

Minority Perspectives on Equitable Giving in Philanthropy: Survey Findings

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EXECUTIVE SUMMARY

In July 2020, the University of Delaware's Center for Research in Education and Social Policy (CRESP) engaged in a collaboration with The Equity Lab (TEL) and Goodbets Group to form the Equitable Giving Project. The purpose of the project was to explore the current giving landscape and identify opportunities to promote equity within the education philanthropy community. To assess funding experiences, a survey was designed to examine 1) funding experiences, 2) perceptions of funding, 3) background information, and 4) information about the respondent's organization or idea. The resulting Equitable Giving Survey (EGS) was administered from October 2020 through April 2021 to individuals who had applied for funding from education-focused philanthropic organization. Over 200 individuals responded to the survey.

Responses to the Equitable Giving Survey revealed both positive experiences with funding as well as challenges and potential areas of improvement. Promising findings included 1) the persistence of individuals in applying for funding, as many respondents reported that they had applied to multiple times to multiple organizations; 2) the breadth of funding opportunities respondents sought, including large and small grants as well as paid and unpaid fellowships; and 3) the percentage of respondents receiving awards, with over half of applicants receiving funding.

Despite these promising findings, a sense of frustration with the traditional funding process was clear in responses. Relationships with funders was seen by respondents as a barrier to funding success. To expand networks, two potential areas for growth include: 1) creating mechanisms for potential grantees to showcase their work and demonstrate value outside of traditional application processes; and 2) creating opportunities for applicants to interact with potential funders.

While some barriers are logistical and can be overcome by sharing information and expanding networking opportunities, other hurdles are much more complex and deeper rooted. One such obstacle relates to racist beliefs and judgements that affect views of non-normative leadership. Respondents shared that such views have resulted in biased assessments of their capacity and value as well as inequities in the funding process.

In the short term, respondents expressed a need for coaching, access to networks, feedback on applications, and guidance on how to present their impacts. In the long term, the issues raised by survey respondents suggest a much more significant overhaul of the approach philanthropy takes to investing in people and ideas. Philanthropic leaders may want to consider the extent to which the skills currently needed to write a successful proposal align with the skills necessary to innovate.

The full report (T21-020) provides a detailed accounting of findings. Researchers from CRESP are available to answer questions regarding analyses presented in this report or to assist in their interpretation. For more information, please contact Sue Giancola at giancola@udel.edu.

MINORITY PERSPECTIVES ON EQUITABLE GIVING IN PHILANTHROPY: SURVEY FINDINGS

INTRODUCTION

In July 2020, the University of Delaware's Center for Research in Education and Social Policy (CRESP) engaged in a collaboration with The Equity Lab (TEL) and Goodbets Group to form the Equitable Giving Project. The purpose of the project was to understand why some education-focused proposals and organizations are chosen for philanthropic funding while others are not provided funding. Over the following year, the collaboration worked to develop and launch two versions of the Equitable Giving Survey (EGS). The EGS intended to explore *the current giving landscape and identify opportunities to promote equity within the education philanthropy community*.

METHOD

Two versions of the EGS were administered: one distributed through funding organizations and the second directly to individuals and organizations. Both versions sought to understand the current giving landscape as well as the philanthropic experiences of individuals and organizations. The first version (referred to herein as the *EGS-Original Version*) was tailored to applicants associated with specific funding organizations and administered from October 2020 through April 2021 (see Appendix A) using participant lists of organizations who agreed to partner on the initiative. In order to expand the respondent pool, TEL and Goodbets asked that a second version be created to reach individuals who may not have been included in the mailing lists of their partner organizations. Thus, a second version of the survey (referred to herein as the *EGS-Modified Version*) was created, removing items pertaining to a specific funder and replacing them with questions that inquired about experiences with funding in general. The EGS-Modified Version was administered from December 2020 through April 2021 (see Appendix B) and enabled individuals regardless of their funder affiliation to participate and complete the survey.

INSTRUMENTATION

Development of the survey was collaborative between CRESP, TEL, and Goodbets Group. Survey content drew from the literature on idea development and reasons why ideas are or are not funded, as well as information critical to understanding the current landscape of funding, how funding experiences can be improved, and methods to structure funding opportunities to be more equitable.

The Equitable Giving Survey instrument has four primary sections: 1) funding experiences, 2) perceptions of funding, 3) background information, and 4) information about the respondent's

organization or idea. Section 1 includes questions about funding applications, awards, and feedback received. Section 2 focuses on the respondent's beliefs regarding why or why not they were funded and resources that would help them be more prepared to successfully respond to funding opportunities. The background information section includes demographic questions regarding age range, gender, LGBTQ+ identification, race, and ethnicity. Respondents are also asked about their income range and income-related programs they have participated in, as well as education level. Finally, section 4 of the survey includes questions regarding the location and structure of the respondent's organization, as well as the organization's size, income level, and stage of development.

CRESP designed and tested the survey using the Qualtrics online survey system. Customized survey links were generated for each version of the survey: 1) the first targeted applicants from participating organizations (*EGS-Original Version*) and 2) the second intended for individuals not affiliated with a participating organization (*EGS-Modified Version*). Both versions of the survey were administered in English through Qualtrics.

Prior to beginning either version of the survey, respondents were provided with information regarding the survey's purpose, the approximate time to complete the survey, and how to access additional information about the project. Further, respondents were asked to explicitly consent to participating in the survey by selecting "I AGREE TO PARTICIPATE IN THIS SURVEY." Respondents who agreed were directed to the survey; those who did not consent were exited from the survey.

PARTICIPANTS

The target participants for the project included a cross section of applicants who either 1) at one time applied to a TEL partnering education-focused philanthropy (*EGS-Original Version*); or 2) had experience in applying for funding but were not necessarily from one of these specific organizations (*EGS-Modified Version*). The TEL partnering philanthropies that received a link to the Original Version of the survey included Camelback Ventures, Teach for America Reinvention Lab, New Schools Venture Fund, and 4.0; each organization distributed their customized survey link to their applicant mailing lists. In addition, a link to the Modified Version of the survey was provided to TEL to send to individuals on their mailing list who were not associated with a particular education-focused philanthropy.

PROCEDURES

The evaluation protocol, including its purpose, design, survey distribution email scripts, and instruments, was submitted through the University of Delaware's Institutional Review Board (IRB).

The study was designated Exempt on September 10, 2020. A copy of the IRB Review Letter is provided in Appendix C.

Upon IRB approval, CRESPI created customized survey links for the EGS-Original Version of the survey for each of TEL's partnering organizations. TEL distributed these links to their partner organizations on or around October 2020. Throughout the survey administration, CRESPI provided weekly updates to TEL with the number of new respondents, number of overall respondents, and number of respondents by partnering organization. These updates were used by TEL to determine if partners had been able to distribute the survey and to plan for follow-up and reminder emails. In order to increase response rate, TEL requested that a modified version of the survey be created to send directly to individuals. The EGS-Modified Version was distributed by TEL beginning in December 2020 directly to individuals through mailing lists not associated with a specific partner.

CRESPI was not involved in survey distribution, beyond providing customized survey links and regular updates to TEL. In addition, the survey did not collect names or contact information, thus keeping responses anonymous. Respondents were offered a \$25 gift card by TEL as compensation for their time. Upon completion of the survey, respondents were redirected to a second form on TEL's website for gift card distribution. Contact information for the gift cards was collected separate from the survey data, i.e., the survey data were anonymous and not linked to individuals.

DATA ANALYSIS

Both versions of the survey were closed in April 2021. Survey data were exported from Qualtrics and imported into SPSS for analysis. Analyses were conducted during May and June of 2021. Closed-ended items were analyzed using basic descriptive statistics; open-ended responses were coded and analyzed for themes. The following section details results from the analyses.

FINDINGS

Over two hundred individuals opened the survey: 117 from the EGS-Original Version and 109 from the EGS-Modified Version. Five of these respondents chose not to start the survey, and 79 (35.0%) completed less than 50% of the survey. About two-thirds (147; 65.0%) completed at least 75% of the survey and 145 (64.2%) respondents finished the entire survey. In total, 226 individuals opened the survey, 221 (98.7%) completed at least some the survey, and 147 (65.0%) completed most of the survey. For ease of interpretation, results across both survey versions have been combined to the extent possible. Response rates varied by item. Thus the number of respondents (n) for each item is included when reporting results.

CHARACTERISTICS OF RESPONDENTS

The survey sample was diverse and represented a broad range of gender, racial, and ethnic identities. Over two-thirds of respondents (68.3%) were female, while just over one-quarter (29.0%) were male (see Table 1). Seventy percent of respondents identified as a member (19.3%) or ally (51.0%) of the LGBTQ+ community (see Table 2).

Table 1: What is your gender? (n=145)*

Gender	Number of Respondents	% of Respondents
Female	99	68.3%
Male	42	29.0%
Non-Binary/Third Gender	2	1.4%
I prefer not to answer	1	0.7%
Prefer to self-describe	1	0.7%
Total:	145	100%

*Percentages may not equal 100.0% due to rounding.

Table 2: Do you identify as a member of the Lesbian, Gay, Bisexual, and/or Transgender (LGBTQ+) community? (n=145)*

LGBTQ+ Identification	Number of Respondents	% of Respondents
Yes, I identify as a member of the LGBTQ+ community.	28	19.3%
No, I identify as an ally of the LGBTQ+ community.	74	51.0%
No, I am not a member or ally of the LGBTQ+ community	37	25.5%
I prefer not to answer	6	4.1%
Total:	145	100%

*Percentages may not equal 100.0% due to rounding.

Respondents were also asked about their ethnicity and race (see Table 3). Hispanic, Latino, or Spanish origin was identified by 16.6% of respondents. Most respondents (80.7%) were not of Hispanic, Latino, or Spanish origin.

Table 3: Are you of Hispanic, Latino, or Spanish origin? (n=145)*

Ethnicity	Number of Respondents	% of Respondents
Yes, I am of Hispanic, Latino, or Spanish origin	24	16.6%
No, I am not of Hispanic, Latino, or Spanish origin	117	80.7%
I prefer not to answer	4	2.8%
Total:	145	100%

*Percentages may not equal 100.0% due to rounding.

Racial composition of the respondent sample was diverse (see Table 4). Over half of respondents (52.4%) identified as Black/African American, while 22.1% as Asian American/AAPI. Twenty respondents (13.8%) identified as mixed-race/multi-racial. Further, 12.4% of respondents identified as White/Caucasian, 3.4% as Indigenous/Native American, and 2.1% as Middle Eastern. Ten respondents (6.9%) selected *other race*; these races included Afro-Caribbean, Latinx, Asian Indian, Native Hawaiian, South Asian, and Xicana.

Table 4: What is your race? (n=145)*

Race	Number of Responses	% of Respondents
Black/African American	76	52.4%
Asian American/AAPI	32	22.1%
Mixed-Race/Multi-Racial	20	13.8%
White/Caucasian	18	12.4%
Other (please specify):	10	6.9%
Indigenous/Native American	5	3.4%
Middle Eastern	3	2.1%
I prefer not to answer	1	0.7%
	165 (multiple response variable)	

*Note that respondents could select more than one race. The total number of responses were 165 across 145 respondents. The percent of respondents is based on 145 respondents and thus does not equal 100%.

Over half of respondents (57.9%) reported being 35 years or older, while 39.3% reported being under the age of 35 (see Table 5). Respondent location was also diverse. Respondents resided across 30 states, the District of Columbia, and Puerto Rico. Additionally, two respondents said they did not reside in the United States. When asked where their organization was located, results largely mirrored residential responses and included more than half of the United States.

Table 5: What age range best describes you? (n=145)*

Age Range	Number of Respondents	% of Respondents
18-24	4	2.8%
25-34	53	36.6%
35-44	55	37.9%
45-54	24	16.6%
55-64	5	3.4%
65-74	0	0%
75 or older	0	0%
I prefer not to answer	4	2.8%
Total:	145	100%

*Percentages may not equal 100.0% due to rounding.

