



The White House invites government, business, philanthropic, and nonprofit leaders to discuss the emerging field of feedback loops.

Fund for Shared Insight

Rita Allen, Ford, Hewlett, Kellogg, Packard, and the JPB Foundations, along with Liquidnet, pool money and resources to form Fund for Shared Insight.

2013

Interest grows around creating a collaborative supporting openness between and among foundations and grantees and connecting more closely with the people and communities philanthropy intends to serve. The Hewlett Foundation takes the lead in convening small groups of funders around the country to explore options.



"It's time to make gathering ... feedback routine so that all of us, at both foundations and other nonprofits, reliably consider the perspectives and experiences of those we seek to help."

Fay Twersky, Hewlett Foundation, and Hilary Pennington, Ford Foundation, writing for The Chronicle of Philanthropy

NOV 2014

First grants totaling \$5.26-million go to 14 organizations for efforts around foundations sharing information; feedback-practice initiatives; and research on feedback loops.

Listen4Good (L4G) launches. The new national initiative provides nonprofits tools, resources, and support to create high-quality, client-focused feedback loops that can help improve the way they work, make decisions, deliver services, and relate to the people and communities they serve.

Listen4Good

DEC 2014

2013

JULY 2014

NOV 2014

DEC 2014

MAY 2015

DEC 2015

JAN 2016

FEB 2016

MAR 2016

JUL 2016

OCT 2016

DEC 2016

FEB 2017

OCT 2017

NOV 2017

DEC 2017

JAN 2018

APR 2018

MAY 2018

JUL 2018

AUG 2018

SEP 2018

OCT 2018

DEC 2018

FEB 2019

MAR 2019

APR 2019

JUN 2019

AUG 2019

OCT 2019

DEC 2019

MAY 2020

JUN 2020

AUG 2020

OCT 2020

DEC 2020

BY THE NUMBERS

\$5.3M

IN GRANTS AWARDED

14

GRANTEES

9 FUNDERS

Cumulative through 2014

Cumulative through 2015

BY THE NUMBERS

\$10.7M

IN GRANTS AWARDED

62

GRANTEES

35 FUNDERS

Cumulative through 2015

Cumulative through 2016



With the support of 12 co-funders, 19 direct-service nonprofits receive the first L4G grants.

"We are excited that ... grantees, through Listen4Good, will now be able to more systematically collect feedback from the young people they serve and augment the outcomes data they already measure."

Lissette Rodriguez, Edna McConnell Clark Foundation

BY THE NUMBERS

\$17.5M

IN GRANTS AWARDED

138

GRANTEES

64 FUNDERS

Cumulative through 2016

Cumulative through 2018

The biggest L4G grantee cohort comes aboard: 66 nonprofits supported by 36 co-funders, including three pairs of foundations that collaborate to together nominate grantees. Episcopal Health Foundation nominates seven grantees, bringing its total to 16.

Shared Insight joins with the Hewlett Foundation and two special White House offices to host a workshop at the White House to share best practices around client-focused feedback loops in the social sector.

A new publication, "Perceptual Feedback: What's It All About?" aims to standardize definitions in the growing field of social-sector client feedback.

A report from Harder+Company analyzes more than 29,000 responses to L4G feedback surveys finding evidence that the Net Promoter System works in the nonprofit context and that further analysis is needed.

A report from Stanford Social Innovation Review publishes a case study of Shared Insight, "Funding Feedback."

"This series represents the most comprehensive public discussion around the idea of constituent feedback for the nonprofit sector published to date."

Michael Gordon Voss, Stanford Social Innovation Review

Co-funders are changing feedback practices, and they are thinking differently about how their grantees and their foundations can benefit from feedback.

"The 2017 L4G Co-Funder Experience," ORS Impact

ORS Impact publishes two reports: "Feedback Field Assessment Findings" and "The 2017 L4G Co-Funder Experience."

L4G goes international: Shared Insight partners with AVPN, a funding network in Asia, to pilot L4G in Singapore and Australia.

Equity Diversity Inclusion

Shared Insight and Feedback Labs collaborate on the #Feedback4Equity communications campaign.

Fifty-one grantees are selected to participate in L4G, supported by 28 co-funders, including a consortium of Pennsylvania grantmakers backing five local nonprofits to create an L4G learning community.

Listen4Good Online+, a streamlined L4G program for organizations to build feedback loops with online support and guidance, is introduced for a subsidized fee of \$1,000.

Listen4Good Online+ announces its first cohort of participants, 41 organizations, some supported by funders, some paying their own way.

Grants totaling \$1.25-million support the new Funder Listening Community of Practice, seven philanthropy support organizations working collaboratively to develop tools and guides that promote listening.

Listen4Good's co-funded grant program announces 45 new grantees supported by 35 co-funders, including 22 new to the program.

A virtual learning series kicks off with a webinar for funders that signed philanthropy's COVID-19 pledge, which included commitments to listening.

An Aspen Institute report, "Meaningfully Connecting with Communities in Advocacy and Policy Work," informs the discussion around broadening feedback efforts in the social sector beyond direct-service organizations.

Research grants totaling nearly \$1 million go to five organizations studying the relationship between feedback results and client outcomes.

L4G unveils its groundbreaking interactive website and invites organizations to participate in a testing program, L4G Online Beta, in preparation for the site's full launch.

"Our goal is to make Listen4Good's proven tools and resources available to any nonprofit or government agency that wants to systematically listen to and respond to the people they serve. L4G Online will be a game-changer in the field of client-focused feedback."

Valerie Threlfall, Listen4Good

L4G continues to grow with 59 newly selected grantees nominated by 28 co-funders.

"We were excited to see a validated measurement tool, a full feedback-loop system available to us, so that we didn't have to reinvent the wheel. This is a best practice that doesn't take a lot of resources, just commitment to transparency, trust, and change."

Greg Vandenberg, U.S. Venture/Fox Valley Foundation

The number of nonprofit clients who have given their feedback through L4G surveys surpasses 100,000.

The 2018 Shared Insight Gathering, in Houston, brings together more than 350 field-building partners and representatives from nonprofits and funding organizations committed to using feedback loops to better serve their clients.

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The first Shared Insight Gathering, held in Washington, D.C., brings together 140 funders, grantees, and other participants interested in learning and field-building around feedback.

"Three years after the first White House meeting, we have seen that gathering feedback is not only the right thing to do and the smart thing to do — it is also a feasible thing to do."

Dennis Whittle, Feedback Labs

A new publication, "Perceptual Feedback: What's It All About?" aims to standardize definitions in the growing field of social-sector client feedback.

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