



Garfield Weston Foundation

Grant holder and unsuccessful
applicant perception report 2023

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Introduction

This report highlights the findings from research carried out for Garfield Weston Foundation in late 2022 and the early parts of 2023. The research aims were to develop a better understanding of the Foundation’s grant holders and unsuccessful applicants. The research specifically focuses on uncovering the perceptions of the targeted audiences concerning the Foundation, its application process, and ways to improve the experiences of applicants.

This write-up provides a summary of the key findings. The data was collected using an online survey and interviews with both grant holders and unsuccessful applicants. The fieldwork for the survey ran between 20th September 2022 and 10th October 2022 and interviews took place between 5th December 2022 and 2nd February 2023. The survey sample is representative of Garfield Weston Foundation’s applicants in that it encompasses all grant programmes, categories, and parts of the country. As the highest volume of applicants are from small to mid-sized organisations these formed the majority of respondents.

In parts of the report, we refer to a ‘benchmark average.’ This is based on research conducted with the grant holders and unsuccessful applicants from thirteen other funding organisations. The total sample size of responses for the benchmark average is approximately 10,000 respondents.

The research was led and conducted by:



Joe Saxton

Research consultant and project lead. Joe has authored two reports on grant-making, the first looking at what charities wanted from grant-makers, and the second looking at what grant-makers wanted from charities. More recently he has looked at the role of trustees in grant decision-making.



Rosie Burrells

Researcher and grant-making research specialist. Rosie has conducted quantitative and qualitative applicant perception projects for several UK grant-makers. Rosie is also working with a funder on a long-term evaluation of their proactive grant streams.

Executive summary

Overview

Garfield Weston Foundation is perceived as understanding, flexible, and approachable; though some say they struggled with the process

Garfield Weston Foundation is described as a flexible, understanding, and responsive funder. The organisation is particularly praised for understanding the needs of the charities in question, and for providing unrestricted funding that leaves applicants feeling trusted. The Foundation is also recognised for having a simple and straightforward application process, being responsive, and for its breadth of funding. However, some applicants mentioned struggling with the process, mainly concerning unclear funding streams and decision-making process, and lack of adequate feedback.

Strengths

Application process: Well-liked and universally praised

The simple application form and process are universally praised and liked. The ability for applicants, to mould their applications according to the story they want to tell was appreciated.

Reporting requirements: Perceived as straightforward

There was no feeling that reporting requirements were in any way onerous. There were seen as simple and straightforward and didn't require people to spend extensive additional time creating a custom-made report.

Website: Informative, accessible, and helpful

Grant holders and applicants like that the Foundation has a clear and easy-to-understand website with all the necessary information. According to most of the respondents, all the information was simply set out and easy to understand.

Decision-making: Applicants appreciate the quick and informative process

Interviewees predominantly felt that the decision process was clear, and they liked being given a clear timeline. Respondents also highly appreciated that the decision-making process didn't take too long.

Communication: Enquiries were responded to in a helpful and responsive manner

Contact with the Foundation's team during the application process is deemed as important by respondents, and applicants described the team as helpful and responsive. Those who contacted the Foundation got helpful responses to enquiries, and this was felt to be useful in the application and grant-management process.

Challenges

Funding streams: Not always seen as clear

Some volunteer fundraisers in particular were confused, and rather unsure about the funding streams offered by Garfield Weston Foundation (this is unsurprisingly a problem for such a broad funder as Garfield Weston Foundation). Volunteer interviewees were very hazy about what the organisation really funds – typically Garfield Weston's name appeared on a list, and they applied. The challenge is perhaps how to help those new to grant applications navigate the big picture of Garfield Weston Foundation's breadth of work.

Feedback: Applicants appreciate detailed feedback

Interviewees want better feedback to know if their application is poor or if their proposed work is perceived as a bad idea. Their fear is that they are making endless applications for a project that has fundamental flaws.

Decision-making: Grant-decisions are sometimes seen as unclear

There seems to be a lack of information about the rationale behind the decision-making process, and many respondents highlighted the lack of adequate feedback from the Foundation. For example, interviewees who did not receive their desired grant amount were typically unsure about how the Foundation decided on the resulting grant amount.

Relation with the funder: Charities would welcome closer relationships

Contact with the Foundation is deemed as highly valuable by the respondents, where a desire for a closer relationship was highlighted. All grant holders would like a closer relationship with Garfield Weston Foundation and highlighted other grant-makers with which they had a direct (and useful) relationship.

Possible developments

Introducing a newsletter

The idea of a quarterly newsletter for all recent applicants and grant holders was popular. Many mentioned other grant-makers who had similar newsletters (and we were even sent examples).

Feedback: Common application mistakes

Respondents liked the idea of creating a feedback process that outlined a specific number of the most common weaknesses in applications. However, it needs to indicate the category into which the failed application would fit, to give a better idea to the unsuccessful applicants. There is a high demand to know their specific weaknesses, not just the general ones.

Improving information on funding priorities

Garfield Weston Foundation could create a clearer image/message to help understand the areas in which the Foundation works and funds. This will help the Foundation in overcoming some of the inevitable challenges in communicating such a broad range of funding, to those new to the world of grant applications.

Naming grant manager(s)

Named grant managers would be welcome. This approach was appreciated from other grant-makers and could be something for Garfield Weston Foundation to consider. It will not change who looks after a grant, rather, it will require to name the person (probably already) managing a specific grant.

Capacity building

Capacity building is welcomed by small applicants. Often, small 'volunteer run' organisations struggle to find funding and/or to run their organisations. Garfield Weston Foundation can step in and support partner organisations to run seminars for smaller charities on key issues they face. This is already happening, but the proposed newsletter could be useful in promoting these kinds of initiatives.

