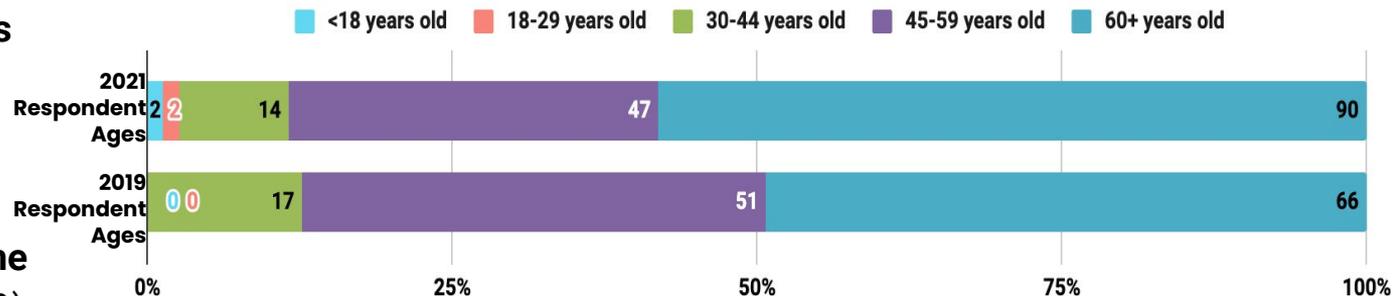
## Q27: Age

Answered: 155 Skipped: 13

**58%** of 2021 respondents  
are **60+** years of age  
(n=90 of 155)  
*(up from 49% in 2019)*

**4** respondents are under the  
age of 30 *(up from 0 in 2019)*

**60** years old is the average age of  
respondents in 2021 *(no change since 2019)*



**13 years old** - Youngest respondents *(we had 2 respond!)*  
**87 years old** - Oldest respondent

**Does age impact respondents' membership experience (based on a comparison of responses to [Q1-Q5](#) from members under age 60 and those age 60+)?**

- **No** statistically significant differences<sup>1</sup> were found for survey respondents under age 60 as compared to those age 60+

<sup>1</sup> This is based on a threshold of "0.05" ("significance level"), and a p-value less than the threshold is interpreted as indicating evidence of a statistically significant difference between the population means



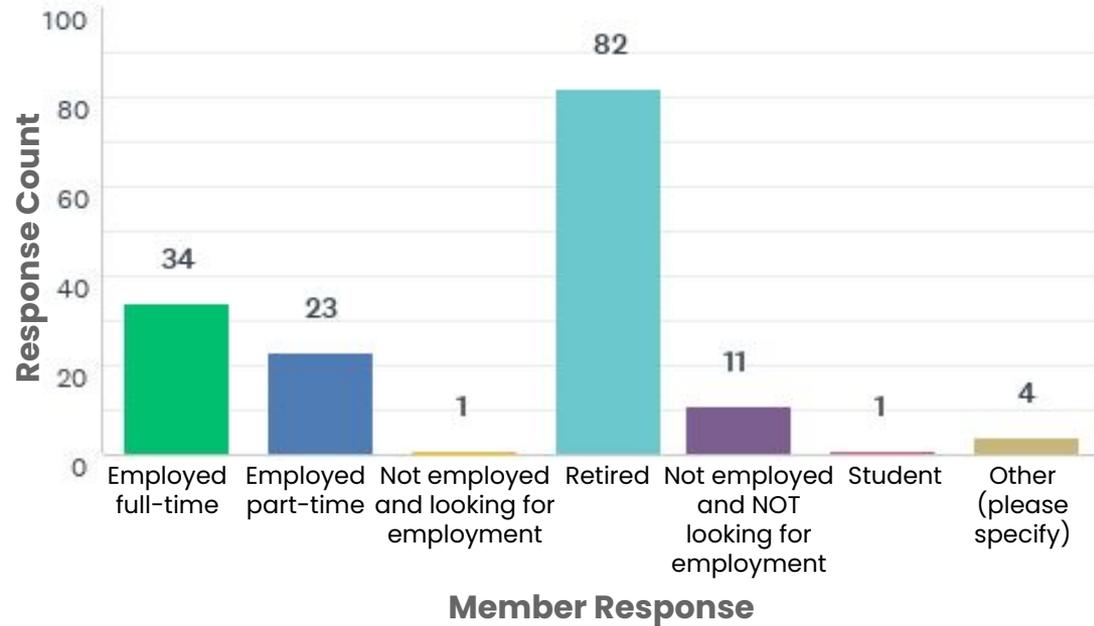
## Q29: Which of the following best describes your employment status?

