the IDEA BEHIND 
cf INSIGHTS IS SIMPLE

What if EACH community foundation could know what ALL community foundations collectively know?
I. What is the Columbus Survey?

II. What are the findings from 2015?

III. How can CF Insights data help you?

IV. How can you contribute?
What is the Columbus Survey?

The Columbus Survey is the “census of the community foundation field” started by the Columbus Foundation in 1988, and administered by CF Insights since 2008.

The Columbus Survey collects data to uncover financial trends and operational activity among community foundations in the United States.
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271 Participants

$71 BILLION in Assets

$7.9 BILLION in Gifts

$6.2 BILLION in Grants

>90% Representation of estimated field-wide assets

Asset Size Distribution

32% <$25M
15% $25M-$50M
10% $50M-$100M
18% $100M-$250M
11% $250M-$500M
13% >$500M

Total may not add up to 100% due to rounding.

Distribution of Geographies Served

- WEST: 14%
- MIDWEST: 50%
- SOUTH: 26%
- NORTHEAST: 10%
- URBAN: 20%
- RURAL: 37%
- BOTH URBAN & RURAL: 43%
Asset growth is less pronounced than in recent years.

Total Assets, Top 100 Community Foundations by Asset Size:
- 2008: $38B
- 2009: $39B
- 2010: $42B
- 2011: $43B
- 2012: $48B
- 2013: $56B
- 2014: $62B
- 2015: $64B

Field-Wide Asset Growth:
- 2014: $62B
- 2015: $64B

Median Change in Assets: 0.7%

2013-2014: 10%
Grants continue their steady growth, while gifts decreased slightly
Gift and Grant Change Rates

Degree of change in gifts
- Neutral: 19%
- Moderate decrease: 29%
- Dramatic decrease: 7%

Degree of change in grants
- Neutral: 31%
- Moderate decrease: 20%
- Dramatic decrease: 5%

Median Change in Gifts = 7.8%
Median Change in Grantmaking = 7.3%

Wide variance, fairly even spread

Very few respondents at the extremes
Larger community foundations hold a larger portion of their assets in donor-advised funds…

†Averages were used to total 100%
Donor-Advised, Discretionary, and All Other Funds

...and grant out a larger portion of those donor-advised funds.

Sample sizes for DAF distribution rates are slightly smaller than for the whole foundation.
Gifts and grants increase on a per capita basis alongside overall gift and grant totals as asset size increases.
Administrative fees are the main revenue driver in community foundations of all sizes.
Nearly half of all community foundation respondents generated surplus revenue in 2015.
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Online reports

Examples of Non-Member Reports

- **Longitudinal**
  - Total annual asset growth rate
  - Average fund size
  - Gift and grant ratios
  - Assets per Capita

- **Peer Benchmarking**
  - Change in assets, 15-16
  - Change in gifts, 15-16
  - Change in grants, 15-16

Examples of Member Reports

- **Assets**
  - Average fund size among peers
  - Assets by product among peers
  - Asset growth/historical assets among peers
  - Percent of assets endowed and non endowed vs. peers

- **Gifts & Grants**
  - Average gift/grant size among peers
  - Average DAF/discretionary gift size vs. peers
  - Annual payout rate among peers
  - Gifts/Grants per capita among peers

- **Operating Efficiency**
  - Expense to asset ratio among peers
  - Revenues among peers

- **Staffing**
  - Funds per FTE among peers
  - FTEs by Functional Area Among Peers

CF Insights offers over 90 on-demand reports to help you gauge your performance relative to the field.
Multiple ways to define peers

Create peer groups

Create your peer groups using any filtering criteria you like. Here are instructions.

Click this green plus button to add each new group:

Peer group: How Do We Look?

Examples of Ways to Define Peers:

- Assets
- Age
- Service area/geography
- Asset composition (Discretionary, DAF, etc.)
- Staffing
- Levels of endowment
- Number of transactions
- Focus on community leadership
- ...and more!

Extensive data collection means a robust peer comparison tool.

What is unique about your community foundation? How would you define your peers?
How do you stack up against your peers?

Peer benchmarking dashboards provide members a snapshot of their performance, and serve as a powerful and concise way to present metrics to your Board of Directors.
CF Insights members can use on-demand reports to answer questions quickly, or request custom reports and analysis from CF Insights’ expert staff.
Annual Distribution Rate Among Peers

Foundation | Total Grants | Total Assets | Payout Ratio
---|---|---|---
Acadiana 12/31/2015 | $5,030,102 | $86,187,185 | 5.84 %
Blue Grass 6/30/2015 | $10,441,486 | $75,457,675 | 13.84 %
Central Florida 3/31/2015 | $3,861,180 | $65,846,393 | 5.86 %
Collier County 6/30/2015 | $8,472,192 | $106,802,614 | 7.93 %
Fort Wayne 12/31/2015 | $6,684,947 | $137,562,850 | 4.86 %
Greater Lakeland 6/30/2015 | $11,656,714 | $130,441,408 | 8.94 %
Northern Colorado 6/30/2015 | $8,524,286 | $90,947,530 | 9.37 %
Parasol NV 6/30/2015 | $4,119,635 | $65,719,831 | 6.27 %
Pasadena 12/31/2015 | $3,332,746 | $51,919,933 | 6.42 %
Princeton 12/31/2015 | $16,031,426 | $121,339,214 | 13.21 %
Sacramento 12/31/2015 | $11,623,000 | $118,781,000 | 9.79 %
Santa Fe 12/31/2015 | $6,811,528 | $69,698,449 | 9.77 %
Gifts Per Capita Among Peers

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Year</th>
<th>Total Gifts</th>
<th>Population Served</th>
<th>Gifts Per Capita</th>
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<tr>
<td>Baton Rouge</td>
<td>12/31/2015</td>
<td>$34,104,516</td>
<td>1,000,000</td>
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<td>06/30/2015</td>
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<td>$30,610,189</td>
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Export and Print Reports
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Participate in the Columbus Survey

• **Be counted!** Share your unaudited financial data 60 days after the close of your fiscal year to help CF Insights make trends available to the field
• Members – Complete all your data, including data on the Profile and Product Composition tabs

Remember CF Insights for your Data Needs

• Use CF Insights’ database to develop comparative reports and discover your own insights
• Visit [cfinsights.org](http://cfinsights.org) to learn more about the resources available to the field

Connect with us

• Contact David Rosado, Member Services Manager at [dar@foundationcenter.org](mailto:dar@foundationcenter.org) to set up an overview and online demonstration of CF Insights’ resources, or to create a free login account to access the database