Education levels were high (see Table 6), with nearly all respondents holding a Bachelor’s degree or higher (93.7%). Further, two-thirds of respondents (66.7%) held a Master’s degree or higher. Respondents attended a variety of institutions, many of them prestigious. Institutions attended include University of North Carolina, Hunter College, University of Tulsa, Tufts University, Penn State University, Michigan State University, Stanford University, University of Maryland, Columbia University, Duquesne University, Howard University, New York University, University of Hawaii, George Washington University, UCLA, Case Western Reserve University, Yale University, Gonzaga University, University of Illinois, Northeastern University, Brown University, University of Pennsylvania, Duke University, Stony Brook University, Claremont McKenna College, Princeton University, University of New Orleans, Indiana University, University of Michigan, Auburn University, University of Texas, University of Colorado, Boston University, Harvard University, Boston College, Temple University, Georgia State University, Drexel University, Miami University, Syracuse University, University of Nevada, Loyola University, St. John’s University, and Oxford UK. At these universities and colleges, respondents pursued a diverse array of majors and careers. Some of the degrees pursued include sociology, international business, public policy, engineering, public health, law, anthropology, education, social work, political science, medicine, English, neuroscience, biology, finance, psychology, journalism, communication, and economics.

Table 6: What best describes your education level? (n=141)*

Highest Level of Education	Number of Respondents	% of Respondents
Less than a high school diploma	3	2.1%
High school degree or equivalent (e.g., GED)	3	2.1%
Some college, no degree	3	2.1%
Bachelor’s degree (e.g., BA, BS)	38	27.0%
Master’s degree (e.g., MBA, MA, MS, MEd)	72	51.1%
Professional degree (e.g., MD, DDS, DVM)	7	5.0%
Doctorate (e.g., PhD, EdD)	15	10.6%
Total:	141	100%

*Percentages may not equal 100.0% due to rounding.

In addition to their education level, participants were asked if they had participated in a variety of programs, including Teach for America, Fulbright, Americorps, Education Pioneers, and Peace Corps (see Table 7). One-quarter of respondents (25.5%) said they had participated in Teach for America, while 11.7% had participated in Americorps. A few respondents shared that they had participated in Education Pioneers (2.8%), Fulbright (1.4%), and Peace Corps (0.7%).

Table 7: Have you participated in any of the following? (n=145)*

Opportunity/Program	Number of Responses	% of Respondents
Teach for America (TFP)	37	25.5%
Harvard Strategic Data Fellows	0	0.0%
Education Pioneers	4	2.8%
Fulbright	2	1.4%
Peace Corps	1	0.7%
Americorps	17	11.7%
Other	6	4.1%
I prefer not to answer	1	0.7%
	68 (multiple response variable)	

*Note that respondents could select more than one response. The percent of respondents is based on 145 respondents and thus does not equal 100%.

Household income levels as reported by respondents reflected their higher education levels (see Table 8). Nearly half of respondents (43.5%) had an annual salary of \$100,000 or more, with over one-fifth of respondents (21.4%) earning \$150,000 or more per year. About one-third of respondents (31.7%) had an annual household income of between \$50,000 and \$99,999 per year, while 15.2% of respondents had an annual household income of less than \$50,000 per year.

Table 8: Household Income Bracket (n=145)*

Household Income Level	Number of Respondents	% of Respondents
Less than \$10,000	5	3.4%
\$10,000 to \$19,999	4	2.8%
\$20,000 to \$29,999	3	2.1%
\$30,000 to \$39,999	7	4.8%
\$40,000 to \$49,999	3	2.1%
\$50,000 to \$59,999	11	7.6%
\$60,000 to \$69,999	7	4.8%
\$70,000 to \$79,999	10	6.9%
\$80,000 to \$89,999	10	6.9%
\$90,000 to \$99,999	8	5.5%
\$100,000 to \$149,999	32	22.1%
\$150,000 or more	31	21.4%
I prefer not to answer	14	9.7%
Total:	145	100%

*Percentages may not equal 100.0% due to rounding.

While household income was high for over half of the respondents, several individuals shared that they or their family had participated in assistance programs in the last five years (see Table 9). Over ten percent (11.7%) of respondents had participated in Medicaid or CHIP and nearly ten percent (9.0%) had participated in SNAP or food stamps.

Table 9: What programs have you or your family participated in IN THE LAST FIVE YEARS? (n=145)*

Program	Number of Responses	% of Respondents
Medicaid or Children’s Health Insurance Program (CHIP)	17	11.7%
Supplemental Nutrition Assistance Program (SNAP) or food stamps	13	9.0%
Subsidized housing, housing vouchers, or public housing	1	0.7%
Low Income Home Energy Assistance Program (LIHEAP) or similar	0	0.0%
Welfare or Temporary Assistance for Needy Families (TANF)	0	0.0%
Supplemental Security Income (SSI)	3	2.1%
Free/reduced price lunch at school	12	8.3%
Other	8	5.5%
I prefer not to answer	8	5.5%
	62 (multiple response variable)	

*Note that respondents could select more than one response. The percent of respondents is based on 145 respondents and thus does not equal 100%.

When asked about the organization they had sought funding for, nearly three-quarters of respondents (73.0%) shared that they worked for the organization full-time (see Table 10). The next section provides additional details on the organizations for which respondents sought funding.

Table 10: Do you work for your organization full-time? (n=141)*

Work Status	Number of Respondents	% of Respondents
Yes (full-time)	103	73.0%
No (not full-time)	38	27.0%
Total:	142	100%

*Percentages may not equal 100.0% due to rounding.

CHARACTERISTICS OF RESPONDENT ORGANIZATIONS

Respondents sought funding for organizations of varying sizes (see Table 11), although most of the organizations respondents worked for were small and had under 5 full-time employees. Organization annual budgets were also more typically modest, and about half (46.7%) operated on \$100,000 or less a year (see Table 12). Over two-thirds of organizations (68.9%) had been founded since 2015, with only 5.3% predating 1995 (see Table 13).

Table 11: Number of Full and Part-time Employees*

Number of Employees	Full-time (n=141)	Part time (n=140)
0	43 (30.5%)	53 (37.9%)
1	17 (12.1%)	18 (12.9%)
2-5	33 (23.4%)	41 (29.3%)
6-10	10 (7.1%)	5 (3.6%)
11-25	12 (8.5%)	7 (5.0%)
26-50	3 (2.1%)	2 (1.4%)
51+	16 (11.3%)	1 (0.7%)
I do not know how many employees work at my organization	7 (5.0%)	13 (9.3%)
	141 (100%)	140 (100%)

*Percentages may not equal 100.0% due to rounding.

Table 12: Approximate Size of Organization's Annual Budget (n=137)*

Organizational Budget	Number of Respondents	% of Respondents
\$0	16	11.7%
\$1-\$100,000	48	35.0%
\$100,001 - \$250,000	14	10.2%
\$250,001-\$500,000	11	8.0%
\$500,001 - \$999,999	7	5.1%
\$1M+	31	22.6%
I do not know	7	5.1%
Other	3	2.2%
	137	100%

*Percentages may not equal 100.0% due to rounding.

Table 13: Year Organization Established? (n=132)*

Date Organization Founded	Number of Respondents	% of Respondents
Prior to 1985	2	1.5%
1985-1994	5	3.8%
1995-2004	12	9.1%
2005-2014	22	16.7%
2015-2019	84	63.6%
2020 or later	7	5.3%
Total:	132	100%

*Percentages may not equal 100.0% due to rounding.

When asked about the basic legal structure or make-up of the respondent’s organization, almost two-thirds were employed by a non-profit (64.1%), while 15.9% reported their organization was for-profit (see Table 14). An additional 8.3% indicated their organization had fiscal sponsorship or they intended to apply for non-profit status and 6.2% said their organization was not legally formed. Respondents who chose *Other* indicated that their organization was transitioning from non-profit from for-profit, was an educational institution or public charter school, had not yet been created, or had a modified LLC structure.

Table 14: What is the basic legal structure or make-up of your organization? (n=145)*

Organizational Structure	Number of Respondents	% of Respondents
Non-profit	93	64.1%
Fiscal sponsorship or intends to apply for nonprofit status	12	8.3%
For-profit (e.g., LLC, Corporation, Sole Proprietorship)	23	15.9%
Not legally formed	9	6.2%
Other (please specify)	6	4.1%
I do not know the legal structure of my organization	2	1.4%
Total:	145	100%

*Percentages may not equal 100.0% due to rounding.

As mentioned previously, the variety of places where organizations were located largely mirrored the residential responses. Locations with the largest concentration of organizations included New York (19 organizations), California (19 organizations), District of Columbia (12 organizations), Louisiana (7 organizations), Maryland (7 organizations), and Colorado (6 organizations).

Respondents were also asked about their organization’s stage of development. Stage of development was assessed on a five-point scale: 1) idea stage; 2) product stage, during which the idea is tested; 3) early traction stage, when the idea is underway with some funder support; 4) scale stage, where the organization is seeking to expand the idea beyond the initial audience; and 5) growth stage, during which the idea has reached scale and is expanding to include more people with new facets or product components. As shown in Table 15, about half of respondents (56.7%) said their organization was at the traction or scale stage, indicating that they had a tested, viable product. Over one-fourth of organizations (29.4%) were at the idea or product stage, while few (8.4%) had reached the growth stage. When respondents indicated their organization was not able

to fit into one of the five stages, reasons included being employed by a school district, working at a university, or being supported as part of a collective.

Table 15: Organization Stage of Development (n=143)*

Stage of Development	Number of Respondents	% of Respondents
My organization is at an <u>idea stage</u> ; we had not yet tried our idea in any substantial way.	19	13.3%
My organization is at a <u>product stage</u> ; we had tested or validated our idea, and had created at least a minimally viable project.	23	16.1%
My organization is at an early <u>traction stage</u> ; our idea was well underway, and had received support from funders or a growing number of participants.	43	30.1%
My organization is at a <u>scale stage</u> ; our idea was developed and we were actively expanding the idea to reach more people, as well as expanding the product or idea's reach.	38	26.6%
My organization is at a <u>growth stage</u> ; we had reached scale with our idea, and were looking to expand to capture other types of participants and compete for a greater share or different audience/market.	12	8.4%
My organization does not fit into any of these stages	8	5.6%
	143	100%

*Percentages may not equal 100.0% due to rounding.

EXPERIENCES APPLYING FOR FUNDING

Participants were asked several questions about their experiences applying for funding, including the type of opportunities they applied for, how often they had applied for funding in the past five years, whether or not funding was received, as well as overall experiences with the application process.¹

Respondents were asked if they had applied to funded or unfunded fellowships, grants or philanthropic funding under \$100K, grants or philanthropic funding \$100K or more, capital or investment funding, or debt-based funding (see Table 16). Over three-quarters of respondents (77.6%) said they had applied for grants or philanthropic funding under \$100K in the last five years. Over half of respondents said they had applied to funded fellowship programs (59.9%) or grants with funding \$100K or more (57.8%). Many (46.3%) also said they had applied to fellowship programs that do not offer funding.

¹ This section is one where there is some variation in the ways that questions were asked between the Original and Modified versions of the survey.

Over half of respondents (56.5%) reported receiving grants or philanthropic funding under \$100K, and about one-third had participated in funded fellowship programs (37.4%), participated in unfunded fellowship programs (36.7%), or received grants \$100K or more (33.3%).