Answered: 156 Skipped: 12

**60% of respondents are retired or not employed/not looking for employment** (n=96)<sup>1</sup>  
(same as 60% in 2019)

**22% of respondents are employed full-time or students** (n=35)  
(down from 26% in 2019)

**15% of respondents are employed part-time** (n=24)<sup>2</sup>  
(up from 13% in 2019)



<sup>1</sup> Includes 3 of "Other" responses

<sup>2</sup> Includes 1 of "Other" response

# Q30: Which of the following nondominant identities do you identify with? (Check all that apply.)

Answered: 156 Skipped: 12

**IWCF does not have membership diversity targets. Instead, this data helps us understand the presence of differences within our membership because we know diversity helps us better serve communities.**

## Survey Language on Dominant vs Nondominant identities

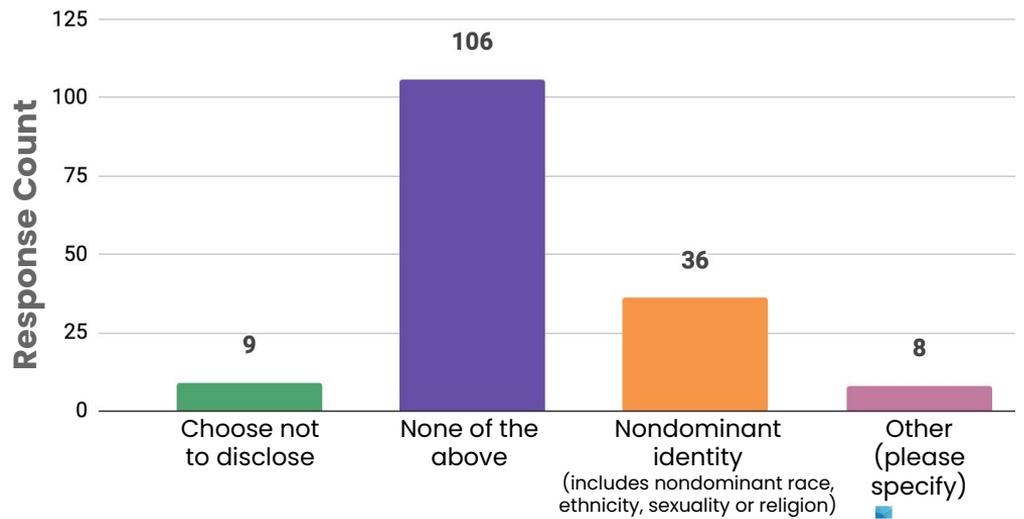
For the purposes of this section and to better understanding our members, we are using the following definitions:

- **Dominant identities:** The identities that have historically, at a societal level, established the "norm" in our cultures; typically have more acceptance, resources and influence. Common examples in Idaho include white, Christian, or heterosexual.
- **Nondominant identities:** The identities that have historically (and often currently), at a societal level, had fewer resources, less acceptance and less influence. Common examples in Idaho include Hispanic, disabled or gay.

**NOTE:** It's important to remember that distinctions between Dominant and Nondominant are generally made at the societal level (though, of course, this might vary for individuals within any Nondominant group).

**Does how respondents identify (i.e., with a nondominant group) impact their membership experience (based on a comparison of responses to Q1-Q5)?**

- **No** statistically significant differences<sup>1</sup> were found for Q1-Q5 for survey respondents who identified with a nondominant identity as compared to those who did not identify with a nondominant identity ("none of the above")



Member Response

<sup>1</sup> This is based on a threshold of "0.05" ("significance level"), and a p-value less than the threshold is interpreted as indicating evidence of a statistically significant difference between the population means

## Q31: Please share any additional questions or comments regarding IWCF or this survey.(open text response)

Answered: 35 Skipped: 133

"I believe IWCF is the best run organization of volunteers in which I have participated. I also love the commitment to our community."  
- Survey respondent

"Thank you for continuing to gather information on our membership and reassess our direction and strategies."  
- Survey respondent

"I feel the most important is that we increase diversity in our membership."  
- Survey respondent

"Thank you to all of our members who invest their time and talents into making IWCF an impactful organization."  
- Survey respondent

# Appendix

# IWCF is a...

- **Giving Collective** created in 2001 to expand the number of women involved in education philanthropy and to commit its members' resources to make a meaningful impact to the greater Treasure Valley community.
- **Membership Organization** with more than 400 members contributing to the Southwest Idaho community through Pooled-Fund Grants and individual giving.
- **Foundation** awarding more than \$2.6 million to 121 local projects through Pooled-Fund Grants AND additional individual grant designations to more than 600 organizations totaling \$5 million in giving!
- **Educator** providing year-round education sessions on the needs of our community and increasing our member commitment to informed philanthropy

## **Our Mission:**

Idaho Women's Charitable Foundation fosters educated philanthropy through collaboration, pooled resources and individual giving to positively impact the community.

## **Our Vision:**

IWCF raises philanthropic consciousness, inspires strategic charitable investment, and transforms the community through leadership in focused collaborative giving.

## **Our Values:**

Philanthropy, Education, Inclusiveness, Collaboration, Significant Pooled Giving

# IWCF's Diversity & Inclusion statement

We believe diversity encompasses the whole human experience: culture, skills, education, economic status, age, race, gender identity, sexual identity, abilities, religion, life experiences and more. These result in the unique perspectives and differences that, when used collectively, can amplify IWCF's impact. Inclusion is crucial to our work and helps us better understand, connect with, and serve our community. We listen to our members and community non-profits, aspire to eradicate barriers to success, and recognize our role in creating more equitable opportunities in membership and grant giving so our Idaho communities thrive.