

Thank you for downloading a PDF copy of the applicant survey for your reference. Please note that you **will not be able to record your responses in this document**. To submit your responses, return to the survey using the link sent to your email and click the right arrows (“>”) at the bottom-right of page to proceed through the questions.

## Trust for London Applicant Survey

### CEP Confidentiality Policy:

*The Center for Effective Philanthropy has surveyed thousands of grant applicants over the past decade and always treats responses as **completely confidential**:*

- We **do not** report or share individual results or identifying characteristics with Trust for London.
- We **will not** share the names of applicants that did or did not respond to the survey with Trust for London.
- We only report average results to funders. Your response will be averaged with other responses to protect the identity of all individual respondents.
- We read all written comments submitted by applicants and work to remove any potentially identifying details. We then share the anonymised comments with Trust for London. We do **not** ever identify respondents, so please be candid.

*If you'd like to learn more about how CEP shares results with funders and how funders use it to improve their work, watch this short video about CEP's Grantee Perception Report:*

[www.cep.org/gprvideo](http://www.cep.org/gprvideo).

**Please respond to as many questions as possible. Previous respondents have found that this survey takes approximately 15 minutes to complete.**

**Your response is very important and will help the Trust improve its ability to work with nonprofit organisations.**

*Thank you for your participation in this study.*

**PLEASE NOTE:** *This survey is intended for organisations that **have at one time had a funding application declined by the Trust**. If your organisation has had a separate grant application approved, someone else in your organisation may receive a separate survey about experiences as a grantee of the Trust.*

## TRUST FOR LONDON – SURVEY INTRODUCTION

*Please choose a recent grant application that was declined from Trust for London (referred to as “the Trust”) to keep in mind when answering the survey. If your organisation applied for other grants from the Trust for which you were not the main contact, other members of your organisation may have been asked to fill out the survey for those separate grant applications.*

## ABOUT YOUR ORGANISATION

1. What is the approximate annual operating budget of your organisation (in Pounds)?

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2. Was this your organisation’s first funding application to the Trust?

☐ Yes ☐ No

3. Has your organisation ever received funding from the Trust?

☐ Yes ☐ No

## GENERAL IMPRESSIONS OF THE TRUST

4. How clearly has the Trust communicated its goals and strategy to you?

| 1                  | 2 | 3 | 4 | 5 | 6 | 7                 |
|--------------------|---|---|---|---|---|-------------------|
| Not at all clearly |   |   |   |   |   | Extremely clearly |

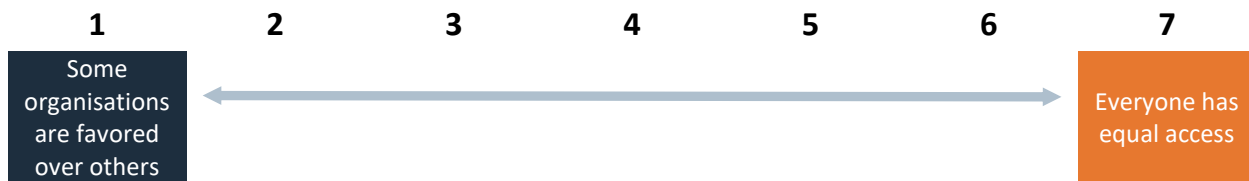
5. Overall, how would you rate the Trust’s impact on your field?

| <input type="checkbox"/> | 1         | 2 | 3 | 4 | 5 | 6                           | 7 |
|--------------------------|-----------|---|---|---|---|-----------------------------|---|
| Don't know               | No impact |   |   |   |   | Significant positive impact |   |

6. Overall, how would you rate the Trust’s impact on your local community?

| <input type="checkbox"/> | 1         | 2 | 3 | 4 | 5 | 6                           | 7 |
|--------------------------|-----------|---|---|---|---|-----------------------------|---|
| Don't know               | No impact |   |   |   |   | Significant positive impact |   |

7. How accessible do you believe the Trust is to applicants?



## ABOUT YOUR ORGANISATION'S GRANT APPLICATION

8. Describe the recent grant application to the Trust about which you are responding.

a. Was the grant application you submitted for funding restricted to a specific use?