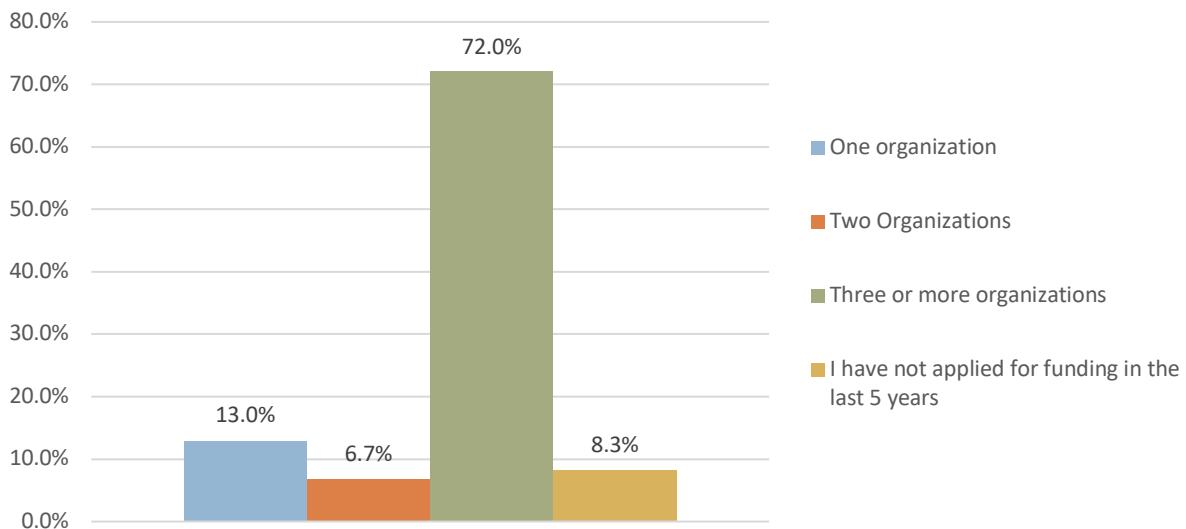
Table 16: What other types of opportunities have you applied for IN THE LAST FIVE YEARS? (n=147)*

Type of Funding Opportunity	Number of Respondents who Applied	% of Respondents who Applied	Number of Respondents Awarded	% of Respondents Awarded
Fellowship programs that don't offer funding	68	46.3%	54	36.7%
Fellowship programs that do offer funding	88	59.9%	55	37.4%
Grants or philanthropic funding under \$100,000	114	77.6%	83	56.5%
Grants or philanthropic funding \$100,000 or more	85	57.8%	49	33.3%
Capital or investment funding	26	17.7%	10	6.8%
Debt based funding	9	6.1%	5	3.4%
Other	14	9.5%	11	7.5%
	404 (multiple response variable)		267 (multiple response variable)	

*Note that respondents could select more than one response. The percent of respondents is based on 147 respondents and thus does not equal 100%.

Most respondents reported applying to funders multiple times, either to the same organization or to multiple organizations (see Figure 1), with almost three-quarters of respondents (72.0%) applying to three or more organizations in the last five years. Several respondents (8.3%) reported that they had not applied for funding in the past five years.

Figure 1. Number of Organizations Applied to in the Last 5 Years (n=193)



Qualitative, open-ended responses offered some insight as to why some respondents chose not to apply for funding. Open-ended comments expressed passionate concern over the challenges experienced and the feelings these challenges brought about. While more detail is provided in the latter sections of this report, one insightful comment lends perspective:

“Actually we have stopped applying for funding. It takes too much time for a small working org. It’s a risk that hasn’t really played out in our favor to spend a week or two focused on a grant when we could spend that on guaranteed income through client building contracts.”

Despite concerns from respondents regarding funding challenges, about two-thirds (65.7%) of respondents across both versions of the survey who had applied for funding in the past five years had been awarded funding.

Further, of respondents to the *EGS-Original Version* who had received funding, over-two thirds (67.5%) were awarded funding the first time they applied. On the other hand, of respondents to the *EGS-Modified Version* who had not received funding in the last five years, over half (53.1%) reported that they had been denied funding more than three times. Open-ended responses shed some light on the experiences that respondents have had with agencies when seeking funding.

Participants shared the following comments about their experience in working with funding organizations:

“It took years of relationship building in order to create the funding relationships we currently have. There are a lot more nuances in the awards - funders who gave us awards significantly under what we asked for, funders who will make small grants annually but not multiyear and/or large grants. We have several funders who recently told us we no longer fit within their strategic plan...”

“Without understanding funders and funding formulas it is very difficult to know if what you are doing will be supported, so often I just do not even try. The barrier of getting the grant written is often bigger than just self-funding smaller scale projects.”

PERCEPTIONS & BELIEFS ABOUT FUNDING OPPORTUNITIES AND DECISIONS

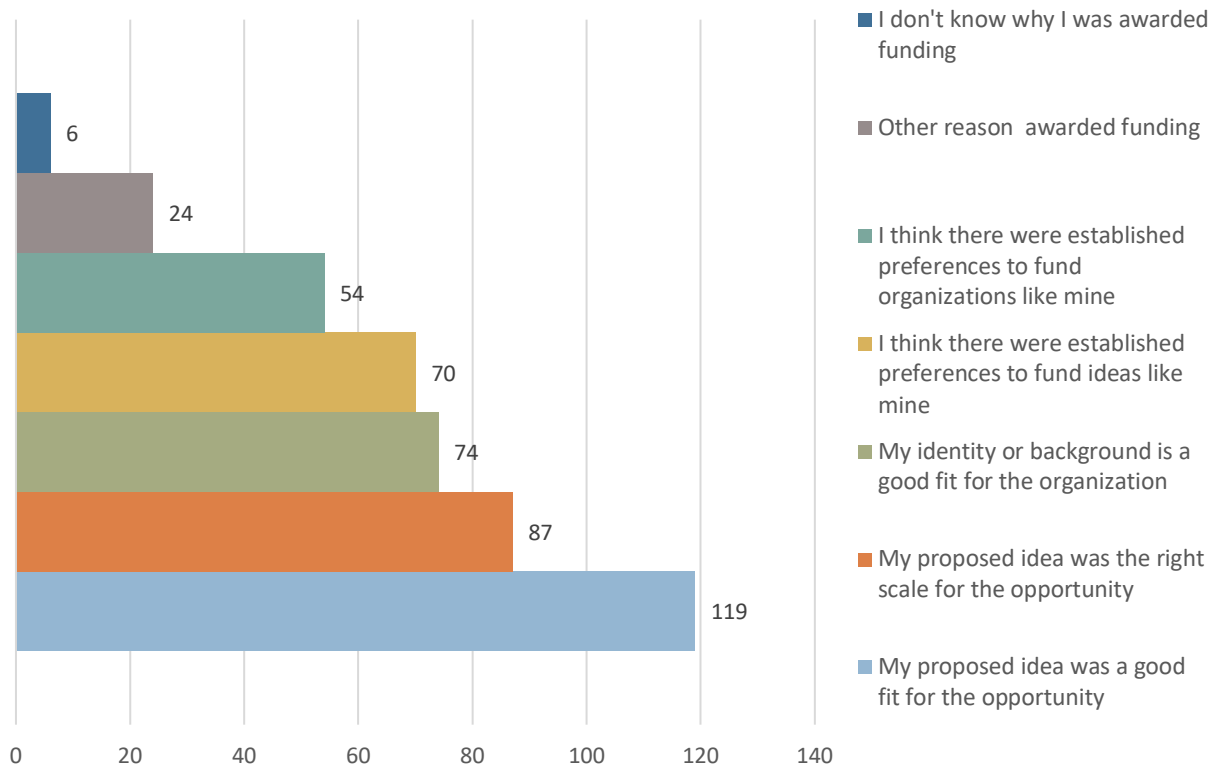
Participants were asked to share their thoughts as to why or why not they were awarded funding. The most cited reason that respondents thought they were selected for funding was due to the idea itself. That is, they felt their idea was a good fit for the funding opportunity. Other frequently chosen reasons as to why a proposed idea was funded included because their idea was at the right scale for the opportunity, their identity or background was a good fit for the funding organization, and the belief that the funding organization had established preferences for funding ideas like theirs. See Table 17 and Figure 2 for more details on respondent perceptions as to why they were awarded funding.

Table 17: Why do you think you were funded?*

Reason Awarded	Specific Organization: Number of Respondents	Other Organizations: Number of Respondents
My proposed idea was a good fit for the opportunity.	36	83
My proposed idea was the right scale for the opportunity.	21	66
My identity or background is a good fit for this organization (i.e., this organization typically funds people like me).	19	55
I think there were established preferences to fund ideas like mine (i.e., this organization typically funds ideas like mine).	15	55
I think there were established preferences to fund organizations like mine (i.e., this organization typically funds organizations like mine).	9	45
Other Reason Awarded Funding	5	19
I don't know why I was awarded funding.	2	4
	107	327

*Note that respondents could select more than one response. Because the sample size varied greatly across items, the percent of respondents is not calculated.

Figure 2. Reasons Why Previous Applications Were Funded, Among Those Receiving Funding (Number of Responses)



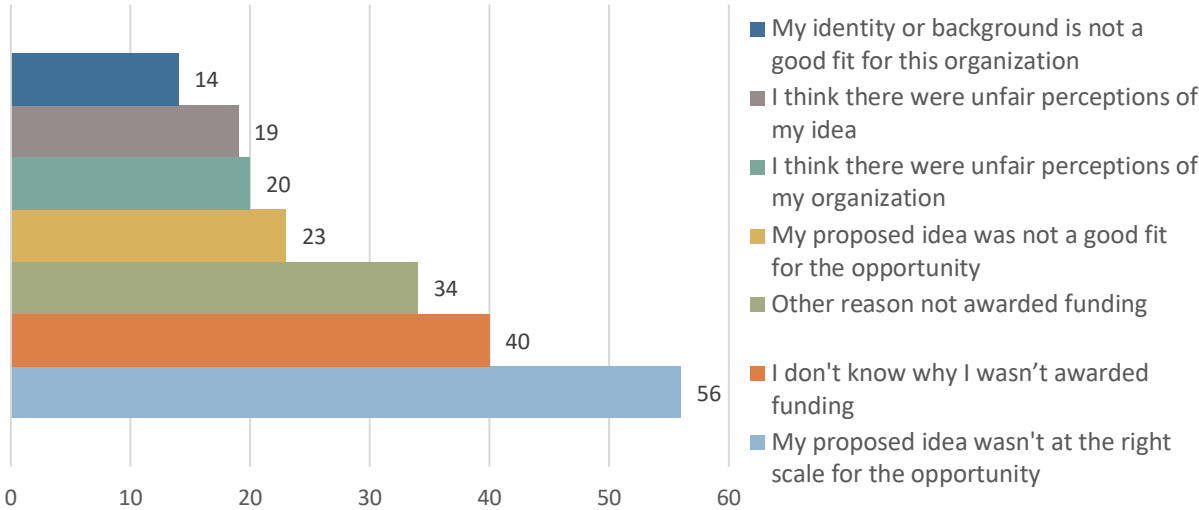
Reasons for not being funded also varied. The most cited belief as to why funding was denied was because their idea was not at the right scale for the funding opportunity. Interestingly, many respondents said they did not know why they were not funded. Some respondents also said their idea was not a good fit or that they believed there were unfair perceptions of their idea or organization. See Table 18 and Figure 3 for more details on respondent perceptions as to why they were denied funding.

Table 18: Why do you think you were not funded?*

Reason Not Awarded	Specific Organization: Number of Respondents	Other Organizations: Number of Respondents
My proposed idea was not a good fit for the opportunity.	7	16
My proposed idea wasn't the right scale for the opportunity (e.g., my idea was too under or over developed).	27	29
My identity or background is not a good fit for this organization (i.e., they do not fund people like me).	6	8
I think there were unfair perceptions of my proposed idea (i.e., they do not fund ideas like mine).	7	12
I think there were unfair perceptions of my organization (i.e., they do not fund organizations like mine).	3	17
Other Reason Not Funded	14	20
I don't know why I wasn't awarded funding.	16	24
	80	126

*Note that respondents could select more than one response. Because the sample size varied greatly across items, the percent of respondents is not calculated.

