2011 Columbus Survey Results: Guideposts To Navigating Peaks and Valleys

May 22, 2011

cfinsights.org
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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I. What is the Columbus Survey?

II. What are the trends from 2011?

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, increasing the benefits received for survey participation.
Columbus Survey Participants

**THIS YEAR’S 290 PARTICIPANTS REPRESENT THE DIVERSITY IN THE FIELD AND OVER 90% OF ESTIMATED FIELD-WIDE ASSETS**

### Survey Participant Snapshot

- **$53B in assets**
- **$5B in gifts**
- **$4B in grants**
- **Five years of data available from over 200 community foundations**

### Participant Asset Distribution

- <-$5M: 3%
- $5-$25M: 23%
- $25-$50M: 19%
- $50-$100M: 20%
- $100-$250M: 13%
- $250-$500M: 6%
- $500M+: 11%

### Participant Regional Distribution

- Northeast: 13%
- West: 29%
- South: 20%
- Midwest: 38%
AGENDA

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Market Fluctuations

2011 marked a year of continued market growth following steep declines in 2008 and 2009.

The peaks and valleys experienced throughout the year mean that FYE played a big role in rate of asset growth between 2010 and 2011.
Largest Community Foundations

THE LARGEST COMMUNITY FOUNDATIONS EXPERIENCED ONE YEAR GROWTH IN ASSETS AND GIFTS WHILE GRANTS STAYED FLAT

Change in Aggregate Assets, Gifts and Grants Among the Top 100 Community Foundations 2006 - 2011

- **Total Assets**
  - N = 97
  - 10% increase from 2006 asset levels
  - 13% increase between 2010 and 2011

- **Total Gifts**
  - N = 97
  - 9% decrease from 2006 gift levels
  - 3% increase between 2010 and 2011

- **Total Grants**
  - N = 97
  - 17% increase from 2006 grant levels
  - Unchanged between 2010 and 2011
2011 Trends

Community Foundation Growth
ON AVERAGE ALL COMMUNITY FOUNDATIONS EXPERIENCED GROWTH IN ASSETS AND GRANTS WHILE GIFTS REMAINED FLAT

Average Change in Assets, Gifts and Grants Among Community Foundations by Asset Size 2010 - 2011

<table>
<thead>
<tr>
<th></th>
<th>Average Change for CFs &gt;$250M in Assets N = 49</th>
<th>Average Change for CFs $50 - $249M in Assets N = 106</th>
<th>Average Change for CFs &lt; $49M in Assets N = 101</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td>Increased 4%</td>
<td>Increased 9%</td>
<td>Increased 9%</td>
</tr>
<tr>
<td><strong>Gifts</strong></td>
<td>Increased 1%</td>
<td>Unchanged</td>
<td>Unchanged</td>
</tr>
<tr>
<td><strong>Grants</strong></td>
<td>Increased 4%</td>
<td>Increased 6%</td>
<td>Increased 10%</td>
</tr>
</tbody>
</table>

Average Change in Assets Among Community Foundations by FYE 2010 - 2011

<table>
<thead>
<tr>
<th></th>
<th>Average Change for CFs with March or June FYE N = 98</th>
<th>Average Change for CFs with September of December FYE N = 158</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td>Increased 18%</td>
<td>Increased 2%</td>
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</table>
A Closer Look at Assets, Gifts, and Grants

THERE ARE VAST DIFFERENCES IN INDIVIDUAL COMMUNITY FOUNDATION PERFORMANCE THAT THE AVERAGES DO NOT REFLECT

Percent of Respondents Experiencing…

Change in Assets, 2010 - 2011

- 38% Moderate Increase
- 58% Neutral
- 2% Dramatic Decrease

Avg. Change = 8%

Change in Gifts, 2010 - 2011

- 17% Moderate Increase
- 20% Neutral
- 14% Moderate Decrease

Avg. Change = <1%

Change in Grants, 2010 - 2011

- 8% Moderate Increase
- 33% Neutral
- 33% Moderate Decrease
- 4% Dramatic Decrease

Avg. Change = 7%
The Donor Advised Fund Affect
DAFs REPRESENT AN AVERAGE 28% OF CORE COMMUNITY FOUNDATION ASSETS, 41% OF CORE GIFTS, AND 42% OF CORE GRANTS

DAF vs. All Funds Average Change in Assets, Gifts and Grants
2010 - 2011

<table>
<thead>
<tr>
<th></th>
<th>DAF Only</th>
<th>All Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in Assets</strong></td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Change in Gifts</strong></td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Change in Grants</strong></td>
<td>6%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**DAF**
- 7%
- 37%
- 44%

**All Funds**
- 38%
- 58%
- 8%

**Dramatic Decrease**
-50% to -100%

**Moderate Decrease**
-11% to -49%

**Neutral**
-10% to +10%

**Moderate Increase**
+11% to +49%

**Dramatic Increase**
+50% to +100%
Summary

- Community foundations experienced slower growth in 2011 compared with 2010 and the rate of growth was highly dependent on FYE.
- Assets and grants increased for community foundations, while gifts were largely unchanged for foundations of all sizes.
- For the largest community foundations, assets and gifts in the aggregate grew faster than the average, while grants remained flat.
- Donor Advised Funds held at community foundations had increases in assets and grants, but decreases in gifts.
- Averages and aggregates are helpful, but individual community foundation performance varies significantly.

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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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, 10-11
- Change in gifts, 10-11
- Change in grants, 10-11

Examples of Member Reports

**Assets**
- Average fund size vs. peers
- Assets by product vs. peers
- Asset growth/historical assets among peers

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

**Operating Budget**
- Budget to asset ratio vs. peers
- Peer fee schedules by fund

**Staffing**
- Assets per FTE among peers
- Funds per FTE among peers

**Expense to asset ratio**

**Payout ratio**
Using the Data

Defining Your Peers

CF INSIGHTS MEMBERS CAN DEFINE SPECIFIC PEER SETS BASED ON OVER ONE HUNDRED CRITERIA

How can you define a set of peers?
Armed with peer data, North Texas engaged in an educational exercise that moved them toward key decisions.

“We can learn from the experiences of other community foundations.”

“Access to data will help put our experience into context.”

“We don’t just have to focus on community foundations in our area or state”

“This data will help us make the strategic decisions we need to make.”
Using the Data

Member Data Journey – Engaging with Peers and “Getting in the Habit”


Selected Peer Group
- Determined peer group based on
  - Asset size
  - Population Served
  - Year Created
  - Community Wealth

Used the Data
- Created a dashboard
- Identified relationships to build
- Built up community foundation “intelligence”

Engaged Decision Makers
- Provided information to the board – helpful context
- Getting “in the habit” of using benchmarking data
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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 Assets 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

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
• **Benchmarking Beyond Asset Size: Top 100 Lists** – three lists that rank Columbus Survey participants on Distribution Rates, Gifts per Capita, and Total Gift and Grant Transactions
• **The Strategic Value of Donor Advised Funds** – a closer look at how DAFs impact community foundations’ growth, grantmaking, and engagement of donors
SHARING KNOWLEDGE. GROWING IMPACT.

cfinsights.org

SPECIAL THANKS:

The Columbus Foundation

COUNCIL on FOUNDATIONS