- ☐ Yes, the grant application was for restricted funding (e.g. support a specific programme, project, capital need, etc.)
- ☐ No, the grant application was for funding not restricted to a specific use (i.e. general operating, core support)

b. What was the amount of your grant application to the Trust (in Pounds)?

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☐ Don't know

## FUNDING APPLICATION PROCESS

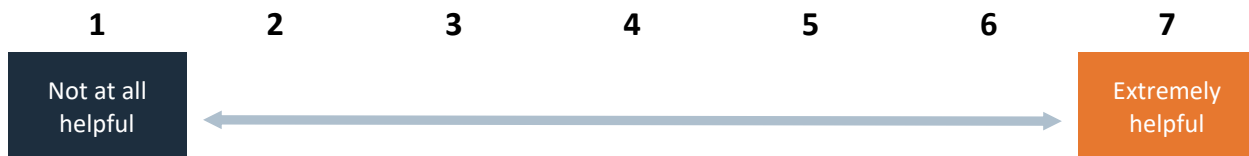
9. Why did you apply to the Trust for funding? (Please check all that apply)

- ☐ Encouraged to apply by Trust staff
- ☐ Responded to a call for applications or other solicitation
- ☐ Read the funding guidelines and thought your application fit
- ☐ Encouraged to apply by people other than Trust staff
- ☐ Seemed like a logical follow-up to a previous grant
- ☐ Is a major local funder, so seemed like a logical place to seek funding
- ☐ Is a major funder in your field, so seemed like a logical place to seek funding
- ☐ Other
- ☐ Don't know

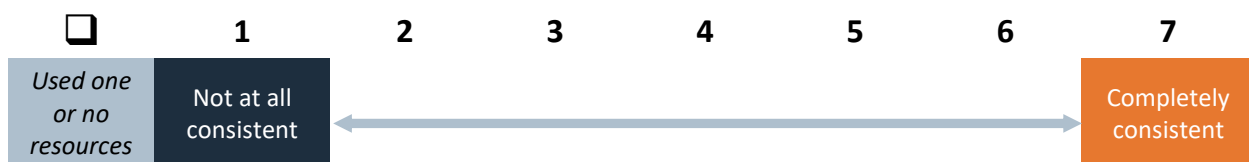
10. Which of the following were part of the selection process by which your funding application was reviewed? (Please check **all** that apply)

- ☐ Letter of intent/letter of inquiry
- ☐ In-person conversations with Trust staff at the Trust's offices
- ☐ Phone conversations with Trust staff
- ☐ None of the above

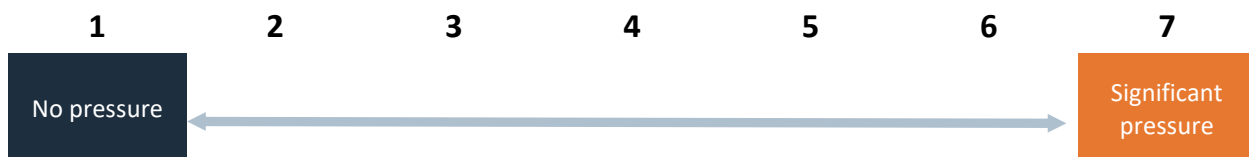
11. How helpful was participating in the Trust's selection process in strengthening the organisation/programme to which the grant funding would have been directed?



12. How consistent was the information provided by different communication resources, both personal and written, that you used to learn about the Trust?



13. As you developed your grant application, how much pressure did you feel to modify your organisation's priorities in order to create a grant application that was likely to receive funding?



14. Please **estimate** the total number of hours you and your staff spent on the grant application and selection process.

