

GRANTEE AND APPLICANT PERCEPTION REPORT

Prepared for

The Greenwall Foundation

November 2022



THE CENTER FOR
EFFECTIVE PHILANTHROPY

About CEP

The **mission of the Center for Effective Philanthropy** is to provide data, feedback, programs, and insights to help individual and institutional donors improve their effectiveness. We do this work because we believe effective donors, working collaboratively and thoughtfully, can profoundly contribute to creating a better and more just world.



ASSESSMENTS



PROGRAMMING

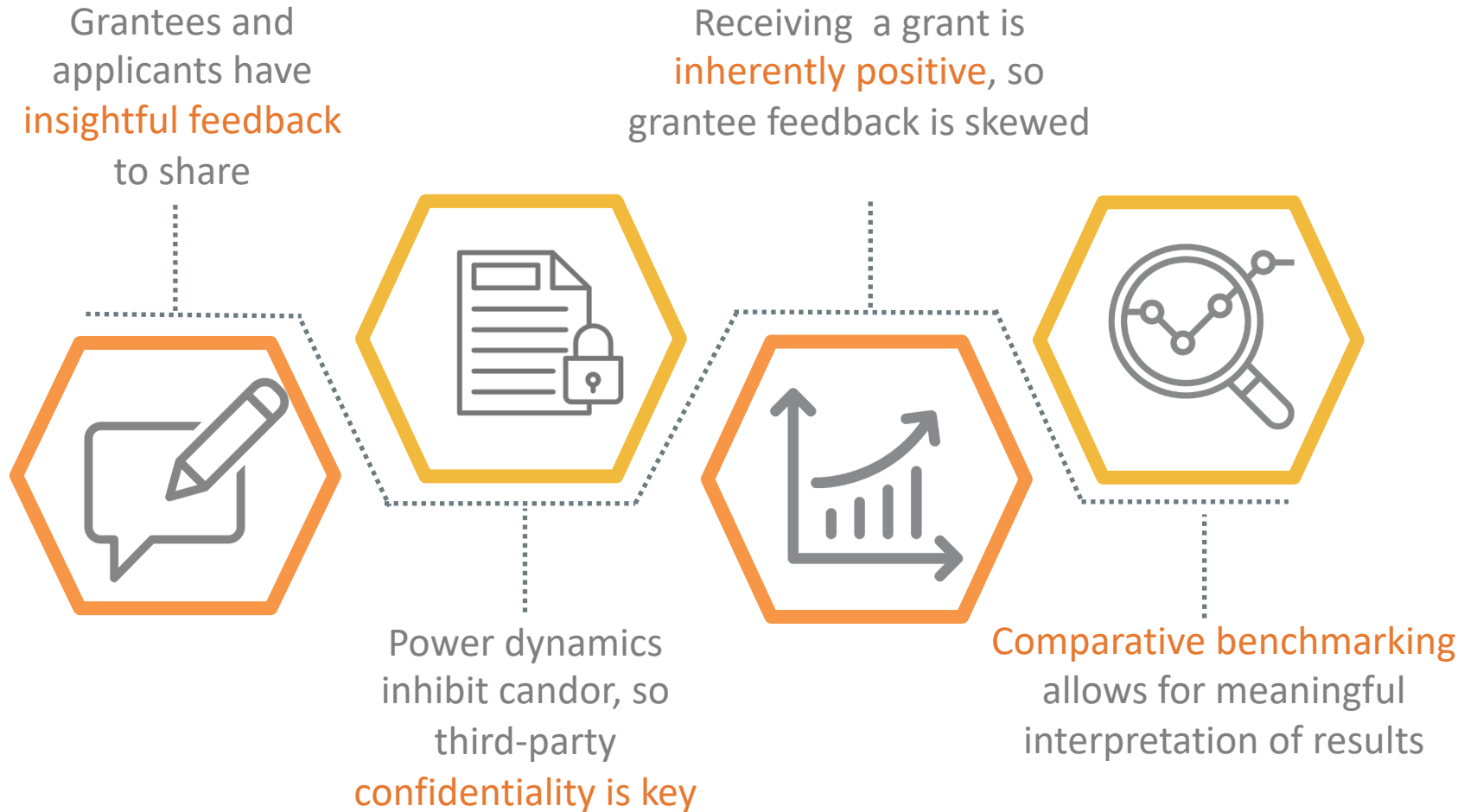


RESEARCH



ADVISORY SERVICES

Why Benchmarked Feedback?



Grantee Comparative Dataset

More than 350 foundations

More than 40,000 grantee responses



Applicant Comparative Dataset

More than 50 foundations

More than 4,000 applicant responses

The Greenwall Foundation GPR Custom Cohort

Archstone Foundation

F.M. Kirby Foundation

Gordon and Betty Moore Foundation

Josiah Macy Jr. Foundation

Kenneth Rainin Foundation

Robert Wood Johnson Foundation

The Jacob and Valeria Langeloth Foundation

The John A. Hartford Foundation

The Teagle Foundation

Survey Period

Open Grant Period/ Application Period	Surveys Fielded
April 2020 – March 2021	May – June 2022

Survey Population

	Surveyed	Responded	Response Rate
Grantees	57	42	74%
Declined Applicants	80	29	35%

Response Breakdowns

Grantees	Declined Applicant
Making a Difference (n=25)	First application to the Foundation (n=16)
Faculty Scholars (n=11)	Previously applied for funding (n=12)
Other (n=6, not shown)	

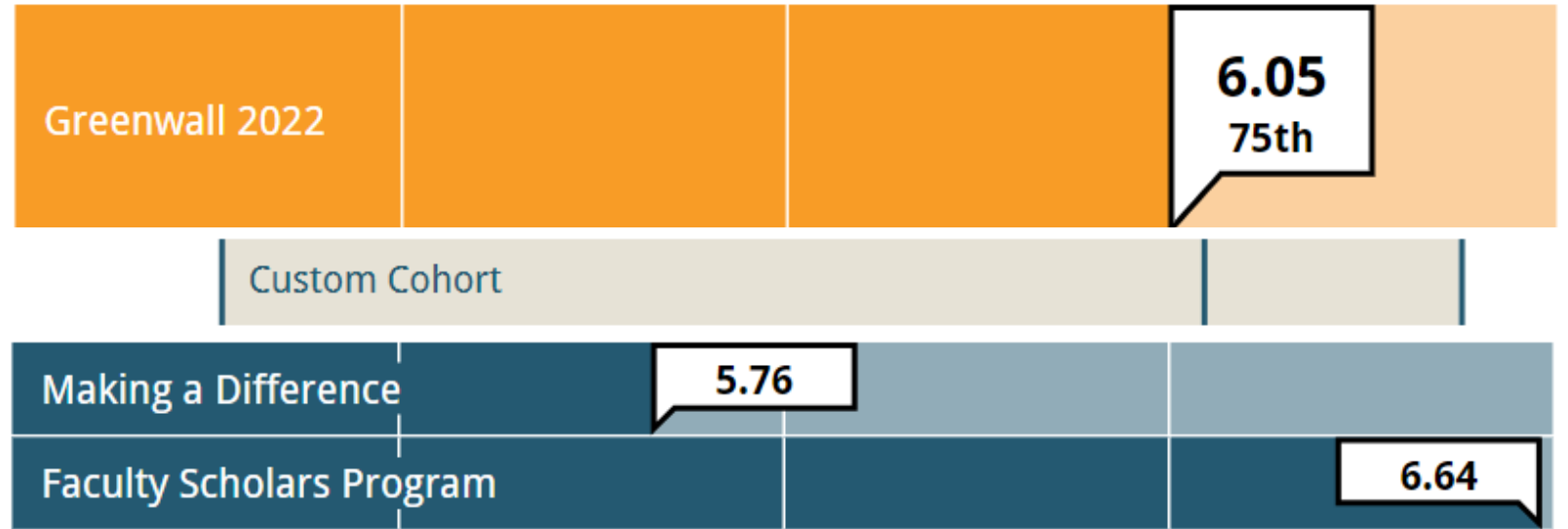
IMPACT ON GRANTEES' FIELDS

Grantee Responses

0th (4.50) 25th (5.58) 50th (5.84) 75th (6.05) 100th (6.70)

“Overall, how would you rate the Foundation’s impact on your field?”