Figure 3. Reasons Why Previous Applications Were Not Funded, Among Those Denied Funding (Number of Responses)



When asked if they believed their personal identity or background played a role in funding decisions, many respondents (79.3%) believed they had (see Table 19).

Table 19: Do you think your personal identity or background have played a role in funding decisions? (n=92)*

Response	Number of Respondents	% of Respondents
Yes, I think my personal identity helped my funding chances.	49	53.3%
No, I don't think my personal identity affected funding decisions.	19	20.7%
Yes, I think my personal identity hurt my funding chances.	24	26.1%
	92	100%

*Percentages may not equal 100.0% due to rounding.

Over half of respondents (53.3%) believed their personal identity improved funding chances, while more than one in four (26.1%) indicated they thought their personal identity or background hurt their funding chances.

Responses revealed that most viewed their race or ethnicity (91.8%) as the driving identity characteristic influencing funding (see Table 20). However, over half of respondents also believed that their gender (65.8%), professional background (58.8%), and education (37.0%) played a role in funding decisions. Other personal identity or background factors respondents thought played a role in funding decisions included their sexual orientation, disability status, immigration status, the personal networks they had, lack of relationships with funders, not being one of “cool kids,” their temperament (not being aggressive or bold enough), and their location.

Table 20: Perceptions of Which Parts of Applicant Identity Influenced Funding Decisions (n=73)*

Response	Number of Responses	% of Respondents
Race or Ethnicity	67	91.8%
Gender	48	65.8%
Professional Background	43	58.9%
Education	27	37.0%
Other	11	15.1%
I don't know	2	2.7%
	198 (multiple response variable)	

*Note that respondents could select more than one response. The total number of responses were 198 across 73 respondents. The percent of respondents is based on 73 respondents and thus does not equal 100%.

Those who provided feedback about the role of race in funding decisions were open and frank about their experiences. Included below are verbatim comments provided by participants:

"It is humiliating what one has to suffer to get funded. You have to suffer through rejections while watching mediocre white led organizations access the same funding...I have to say that the current class of white philanthropic leaders are teaching the up and coming black/brown leaders that they too can ignore the organizations that are small, led by women or are overweight, not in the 'club.'"

"When I was a young leader in my sector, I felt like I had to jump through hoops to get small amounts of funding while my white counterparts (who were not as good) just had to ask. They had access and a leg up in the conversation. The gatekeepers of certain foundations/funding also weren't operating with clear guidelines and parameters. Decisions felt really arbitrary."

"There is a lack of trust/relationship. Too many hooks to a white supremacist approach to 'proving' worthiness and not trusting that a Black leader who does things very differently, speaks unequivocally, takes a different pace is really the kind of Black person that the organization wants to fund."

Muslim and Asian-American applicants also reflected on concerns about the way that opportunities were framed, perhaps excluding the populations their organizations intend to serve.

"I've also applied for funding/grants that are earmarked to support Black/Brown leaders and as an Asian-American have been deprioritized."

"I am an Arab and Muslim woman running a business that serves other Arabs or Muslims who struggle from the impact of identity erasure and vilification. Sometimes, it seems like the problem I am trying to solve (stereotypes/erasure of our identities) is what I'm met with when applying to grant opportunities. Seems like I am having to figure out how to allocate time between educating folks about who we are and what problem we experience, and actually pitching and explaining what my business does."

The same respondent went on to share at another point in the survey:

"Arab American and Muslim identities are often erased in application processes, so it is often a hit or miss on whether or not our identities are recognized. It is incredibly disheartening. With (two specific funders cited here), this is not the case."

Perhaps some of the most moving comments, which came from two separate individuals, were those which expressed the impact of generations of marginalization and how this marginalization has affected their approach to the funding process. Respondents describe how their own beliefs and approaches are clouded by historic powerlessness and messages of unworthiness:

"I have been socialized to not ask. I perceived a power dynamic where I was being judged as opposed to recognizing this is my money anyway / wealth has been hoarded and made off of enslaving Black people and exploiting immigrant labor."

"I have a lot of internal healing to do around money. I grew up poor and my coping mechanism was to not think about money. I undervalue myself and I undervalue my work."

Relationship was a frequently used word in comments from respondents about their experiences and a centerpiece of what seems to make a good or bad applicant experience. Multiple respondents spoke to the critical nature of relationships with program officers, and the need for new ways for funders to get to know applicants and build relationships.

"It's come down to who you know and who will be an advocate for you."

"More relationships are needed. In some cases, the proposal request is not clear. How can funders work with groups to make the application process more accessible? How can funders reflect on how they value community work and how is it reflected or not in their proposal request process and in the grant-making process."

"So much depends on relationships with program officers."

"It seems like there is a formula for getting funded and if you are on the outside it is very hard to break in."

"It is difficult to build honest, transparent and authentic relationships with philanthropy. The elephant in the room is that often there are simply too many hoops to jump through..."

Other logistical and administrative issues were also raised, including the application process itself. Many regarded the application process as very time intensive, with inadequate feedback and support, which at times was confusing and misleading:

"It's an exhausting process to pursue from relationship building to data mining. There is often an element of trying to convince positions of power that the work is worthy of funding. I have given up on grant pursuits because of the energetic cost to devoting time and effort in applying without guaranteed income or support. For a small team, devoting dedicated time for grant writing means the work we are passionate about doing doesn't get done and the impacts we are seeking aren't met."

"There is a lack of feedback in these application processes that make it hard for us to get better at these processes. We can seek feedback from other parties, but when it's not personalized from the application reviewers, we really don't have any additional insight into the process."

While most respondents spoke of challenges, a few respondents did share positive experiences:

"It was the most straightforward application process to go through. I felt comfortable in my skin sharing our idea and knowing that [the funder organization] was willing to take a chance on me and cared deeply about how I could evolve my idea to have more impact - it was not about being grandiose and fake and having the perfect idea. We were encouraged to be honest, ask tough questions, reflect on our failure, and figure out a way forward. Other funders could learn a thing or two about [this funder] and the respect with which it operates."

The way that information is gathered and assessed for grant writing was also at times seen as incongruent with creating affective work plans. Often respondents commented that site visits, or opportunities to talk directly with foundation staff, were a far better way to “apply” than methods that required grant writing alone. As one participant explained:

“I do our grant writing and I am the ED. It is hard to balance all the pieces. Grant writing should be a mix of writing and meetings to learn about the work and plans - it should include some of the questions that would be asked on the proposal. This would help with time, and also help those who need writing help. Plus, the conversation would allow nuances to surface and could create a more powerful proposal.”

In other cases, the way that application “calls” seemed to be earmarked for specific approaches which the funder dictates, were contrary to respondent sensibilities. This point was further noted in feedback about how grants were worded, reviewed, and awarded:

“Funders seem to want people who are executing ventures in the way the funder thinks is best. This effectively creates a very top down approach to innovation where some philanthropic outsider is dictating what is good for others and not taking into the account the experience and wisdom of those on the ground.”

“The language on applications is usually from deep inside the culture of that field. It demands those on the outside, looking for funding and support to speak the language and think in the way funders do in order to be notable and to convey their story.”

Another theme across respondent comments included their experience with funders who believe that because an organization is minority run, and small, they will be unable to appropriately use funds or carry out the work. For example, one respondent shared:

“Often when awarded grants, there is still a lack of confidence in our ability to implement the proposed project although we have 23 years of experience and positive outcomes. There appears to be an unspoken concern about a Black male running and managing an organization of our size.”

The qualitative data regarding barriers to funding align well with the quantitative survey responses. Respondents, when asked about the barriers they face when applying for funding, indicated concerns about inside knowledge of funding that they do not have access to, a need for their organization to be more established, and unfair perceptions about their capacity to implement their idea (see Table 21). Similarly, when asked about the resources that would enable applicants to feel more prepared to apply for funding, over two-thirds of respondents (68.2%) indicated that they would like access to resources and knowledge about funding, the landscape, or how to apply. Access to coaching and mentoring (59.5%) and receiving feedback on applications (58.1%), as well as support to document the positive impacts of their ideas (54.1%), were also identified as resources that would help applicants feel more prepared to apply for funding (see Table 22). Very few respondents (3.4%) indicated they did not need any additional resources or support.

Table 21: Perceived Barriers When Applying for Funding (n=148)*

Item	Number of Responses	% of Respondents
I feel there is inside knowledge about funding that I do not have access to.	80	54.1%
My organization needs to be more established.	76	51.4%
I feel there are unfair perceptions about my capacity to implement my idea.	52	35.1%
I do not have compelling outcome data about my idea.	50	33.8%
My idea needs to be more developed.	42	28.4%
I do not have the time to prepare the proposal within the application timeline.	38	25.7%
I feel there are unfair perceptions of my identity and/or background.	33	22.3%
I don't have access to the resources or knowledge needed to apply.	32	21.6%
I am not a good grant writer and/or need help with proposal writing.	32	21.6%
I feel there are unfair perceptions of my idea.	31	20.9%
Other Barrier (please specify):	25	16.9%
I don't have the financial/accounting information necessary to complete the application.	18	12.2%
There are no barriers for me.	8	5.4%
	517 (multiple response variable)	

*Note that respondents could select more than one response. The total number of responses were 517 across 148 respondents. The percent of respondents is based on 148 respondents and thus does not equal 100%.

Table 22: Resources That Would Help You Feel More Prepared to Apply for Funding (n=148)*

Item	Number of Responses	% of Respondents
Access to resources and knowledge about funding, the landscape, or how to apply.	101	68.2%
Coaching, mentorship, or access to people with more expertise that can help me.	88	59.5%
Feedback on previous applications or opportunities.	86	58.1%
Access to resources to help me document the positive impact of my idea.	80	54.1%
Access to resources or knowledge that will help me develop my idea.	71	48.0%
Access to resources to help with grant writing.	67	45.3%
Access to resources or knowledge to help my organization become more established.	62	41.9%
Access to resources or knowledge that will help me grow as an individual and leader at my organization.	60	40.5%
Other Resources or Support (please specify):	15	10.1%
I don't need any additional resources or support.	5	3.4%
	635 (multiple response variable)	

*Note that respondents could select more than one response. The total number of responses were 635 across 148 respondents. The percent of respondents is based on 148 respondents and thus does not equal 100%.

CONCLUSIONS

Responses to the Equitable Giving Survey revealed both positive experiences with funding as well as challenges and potential areas of improvement. Promising findings included 1) the persistence of individuals in applying for funding, as many respondents reported that they had applied to multiple times to multiple organizations; 2) the breadth of funding opportunities respondents sought, including large and small grants as well as paid and unpaid fellowships; and 3) the percentage of respondents receiving awards, with over half of applicants receiving funding. Findings also show that individuals who are funded largely believe it is due to their idea itself being a good fit for the opportunity or at the right scale for the opportunity. Many respondents who were not selected for funding also believed it was due to their idea not being at the right scale for the funding opportunity.

Despite these promising findings, a sense of frustration with the traditional funding process was clear in responses. While most respondents thought their personal identity or background played a role in funding decisions, about half believed it helped their funding chances while one-quarter felt it hurt their chances to receive funding. Overwhelming, the part of the applicant's identity which they felt influenced funding the most was race/ethnicity. Open-ended responses especially highlighted how race was intertwined with funding experiences. Many respondents shared that income and socio-cultural disparities as well as historic divides between Black, Brown Asian, Muslim and White Americans limit access to social networks that are at the heart of access to funding opportunities. Respondents also expressed that, due to these barriers, their ability to capitalize on trusted networks and existing relationships is challenging. In fact, relationship building is currently viewed by applicants as a pivotal element of the funding process. To expand networks, two potential areas for growth in the sector include 1) creating new mechanisms for potential grantees to showcase their work and demonstrate value outside of traditional application processes; and 2) creating opportunities for applicants to interact with potential funders.