Objectives and methodology

The two major aims of the research were:

1. To assess how a broad range of charities perceive Garfield Weston Foundation.
2. To understand what Garfield Weston Foundation is doing well, what it can improve, and what it can do entirely differently.

For this purpose, the research set out the following objectives:

- To explore grant holders' and unsuccessful applicants' perceptions of Garfield Weston Foundation as an organisation, and understand their experiences of application, monitoring, and reporting processes;
- To discover what grant holders and unsuccessful applicants feel Garfield Weston Foundation does well, what could be improved, and what could be totally different;
- To understand and explore differences in perceptions among different groups across the above points;
- To gain a base line of data from which a survey can be conducted in following years to measure improvements;
- To benchmark Garfield Weston Foundation's data against a broader set of other UK funders.

The first stage of the research consisted of an online survey, sent out by the Garfield Weston Foundation, which was open to respondents between 20th September 2022 and 10th October 2022: See figure 16 in the appendix for details on topic areas covered in the surveys.

- The survey was sent out to 2,508 grant holders and 1,423 unsuccessful applicants. 1,279 grant holders responded and completed the survey, indicating an overall response rate of 51%. Compared, 347 unsuccessful applicants responded, which gives a response rate of about 24%. Both these response rates are high compared to the benchmark response rate, for other funders.
- The total sample size for the benchmark average is around 10,000 responses, gathered from grant holders and unsuccessful applicants through other similar surveys. The basket of funders includes organisations such as Esmée Fairbairn Foundation, Tudor Trust, Wolfson Foundation, Henry Smith Charity, and John Ellerman Foundation.
- 92% of grant holders who responded to the survey had applied for a regular grant (i.e. under £100,000), and 8% for a major grant (£100,000 and above), which is a representative proportion of applications considered by the Foundation.

For the second stage of the research, 20 in-depth interviews were carried out with survey participants who had consented to follow-up contact. These took place between 5th December 2022 and 2nd February 2023.

- Interview participants were chosen based on criteria agreed with the Foundation. This included a good geographical spread and reflection of the sectors they support, particularly grassroots organisations and charities that have volunteer fundraisers.
- Selected participants received interview invites in batches of 10, and just under 50% responded.
- Interviews were conducted by Joe Saxton and Rosie Burrells in two phases, 10 were carried out between 5th and 15th December 2022, and further 10 took place between 16th January and 2nd February 2023.
- Zoom was used to carry out the interviews, responses were noted down, recorded, and transcribed with the interviewees' permission.
- The quotes used in our reporting are sourced from these transcribed interviews. It is important to note that the quotes are edited for brevity and coherence, rather than meaning. Any emphasis in bold is from us and not the interviewees.

In-depth findings

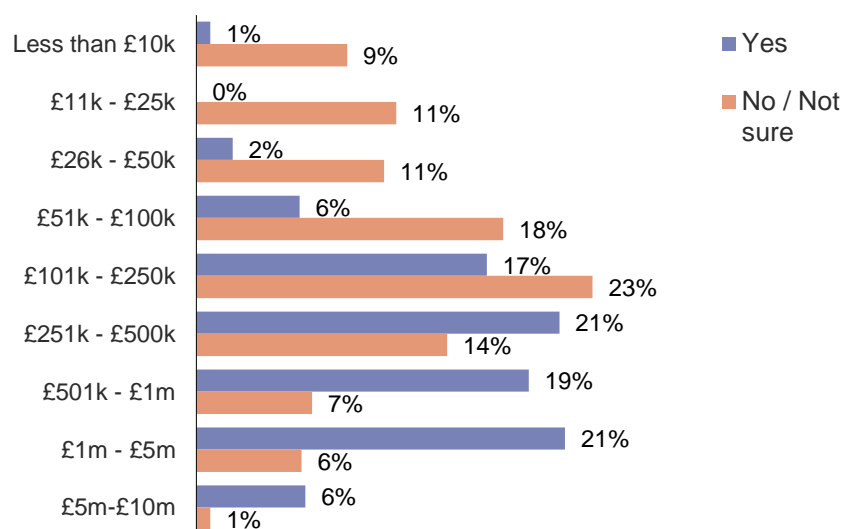
The profile of Garfield Weston Foundation's grant holders and applicants

Respondents' profile

The survey was carried out in Autumn 2022 and received over 1,600 responses in total. A high proportion respondents mentioned huge chunks of their income is restricted (albeit not because of funding from Garfield Weston Foundation) – 39% of grant holders say that 60% or more of their income goes into a particular project or service or purpose.

Overall, 4 in 10 respondents consider themselves to be 'professional fundraisers', i.e., paid to apply for grants. Respondents from smaller organisations were much more likely to say they were 'voluntary' – about 9% of the respondents from organisations under £100k said they were paid in some way (see figure 1 for size of organisation and whether respondents are a professional fundraiser or voluntary – figure 2 shows size of organisation by grant-holders and unsuccessful applicants). 28% of organisations were led by women, 10% by people from ethnic minorities, and around 10% by disabled people.

Figure 1: Size of organisation responding to survey and whether they are paid or voluntary fundraisers; overall approximately 4 in 10 respondents consider themselves to be a professional fundraiser.



The most common size of grant received by grant holders was £10k to £25k. 44% of the grants were unrestricted, 40% for a specific project, and 16% being a capital grant.

Size, geography, and sector

The typical size of respondents' organisations was around £1.1 million in annual turnover, with over half of the respondents having an **income** of under £250k – as shown in figure 2 below. There was only a small difference in the size of organisation for grant holders and unsuccessful applicants.