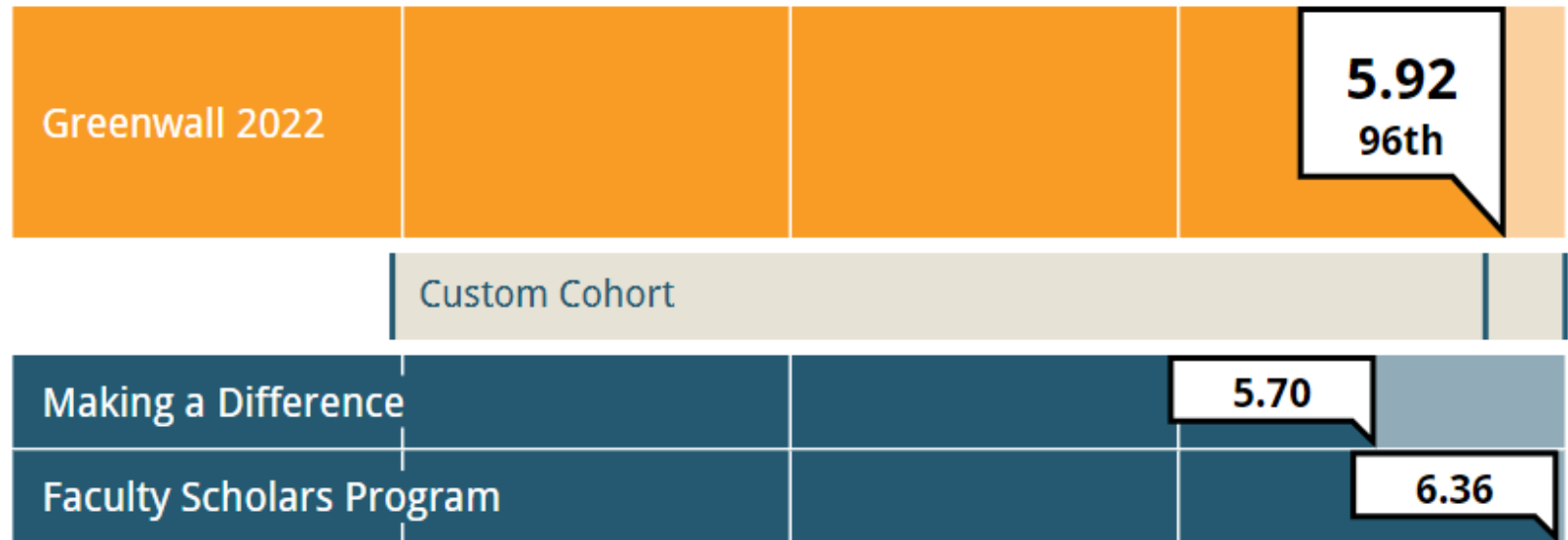
*1 = No impact,
7 = Significant positive impact*



0th (3.58) 25th (4.76) 50th (5.13) 75th (5.49) 100th (6.44)

“To what extent has the Foundation advanced state of knowledge in your field?”

*1 = Not at all,
7 = Leads the field to new thinking and practice*

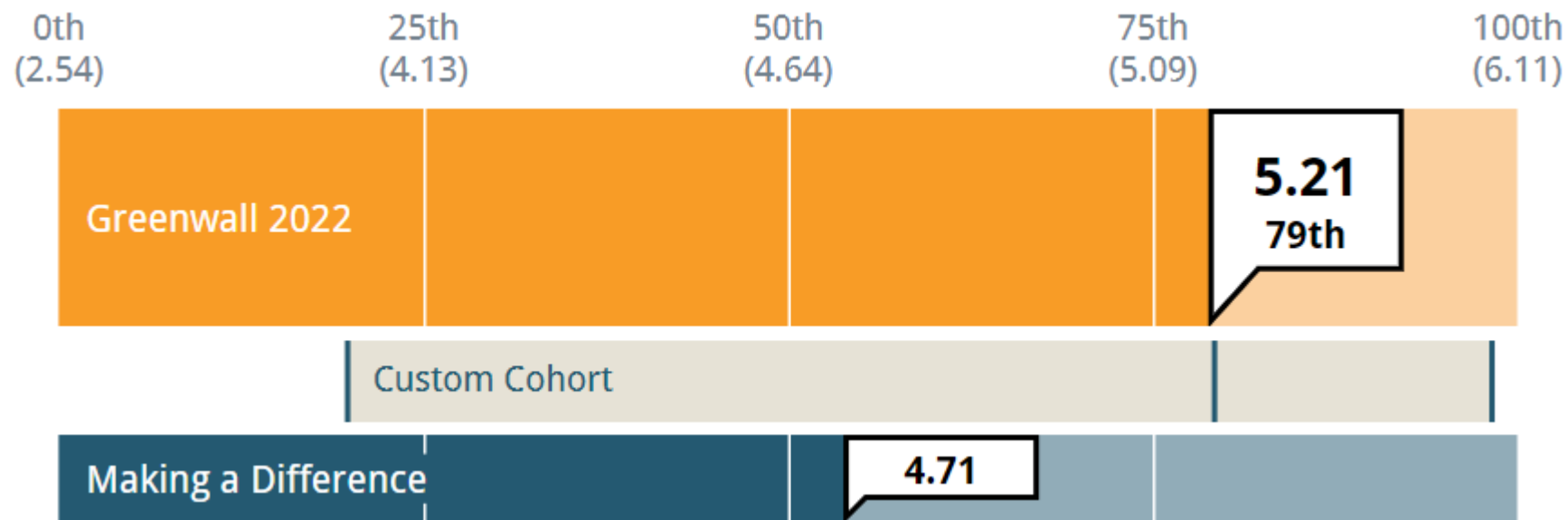


Grantee Responses

“To what extent has the Foundation affected public policy in your field?”

1 = Not at all,

7 = Major influence on shaping public policy



“The Greenwall Foundation supports groundbreaking research and practice in bioethics and related disciplines. I especially appreciate the Foundation’s commitment to funding research projects that will have real-world implications in improving the lives of patients and building healthy communities.”



“In the world of bioethics, Greenwall funding is significant (for both individuals and organizations). This is especially true for disciplines that are less likely to get NSF/NIH funding.”

Funding Focus

“How confident are you that if this work had not been funded by the Foundation, it would have otherwise been funded?”

1 = Not at all confident,
7 = Extremely confident



“We rely upon the Foundation as one if not the only sources of bioethics funding - to that extent, we cannot overstate just how much influence Greenwall has when setting priorities. Importantly also, a real virtue of the Foundation is the willingness to take risks in projects that would be not funded in other ways.”