While some barriers are logistical and can be overcome by sharing information and expanding networking opportunities, other hurdles are much more complex and deeper rooted. One such obstacle relates to racist beliefs and judgements that affect views of non-normative leadership. Respondents shared that such views have resulted in biased assessments of their capacity and value as well as inequities in the funding process. Such experiences not only affect organizations financially, but also shape applicant beliefs about themselves and others. Survey respondents recognized that their own beliefs about themselves and their work, as well as historic contexts surrounding asking for money, affect their comfort and confidence with soliciting grant funding. For some, there is a challenge in "selling" their work as valuable, and requesting financial

support, when historically they themselves grew up with certain perspectives on money and have been undervalued by society.

In the short term, applicants want coaching, access to networks, feedback on applications, and guidance on how to present their impacts. Whereas, in the long term, the issues raised by survey respondents suggest a much more significant overhaul of the approach philanthropy takes to investing in people and ideas. A deeper examination of the 1) time required to prepare applications, 2) communication skills necessary to solicit funding, 3) importance of eloquent writing techniques for proposals, and 4) normative values the process requires should be undertaken by the funding community, and where possible, alternative approaches piloted. Philanthropic leaders may want to consider the extent to which the skills currently needed to solicit funds align with the skills needed to innovate as well as elevate the value and educational attainment they are seeking to achieve. Additionally, the philanthropic community might consider working to resolve incongruencies, especially for small or emerging organizations, in order to promote entrepreneurship and foster the development of new ideas within communities that focus on individuals and issues that are important to the betterment of education and society.

APPENDIX A: EQUITABLE GIVING SURVEY – ORIGINAL VERSION

CONSENT

Welcome to the Equitable Giving Survey!

Why am I being asked to complete this survey? You are receiving this survey because you applied to [\\${e://Field/ORGANIZATION}](#) for funding.

The purpose of this survey is to gather information about equity in philanthropic funding. The survey is being conducted by the University of Delaware in partnership with The Equity Lab and their partner funding organizations.

What will happen if I take this survey? If you agree to take the survey, we will ask you questions about your experiences in applying for funding. The survey takes about 20 minutes to complete.

Does this survey benefit me? Are there risks associated with taking this survey? This survey does not directly benefit you, nor does it pose any risks. However, your participation in the survey will help to understand the fundraising landscape to inform research on the equity of education philanthropy.

Who will know I completed the survey? Who will see my survey responses? This survey will not ask your name and your responses will be confidential.

Do I have to participate? No. Taking this survey is voluntary. You may skip any questions that you are not comfortable answering. If you choose not to participate, it will not impact your current or future funding.

Will I be compensated for my time taking the survey? Yes. If you decide to complete the survey, you will receive a \$25 gift card in compensation for your time. At the end of the survey, you will be directed to a second link that will capture information for gift card distribution. Your survey responses will not be linked to the information you provide for compensation.

What if I have questions? If you have questions about the survey, please contact Dr. Sue Giancola at cresp-info@udel.edu.

- I AGREE TO PARTICIPATE IN THIS SURVEY (1)
- I DO NOT AGREE TO PARTICIPATE IN THIS SURVEY (2)

Skip To: End of Survey If Welcome to the Equitable Giving Survey! Why am I being asked to

End of Block: Consent

Start of Block: Applying for Funding

DESC **Equitable Giving Survey** This survey is split into four sections: 1) Your experience applying for funding; 2) Perceptions about your funding experience; 3) Background information about you and your organization/idea; and 4) Opt-in to follow-up research.

SECTION1 Section 1: Applying for Funding This section includes questions about your experiences applying for funding.

APPLY How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS?

- Once (1)
 - Twice (2)
 - Three or more times (3)
 - I have not applied to $\{e://Field/ORGANIZATION\}$ for funding. (4)
-

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? != I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

AWARD Have you been awarded funding from $\{e://Field/ORGANIZATION\}$ IN THE LAST 5 YEARS?

- Yes (1)
- No (2)
- I'm not sure (3)

Display This Question:

*If Have you been awarded funding from $\{e://Field/ORGANIZATION\}$ IN THE LAST 5 YEARS?
= Yes*

APPLY_AWARD How many times did you apply to $\{e://Field/ORGANIZATION\}$ for funding before being awarded?

- I was awarded the first time I applied (1)
- I was awarded the second time I applied (2)
- I was awarded the third time I applied (5)
- I applied more than three times before being awarded (3)

Display This Question:

If How many times did you apply to $\{e://Field/ORGANIZATION\}$ for funding before being awarded? = I was awarded the second time I applied

Or How many times did you apply to $\{e://Field/ORGANIZATION\}$ for funding before being awarded? = I was awarded the third time I applied

Or How many times did you apply to $\{e://Field/ORGANIZATION\}$ for funding before being awarded? = I applied more than three times before being awarded

PREV_NOT_FUNDED Why do you think your previous application(s) were not funded by $\{e://Field/ORGANIZATION\}$? (Select all that apply)

My proposed idea was not a good fit for the opportunity. (4)

My proposed idea wasn't at the right scale for the opportunity (i.e., it was too under or over developed). (5)

My identity or background is not a good fit for this organization (i.e., this organization does not fund people like me). (6)

I think there were unfair perceptions of my proposed idea (i.e., this organization does not fund ideas like mine). (7)

I think there were unfair perceptions of my organization (i.e., this organization does not fund organizations like mine). (14)

Other Reason Not Funded (please specify): (9)

I don't know why I was not awarded funding. (12)

I prefer not to answer. (13)

Display This Question:

If How many times did you apply to $\{e://Field/ORGANIZATION\}$ for funding before being awarded? = I was awarded the second time I applied

Or How many times did you apply to $\{e://Field/ORGANIZATION\}$ for funding before being awarded? = I was awarded the third time I applied

Or How many times did you apply to $\{e://Field/ORGANIZATION\}$ for funding before being awarded? = I applied more than three times before being awarded

MOTIVATION What motivated you to apply to $\{e://Field/ORGANIZATION\}$ again after not being funded? (Select all that apply)

- My proposed idea had advanced or developed further. (4)
 - My organization was more established. (14)
 - I had advanced or developed further as an individual. (5)
 - Little had changed, but I decided to apply again anyway. (6)
 - Other (please specify): (9)
-

- I prefer not to answer. (13)

Display This Question:

*If Have you been awarded funding from $\{e://Field/ORGANIZATION\}$ IN THE LAST 5 YEARS?
= Yes*

WHY_AWARDED Why do you think you were awarded funding by $\{e://Field/ORGANIZATION\}$?
(Select all that apply)

My proposed idea was a good fit for the opportunity. (1)

My proposed idea was at the right scale for the opportunity. (5)

My identity or background is a good fit for this organization (i.e., this organization typically funds people like me). (6)

I think there were established preferences to fund ideas like mine (i.e., this organization typically funds organizations like mine). (7)

I think there were established preferences to fund organizations like mine (i.e., this organization typically funds organizations like mine). (12)

Other Reason Awarded Funding (please specify): (10)

I don't know why I was awarded funding. (9)

I prefer not to answer. (11)

Display This Question:

*If Have you been awarded funding from $\{e://Field/ORGANIZATION\}$ IN THE LAST 5 YEARS?
= No*

FEEDBACK Did you receive any feedback on your proposal to \${e://Field/ORGANIZATION}?

- Yes (1)
 - No (5)
 - I don't remember. (9)
 - I prefer not to answer. (11)
-

Display This Question:

If Did you receive any feedback on your proposal to \${e://Field/ORGANIZATION}? = Yes

FEEDBACK_OPEN Please describe the feedback you received from \${e://Field/ORGANIZATION}.

Display This Question:

*If Have you been awarded funding from \${e://Field/ORGANIZATION} IN THE LAST 5 YEARS?
= No*

WHYNOT_FUNDED Why do you think your proposal was not funded by
\${e://Field/ORGANIZATION}? (Select all that apply)

My proposed idea was not a good fit for the opportunity. (4)

My proposed idea wasn't at the right scale for the opportunity (i.e., it was too under or over developed). (5)

My identity or background is not a good fit for this organization (i.e., this organization does not fund people like me). (6)

I think there were unfair perceptions of my proposed idea (i.e., this organization does not fund ideas like mine). (7)

I think there were unfair perceptions of my organization (i.e., this organization does not fund organizations like mine). (14)

Other Reason Not Funded (please specify): (9)

I don't know why I was not awarded funding. (12)

I prefer not to answer. (13)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = Once

Or How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = Twice

Or How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = Three or more times

OTHER_APPLIED In total, how many other funding organizations, excluding $\{e://Field/ORGANIZATION\}$, have you applied to IN THE LAST 5 YEARS?

- None (I have only applied to $\{e://Field/ORGANIZATION\}$) (1)
 - One (2)
 - Two (3)
 - Three or more (4)
-

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

OTHER_APPLIED2 In total, how many other funding organizations have you applied to IN THE LAST 5 YEARS?

- One (2)
 - Two (3)
 - Three or more (4)
 - I have not applied to any other funding organizations. (5)
-

Display This Question:

If In total, how many other funding organizations, excluding $\{e://Field/ORGANIZATION\}$, have you app... = One

Or In total, how many other funding organizations, excluding $\{e://Field/ORGANIZATION\}$, have you app... = Two

Or In total, how many other funding organizations, excluding $\{e://Field/ORGANIZATION\}$, have you app... = Three or more

Or In total, how many other funding organizations have you applied to IN THE LAST 5 YEARS? = One

Or In total, how many other funding organizations have you applied to IN THE LAST 5 YEARS? = Two

Or In total, how many other funding organizations have you applied to IN THE LAST 5 YEARS? = Three or more

OTHER_FUNDED Did you receive funding from any of these organizations?

- Yes (1)
- No (2)
- I prefer not to answer. (3)

Display This Question:

If Did you receive funding from any of these organizations? = Yes

OTHER_WHY_FUNDED Why do you think were funded? (Select all that apply)

- My proposed idea was a good fit for the opportunity. (1)
 - My proposed idea was at the right scale for the opportunity. (4)
 - My identity or background is a good fit for the organization (i.e., the organization typically funds people like me). (5)
 - I think there were established preferences to fund ideas like mine (i.e., the organization typically funds organizations like mine). (6)
 - I think there were established preferences to fund organizations like mine (i.e., the organization typically funds organizations like mine). (11)
 - Other Reason Awarded Funding (please specify): (9)
-

- I don't know why I was awarded funding. (8)
- I prefer not to answer. (10)

Display This Question:

If Did you receive funding from any of these organizations? = No

OTHER_WHYNOT_FUNDED Why do you think you were not funded? (Select all that apply)

- My proposed idea was not a good fit for the opportunity. (1)
- My proposed idea wasn't at the right scale for the opportunity (e.g. my idea was too under or over developed). (11)
- My identity or background is not a good fit for this organization (i.e., they do not fund people like me). (12)
- I think there were unfair perceptions of my proposed idea (i.e., they do not fund ideas like mine). (13)
- I think there were unfair perceptions of my organization (i.e., they do not fund organizations like mine). (16)
- Other Reason Not Funded (please specify): (9)
- I don't know why I wasn't awarded funding. (8)
- I prefer not to answer. (10)

OTHER_OPPTS What other types of opportunities (funded or unfunded) have you applied to IN THE LAST 5 YEARS? (Select all that apply)

	Have you applied?		If you applied, were you accepted/awarded?		
	Yes (1)	No (2)	Yes (1)	No (2)	Not Applicable (3)

Fellowship programs that don't offer funding (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fellowship programs that do offer funding (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants or philanthropic funding under \$100,000 (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants or philanthropic funding \$100,000 or more (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capital or investment funding (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Debt based funding (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Opportunity (please specify): (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Opportunity (please specify): (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Display This Question:

If Have you been awarded funding from $\{e://Field/ORGANIZATION\}$ IN THE LAST 5 YEARS?
= Yes

Or Did you receive funding from any of these organizations? = Yes

FUNDING_AMOUNT Approximately how much TOTAL funding have you received from all sources/funding organizations IN THE LAST 5 YEARS **for this idea?**

- \$0 (9)
- \$1 - \$500 (1)
- \$501 - \$1,000 (10)
- \$1,001-\$5,000 (11)
- \$5,001 - \$10,000 (4)
- \$10,001 - \$25,000 (5)
- \$25,001 - \$50,000 (6)
- \$50,001 - \$99,999 (7)
- \$100,000+ (8)
- I prefer not to answer. (12)

End of Block: Applying for Funding

Start of Block: Perceptions/Beliefs

SECTION2 Section 2: Perceptions/Beliefs

This next section asks you a few questions about your perceptions and beliefs surrounding funding opportunities and funding decisions.

