



**Wilder  
Research**

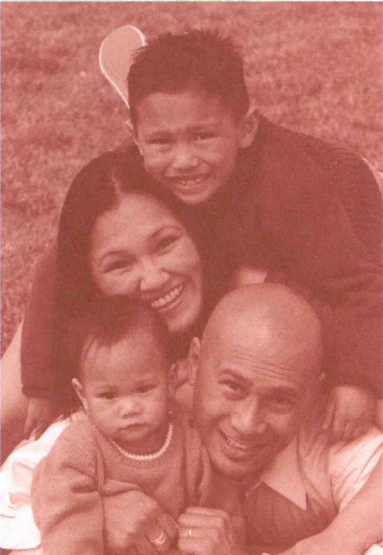


# **Wilder Foundation Office of Resource Development**

*Technical notes about implementing  
the stakeholder engagement survey*



**OCTOBER 2012**



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*Technical notes about implementing  
the stakeholder engagement survey*

**October 2012**

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## ***Project purpose***

In 2011, staff from the Amherst H. Wilder Foundation's Office of Resource Development (ORD) contracted with Wilder Research to survey past and current donors and volunteers and individuals who have attended Wilder Foundation-sponsored events. The survey was designed to help the Wilder Foundation learn more about the individuals who have a connection with the organization. The combined results will help the Wilder Foundation develop better communication strategies about programs and services.

This document outlines the tasks completed to develop and implement the survey and process and analyze results, and present examples of how the data will be used. This report is intended to be used as a guide for future replication of the survey.

## ***Research methods***

### **Survey development**

To design the stakeholder engagement survey, Wilder Research staff worked with ORD staff to identify the most important characteristics of stakeholders' beliefs, behaviors, interests, and demographics. In addition, research staff consulted literature and websites about stakeholder and donor surveys. The information was incorporated into a survey that asked about respondents':

- Level of interest in a variety of issues related to a strong, healthy community
- Participation as a volunteer with nonprofit organizations
- Contributions to nonprofit organizations, including types of organizations and motivation to donate
- Preferred methods of communication from or with nonprofit organizations
- Familiarity with the Wilder Foundation and specific programs
- Participation in Wilder-sponsored events
- Volunteer experience with Wilder
- History of donations to Wilder, including reasons for making single or multiple donations
- Demographic information

The final paper version of the survey was eight pages long and had 42 questions. The printed version was mailed to the sample list and used for phone surveys. Once finalized, the survey was programmed into the Computer Aided Telephone Interviewing (CATI) system for the web surveys. The survey is included in the appendix.

## **Sample**

This survey was designed to be completed by individuals connected with the Wilder Foundation in a variety of way. Sample information, including contact information, was provided by ORD staff. The original sample of 7,401 individuals included:

- Individuals in the Raiser's Edge donor management system from the ten county area who have made a contribution and/or attended an event and/or volunteered.
- Individuals who were added to the database since 2007 and have never made a gift and/or volunteered and/or attended an event. This includes people who have somehow expressed an interest in Wilder through staff contact or the website.

The complete list excluded all current and former employees, funder contacts, contractual relationships, Shannon Alumni, research clients (unless they were identified as donors, event participants, or volunteers), and anyone who had requested no contact by phone.

Research staff reviewed and cleaned the mailing list by removing additional employees and retirees that were not removed in the first filter. The mail house received a list of 7,284 potential respondents and removed sixteen names that did not have a valid United States address, for an ultimate sample of 7,268 people.

## **Survey implementation**

To increase the number of individuals responding to the survey, Wilder Research implemented a multi-step survey approach. To begin, a postcard was sent to the entire sample list of 7,268 individuals in late January 2012. The postcard briefly explained the survey and provided individual log-in information for a web survey as well as a phone number for asking questions or responding by phone. The postcard was followed three weeks later by a mailed introductory letter and survey to 7,124 individuals who had not responded. Finally, about three weeks after the letter was mailed, each of the 4,178 non-respondents was contacted by phone. In most cases, a message was left asking people to respond by phone, mail, or web.

In total, 1,056 surveys were returned, which accounts for 14.5 percent of the sample. Four hundred and thirty-one were returned via web (41%), 574 by mail (54%), and 51

were completed by phone (5%). Less than one percent refused by mail or web or could not be reached due to bad contact information.

A comparison of respondents and sample based on key characteristics is in the Appendix.

## **Data processing**

Paper surveys were collected via mail until May 15, 2012. Phone and paper surveys were proofed for inaccuracies such as non-response answers, incorrect question skip patterns, and double entered answers. These answers were included or discounted based on correct skip patterns and whether the proofer could discern a respondent's intended answer. For example, some respondents checked two boxes for the same question when it was required to only check one box. If a respondent crossed out one of the boxes or circled a box, it was determined that the proofer could discern the intended answer and it was included in the survey responses.