“The Foundation’s investment has been critical to advancing research that may not be funded by others.”

Grantmaking Characteristics

Grant Characteristic	Greenwall 2022	Custom Cohort	Average Funder
Median Grant Size	\$226K	\$235K	\$100K
Multi-Year Grants	83%	52%	68%
% Receiving non-monetary support	26%	N/A	40%

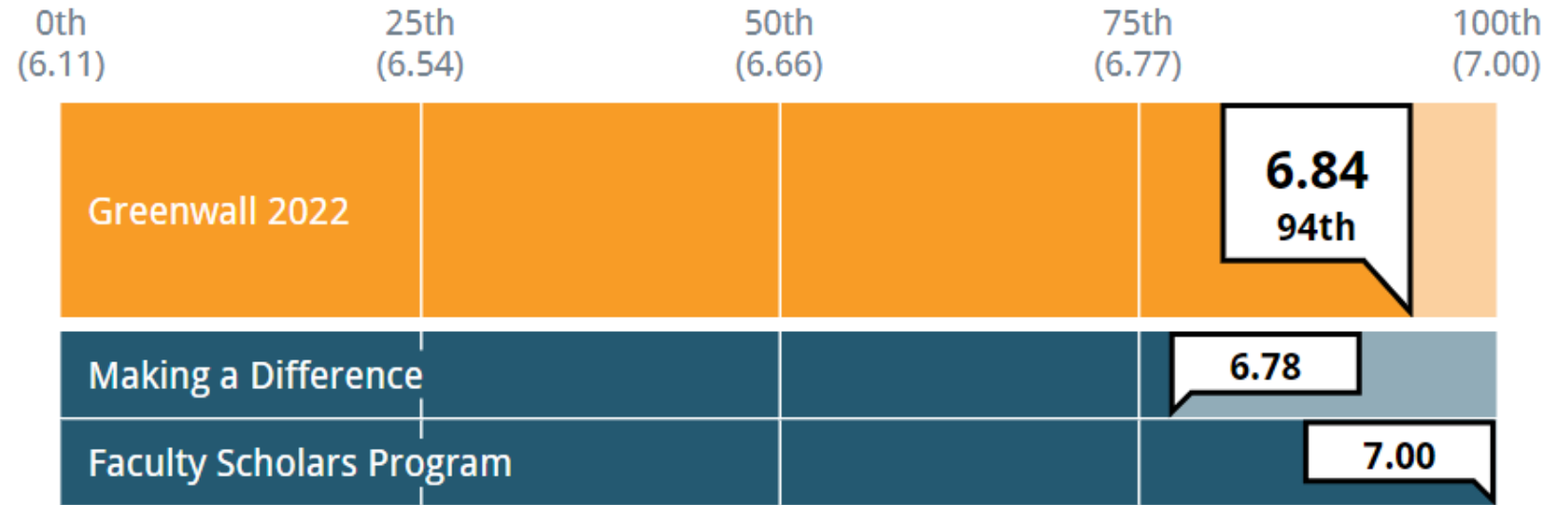
Grantees who report receiving non-monetary support **rate significantly more positively** on several measures throughout the report.

RELATIONSHIPS WITH GRANTEES AND DECLINED APPLICANTS

Grantee Responses

“To what extent did the Foundation exhibit **respectful interaction** during this grant?”

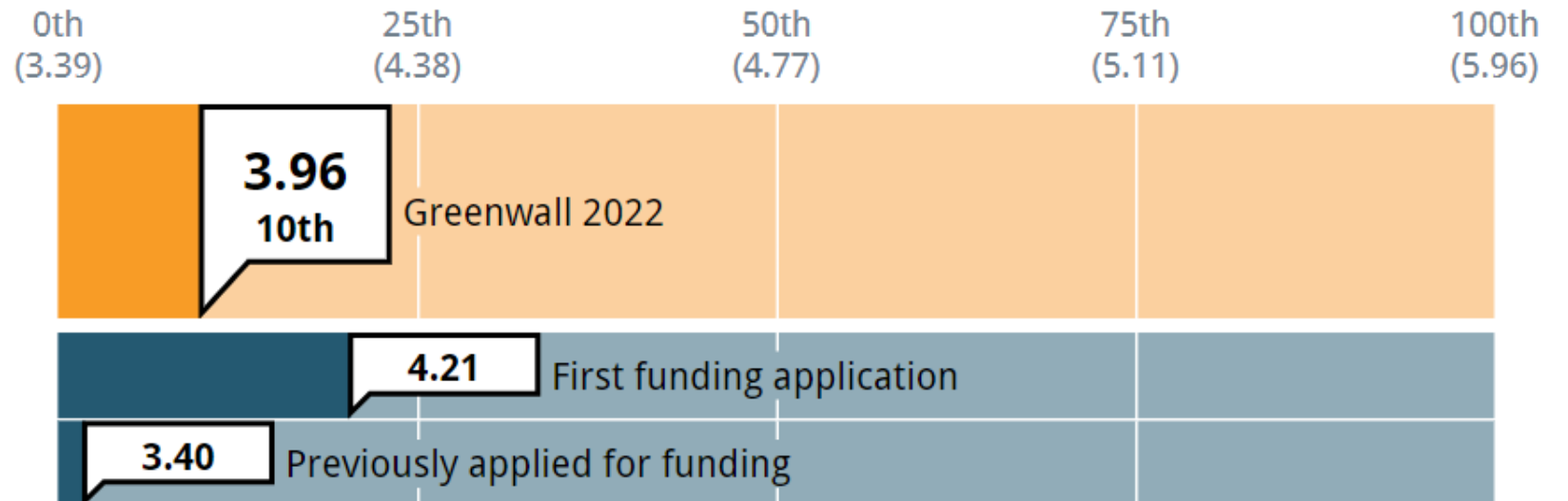
1 = Not at all,
4 = Somewhat,
7 = To a great extent



