FUNDER WEBINAR: INTRODUCTION TO LISTEN FOR GOOD
FUNDING PARTNERS

Core Funders

1. Rita Allen Foundation
2. Barr Foundation
3. Einhorn Family Charitable Trust
4. Ford Foundation
5. Bill & Melinda Gates Foundation
6. Hewlett Foundation
7. John D. & Catherine T. MacArthur Foundation
8. Moore Foundation
9. W.K. Kellogg Foundation
10. The David & Lucile Packard Foundation
11. The John D. & Catherine T. MacArthur Foundation
12. The Rockefeller Foundation

Sidebar Funders

1.液相网
2. MacArthur Foundation
3. Omidyar Network
4. Rockefeller Brothers Fund
5. Walton Family Foundation
FUND FOR SHARED INSIGHT GRANT EVOLUTION

2015

Funded seven “custom” feedback practice grants

2016

Piloted Listen for Good with 46 grants

2017

Fund for Shared Insight in partnership with nominating co-funders will fund 75 Listen for Good grants

2018

Fund for Shared Insight and SurveyMonkey will open up the Listen for Good question set to the general public
Encourage and incorporate feedback from end beneficiaries

Understand connection between feedback and results

Foster more openness between and among foundations, nonprofits and beneficiaries
OUR APPROACH TO FUNDING

1. Practice
   PRACTICE OF FEEDBACK LOOPS

2. Research
   FEEDBACK RESEARCH

3. Support
   FOUNDATION OPENNESS

COLLABORATIVE APPROACHES TO HEARING FROM THE PEOPLE WE SEEK TO HELP

INCREASE FOUNDATION OPENNESS
1 Practice

PRACTICE OF FEEDBACK LOOPS

COLLABORATIVE APPROACHES TO HEARING FROM THE PEOPLE WE SEEK TO HELP

LISTEN for GOOD
Advancing the practice of feedback loops in the social sector
An initiative of SharedInsight
LISTEN FOR GOOD

More Locations:
- Global
- Nationwide
LISTEN FOR GOOD

Number of L4G 2016 Grantees by Issue Area

- Arts & Media
- Education
- Community & Economic Development
- Health
- Human Services
LISTEN FOR GOOD

Reach

Structure

Assistance

• **46 grants** in 2016 to domestic nonprofits across issue areas and geographies

• Co-funding/match requirement led to **28 nominating co-funders**

• **In 2017, up to 75 new grants**
LISTEN FOR GOOD

Reach

Structure

Assistance

• **Semi-standard survey** enabling benchmarking

• **SurveyMonkey** partnership, expanding nonprofit access

• Adaptation of **Net Promoter System℠ (NPS)** for nonprofits
LISTEN FOR GOOD

Reach

Structure

Assistance

• **Technical assistance** offered to grant portfolio

• 1:1 phone consultations, custom-built **support** website, and peer learning opportunities
The Listen for Good Question Set

1. How likely is it that you would recommend [X organization] to a friend or family member (in a similar situation to you?)

2. What is [X organization] good at?

3. What could [X organization] do better??

4. How much of a positive difference has [X organization] made in your life?

5. Overall, how well has [X organization] met your needs?

6. How often do staff at [X organization] treat you with respect?

Adaptation of Net Promoter System℠ (NPS)

1. Listen for Good Question Set, ©SurveyMonkey
Need an *internal champion*

Keep design *simple but smart*

*Courtesy bias* can be overcome

*Actionable insights* can be generated across all different types of nonprofits
Gathering client feedback is not only the **right** thing to do – it is the **smart** thing to do.
# APPLICATION FOR LISTEN FOR GOOD 2017

## Information for nominating co-funders

| Let your grantee(s) know you will nominate them for Listen for Good and share information about Listen for Good with them | If your nominated grantee(s) applies for Listen for Good, we will confirm your nomination via email in **October, 2017** | If your nominated grantee(s) are accepted to Listen for Good, Shared Insight will send you a standard, robust set of grant materials | Provide $15,000 grant per accepted grantee to Fund for Shared Insight by **March, 2017** |

## Information for nominated nonprofits

| Deadline for nominated, customer-facing nonprofits to apply: **Friday, October 13, 2017, 11:59pm Pacific Time** | Selected nonprofits will hear from Fund for Shared Insight by **Friday, December 15, 2017** |

For organizations impacted by the recent hurricanes or other natural disasters, we are extending the deadline to **Friday, November 17, 2017 at 11:59pm Pacific Time**.
Q&A