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? != I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

Q227 Do you think your personal identity or background have played a role in $\{e://Field/ORGANIZATION\}$'s funding decisions?

- Yes, I think my personal identity helped my funding chances. (1)
- Yes, I think my personal identity hurt my funding chances. (14)
- No, I don't think my personal identity affected funding decisions. (11)
- I don't know. (12)
- I prefer not to answer. (13)

Display This Question:

If Do you think your personal identity or background have played a role in $\{e://Field/ORGANIZATION\}$... = Yes, I think my personal identity helped my funding chances.

Or Do you think your personal identity or background have played a role in $\{e://Field/ORGANIZATION\}$... = Yes, I think my personal identity hurt my funding chances.

Q228 What part or parts of your identity do you think influenced funding decisions? (Select all that apply)

- Race or ethnicity (1)
- Gender (11)
- Education (12)
- Professional background (13)
- Other (please specify): (15)
- I don't know. (14)
- I prefer not to answer. (16)

Q301 What barriers do you feel that you face when/if applying for a funding opportunity?
(Select all that apply)

- My idea needs to be more developed. (1)
 - My organization needs to be more established. (11)
 - I don't have access to the resources or knowledge needed to apply. (4)
 - I am not a good grant writer and/or need help with proposal writing. (12)
 - I do not have the time to prepare the proposal within the application timeline. (13)
 - I feel there are unfair perceptions of my idea. (5)
 - I feel there are unfair perceptions of my identity and/or background. (6)
 - I feel there are unfair perceptions about my capacity to implement my idea. (15)
 - I feel there is inside knowledge about funding that I do not have access to. (16)
 - I do not have compelling outcome data about my idea. (14)
 - I don't have the financial/accounting information necessary to complete the application. (17)
 - Other Barrier (please specify): (9)
-
- There are no barriers for me. (8)
-

Q302 What resources or support would help you feel more prepared to apply for funding opportunities? (Select all that apply)

- Access to resources and knowledge about funding, the landscape, or how to apply. (1)
 - Access to resources or knowledge that will help me develop my idea. (4)
 - Access to resources or knowledge to help my organization become more established. (12)
 - Access to resources or knowledge that will help me grow as an individual and leader at my organization. (5)
 - Access to resources to help with grant writing. (13)
 - Access to resources to help me document the positive impact of my idea. (14)
 - Feedback on previous applications or opportunities. (6)
 - Coaching, mentorship, or access to people with more expertise that can help me. (7)
 - Other Resources or Support (please specify): (10)
-
- I don't need any additional resources or support. (9)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? != I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

Q229 Is there anything you would like to add about your experiences in applying to $\{e://Field/ORGANIZATION\}$ for funding?

Q230 Is there anything you would like to add about your overall experience with funding and funding opportunities?

End of Block: Perceptions/Beliefs

Start of Block: About You: Part 1

SECTION3 Section 3: About You/Background

The aim of this section is to capture your background and demographic information. This information is anonymous and answering these questions is voluntary.

AGE What age range best describes you?

- 18-24 (9)
- 25-34 (12)
- 35-44 (13)
- 45-54 (14)
- 55-64 (15)
- 65-74 (16)
- 75 or older (17)
- I prefer not to answer. (18)

GENDER What is your gender?

- Female (3)
- Male (10)
- Non-Binary/Third-Gender (11)
- Prefer to self-describe: (12) _____
- I prefer not to answer. (13)

LGBTQ Do you identify as a member of the Lesbian, Gay, Bisexual, and/or Transgender (LGBTQ+) community?

- Yes, I identify as a member of the LGBTQ+ community. (1)
- No, I identify as an ally of the LGBTQ+ community. (2)
- No, I am not a member or ally of the LGBTQ+ community. (3)
- I prefer not to answer. (4)

RACE What is your race? (choose all that apply)

- Asian American/AAPI (4)
 - Black/African American (5)
 - Indigenous/Native American (1)
 - Middle Eastern (6)
 - Mixed-Race/Multi-Racial (11)
 - White/Caucasian (9)
 - Other (please specify): (10)
-

- I prefer not to answer. (12)
-

ETHNICITY Are you of Hispanic, Latino, or Spanish origin?

- Yes, I am of Hispanic, Latino, or Spanish origin. (1)
 - No, I am not of Hispanic, Latino, or Spanish origin. (2)
 - I prefer not to answer. (3)
-

Page Break

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? != I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

INCOME1 What income bracket best describes your household income level when you applied to $\{e://Field/ORGANIZATION\}$ for funding?

- Less than \$10,000 (1)
- \$10,000 to \$19,999 (4)
- \$20,000 to \$29,999 (5)
- \$30,000 to \$39,999 (6)
- \$40,000 to \$49,999 (7)
- \$50,000 to \$59,999 (8)
- \$60,000 to \$69,999 (9)
- \$70,000 to \$79,999 (10)
- \$80,000 to \$89,999 (11)
- \$90,000 to \$99,999 (12)
- \$100,000 to \$149,999 (13)
- \$150,000 or more (14)
- I prefer not to answer. (15)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

INCOME2 What income bracket best describes your household income level?

- Less than \$10,000 (1)
 - \$10,000 to \$19,999 (4)
 - \$20,000 to \$29,999 (5)
 - \$30,000 to \$39,999 (6)
 - \$40,000 to \$49,999 (7)
 - \$50,000 to \$59,999 (8)
 - \$60,000 to \$69,999 (9)
 - \$70,000 to \$79,999 (10)
 - \$80,000 to \$89,999 (11)
 - \$90,000 to \$99,999 (12)
 - \$100,000 to \$149,999 (13)
 - \$150,000 or more (14)
 - I prefer not to answer. (15)
-

HOUSEHOLD_PEOPLE How many people are in your household (including yourself)?

- 1 (1)
 - 2 (2)
 - 3-5 (3)
 - More than 5 (4)
 - I prefer not to answer. (5)
-

FAMILY_PART Which of the following programs have you or your family participated in IN THE LAST 5 YEARS? (select all that apply)

- Medicaid or Children's Health Insurance Program (CHIP) (1)
 - Supplemental Nutrition Assistance Program (SNAP) or food stamps (4)
 - Subsidized housing, housing vouchers, or public housing (5)
 - Low Income Home Energy Assistance Program (LIHEAP) or similar (6)
 - Welfare or Temporary Assistance for Needy Families (TANF) (7)
 - Supplemental Security Income (SSI) (8)
 - Free/reduced price lunch at school (9)
 - Other (please specify): (11)
-

- I prefer not to answer. (10)
- My family has not participated in any of these programs. (12)

End of Block: About You: Part 1

Start of Block: About You: Part 2

STATE_RESIDE In what State do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? != I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

EDUC_LEVEL1 What best describes your education level at the time of your application with $\{e://Field/ORGANIZATION\}$? (Select all that apply)

- No formal education (1)
 - Less than a high school diploma (4)
 - High school degree or equivalent (e.g. GED) (5)
 - Some college, no degree (6)
 - Some vocational training (7)
 - Associate's degree (e.g. AA, AS) (8)
 - Bachelor's degree (e.g. BA, BS) (9)
 - Master's degree (e.g. MBA, MA, MS, MEd) (10)
 - Professional degree (e.g. MD, DDS, DVM) (11)
 - Doctorate (e.g. PhD, EdD) (12)
 - Other (please specify): (13)
-
- I prefer not to answer. (14)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

EDUC_LEVEL2 What best describes your education level? (Select all that apply)

- No formal education (1)
 - Less than a high school diploma (4)
 - High school degree or equivalent (e.g. GED) (5)
 - Some college, no degree (6)
 - Some vocational training (7)
 - Associate's degree (e.g. AA, AS) (8)
 - Bachelor's degree (e.g. BA, BS) (9)
 - Master's degree (e.g. MBA, MA, MS, MEd) (10)
 - Professional degree (e.g. MD, DDS, DVM) (11)
 - Doctorate (e.g. PhD, EdD) (12)
 - Other (please specify): (13)
-
- I prefer not to answer. (14)

Display This Question:

If What best describes your education level at the time of your application with ... = Associate's degree (e.g. AA, AS)

Or What best describes your education level? (Select all that apply) = Associate's degree (e.g. AA, AS)

ASSOC For your Associate's degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level at the time of your application with ... = Bachelor's degree (e.g. BA, BS)

Or What best describes your education level? (Select all that apply) = Bachelor's degree (e.g. BA, BS)

BACH For your Bachelor's degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level at the time of your application with ... = Master's degree (e.g. MBA, MA, MS, MEd)

Or What best describes your education level? (Select all that apply) = Master's degree (e.g. MBA, MA, MS, MEd)

MASTERS For your Master's degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level at the time of your application with ... = Professional degree (e.g. MD, DDS, DVM)

Or What best describes your education level? (Select all that apply) = Professional degree (e.g. MD, DDS, DVM)

PROF For your Professional degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level at the time of your application with ... = Doctorate (e.g. PhD, EdD)

Or What best describes your education level? (Select all that apply) = Doctorate (e.g. PhD, EdD)

DOCTORATE For your Doctorate degree:

What university did you attend? (1)

What was your major or focus area? (2)

OTHER_PARTICIPATION Have you participated in any of the following? Check all that apply.

- Teach for America (TFA) (1)
 - Harvard Strategic Data Fellows (4)
 - Education Pioneers (5)
 - Fulbright (6)
 - Peace Corps (7)
 - Americorps (8)
 - Other, please specify: (9)
-
- I prefer not to answer. (10)
 - I have not participated in any of these programs. (11)

End of Block: About You: Part 2

Start of Block: About Your Organization/Idea: Part 1

SECTION4 Section 4: About Your Organization/Idea

This next section asks you a few questions about the basic structure of your organization or idea. When completing this section, try your best to think about your organization or idea at the time that you applied to [\\$fe://Field/ORGANIZATION](#) for funding. If you have applied multiple times, think about the most recent application.

ORG_STATE In what State is your organization located?

▼ Alabama (1) ... I do not reside in the United States (53)

ORG_LEGAL What is the basic legal structure or make-up of your organization?

- Non-profit (1)
- Fiscal sponsorship or intends to apply for nonprofit status (5)
- For-profit (e.g., LLC, Corporation, Sole Proprietorship) (6)
- Not legally formed (7)
- Other (please specify): (8) _____
- I do not know the legal structure of my organization. (9)

End of Block: About Your Organization/Idea: Part 1

Start of Block: About Your Organization/Idea: Part 2

JS

ORG_FOUNDED

	Month	Year
When was your organization founded? (1)	▼ January (1 ... December (12)	▼ 1900 (1 ... 2049 (150)

ORG_WORK Do you work in this organization full-time?