Applicant Responses

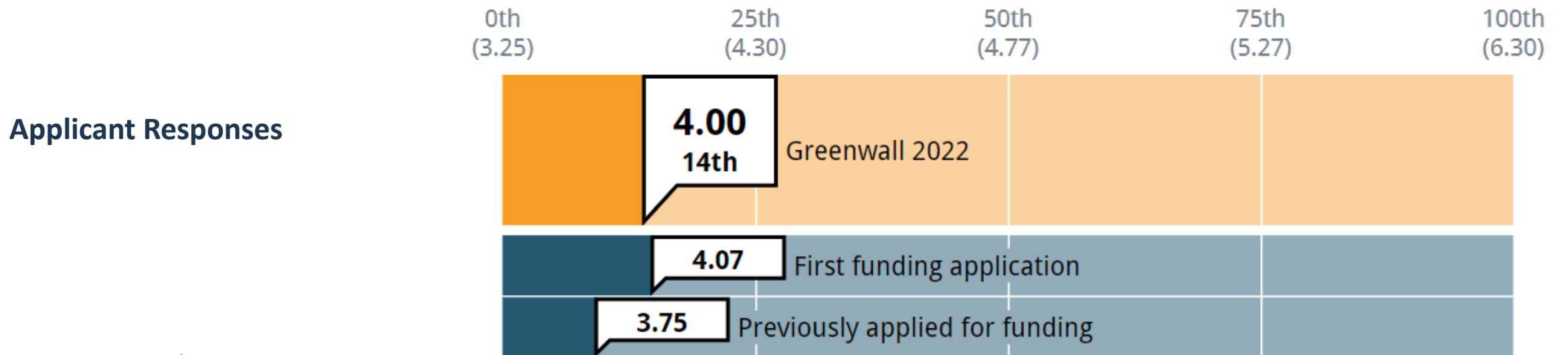
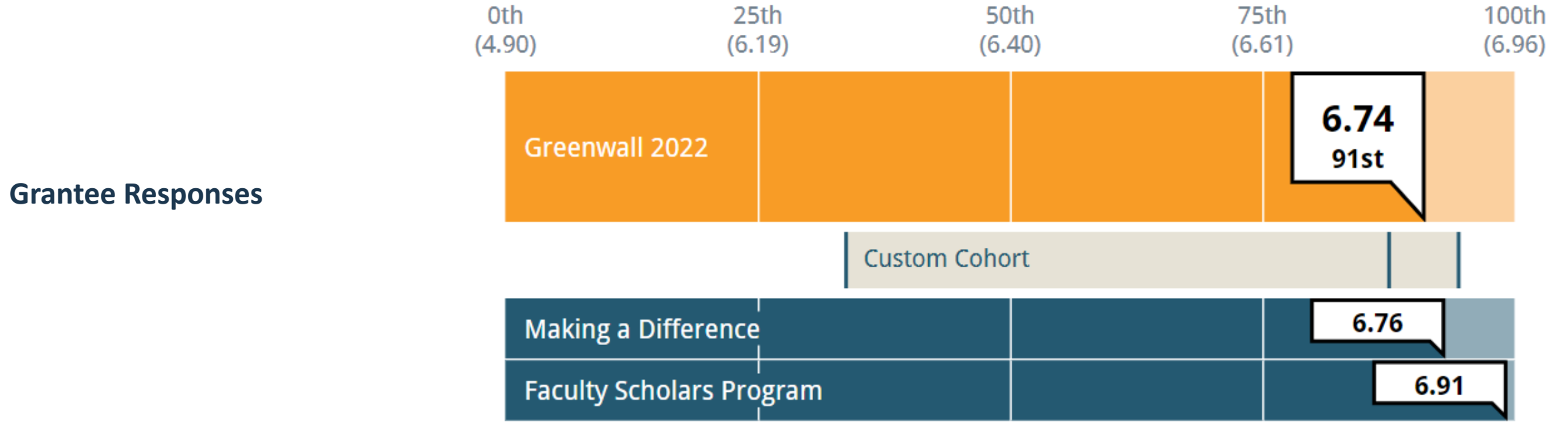
“Overall, how **fairly** did the Foundation treat you?”

1 = Not at all fairly,
7 = Extremely fairly



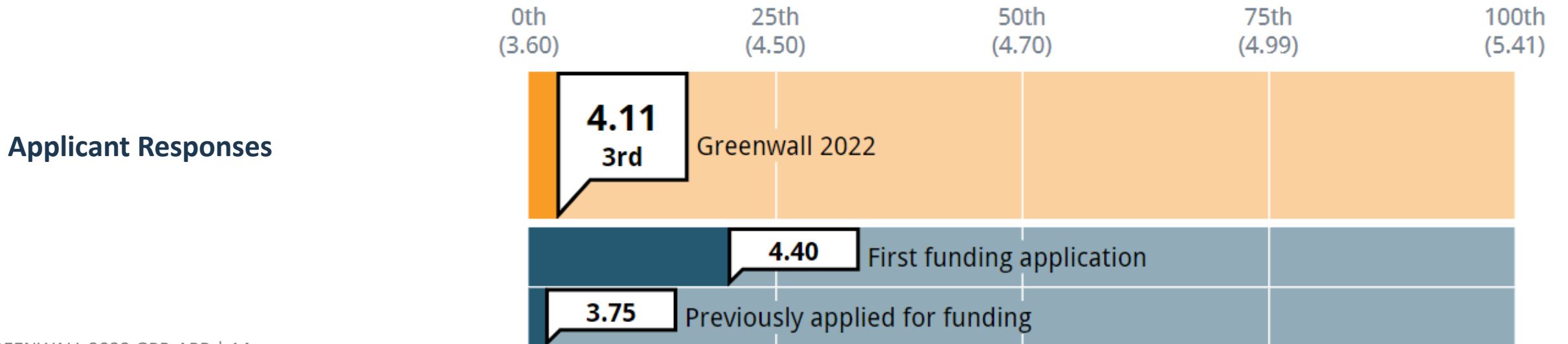
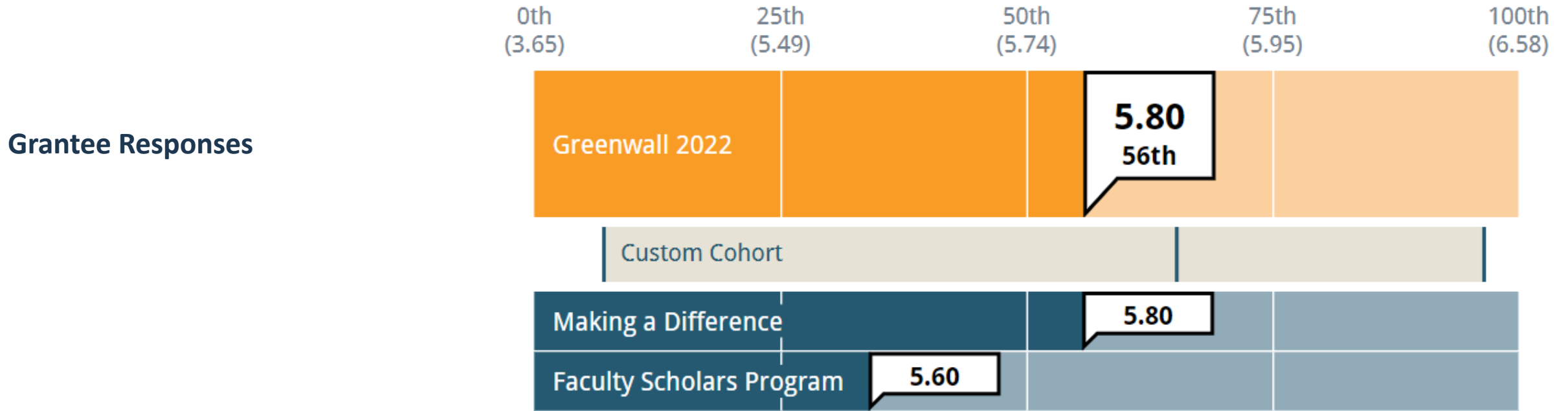
“Overall, how responsive was Foundation staff?”

1 = Not at all responsive, 7 = Extremely responsive



“How clearly has the Foundation communicated its goals and strategy to you?”

