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Tracking GROW II Metrics

Kansas Health Foundation

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GROW II Metrics Survey Report

Executive Summary

The Center for Applied Research and Evaluation at Wichita State University's Community Engagement Institute worked with the Kansas Health Foundation (KHF) and the Kansas Association of Community Foundations (KACF) to administer the GROW II Metrics Survey for the fifth and final time in 2018. Key findings from the survey can be found below followed by a detailed report.

All of the endowment metrics identified for the GROW II initiative have been met or exceeded, and in some cases, far exceeded (i.e., exceeded by more than threefold).

While GROW II community foundations represent 55% of the responses to the survey this year (39 out of 70 responses), the total endowment from GROW II community foundations represents 87% of the total endowment dollars reported.

For the first time, community foundations were asked about the Keep 5 in Kansas campaign. Of the community foundations that were able to provide an estimate of planned giving dollars they have in the pipeline, more than 60% credited the Keep 5 in Kansas campaign for helping them secure at least a portion of the planned giving dollars they have in the pipeline.

Of the eight metrics goals identified for the GROW II initiative in 2009, all but one of the goals have been met or exceeded in 2018. The one goal that was not met was related to the number of community foundations participating in KHF health initiatives. As the GROW II initiative formally comes to an end, KHF may want to think about how to continue to leverage and engage this group of community foundations.

While about half of community foundations are familiar with Impact Investing, few are currently utilizing Impact Investing.

When asked how KHF could best support community foundations going forward, participants encouraged KHF to continue to support KACF and the annual conference as well as provide opportunities for training and technical assistance and help with public awareness/education.