London, the South-East, and the South-West were the three regions which had the largest number of respondents, with Wales, Northern Ireland, and the North-East having the smallest number of respondents. About 12% of all grant holders cover the whole of the UK as shown below in figure 3.

Figure 2: The majority of organisations have an annual income of under £1m; unsuccessful applicants are slightly smaller on average.

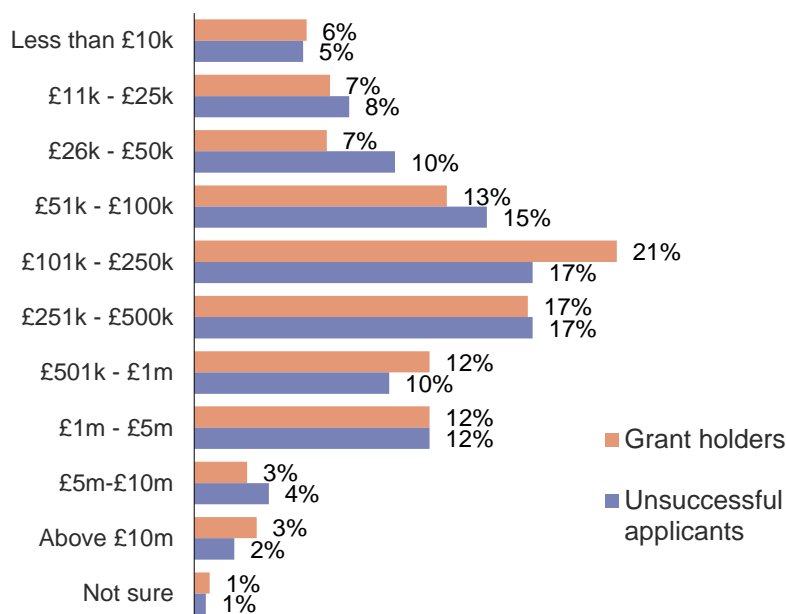
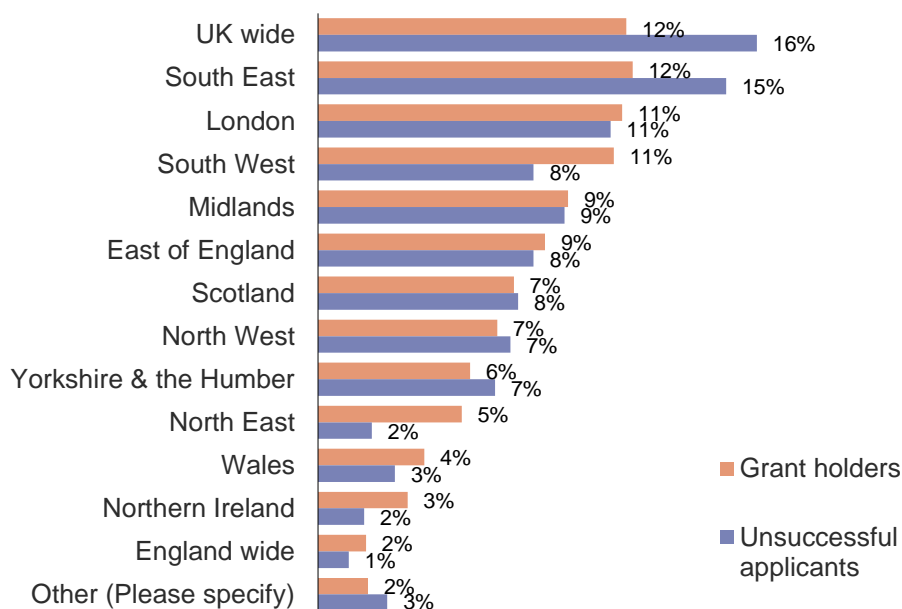


Figure 3: South East and London are the most represented regions in the sample.



When we asked people what 'sector' they served, the biggest single group was 'community' at 21% for grant holders, followed by 'faith' (15%) and 'youth' (14%). There was a higher proportion of

unsuccessful applicants from the 'health' (19% vs 11% for grant holders) and 'education' (12% vs 7% for grant holders) sectors.

Beneficiaries

People from economically or educationally disadvantaged backgrounds formed the largest single group of the type of beneficiary served, at 43%. This figure was quite similar for both grant holders and unsuccessful applicants. The next two largest categories were people under the age of 25 and disabled people, followed by women & girls, ethnic minorities, and LGBT+ people.