1 = Not at all clearly, 7 = Extremely clearly



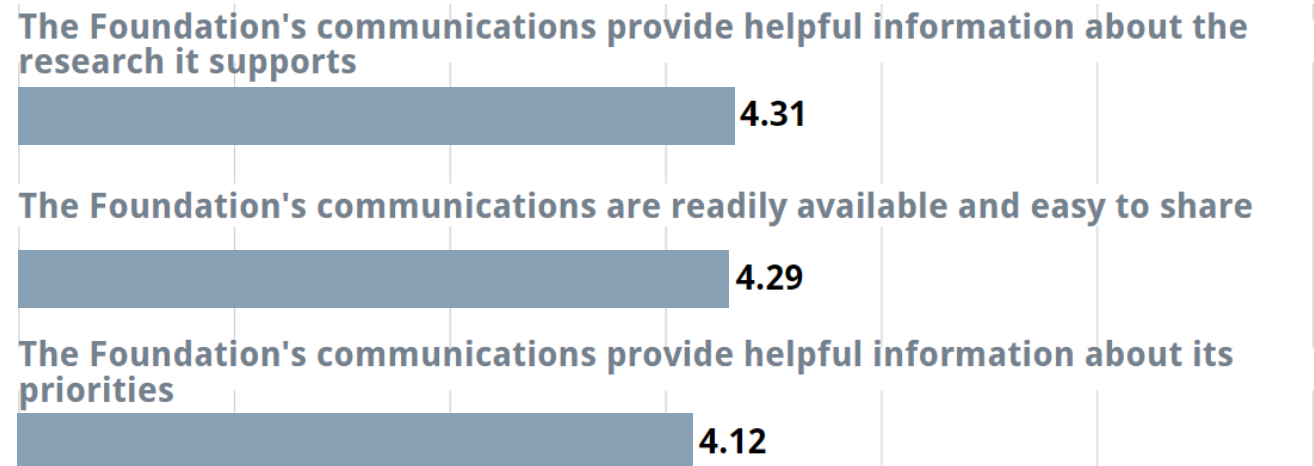
The Foundation's New Digital Communications Strategy

1 = Strongly disagree, 4 = Neither agree nor disagree, 7 = Strongly agree

Grantee Responses: Top Ratings

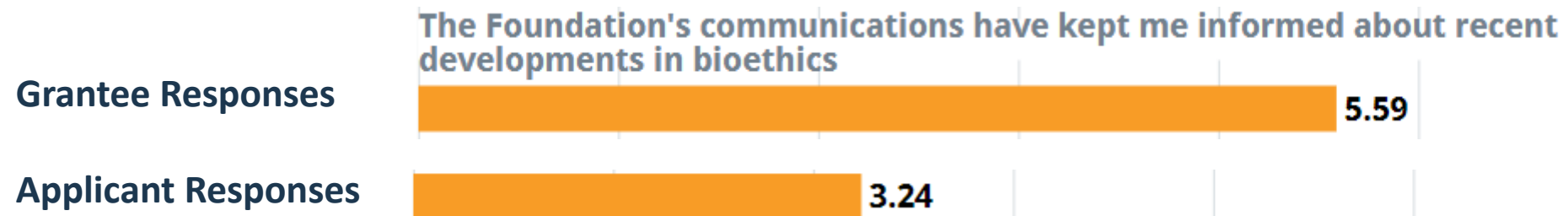
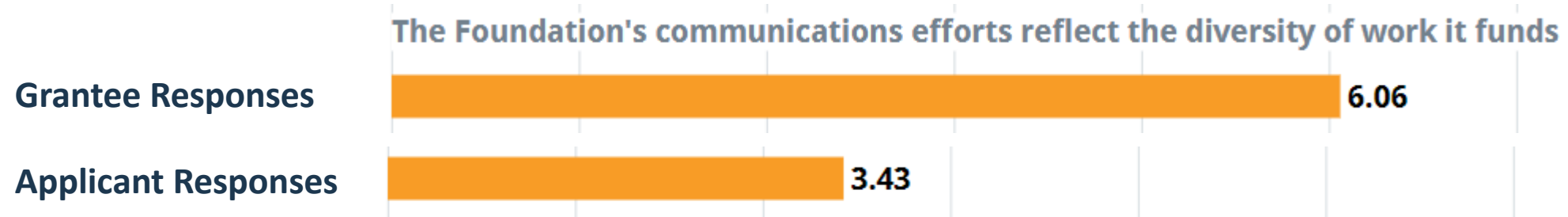


Applicant Responses: Top Ratings



The Foundation's New Digital Communications Strategy

1 = Strongly disagree, 4 = Neither agree nor disagree, 7 = Strongly agree





“In my experience, Foundation staff are very knowledgeable, engaged, responsive, and helpful.” – Grantee



“I have seen clear improvements in the clarity and organization of the Foundation’s interactions and communications over the last 12 months.” – Grantee

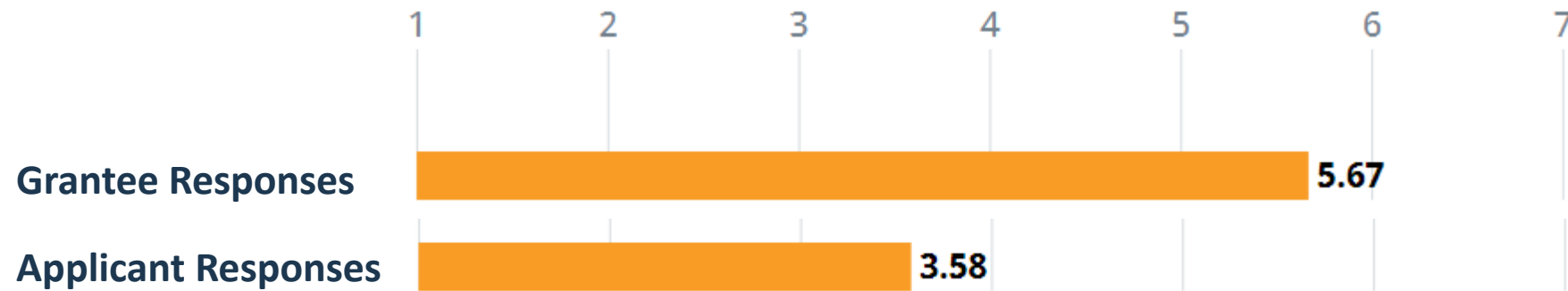


“Once ‘in’ as a grantee, the interactions and communications are actually quite excellent - clear, sincere, and always helpful. However, one can’t help but worry about being ‘out’ of the club the next go round.” – Grantee

APPROACH TO DIVERSITY, EQUITY, AND INCLUSION

“To what extent does the Foundation's work support a broad and inclusive understanding of bioethics topics and scholars?”

1 = Not at all, 7 = To a great extent

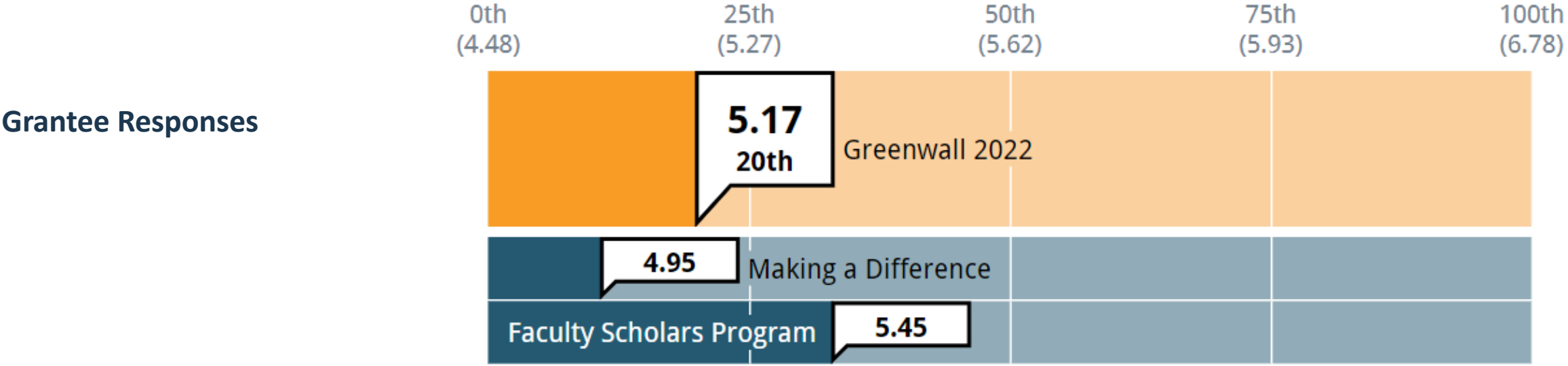


“Be more open to developments in the biological and life sciences that pose novel challenges to bioethics. There is more than traditional biomedical ethics or public health ethics.” – Declined Applicant

