



More than just money...Nonprofits want more discussion with funders about assessment

Nonprofits are pressured by funders, the media, government, business leaders and board members to demonstrate their impact. A recent study¹ surveyed 177 nonprofit leaders across the country and found that nonprofits of various sizes and causes *want* to be able to understand their performance and are taking steps to do so. The survey also found that nonprofits want more help in assessing performance than they are currently receiving from their foundation funders. Highlights of the study may be found below.

- 81% of the survey respondents believe that nonprofits should demonstrate the effectiveness of their work by using performance measures.
- Only 32% believe their foundation funders have been helpful to their ability to assess their progress.
- More than three-fifths of the nonprofit leaders (62%) would like more help from foundation funders to assess their progress.
- Nearly three-fourths (71%) of the nonprofits report receiving *no* foundation support (financial or non-monetary) to advance their organizations' assessment efforts.
- When asked to identify the most important step funders could take to help organizations assess progress, the nonprofits suggested providing additional funds designated to support measurement, develop tools and help with analysis.
- Nonprofits identified several key areas where more discussion with funders was desired;
 - how to develop the skills of staff to collect and interpret data (71%);
 - How to interpret collected data (58%);
 - Results of their performance assessment (58%);
 - What data to collect (57%); and
 - What performance targets to set (52 %).

¹ Andrea Brock, Ellie Buteau, PHD and An-Li Herring, "Room for Improvement, Foundations' Support of Nonprofit Performance Assessment," a report from the Center for Effective Philanthropy, 2012.