Yes (23)

No (24)

ORG_FT How many full-time paid employees work at your organization?

0 (1)

1 (7)

2-5 (2)

6-10 (3)

11-25 (4)

26-50 (5)

51+ (6)

I do not know how many full-time employees work at my organization. (8)

ORG_PT How many part-time paid employees work at your organization?

- 0 (1)
- 1 (7)
- 2-5 (2)
- 6-10 (3)
- 11-25 (4)
- 26-50 (5)
- 51+ (6)
- I do not know how many part-time employees work at my organization. (8)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? != I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

ORG_STAGE1 Of the following, what best describes your organization's stage when you applied to $\{e://Field/ORGANIZATION\}$ for funding? (Select only one)

- My organization was at an **idea stage** when I applied for funding; we had not yet tried our idea in any substantial way. (1)
 - My organization was at a **product stage** when I applied for funding; we had tested or validated our idea, and had created at least a minimally viable project. (4)
 - My organization was at an **early traction stage** when I applied for funding; our idea was well underway, and had received support from funders or a growing number of participants. (5)
 - My organization was at a **scale stage** when I applied; our idea was developed and we were actively expanding the idea to reach more people, as well as expanding the product or idea's reach. (6)
 - My organization was at a **growth stage** when we applied for funding; we had reached scale with our idea, and were looking to expand to capture other types of participants and compete for a greater share or different audience/market. (7)
 - My organization does not fit into any of these stages; please explain: (8)
-

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

ORG_STAGE2 Of the following, what best describes your organization's stage? (Select only one)

- My organization was at an **idea stage** when I applied for funding; we had not yet tried our idea in any substantial way. (1)
- My organization was at a **product stage** when I applied for funding; we had tested or validated our idea, and had created at least a minimally viable project. (4)
- My organization was at an **early traction stage** when I applied for funding; our idea was well underway, and had received support from funders or a growing number of participants. (5)
- My organization was at a **scale stage** when I applied; our idea was developed and we were actively expanding the idea to reach more people, as well as expanding the product or idea's reach. (6)
- My organization was at a **growth stage** when we applied for funding; we had reached scale with our idea, and were looking to expand to capture other types of participants and compete for a greater share or different audience/market. (7)
- My organization does not fit into any of these stages; please explain: (8)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? != I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

ORG_SIZE1 What was the approximate size of your organization's annual budget when you applied to $\{e://Field/ORGANIZATION\}$ for funding?

- \$0 (11)
- \$1 - \$100,000 (4)
- \$100,001 - \$250,000 (5)
- \$250,001 - \$500,000 (6)
- \$500,001 - \$999,999 (7)
- \$1M+ (8)
- Other (please specify): (9) _____
- I do not know my organization's annual budget. (10)

Display This Question:

If How many times have you applied to $\{e://Field/ORGANIZATION\}$ for funding IN THE LAST 5 YEARS? = I have not applied to $\{e://Field/ORGANIZATION\}$ for funding.

ORG_SIZE2 What was the approximate size of your organization's annual budget?

- \$0 (11)
- \$1 - \$100,000 (4)
- \$100,001 - \$250,000 (5)
- \$250,001 - \$500,000 (6)
- \$500,001 - \$999,999 (7)
- \$1M+ (8)
- Other (please specify): (9) _____
- I do not know my organization's annual budget. (10)

WRAPUP Survey Wrap Up Thank you for participating in our survey! **By clicking continue, you will be redirected to a link where you can enter your contact information for gift card distribution.**

Please note that your responses to the survey are confidential; your answers to this survey will not be associated with the information provided on the second form.

APPENDIX B: EQUITABLE GIVING SURVEY – MODIFIED VERSION

CONSENT

Welcome to the Equitable Giving Survey!

Why am I being asked to complete this survey? You are receiving this survey because of your affiliation with The Equity Lab and/or Goodbets Group. The purpose of this survey is to gather information about equity in philanthropic funding. The survey is being conducted by the University of Delaware in partnership with The Equity Lab and their partner funding organizations.

What will happen if I take this survey? If you agree to take the survey, we will ask you questions about your experiences in applying for funding. The survey takes about 20 minutes to complete.

Does this survey benefit me? Are there risks associated with taking this survey? This survey does not directly benefit you, nor does it pose any risks. However, your participation in the survey will help to understand the fundraising landscape to inform research on the equity of education philanthropy.

Who will know I completed the survey? Who will see my survey responses? This survey will not ask your name and your responses will be confidential.

Do I have to participate? No. Taking this survey is voluntary. You may skip any questions that you are not comfortable answering. If you choose not to participate, it will not impact your current or future funding.

Will I be compensated for my time taking the survey? Yes. If you decide to complete the survey, you will receive a \$25 gift card in compensation for your time. At the end of the survey, you will be directed to a second link that will capture information for gift card distribution. Your survey responses will not be linked to the information you provide for compensation.

What if I have questions? If you have questions about the survey, please contact Dr. Sue Giancola at crep-info@udel.edu.

I AGREE TO PARTICIPATE IN THIS SURVEY (1)

I DO NOT AGREE TO PARTICIPATE IN THIS SURVEY (2)

Skip To: End of Survey If Welcome to the Equitable Giving Survey! Why am I being asked to complete this survey? You are... = I <u>DO NOT AGREE</u> TO PARTICIPATE IN THIS SURVEY

Q257 **Equitable Giving Survey** This survey is split into four sections: 1) Your experience applying for funding; 2) Perceptions about your funding experience; 3) Background information about you and your organization/idea; and 4) Opt-in to follow-up research.

Q283 Section 1: Applying for Funding This section includes questions about your experiences applying for funding.

Q313 How many organizations have you applied to for funding IN THE LAST 5 YEARS?

- One organization (1)
 - Two organizations (2)
 - Three or more organizations (3)
 - I have not applied for funding in the last 5 years. (4)
-

Display This Question:

If How many organizations have you applied to for funding IN THE LAST 5 YEARS? != I have not applied for funding in the last 5 years.

Q310 What organizations have you applied to for funding IN THE LAST 5 YEARS?

(Note: Please spell out the organization's name; if you have applied to more than one organization, please separate the organization names with a semicolon ";")

Display This Question:

If How many organizations have you applied to for funding IN THE LAST 5 YEARS? != I have not applied for funding in the last 5 years.

Q284 Have you been awarded funding IN THE LAST 5 YEARS?

- Yes (1)
- No (2)
- I'm not sure (3)

Display This Question:

If Have you been awarded funding IN THE LAST 5 YEARS? = Yes

Q311 From what organizations have you been AWARDED funding IN THE LAST 5 YEARS?

(Note: Please spell out the organization's name; if you have applied to more than one organization, please separate the organization names with a semicolon ";")

Display This Question:

If Have you been awarded funding IN THE LAST 5 YEARS? = Yes

Q285 Have any of your applications for funding been denied IN THE PAST FIVE YEARS?

- I have never been denied funding (1)
- I have been denied funding once (2)
- I have been denied funding twice (5)
- I have been denied funding more than three times (3)

Display This Question:

If Have any of your applications for funding been denied IN THE PAST FIVE YEARS? = I have been denied funding <u>once</u>

Or Have any of your applications for funding been denied IN THE PAST FIVE YEARS? = I have been denied funding <u>twice</u>

Or Have any of your applications for funding been denied IN THE PAST FIVE YEARS? = I have been denied funding <u>more than three times</u>

Q286 Why do you think your previous application(s) were not funded? (Select all that apply)

My proposed idea was not a good fit for the opportunity. (4)

My proposed idea wasn't at the right scale for the opportunity (i.e., it was too under or over developed). (5)

My identity or background is not a good fit for this organization (i.e., this organization does not fund people like me). (6)

I think there were unfair perceptions of my proposed idea (i.e., this organization does not fund ideas like mine). (7)

I think there were unfair perceptions of my organization (i.e., this organization does not fund organizations like mine). (14)

Other Reason Not Funded (please specify): (9)

I don't know why I was not awarded funding. (12)

I prefer not to answer. (13)

Display This Question:

If Have any of your applications for funding been denied IN THE PAST FIVE YEARS? = I have been denied funding <u>once</u>

Or Have any of your applications for funding been denied IN THE PAST FIVE YEARS? = I have been denied funding <u>twice</u>

Or Have any of your applications for funding been denied IN THE PAST FIVE YEARS? = I have been denied funding <u>more than three times</u>

Q287 What motivated you to apply again after not being funded? (Select all that apply)

- My proposed idea had advanced or developed further. (4)
 - My organization was more established. (14)
 - I had advanced or developed further as an individual. (5)
 - Little had changed, but I decided to apply again anyway. (6)
 - Other (please specify): (9)
-
- I prefer not to answer. (13)

Display This Question:

If Have you been awarded funding IN THE LAST 5 YEARS? = Yes

Q289 You indicated that you received funding in the last 5 years. Why do you think you were awarded funding? (Select all that apply)

My proposed idea was a good fit for the opportunity. (1)

My proposed idea was at the right scale for the opportunity. (5)

My identity or background is a good fit for this organization (i.e., this organization typically funds people like me). (6)

I think there were established preferences to fund ideas like mine (i.e., this organization typically funds organizations like mine). (7)

I think there were established preferences to fund organizations like mine (i.e., this organization typically funds organizations like mine). (12)

Other Reason Awarded Funding (please specify): (10)

I don't know why I was awarded funding. (9)

I prefer not to answer. (11)

Display This Question:
If Have you been awarded funding IN THE LAST 5 YEARS? = No

Q290 Did you receive any feedback on your funding proposal(s) that were denied?

- Yes (1)
- No (5)
- I don't remember. (9)
- I prefer not to answer. (11)

Display This Question:
If Did you receive any feedback on your funding proposal(s) that were denied? = Yes

Q291 Please describe the feedback you received.

Display This Question:
If Have you been awarded funding IN THE LAST 5 YEARS? = No

Q293 Why do you think your proposal(s) was not funded? (Select all that apply)

My proposed idea was not a good fit for the opportunity. (4)

My proposed idea wasn't at the right scale for the opportunity (i.e., it was too under or over developed). (5)

My identity or background is not a good fit for this organization (i.e., this organization does not fund people like me). (6)

I think there were unfair perceptions of my proposed idea (i.e., this organization does not fund ideas like mine). (7)

I think there were unfair perceptions of my organization (i.e., this organization does not fund organizations like mine). (14)

Other Reason Not Funded (please specify): (9)

I don't know why I was not awarded funding. (12)

I prefer not to answer. (13)

Page Break

Q295 What other types of opportunities (funded or unfunded) have you applied to IN THE LAST 5 YEARS? (Select all that apply)

	Have you applied?		If you applied, were you accepted/awarded?		
	Yes (1)	No (2)	Yes (1)	No (2)	Not Applicable (3)
Fellowship programs that don't offer funding (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fellowship programs that do offer funding (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants or philanthropic funding under \$100,000 (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grants or philanthropic funding \$100,000 or more (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capital or investment funding (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Debt based funding (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Opportunity (please specify): (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Opportunity (please specify): (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Display This Question:

If Have you been awarded funding IN THE LAST 5 YEARS? = Yes

Q296 Approximately how much TOTAL funding have you received from all sources/funding organizations IN THE LAST 5 YEARS?

- \$0 (9)
- \$1 - \$500 (1)
- \$501 - \$1,000 (10)
- \$1,001-\$5,000 (11)
- \$5,001 - \$10,000 (4)
- \$10,001 - \$25,000 (5)
- \$25,001 - \$50,000 (6)
- \$50,001 - \$99,999 (7)
- \$100,000+ (8)
- I prefer not to answer. (12)

Q297 Section 2: Perceptions/Beliefs

This next section asks you a few questions about your perceptions and beliefs surrounding funding opportunities and funding decisions.