\_\_\_\_\_ hours

## APPLICATION DECLINE

15. How much time elapsed from initial submission of your grant application to the final decision not to fund your application? (Please check **only one**)

- ☐ Less than 3 months
- ☐ 4 months – 6 months
- ☐ 7 months – 12 months
- ☐ More than 12 months
- ☐ Don't know

16. Please choose the option that most resembles the reason **the Trust gave** when it declined to fund your application. (Please check **only one**)

- ☐ No reason was provided. (skip to question 18)
- ☐ A reason such as “not enough funds to go around” or “too many good applications”
- ☐ A reason such as “doesn’t fit Trust priorities/guidelines,” **with no** explanation as to why
- ☐ A reason such as “doesn’t fit Trust priorities/guidelines,” **with an** explanation as to why
- ☐ Other; the reason does not resemble any of those listed above

17. How would you rate the honesty of the reason(s) the Trust gave for declining to fund your application?



18. Would you consider applying for funding from the Trust in the future?

- ☐ Yes, I would consider applying for a similar project
- ☐ Yes, I would consider applying for a different project
- ☐ No, I would not consider applying

19. Did the Trust provide guidance about whether you should consider applying for funding from the Trust again?

- ☐ Encouraged to apply in the future by the Trust
- ☐ Discouraged to apply in the future by the Trust
- ☐ Received no indication from the Trust about whether you should apply in the future

20. After your application was declined did you:

a. **Request** any feedback or advice from the Trust?

☐ Yes ☐ No ☐ Don't know

b. **Receive** any feedback or advice from the Trust?

☐ Yes ☐ No (skip to question 22) ☐ Don't know (skip to question 22)

21. Please rate the feedback and advice you received in terms of:

|  | Not at all helpful ←————→ Extremely helpful |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| Its helpfulness in strengthening future applications to <b>this</b> funder   | 1   | 2 | 3 | 4 | 5 | 6 | 7 |
| Its helpfulness in strengthening future applications to <b>other</b> funders | 1   | 2 | 3 | 4 | 5 | 6 | 7 |

22. Please comment on the quality of the Trust's processes, interactions and communications.  
(You are not limited in the length of your response.)

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## OTHER IMPRESSIONS

23. Overall, how responsive was Trust staff?

|                       |   |   |   |   |   |                      |
|-----------------------|---|---|---|---|---|----------------------|
| 1                     | 2 | 3 | 4 | 5 | 6 | 7                    |
| Not at all responsive |   |   |   |   |   | Extremely responsive |

24. Overall, how fairly did the Trust treat you?

|                   |   |   |   |   |   |                  |
|-------------------|---|---|---|---|---|------------------|
| 1                 | 2 | 3 | 4 | 5 | 6 | 7                |
| Not at all fairly |   |   |   |   |   | Extremely fairly |

25. How well does the Trust understand your organisation's strategy and goals?

|                          |                       |   |   |   |   |                        |   |
|--------------------------|-----------------------|---|---|---|---|------------------------|---|
| <input type="checkbox"/> | 1                     | 2 | 3 | 4 | 5 | 6                      | 7 |
| Don't know               | Limited understanding |   |   |   |   | Thorough understanding |   |

26. How well does the Trust understand the field in which you work?

|                          |                                    |   |   |   |   |                                    |   |
|--------------------------|------------------------------------|---|---|---|---|------------------------------------|---|
| <input type="checkbox"/> | 1                                  | 2 | 3 | 4 | 5 | 6                                  | 7 |
| Don't know               | Limited understanding of the field |   |   |   |   | Regarded as an expert in the field |   |

27. How well does the Trust understand the local community in which you work?

|                          |  |   |   |   |   |  |   |
|--------------------------|--|---|---|---|---|--|---|
| <input type="checkbox"/> | 1                                      | 2 | 3 | 4 | 5 | 6                                      | 7 |
| Don't know               | Limited understanding of the community |   |   |   |   | Regarded as an expert in the community |   |

28. What specific improvements would you suggest that would make the Trust a better funder?  
(You are not limited in the length of your response.)