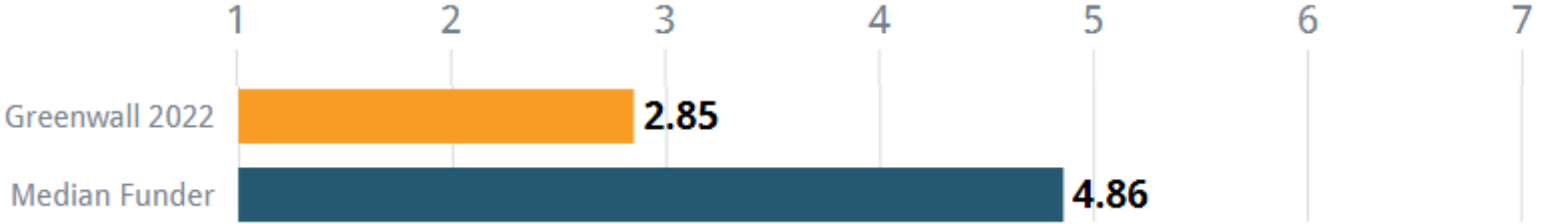
“Support efforts to bring the bioethics community together or address what DEI means in bioethics beyond issues of racial discrimination or anti-Black racism.” – Grantee

“Please rate the extent to which you agree or disagree the Foundation has clearly communicated what diversity, equity, and inclusion means for its work”

1 = Strongly disagree, 4 = Neither agree nor disagree, 7 = Strongly agree



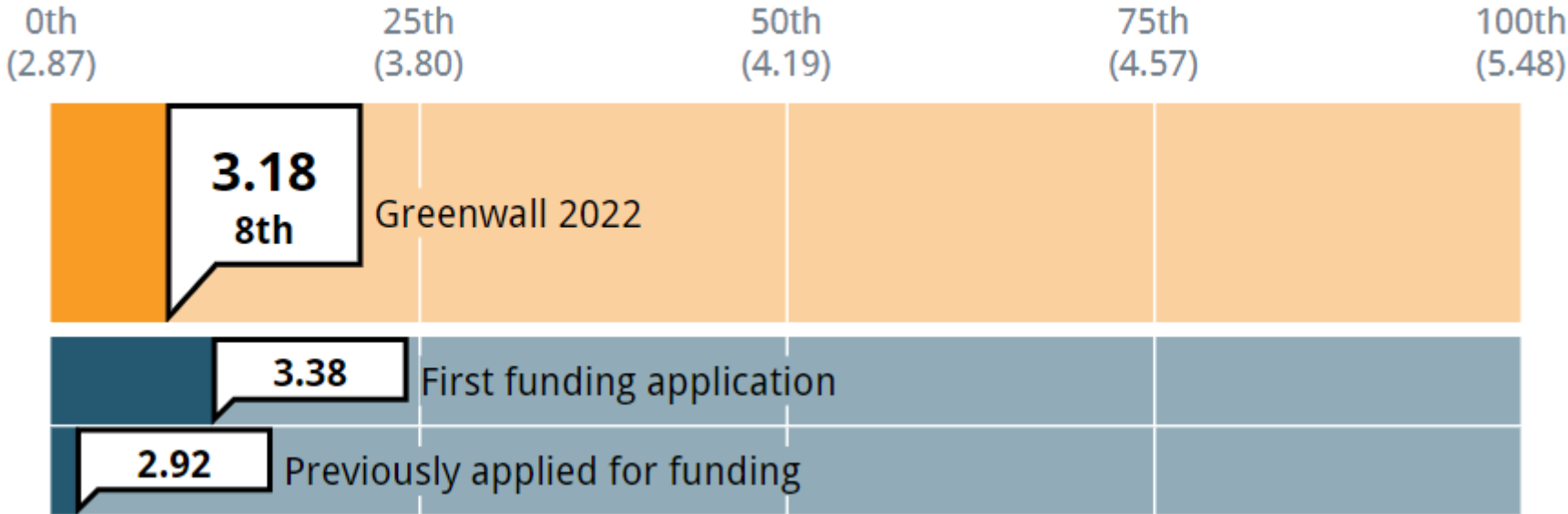
Applicant Responses



Applicant Responses

“How accessible do you believe the Foundation is to applicants?”

1 = Some organizations are favored over others,
7 = Everyone has equal access



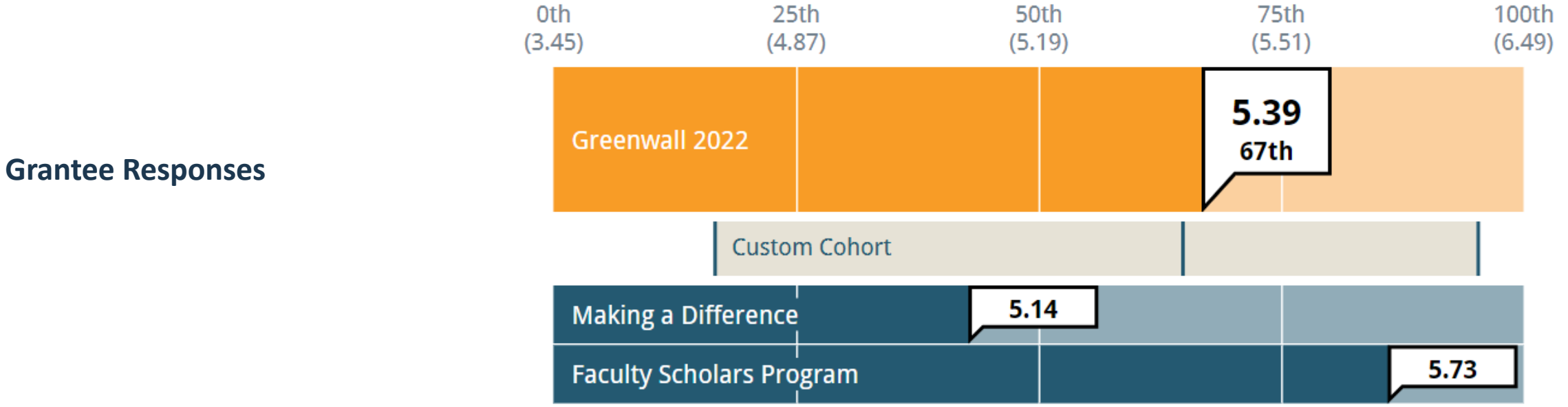
“It feels like [the Foundation] funds in-group members of the bioethics community, and is not open to new members of the bioethics community.” – Declined Applicant”

“The Foundation can have a major impact on the field by supporting increased diversity of scholars and of bioethics work focused on issues that other funding bodies (especially governmental) are reluctant to support.” – Grantee

GRANTMAKING PROCESSES

“To what extent was the Foundation's review and selection process a helpful opportunity to strengthen the efforts funded by the grant?”