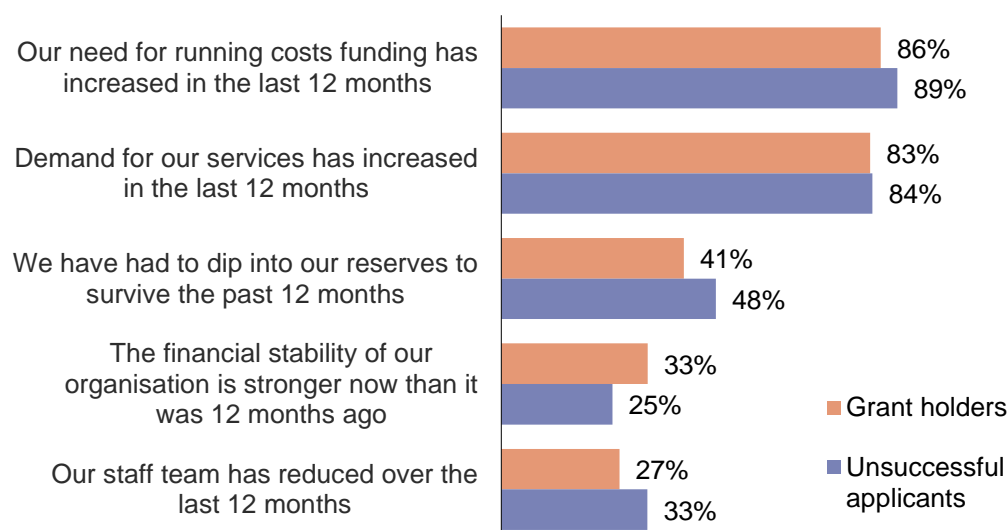
The funding climate for small charities

Charities, especially small charities, are having a difficult time at the moment. Such is apparent from the levels of confidence in securing the funding needs of their organisations. Just 8% of unsuccessful applicants are 'extremely confident' in finding funding for their needs, and 28% are 'quite confident'; 13% are 'not at all confident'. Typically, volunteer fundraisers are less confident than professional fundraisers.

The funding climate emerged as a dominant theme during the interview stage of this research. The need to constantly find new grants, the cost-of-living crisis, and the difficulty in raising funds from individuals and government were highlighted as major challenges. One former director of a Council for Voluntary Service expressed her concern regarding how volunteers fundraise from grant-makers without help and support. She said in one of the interviews: *'Professional support' can be really important for small organisations.*

Further evidence of the squeeze on small charities is that nearly 90% of respondents say their costs have increased in the previous 12 months, while just over 80% say that demand for services has increased over the same period. Only a third of grant holders say their financial stability has increased in the last year, and around 45% of all respondents say they have had to dip into reserves. This challenge for funding explains why unrestricted funding is preferred by 70% of the respondents. Figure 4 shows these impacts in more detail.

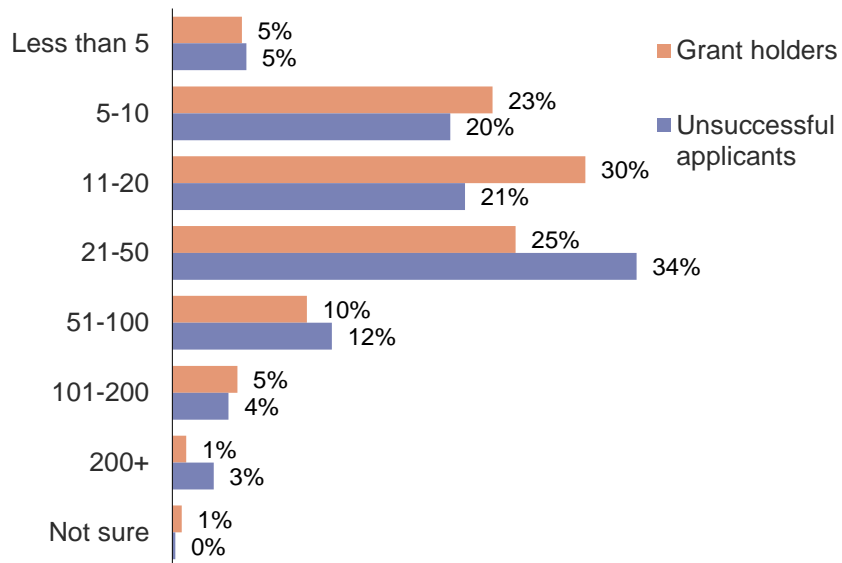
Figure 4: The need for funding is huge: unsuccessful applicants are more likely to be struggling with financial stability and staffing.



Funding, grants, and Garfield Weston Foundation

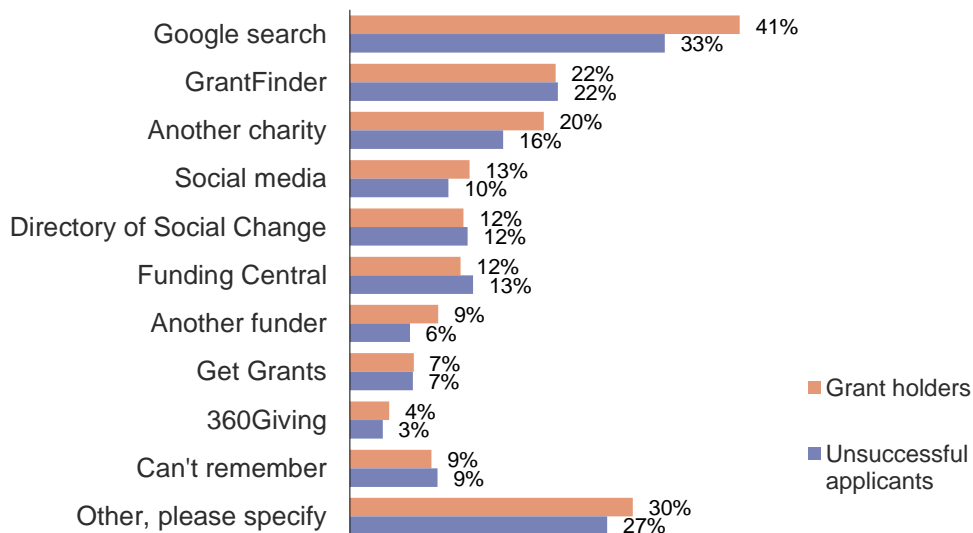
The search for funding is hard work! We asked respondents how many grants they applied for per year (see figure 5), The average is 32 for grant holders, and 35.5 for unsuccessful applicants. These averages mask the fact that 7% of unsuccessful applicants (and 6% of grant holders) are applying for over 100 grants a year.

Figure 5: Unsuccessful applicants make more grant applications per year compared to grant holders.



