

THOMAS FIRE STRAW POLL SUMMARY

January 6, 2018

Source of responders: Thomas Fire Resource Network, CLU Center for Non-profit Leadership, Association of Fundraising Professionals (AFP Santa Barbara Ventura County Chapter)

N= 47

Q - In which community does your nonprofit operate?

85% of respondents operated in Ventura County (70%) or a combination of Ventura County/Santa Barbara County (15%)

Q - Does your organization provide direct relief to individuals and/or families?

38% of respondents provide direct relief to individuals or families

Q - What was the result of your organization's year-end fundraising efforts?

64% of respondents met (36%) or exceeded (28%) year-end fundraising goal

Q - What changes do you expect to make to your fundraising strategy in 2018? Please circle multiple answers if appropriate.

59% responded that they would be seeking to secure additional funds from individuals (32%) and grantors (27%)

18% responded that they planned to seek increased revenue from special events

Q - What does your organization need to help strengthen your development efforts in 2018?

30% - Assistance drafting a targeted case for support that highlights needs

26% - Assistance developing an individual donor campaign

21% - Assistance with grant research or grant writing

11.5% - assistance coordinating a network of service providers that can approach donors together

11.5% other:

- Augment staff with major gift officer
- Time to heal
- Help reaching funders outside of region (wildlife rescue organization with primary donors in Montecito)
- All volunteer organization is compromised by impact of fire on leadership
- Access to corporate community to make a case to support loans for housing
- Finding/creation of housing options