Display This Question:

If How many organizations have you applied to for funding IN THE LAST 5 YEARS? != I have not applied for funding in the last 5 years.

Q227 Do you think your personal identity or background have played a role in funding decisions?

- Yes, I think my personal identity helped my funding chances. (1)
- Yes, I think my personal identity hurt my funding chances. (14)
- No, I don't think my personal identity affected funding decisions. (11)
- I don't know. (12)
- I prefer not to answer. (13)

Display This Question:

If Do you think your personal identity or background have played a role in funding decisions? = Yes, I think my personal identity helped my funding chances.

Or Do you think your personal identity or background have played a role in funding decisions? = Yes, I think my personal identity hurt my funding chances.

Q228 What part or parts of your identity do you think influenced funding decisions? (Select all that apply)

- Race or ethnicity (1)
 - Gender (11)
 - Education (12)
 - Professional background (13)
 - Other (please specify): (15)
-

- I don't know. (14)
- I prefer not to answer. (16)

Q301 What barriers do you feel that you face when/if applying for a funding opportunity? (Select all that apply)

- My idea needs to be more developed. (1)
- My organization needs to be more established. (11)
- I don't have access to the resources or knowledge needed to apply. (4)
- I am not a good grant writer and/or need help with proposal writing. (12)
- I do not have the time to prepare the proposal within the application timeline. (13)
- I feel there are unfair perceptions of my idea. (5)
- I feel there are unfair perceptions of my identity and/or background. (6)

I feel there are unfair perceptions about my capacity to implement my idea. (15)

I feel there is inside knowledge about funding that I do not have access to. (16)

I do not have compelling outcome data about my idea. (14)

I don't have the financial/accounting information necessary to complete the application. (17)

Other Barrier (please specify): (9)

There are no barriers for me. (8)

Q302 What resources or support would help you feel more prepared to apply for funding opportunities? (Select all that apply)

- Access to resources and knowledge about funding, the landscape, or how to apply. (1)
- Access to resources or knowledge that will help me develop my idea. (4)
- Access to resources or knowledge to help my organization become more established. (12)
- Access to resources or knowledge that will help me grow as an individual and leader at my organization. (5)
- Access to resources to help with grant writing. (13)
- Access to resources to help me document the positive impact of my idea. (14)
- Feedback on previous applications or opportunities. (6)
- Coaching, mentorship, or access to people with more expertise that can help me. (7)
- Other Resources or Support (please specify): (10)

- I don't need any additional resources or support. (9)

Display This Question:

If How many organizations have you applied to for funding IN THE LAST 5 YEARS? != I have not applied for funding in the last 5 years.

Q229 Is there anything you would like to add about your experiences in applying for funding?

Q230 Is there anything you would like to add about your overall experience with funding and funding opportunities?

Q305 Section 3: About You/Background

The aim of this section is to capture your background and demographic information. This information is anonymous and answering these questions is voluntary.

Q306 What age range best describes you?

- 18-24 (9)
 - 25-34 (12)
 - 35-44 (13)
 - 45-54 (14)
 - 55-64 (15)
 - 65-74 (16)
 - 75 or older (17)
 - I prefer not to answer. (18)
-

Q307 What is your gender?

- Female (3)
 - Male (10)
 - Non-Binary/Third-Gender (11)
 - Prefer to self-describe: (12)
-

I prefer not to answer. (13)

Q308 Do you identify as a member of the Lesbian, Gay, Bisexual, and/or Transgender (LGBTQ+) community?

- Yes, I identify as a member of the LGBTQ+ community. (1)
- No, I identify as an ally of the LGBTQ+ community. (2)
- No, I am not a member or ally of the LGBTQ+ community. (3)
- I prefer not to answer. (4)

Q309 What is your race? (choose all that apply)

- Asian American/AAPI (4)
 - Black/African American (5)
 - Indigenous/Native American (1)
 - Middle Eastern (6)
 - Mixed-Race/Multi-Racial (11)
 - White/Caucasian (9)
 - Other (please specify): (10)
-

- I prefer not to answer. (12)
-

Q310 Are you of Hispanic, Latino, or Spanish origin?

- Yes, I am of Hispanic, Latino, or Spanish origin. (1)
- No, I am not of Hispanic, Latino, or Spanish origin. (2)
- I prefer not to answer. (3)

Q258 What income bracket best describes your household income level when you applied to [\\${e://Field/ORGANIZATION}](#) for funding?

- Less than \$10,000 (1)
- \$10,000 to \$19,999 (4)
- \$20,000 to \$29,999 (5)
- \$30,000 to \$39,999 (6)
- \$40,000 to \$49,999 (7)
- \$50,000 to \$59,999 (8)
- \$60,000 to \$69,999 (9)
- \$70,000 to \$79,999 (10)
- \$80,000 to \$89,999 (11)
- \$90,000 to \$99,999 (12)
- \$100,000 to \$149,999 (13)
- \$150,000 or more (14)
- I prefer not to answer. (15)

Q259 How many people are in your household (including yourself)?

- 1 (1)
 - 2 (2)
 - 3-5 (3)
 - More than 5 (4)
 - I prefer not to answer. (5)
-

Q260 Which of the following programs have you or your family participated in IN THE LAST 5 YEARS? (select all that apply)

- Medicaid or Children's Health Insurance Program (CHIP) (1)
 - Supplemental Nutrition Assistance Program (SNAP) or food stamps (4)
 - Subsidized housing, housing vouchers, or public housing (5)
 - Low Income Home Energy Assistance Program (LIHEAP) or similar (6)
 - Welfare or Temporary Assistance for Needy Families (TANF) (7)
 - Supplemental Security Income (SSI) (8)
 - Free/reduced price lunch at school (9)
 - Other (please specify): (11)
-
- I prefer not to answer. (10)
 - My family has not participated in any of these programs. (12)

Page Break

End of Block: About You: Part 1

Start of Block: About You: Part 2

Q325 In what State do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)

Q263 What best describes your education level? (Select all that apply)

- No formal education (1)
 - Less than a high school diploma (4)
 - High school degree or equivalent (e.g. GED) (5)
 - Some college, no degree (6)
 - Some vocational training (7)
 - Associate's degree (e.g. AA, AS) (8)
 - Bachelor's degree (e.g. BA, BS) (9)
 - Master's degree (e.g. MBA, MA, MS, MEd) (10)
 - Professional degree (e.g. MD, DDS, DVM) (11)
 - Doctorate (e.g. PhD, EdD) (12)
 - Other (please specify): (13)
-
- I prefer not to answer. (14)

Display This Question:

If What best describes your education level? (Select all that apply) = Associate's degree (e.g. AA, AS)

Q265 For your Associate's degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level? (Select all that apply) = Bachelor's degree (e.g. BA, BS)

Q270 For your Bachelor's degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level? (Select all that apply) = Master's degree (e.g. MBA, MA, MS, MEd)

Q271 For your Master's degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level? (Select all that apply) = Professional degree (e.g. MD, DDS, DVM)

Q272 For your Professional degree:

What university did you attend? (1)

What was your major or focus area? (2)

Display This Question:

If What best describes your education level? (Select all that apply) = Doctorate (e.g. PhD, EdD)

Q273 For your Doctorate degree:

What university did you attend? (1)

What was your major or focus area? (2)

Q264 Have you participated in any of the following? Check all that apply.

- Teach for America (TFA) (1)
- Harvard Strategic Data Fellows (4)
- Education Pioneers (5)
- Fulbright (6)
- Peace Corps (7)
- Americorps (8)
- Other, please specify: (9) _____
- I prefer not to answer. (10)
- I have not participated in any of these programs. (11)

End of Block: About You: Part 2

Start of Block: About Your Organization/Idea: Part 1

Q253 Section 4: About Your Organization/Idea

This next section asks you a few questions about the basic structure of your organization or idea. When completing this section, think about your most recent application for funding.

Q274 In what State is your organization located?

▼ Alabama (1) ... I do not reside in the United States (53)

Q311 What is the basic legal structure or make-up of your organization?

- Non-profit (1)
- Fiscal sponsorship or intends to apply for nonprofit status (5)
- For-profit (e.g., LLC, Corporation, Sole Proprietorship) (6)
- Not legally formed (7)
- Other (please specify): (8) _____
- I do not know the legal structure of my organization. (9)



Q371

	Month	Year
When was your organization founded? (1)	▼ January (1 ... December (12)	▼ 1900 (1 ... 2049 (150)

Q278 Do you work in this organization full-time?

- Yes (23)
- No (24)

Q279 How many full-time paid employees work at your organization?

- 0 (1)
 - 1 (7)
 - 2-5 (2)
 - 6-10 (3)
 - 11-25 (4)
 - 26-50 (5)
 - 51+ (6)
 - I do not know how many full-time employees work at my organization. (8)
-

Q280 How many part-time paid employees work at your organization?

- 0 (1)
- 1 (7)
- 2-5 (2)
- 6-10 (3)
- 11-25 (4)
- 26-50 (5)
- 51+ (6)
- I do not know how many part-time employees work at my organization. (8)

Q281 Of the following, what best describes your organization's stage? (Select only one)

- My organization is at an **idea stage**; we have not yet tried our idea in any substantial way. (1)
 - My organization is at a **product stage**; we have tested or validated our idea, and have created at least a minimally viable project. (4)
 - My organization is at an **early traction stage**; our idea is well underway, and we have received support from funders or a growing number of participants. (5)
 - My organization is at a **scale stage**; our idea is developed and we are actively expanding the idea to reach more people, as well as expanding the product or idea's reach. (6)
 - My organization is at a **growth stage**; we have reached scale with our idea, and are looking to expand to capture other types of participants and compete for a greater share or different audience/market. (7)
 - My organization does not fit into any of these stages; please explain: (8)
-

Q282 What is the approximate size of your organization's annual budget?

- \$0 (11)
 - \$1 - \$100,000 (4)
 - \$100,001 - \$250,000 (5)
 - \$250,001 - \$500,000 (6)
 - \$500,001 - \$999,999 (7)
 - \$1M+ (8)
 - Other (please specify): (9) _____
 - I do not know my organization's annual budget. (10)
-

End of Block: About Your Organization/Idea: Part 2

Start of Block: Survey Wrap-Up

Q303 **Survey Wrap Up** Thank you for participating in our survey! **By clicking continue, you will be redirected to a link where you can enter your contact information for gift card distribution.**

Please note that your responses to the survey are confidential; your answers to this survey will not be associated with the information provided on the second form.

End of Block: Survey Wrap-Up

APPENDIX C: IRB APPROVAL LETTER (EXEMPT)



DATE: September 10, 2020

TO: Sue Giancola, PhD
FROM: University of Delaware IRB

STUDY TITLE: [1645620-1] Equitable Giving Project SUBMISSION TYPE: New Project

ACTION: DETERMINATION OF EXEMPT STATUS EFFECTIVE DATE: September 10, 2020

REVIEW CATEGORY: Exemption category # (2)

Thank you for your New Project submission to the University of Delaware Institutional Review Board (UD IRB). According to the pertinent regulations, the UD IRB has determined this project is EXEMPT from most federal policy requirements for the protection of human subjects. The privacy of subjects and the confidentiality of participants must be safeguarded as prescribed in the reviewed protocol form.

This exempt determination is valid for the research study as described by the documents in this submission. Proposed revisions to previously approved procedures and documents that may affect this exempt determination must be reviewed and approved by this office prior to initiation. The UD amendment form must be used to request the review of changes that may substantially change the study design or data collected.

Unanticipated problems and serious adverse events involving risk to participants must be reported to this office in a timely fashion according with the UD requirements for reportable events.

A copy of this correspondence will be kept on file by our office. If you have any questions, please contact the UD IRB Office at (302) 831-2137 or via email at hsrb-research@udel.edu. Please include the study title and reference number in all correspondence with this office.