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29. How well does the Trust understand the social, cultural, or socioeconomic factors that affect your work?

|  |                       |   |   |   |   |                        |   |
|--|-----------------------|---|---|---|---|------------------------|---|
| <input type="checkbox"/>                 | 1                     | 2 | 3 | 4 | 5 | 6                      | 7 |
| Not applicable to my organisation's work | Limited understanding |   |   |   |   | Thorough understanding |   |

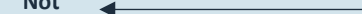
1 2 3 4 5 6 7

Not at all aware ← → Extremely aware

1 2 3 4 5 6 7

Not at all transparent ← → Extremely transparent

- ☐ Yes
- ☐ No *(skip to question C)*

|  | Not at all |  |   |   |   |   | To a great extent |
|--|------------|--|---|---|---|---|-------------------|
| Improve your understanding of poverty and inequality | 1          | 2  | 3 | 4 | 5 | 6 | 7                 |
| Help you raise funds for your work                   | 1          | 2  | 3 | 4 | 5 | 6 | 7                 |
| Change the focus of your work                        | 1          | 2  | 3 | 4 | 5 | 6 | 7                 |
| Help your policy and campaigning work                | 1          | 2  | 3 | 4 | 5 | 6 | 7                 |

|   | Strongly Disagree | Neither agree nor disagree |   |   |   |   |   | Strongly Agree           | Don't know/N/A |
|---|-------------------|----------------------------|---|---|---|---|---|--------------------------|----------------|
| Overall, I am satisfied with the online grant portal.   | 1                 | 2                          | 3 | 4 | 5 | 6 | 7 | <input type="checkbox"/> |                |
| The online system made it easier for multiple staff to collaborate in filling out an application. | 1                 | 2                          | 3 | 4 | 5 | 6 | 7 | <input type="checkbox"/> |                |
| The information provided in the grant portal is clear.  | 1                 | 2                          | 3 | 4 | 5 | 6 | 7 | <input type="checkbox"/> |                |



|   |   |   |   |   |   |   |   |                          |
|---|---|---|---|---|---|---|---|--------------------------|
| I found the portal easy to use without additional technical assistance.                 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <input type="checkbox"/> |
| If technical assistance was needed to use the portal, Trust staff were helpful.         | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <input type="checkbox"/> |
| It was easy to upload an evaluation plan or interim progress report through the portal. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | <input type="checkbox"/> |

- D. The Trust is interested in understanding more about the experience of organisations that are led by those with first-hand experience of the issues they address. The Trust defines these “user led” organisations as having at least 50 percent of leadership of the organisation (trustees and senior staff, where appropriate) being from the communities the organisation serves.

Are at least 50 percent of your Trustees and (where relevant) senior staff from the primary community you serve?

- ☐ Yes  
☐ No *(skip to question 32)*

- E. *(If yes to D)* Which, if any, of the following communities is your organisation focused on serving? (Please check all that apply: For example a BME women’s organisation).

We serve and are led by:

- ☐ Black and/or other minority ethnic people  
☐ Migrants (any status)  
☐ Deaf and/or disabled people  
☐ LGBT+ people  
☐ Women  
☐ Members of our local community or neighbourhood  
☐ None of the above

## DEMOGRAPHICS

32. What is your position? *(Please check only one)*

- ☐ Executive Director/CEO  
☐ Other Senior Management  
☐ Project Director  
☐ Development Director  
☐ Other Development Staff  
☐ Volunteer  
☐ Other

33. Please select the option that represents how you describe yourself: (Please check all that apply)

- ☐ Gender non-conforming
- ☐ Man
- ☐ Non-binary
- ☐ Woman
- ☐ Prefer to self-identify

(optional, please describe): \_\_\_\_\_

- ☐ Prefer not to say

34. Please select the option that represents how the CEO/Executive Director of your organisation describes themselves: (Please check all that apply)

- ☐ Gender non-conforming
- ☐ Man
- ☐ Non-binary
- ☐ Woman
- ☐ Prefer to self-identify

(optional, please describe): \_\_\_\_\_

- ☐ Don't know
- ☐ Prefer not to say
- ☐ Not applicable (e.g., more than one CEO/Executive Director, or other leadership structure)

***Thank you for participating in this important survey.  
Your time and candid feedback are appreciated.***