Respondents use a large variety of tools to search for grant options. Interestingly, Google was the top one – used by 41% of grant holders and 33% of unsuccessful applicants. The next highest was GrantFinder at 22%, then another charity at 20% for grant holders. Despite a further 6 named ways of finding funds being mentioned, 30% of grant holders still said they used other services (see figure 6).

Figure 6: Applicants were most likely to come across funding opportunities via Google and GrantFinder



Our final question about the quest for funding was whether it was easy or difficult to find funding opportunities from Garfield Weston Foundation on a scale from 1 to 5, where 1 is very easy and 5 is very difficult. 55% of grant holders gave the Foundation a score of 1, and this fell to 32% for unsuccessful applicants. Around 30% of grant holders and unsuccessful applicants scored the Foundation a 2. Interestingly, while 11% of grant holders scored the Foundation a 3,4 or 5, three times as many (31%) unsuccessful applicants gave one of those scores. This, however, is a common find – if a funder does not give an organisation money, unsuccessful applicants see it in a worse light.

From the interviews, it is clear that how people search for funders can be haphazard. This is especially true for smaller organisations, first-time or volunteer fundraisers. When one interviewee was asked why they had applied to Garfield Weston Foundation, they said it was ‘a name on a list’ from the diocese and they ‘knew nothing about it.’ At the other end of the spectrum, another interviewee, when asked the same question, looked at their spreadsheet of applications, gave chapter and verse on previous applications, explained the fit of the Foundation with the charity’s work, the total number of all applications made, success rate, and decision times, etc.

This means that applicants have mixed knowledge of Garfield Weston Foundation. Some know very little, while others have in-depth information. One interviewee, who was a volunteer fundraiser but had made applications for their day job before they retired, repeatedly highlighted how Garfield Weston Foundation was ‘one of the best.’ They appreciated the funding for the arts and heritage sector and compared Garfield Weston Foundation very favourably to other funders.

The application process

One of the objectives of this research was to ask respondents about the application process at Garfield Weston Foundation. Most commonly respondents had applied in the last 12 months, with some more recently, and some longer ago – up to around 2 years.

The overall perception of the application process is largely positive (see some of the comments below) and in line with our benchmark of other grant-funders. 81% of grant holders say that the application process is either ‘excellent’ or ‘very good’ (very close to our benchmark of 80%) and 31% of unsuccessful applicants say the same which is slightly higher than the benchmark of 26%. (It reflects human nature that in every survey in the past, the grant holders are much more positive than those that are unsuccessful).

Figure 7: Comments about the application process

“Not having a prescriptive application form gives the freedom to fully explain our activities in a meaningful way. Some grant funders ask specific questions with no opportunity to add salient information.”

Welfare, £51k - £100k, Grant holder

“The website and application system were very easy to follow and the guidance was clear and supportive.”

Faith, Less than £10k, Unsuccessful

“The nature of the work we do is difficult to explain so the flexibility of the Garfield Weston application is extremely helpful.”

Health, £26k - £50k, Unsuccessful applicant

“I find that the guidance materials are not only very useful and clear, but also kind and ‘human’, appreciating that fundraisers and charity workers are doing their best, rather than being overly patronising or condescending or downright off-putting. Thank you!”

Welfare, £501k - £1m, Grant holder

We asked respondents to tell us how much time they spent on different aspects of the application process. In isolation, this might not seem like useful information: however, such questions are used for comparison and can help us understand if Garfield Weston Foundation’s applicants are different from the norm. Typically, an applicant to Garfield Weston Foundation takes around 27.2 hours in total and our benchmark shows this is slightly less than the norm of 29.1 hours. The only major difference is that the Garfield Weston Foundation’s applicants take 2.4 hours to decide whether to apply versus a norm of 0.9 hours. The breakdown of time spent on an application is in figure 8 for those who would like further detail.

Figure 8: On average, unsuccessful applicants say they are spending slightly longer on their applications than successful applicants.

	Reading guidance and deciding to apply	Phone or email contact	Assembling evidence and information	Developing funding proposal	Completing application	Post application clarifications and follow up
Garfield Weston Foundation	2.4	0.9	7.4	9.4	7.1	1.8
Benchmark average	0.9	n/a	8.6	9.1	8.5	2.1
Grant holders	2.2	0.8	7.3	9.3	7.0	1.9
Unsuccessful applicants	2.8	1.1	7.8	9.8	7.2	1.4

We asked respondents whether they thought that the process was reasonable for the size of the grant. 52% of grant holders thought it was very reasonable (compared to the benchmark of 52%). As always, unsuccessful applicants were less positive, where 23% of unsuccessful applicants said it was very reasonable (compared to the benchmark of 20%).

Decision times and staff contact pre-application

A time period of 1-3 months was the most common amount of time that both grant holders and unsuccessful applicants said it took for a decision to be made on their application – cited by 62% of grant holders and 56% of unsuccessful applicants. Just under 30% said it took a little longer.

We also explored respondents’ thoughts concerning the timeframe. Grant holders were more positive than unsuccessful applicants about the time taken by the Foundation to make decisions and/or answer queries. 67% of grant holders said that it was either ‘very quick’ or ‘quite quick’. Unsuccessful applicants were slightly less positive, where only 45% said it was ‘very quick’ or ‘quite quick’. It was also interesting to note that unsuccessful applicants were more likely to say that it was ‘neither quick nor slow.’

There was praise for the helpfulness of contact with the Garfield Weston Foundation’s team – 50% of the grant holders who made contact said that contact was very helpful, and 18% of unsuccessful applicants who made contact, said the same.

