2012 Columbus Survey Results: *Guideposts Point to New Heights*

August 21, 2013

cfinsights.org
Housekeeping

- All phone lines are on mute.
- **Questions?** Please submit them at any time and we will address as many as possible during our two Q&A periods
  - To expand or collapse a panel, toggle the arrow (▶) or (◀).
  - On the Q&A Panel, type your question, select “All Panelists,” click “Send.”
- This webinar is being recorded for self paced learning. The play-back link will be emailed to you after the webinar.
The idea behind CF Insights is simple: what if each community foundation could know what all community foundations know?

• Founded in 2006 in partnership with the Council on Foundations
• Dedicated to helping build a diverse community foundation field in which each member realizes its full economic and social potential
• Enables community foundations to make more informed, effective decisions about their operating models to achieve greater sustainability and impact

created by COMMUNITY FOUNDATIONS

CF INSIGHTS responds to a hunger for shared knowledge and greater impact: Community foundations grow stronger when their decisions are based on timely, accurate, and complete information.

propelled by FSG

IN PARTNERSHIP with the Community Foundations Leadership Team, FSG has been a driving force for CF Insights since its inception.
Today’s Speakers: CF Insights Staff

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Hollie Marston
Consultant
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I. What is the Columbus Survey?

II. What are the trends from 2012?

III. How can CF Insights data help you?

IV. What should you do next?
What Is the Columbus Survey?

The Columbus Survey is the community foundation “census of the field” started by the Columbus Foundation in 1988.

CF Insights expanded the Columbus Survey in 2008 and in 2012, increasing the benefits received for survey participation.
The Survey Informs Rankings

2012 TOP 100
by Asset Size
Assets between $3.9B and $123M
276 Participants

$58 BILLION in Assets

$7 BILLION in Gifts

$5 BILLION in Grants

90% Representation of estimated field-wide assets

Participant Asset Distribution

- <$5M: 2%
- $5-$25M: 18%
- $25-$50M: 21%
- $50-$100M: 21%
- $100-$250M: 19%
- $250-$500M: 8%
- $500M+: 12%
AGENDA

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NEW HEIGHTS for 2012

Assets, Gifts, and Grants for Top 100 by Assets

**Total Assets**
- N = 97
- 20% increase from 2006 asset levels

**Total Gifts**
- N = 93
- 25% increase from 2006 gift levels

**Total Grants**
- N = 93
- 21% increase from 2006 grant levels
GROWTH in the averages

Average Growth Rates Reflect Increases On Key Metrics…

<table>
<thead>
<tr>
<th>Metric</th>
<th>March or June</th>
<th>September or December</th>
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<tbody>
<tr>
<td>Growth in assets</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Growth in gifts</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Growth in grants</td>
<td>9%</td>
<td>5%</td>
</tr>
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…BUT Fiscal Year End Matters (at least with assets)
## 2012 Trends

### VARIABILITY in the details

<table>
<thead>
<tr>
<th>Change in GIFTS</th>
<th>Change in GRANTS</th>
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</thead>
<tbody>
<tr>
<td><strong>2010 - 2011</strong></td>
<td><strong>2011 - 2012</strong></td>
</tr>
<tr>
<td><strong>Moderate to Dramatic Increase</strong></td>
<td><strong>Neutral</strong></td>
</tr>
<tr>
<td>37%</td>
<td>19%</td>
</tr>
<tr>
<td>60%</td>
<td>13%</td>
</tr>
<tr>
<td>41%</td>
<td>33%</td>
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<tr>
<td>44%</td>
<td>37%</td>
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**CFs experiencing...**

- Moderate to Dramatic *Increase*: 37% in 2010-2011, 60% in 2011-2012, 41% in 2010-2011, 44% in 2011-2012
- Neutral: 19% in 2010-2011, 13% in 2011-2012, 33% in 2010-2011, 37% in 2011-2012
- Moderate to Dramatic *Decrease*: 44% in 2010-2011, 28% in 2011-2012, 26% in 2010-2011, 19% in 2011-2012

Years do not represent same pool of respondents, but are considered representational of the field.
The majority of community foundations have grown 2012 assets beyond the highs experienced in 2007, but some continue on this path to recovery.

- 79% of respondents have grown total assets beyond levels experienced before the market downturn.
- 21% of respondents have 2012 assets that do not exceed 2007 assets.
REVENUE driven by asset-based fees

Revenue Mix By Asset Size

Large Community Foundations
Assets > $250M
n = 46

Mid Community Foundations
Assets $50M - $249M
n = 92

Small Community Foundations
Assets $0-$49M
n = 85
OPERATING EXPENSES increase

Percent of Community Foundation Increasing or Decreasing Operating Budget

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<tbody>
<tr>
<td>2008 - 2009</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>2009 - 2010</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>2010 - 2011</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>2011 - 2012</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>
There is cause for optimism, but how do you compare your community foundation’s performance against a set of appropriate peers?
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More Ways to Define Peers

AN ENHANCED DATA COLLECTION MEANS AN ENHANCED PEER SELECTION TOOL

Examples of New Ways to Define Peers:
- Levels of endowments
- Focus on community leadership
- Discretionary assets (beyond membership)
- Conversion type (e.g. healthcare)
- Alternative revenue streams

How do you define your peers?
Using the Data

Online Reports
CF INSIGHTS OFFERS A VARIETY OF REPORTS TO HELP YOU GUAGE YOUR PERFORMANCE

Examples of Non-Member Reports

Longitudinal
• Total annual asset growth rate
• Average fund size
• Average gift and grant size
• Assets per capita

Peer Benchmarking
• Change in assets, 11-12
• Change in gifts, 11-12
• Change in grants, 11-12

Examples of Member Reports

Assets
• Average fund size vs. peers
• Assets by product vs. peers
• Asset growth/historical assets among peers
• NEW: Percent assets endowed and non endowed vs. peers

Gifts & Grants
• Average gift size vs. peers
• NEW: Average DAF/discretionary gift size vs. peers
• Annual payout rate vs. peers
• Gifts/Grants per capita vs. peers

Operating Budget
• Budget to asset ratio vs. peers
• NEW: Revenues among peers

Staffing
• Assets per FTE among peers
• Funds per FTE among peers
Using the Data

New Reports Available
CF INSIGHTS MEMBERS HAVE ACCESS TO TWENTY NEW REPORTS

Percent Total Core Assets Endowed and Non Endowed Among Peers

Amarillo

Percent of Total Expenses Among Peers

Amarillo

Let’s Login!
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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 to learn more about the resources available to the field

PARTNER WITH US
• Contact Diana Esposito, Member Services, at diana.esposito@fsg.org to set up an overview and online demonstration of CF Insights’ resources

STAY TUNED FOR FUTURE RESOURCES
• Adapt, Align, Aspire: Ten Years of Community Foundation Business Model Evolution – an examination of the evolution of community foundation business models
What are your questions?
SHARING KNOWLEDGE. GROWING IMPACT.

cfinsights.org

SPECIAL THANKS:

The Columbus Foundation

COUNCIL on FOUNDATIONS