1 = Not at all, 7 = To a great extent



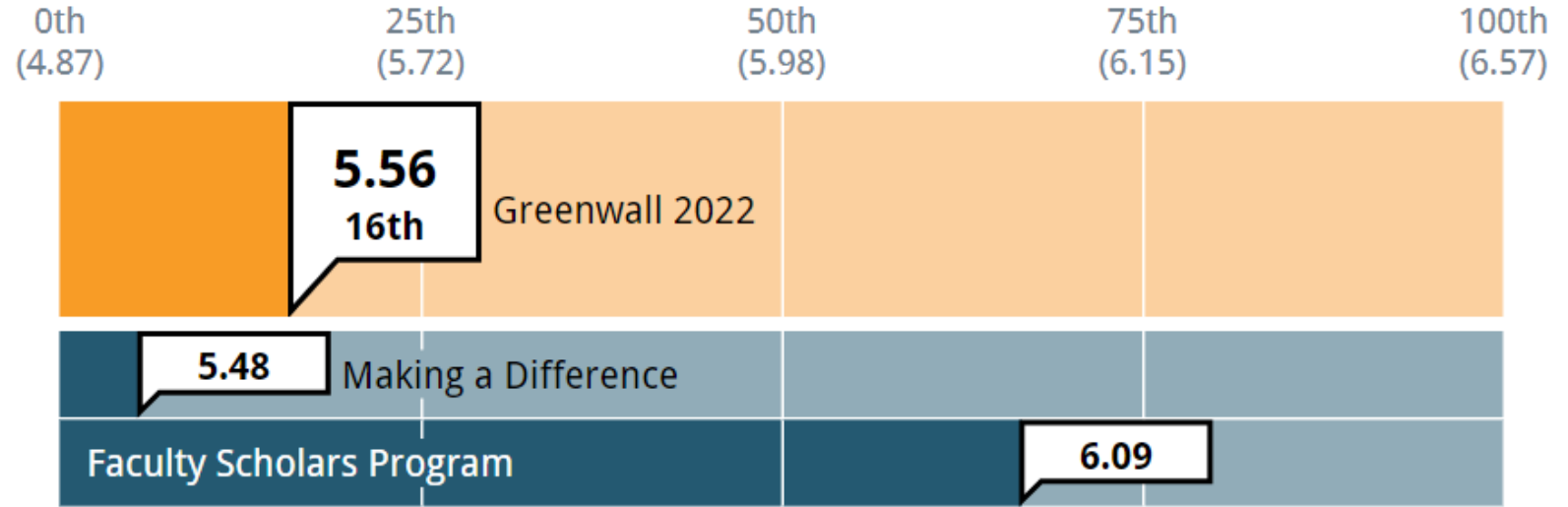
Median Hours Spent on Application and Review and Selection Process

Grantees
80hrs The Greenwall Foundation
vs.
20hrs Typical funder

Applicants
40hrs The Greenwall Foundation
vs.
20hrs Typical funder

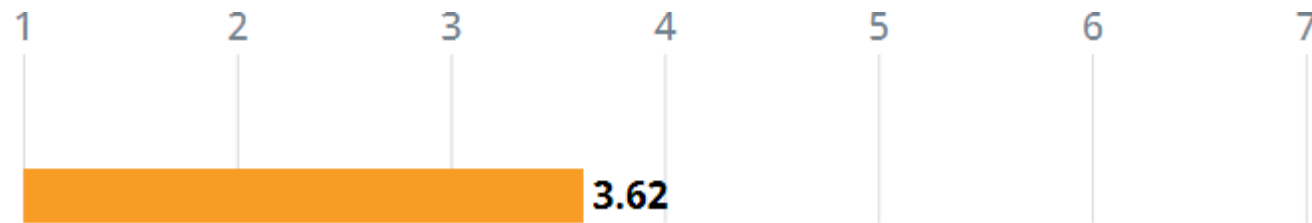
“To what extent was the Foundation's review and selection process an appropriate level of effort given the amount of funding received/requested?”

1 = Not at all, 7 = To a great extent



Grantee Responses

Applicant Responses

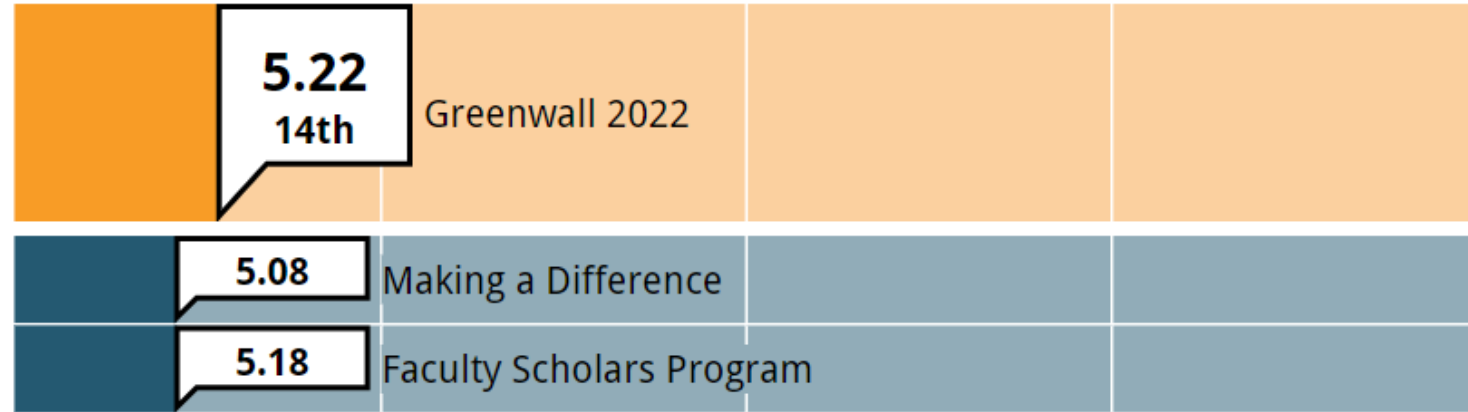


“To what extent was the Foundation clear and transparent about the criteria the Foundation uses to decide whether an application would be funded or declined?”

