

Greater Lowell Community Foundation Donor Survey Highlights - 2018

"The Greater Lowell Community Foundation is one of the most important organizations in Greater Lowell."

- GLCF Philanthropist



51%

of donors reported that the fund type managed by the GLCF's services were *scholarships*.

45%

of donors responded that they have been accessing the GLCF's services for *10 or more years*.

91%

of donors rated the GLCF's system for managing funds as *very good or good*.

Motivators for donors to place endowments with The Community Foundation:

GLCF understands community needs (22%)

GLCF understands donors' giving interests (20%)

GLCF understands local nonprofit landscape (17%)

Ways to increase support to manage donor funds:



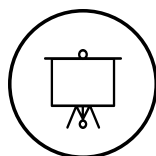
Provide a biannual report of fund liquidity & provide a summary of investments and performance twice a year.



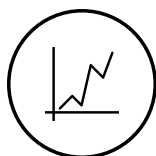
Notify donors about scholarship recipients.



Increase donations. List all scholarships in a fundraising letter to residents of Lowell to find new donors.



Host an annual meeting with those who have funds with the GLCF.



Increase returns on investment.



Secure additional donors to assist the music, arts, & culture.

Survey Highlights - Continued



"Fantastic team at the GLCF - helpful, friendly and efficient. The GLCF works hard to help students and residents of Lowell through their work and mission."

- GLCF Philanthropist

Areas of *greatest interest*

Donors indicated the following as areas they are *most* interested in:



Education (77%)



Youth & Families (46%)



Community Development (33%)

Philanthropy in the Merrimack Valley over the next 5 - 10 years:

Donors' anticipated *positive changes*:



- A potential increase in new philanthropists in cultural communities.
- Embracing the younger generation to be engaged in philanthropy.
- More collaboration between non-profits.
- Creation of "The Lowell Fund" which would allow small donors to participate.
- Philanthropists in the Merrimack Valley will remain generous.
- New philanthropy programs that target young people in order to help them develop leadership and fundraising skills.

Donors' anticipated *negative changes*:



- Concern that the small pool of philanthropists in our region will not grow, but the number of non-profits soliciting philanthropy will continue to grow, potentially leading to the inability of donors to keep up with demands.
- Economic trends may impact the GLCF's ability to continue to grant funds.
- More students with greater needs (many from other countries), including financial needs, in the region.
- Depending on government action, there may be a greater need for financial assistance for non-profits.

Donor comments indicating areas for growth/improvement for the Greater Lowell Community Foundation:

- Continue to make a case for the arts and culture in the region; museums cannot afford to become a luxury for those with money and education.
- Update contact information whenever leadership changes.
- Continue to conduct outreach to non-profits and individuals to start endowment funds and planned giving.