The website and guidance on the application process

Charities found the Foundation's website and guidance on the application process very helpful. Almost everybody looked at the website to access information about the application process, more than 95% of both groups, and over 97% of grant holders and unsuccessful applicants used the application guidance. 65% of grant holders said the website was very helpful, which is higher compared to our benchmark average of 57% for website guidance. Moreover, unsuccessful applicants also had positive views on the matter, 33% found it useful, compared to the benchmark average of 30%.

Grant holders were more positive about the application guidance than unsuccessful applicants, 74% of grant holders said it was very helpful and only 40% of unsuccessful applicants said the same. However, it is important to note that less than 1% of either group said it was unhelpful, which is really positive.

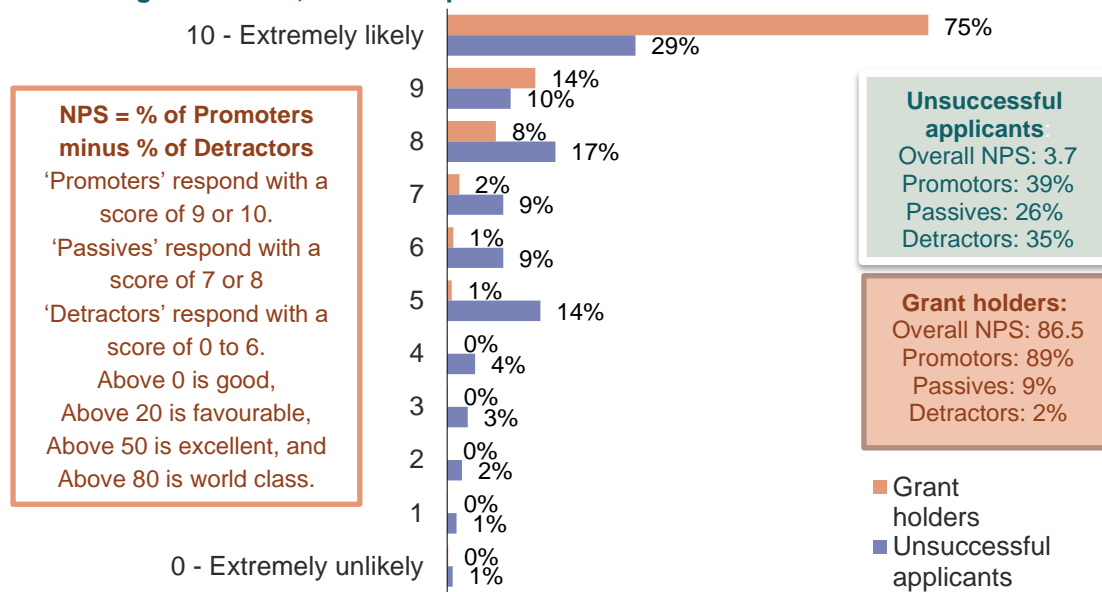
Having some dialogue with a funder was hugely appreciated by the charities, which became even more apparent in the interviews. Even the smallest of contact was highly valued – this may simply be the opportunity of running an idea past a funder. Whether this is checking that a change in how a grant is used is acceptable, or it could be a more complex set of ideas for how they could raise the funds for a project or indeed their entire organisation. Funders have in-depth knowledge of other organisations, how charities and grants work, and can therefore give multiple useful insights and ideas and/or support.

Net Promoter Scores (NPS)

A Net Promoter Score (NPS) is a technique which looks at the likelihood that somebody will recommend a product or service to somebody else on a scale from zero to ten. The percentage of Promoters (those scoring 9 or 10) is then subtracted from the percentage of Detractors (those scoring 0-6), with the highest possible score being plus 100 and the lowest minus 100.

We asked a Net Promoter Score question to grant holders and applicants and results show that, unsurprisingly, grant holders are more likely to recommend Garfield Weston Foundation to another charity seeking funds. The results and methodology are in figure 9. Grant holders were much more positive than unsuccessful applicants with a score of 86.5 vs 3.7.

Figure 9: NPS among grant holders is outstanding; among unsuccessful applicants you still achieve a 'good'* score, with more promoters than detractors.

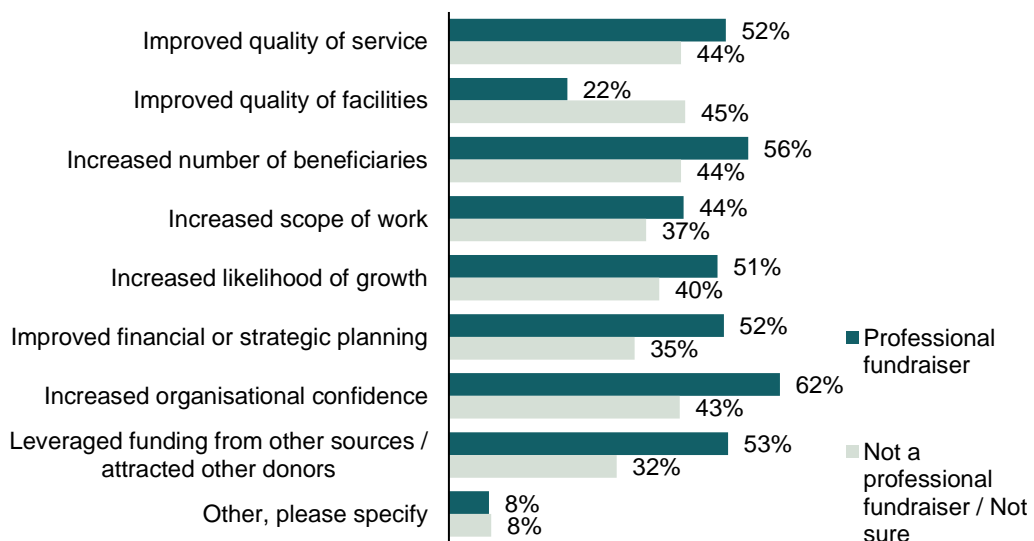


Impact of grants on organisations

The grants that Garfield Weston Foundation makes have a substantial impact on the organisations they go to; 51% say it gives them more organisational confidence, 49% say it lets them serve more beneficiaries, and 47% say it improves the quality of their services. Figure 10 shows this breakdown by paid and voluntary fundraisers.