1 = Not at all, 7 = To a great extent

0th (4.52) 25th (5.43) 50th (5.67) 75th (5.83) 100th (6.43)

Grantee Responses



Applicant Responses



“Streamlining time burden of grant management and reporting (perhaps through an introductory walk through for those who have not managed grants).” – Grantee

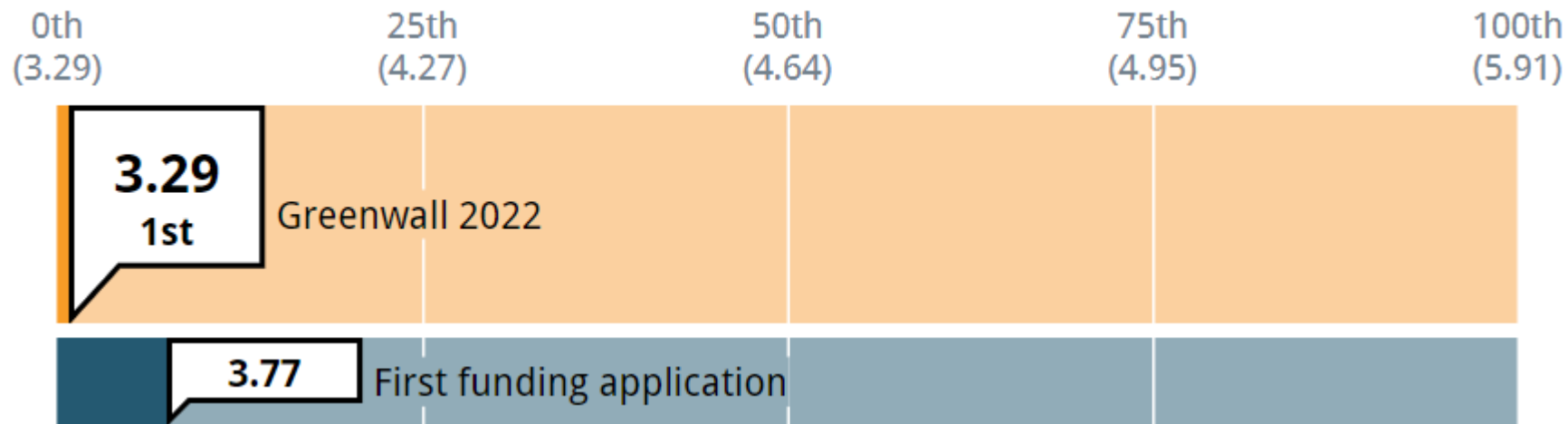
“Share details about the review criteria and process.”
– Grantee

“Simplify the letter of intent process, and recognize (and reduce if possible) the amount of work that goes into that preliminary stage.”
– Declined Applicant

Applicant Responses

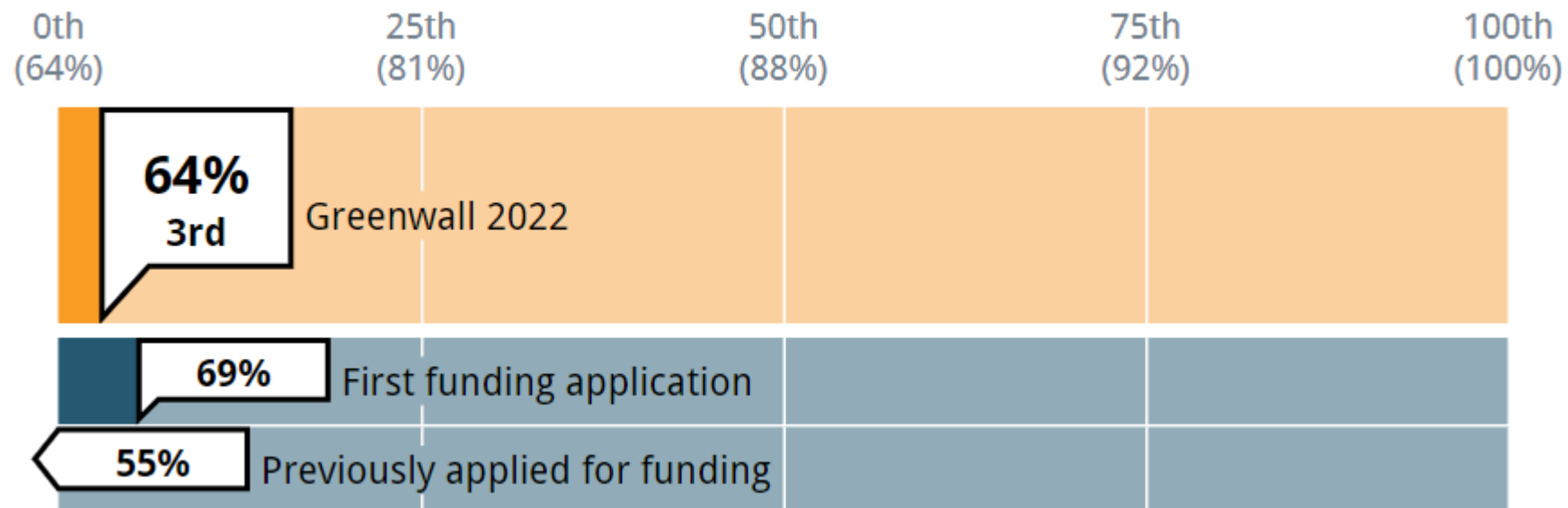
“How would you rate the honesty of the reason(s) the Foundation gave for declining to fund your funding application?”

*1 = Not at all honest,
7 = Extremely honest*

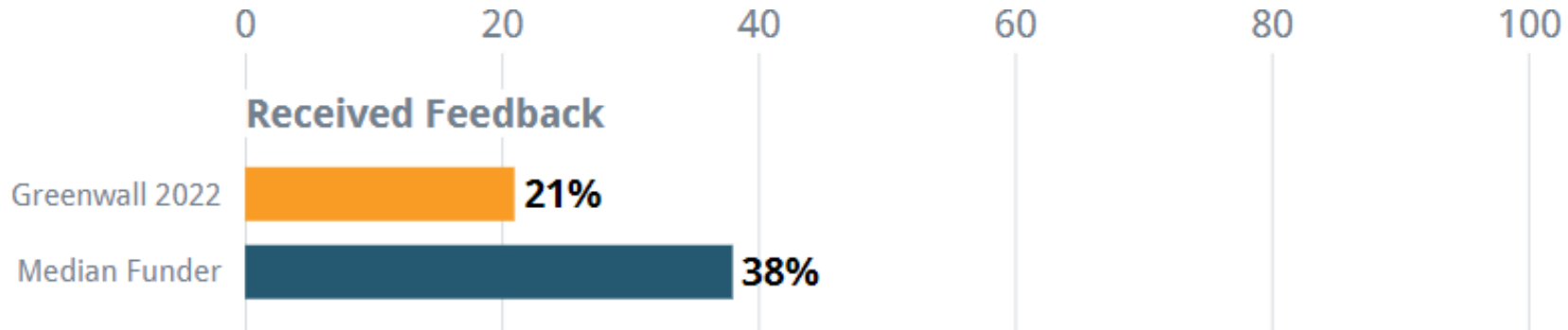


“Would you consider applying for funding from the Foundation in the future?”

Proportion that responded ‘Yes’



Proportion of Applicants that Received Feedback



“Clear, detailed guidelines about what type of information is expected in any application section.” – Declined Applicant

“Would appreciate more feedback on my application and reasons why it was not funded or scored high for further review.”
– Declined Applicant

RECOMMENDATIONS AND DISCUSSION

- **Celebrate** continued outstanding and unique impact on grantees' fields.
- Continue to offer valued non-monetary benefits such as **networking and mentorship** – and consider expanding these supports to a larger proportion of grantees.
- Consider ways to better communicate the Foundation's **commitment to diversity, equity, and inclusion** in its grantmaking focus, selection process, and relationships with partners.
- Determine approaches that would **simplify the selection process** to increase accessibility and clarity for applicants.
- To ensure the Foundation receives the most relevant and strongest applications in the future, consider **providing a larger proportion of applicants with more detailed feedback** on how their proposal can be improved or with guidance on whether to apply again.

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