We looked at these responses by whether people were professional/paid fundraisers, or volunteers. Interestingly, the 'professional' fundraisers were more positive in almost all categories except the 'quality of facilities,' where twice as many 'volunteers' cited this as an impact compared to professionals (45% vs 22%).

Figure 10: Professional fundraisers are more likely to say their grant increased organisational confidence and enabled them to obtain additional funding.



One of the biggest differences that Garfield Weston Foundation's grants make for 'professionals' is helping them 'leverage funds from other sources and funds' (53% vs 32%). This also proves that the impact of a grant can be more than just the money.

Grantee contact, levels of understanding and reporting back

78% of grant holders say they have the right amount of contact with Garfield Weston Foundation for the management of the grant, and 16% say they have too little – this latter figure is slightly higher than the benchmark which is just 8%. Another question we ask in a similar vein is whether grant holders feel Garfield Weston Foundation understands 'your organisation and its aims.' With one of the biggest differences from the benchmark, 35% of grant holders feel that Garfield Weston Foundation understands them very well, compared with 54% in our benchmark of other funders.

Grant holders want a closer relationship with Garfield Weston Foundation. This is partly because of the morale and confidence boost that a good relationship with a grant-maker brings. One interviewee mentioned how they appreciated a funder calling for a chat, and a funder even coming to events and exhibits. It's hard to overstate the psychological boost that a grant and a strong relationship with a funder can bring to a small organisation.

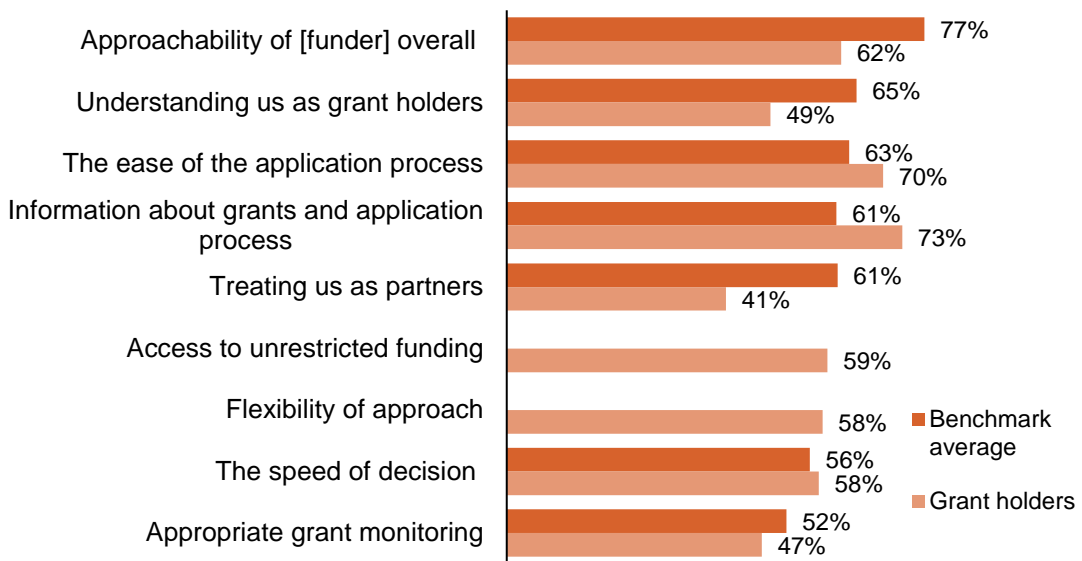
Grant holders were fairly positive about their contact with the Foundation, with 38% of grant holders say the staff were 'very helpful', and 22% 'quite helpful'.

Reporting back is perceived to be very straightforward, 0% said it was very difficult, and only 3% said it was somewhat difficult (and 43% said they hadn't reported back yet). The online submission of reports was felt to be very easy by 53%, and nobody said it was very difficult.

Perceptions of Garfield Weston Foundation against other funders

We asked grant holders how they think Garfield Weston Foundation performs against other funders, and this is shown in figure 11. Garfield Weston Foundation outperforms the benchmark in terms of the ease of the application process, information about grants, and the application process. However, the Foundation underperforms in terms of 'approachability', 'understanding us as grant holders', and 'treating us as partners'.

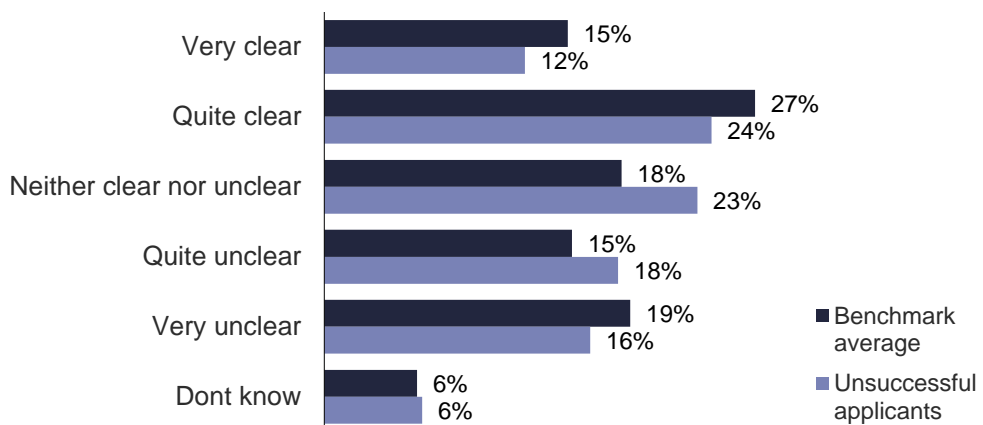
Figure 11: Areas where you underperform against the benchmark includes ‘understanding grant holders’ and ‘treating them as partners.’ Note: no benchmark data is available for ‘Access to unrestricted funding’ and ‘Flexibility of approach’.



Unsuccessful applicants’ perceptions and experiences

Unsuccessful applicants highlighted that they experience a lack of adequate feedback from Garfield Weston Foundation. One thing that most unsuccessful applicants want to know is why their application was rejected. Garfield Weston Foundation underperforms the benchmark (see figure 12) in terms of the clarity of reasoning behind rejections, where 36% of unsuccessful applicants said it was ‘very clear’ or ‘quite clear’, compared to 42% for the benchmark.

Figure 12: Unsuccessful applicants are less clear about the reason for rejection compared to the benchmark.



Similarly, 39% of unsuccessful applicants say they ‘didn’t get feedback and it would have been useful’, while 15% say they ‘didn’t get feedback, but that was OK’. These two figures combined are close to the benchmark, which indicates the extent to which inadequate feedback is a generic problem for grant funders.

Results show that applicants demand feedback to improve their applications and understand how they can do a better job at raising funds. Given the time and energy that goes into each application, their fear is that they aren't being told about the errors and weaknesses of their work.

Unsuccessful applicants felt respected and well-informed during the application process, however, they were unhappy with the time taken by Garfield Weston Foundation to make a decision. They also felt that though it was easy to fill the application, it required more than usual amount of time to complete. Such is apparent from the results, where Garfield Weston Foundation underperforms on the speed of decision and the length of time taken to make an application, and overperforms on information, ease of application and being treated with respect. Figure 13 shows comments on the feedback process. In other words unsuccessful applicants wanted it to take less time to make an application and for quicker decisions.

Figure 13: Comments about feedback.



Transparency, perceptions, and who to learn from

We asked about some of the elements of transparency in terms of how Garfield Weston Foundation publishes information. Garfield Weston Foundation scores strongly with both grant holders and unsuccessful applicants on stating how to apply, explaining what they fund, the length of time to make a decision, and publishing information about what it funds. The scores for grant holders and unsuccessful applicants are similar and just above or below 90% for both groups.

The only two areas with weaker scores are ‘providing clear guidance on grant reporting requirements’ which is 92% for grant holders and 72% for unsuccessful applicants (but they don't have a grant). And making research available publicly which is around 60% for both groups.

We asked grant holders and unsuccessful applicants what words and phrases they associate with Garfield Weston Foundation. These are summarised in the word cloud below in the figure 14. The most frequently mentioned words were ‘supportive’, ‘generous’, ‘helpful’, ‘approachable’ and ‘flexible’.

Conclusion

This research has shown just how well-regarded Garfield Weston Foundation is amongst its grant holders and unsuccessful applicants. It has a raft of strengths from its application process to its reporting protocols and clear guidance. Alongside this, the research has shown a number of ways in which the Foundation could improve its work with grant holders and unsuccessful applicants even further.

It has been a privilege to talk directly to so many small charities as part of this research, and to be reminded how all charities rely on the inspiration, resilience, and determination of individuals, both paid and unpaid, in keeping their organisations alive and delivering to their beneficiaries. We would like to thank all those who have shared their views with us throughout the process.

Appendix

Figure 16: Key survey areas

Key Survey Areas
Overall negative or positive perception GWF
One word to describe GWF
What do you like about GWF?
What would you like GWF to do differently?
Clarity of eligibility, types of funds/grants available
Usage of, and helpfulness of comms resources: website, social media, application guidelines, member of staff
Ease of applying
Is there sufficient information to enable a charity to apply for funding?
Effort of application relevant to size of grant (approx. time taken to create application)
Fairness of treatment
Responsiveness of staff
Approachability (real and perceived)
Balance between light-touch funder and disinterested
How well do you feel GWF understands your sector and your organisation?
How open do you feel GWF is learning from its grant holders?
How straightforward is reporting (for grant holders)
Effort of reporting in relation to size of grant
Questions relating to perceptions of GWF's diversity, transparency, and accountability
Overall negative or positive perception GWF
One word to describe GWF
What do you like about GWF?
What would you like GWF to do differently?
Clarity of eligibility, types of funds/grants available
Usage of, and helpfulness of comms resources: website, social media, application guidelines, member of staff
Ease of applying
Is there sufficient information to enable a charity to apply for funding?
Effort of application relevant to size of grant (approx. time taken to create application)
Fairness of treatment
Responsiveness of staff
Approachability (real and perceived)
Balance between light-touch funder and disinterested
How well do you feel GWF understands your sector and your organisation?
How open do you feel GWF is learning from its grant holders?
How straightforward is reporting (for grant holders)
Effort of reporting in relation to size of grant
Questions relating to perceptions of GWF's diversity, transparency, and accountability



About us

nfpResearch is a leading market research agency in the not-for-profit sector. We put information in the hands of charities, to help them to help as many people as possible.

What sets us apart is the quality of our research. Using sophisticated analytical tools, we drill down into the detail to produce rigorous analysis that can take your organisation to the next level. We might not always tell you what you want to hear – but we promise to tell you what you need to hear, and to listen to your vision of where you want to go.

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