A code book was developed for open-ended and "other, specify" questions based on one-third of the completed surveys. All survey questions from the paper and web surveys were coded according to the code book. Once coding was completed, the paper surveys were keyed in preparation for data analysis.

During the coding process, the following three open-ended questions were identified as having rich qualitative data that would be useful to development and communications staff for future planning.

- Why have you chosen not to make a repeat donation?
- Please describe any other way you have been involved with the Wilder Foundation.
- What is the one thing Wilder can do to deepen your connection with the work of the organization?

The responses to these questions were coded for data processing, but they were also word processed, edited, and sorted so that ORD and communications staff could read the full text.

## **Data analysis**

Once all the responses from the paper and phone surveys were entered, the data were combined with the surveys completed via web and cleaned. The cleaning process included checking for survey completion; applying variable and values labels; performing quality tests on the value ranges of the variables and looking for any outliers; investigating missing

values; removing any incomplete, incorrect, or inaccurate data; and removing duplicate surveys. These steps ensured the data were ready for analysis.

Data analysis staff used the Statistical Package for Social Scientists (SPSS) to run frequencies and means on all variables, including the codes for the open-ended responses. The initial data run provided the opportunity for research, ORD, and communications staff to look at the data and identify questions for further exploration. The next data analysis step involved creating composite variables based on respondents' involvement. For instance, respondents were divided by giving and volunteer participation and cross tabulations were run for each variable in an effort to better understand the characteristics of those groups.

ORD and communications staff were provided SPSS printouts and future analysis will be based on their needs and requests.

### ***Using the data***

The purpose of this research effort was to help the Wilder Foundation learn more about the individuals who have a connection with the organization. Communications and ORD staff are using the results to help develop strategies for communicating about programs and services and engaging stakeholders with the organization.

Specific ways the data are currently being used, or will be used in the near future, include:

- Identifying communication strategies to increase constituent awareness and understanding of Wilder's programs and services
- Identifying cultivation strategies to improve donor retention
- Using internally to make the case for strategic, affinity based fund raising appeals – especially with volunteers
- Determining potential audiences to target acquisition efforts

# Appendix

*Demographic comparison of respondents vs. sample*

*Sorted open-ended responses for selected questions*

*Postcard invitation*

*Invitation letter*

*Survey*



## *Demographic comparison of respondents vs. sample*

|  | Potential<br>respondents<br>from ORD list<br>(N=7,283) | Respondents<br>with<br>information<br>from ORD list<br>(N=1,056) | Respondents<br>with self-<br>report<br>information<br>(N=1,056) |
|--|--|--|---|
| <b>Donor (gave more than \$1.00)</b>                     | 54%  | 56%  | 54%   |
| Donor who attended events                                | 28%  | 36%  | 45%   |
| Donor who volunteered                                    | 2%   | 4%   | 10%   |
| <b>Volunteer</b>   | 14%  | 14%  | 19%   |
| Volunteer and donor of more than \$1.00                  | 2%   | 4%   | 10%   |
| Volunteer who attended events                            | 2%   | 4%   | 14%   |
| <b>Event attendee</b>                                    | 57%  | 68%  | 75%   |
| Event attendee and donor of more than \$1.00             | 28%  | 36%  | --  |
| Event attendee and volunteered                           | 2%   | 4%   | --  |
| Volunteer, event attendee, and donor of more than \$1.00 | 1.5%   | 3%   | 8%  |
| Address in St. Paul/Lives in St. Paul*                   | 34%  | 39%  | 40%   |
| Address outside Minnesota                                | 6%   | 2%   | --  |
| <b>Gender</b>  |  |  |   |
| Male   | --   | --   | 37%   |
| Female   | --   | --   | 63%   |
| <b>Racial or ethnic background</b>                       |  |  |   |
| African American   | --   | --   | 5%  |
| African born   | --   | --   | <1%   |
| American Indian/Alaskan Native                           | --   | --   | 1%  |
| Asian/Pacific Islander                                   | --   | --   | 3%  |
| Hispanic   | --   | --   | 1%  |
| White  | --   | --   | 88%   |
| Other  | --   | --   | 1%  |
| <b>Mean age of respondent</b>                            | --   | --   | 57  |

## *Sorted open-ended responses for selected questions*

### **Q 29. Why have you chosen not to make a repeat donation?**

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#### **Missing/don't know**

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Because I am a volunteer.

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I was asked.

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I give more money to some other organizations. I will continue to fund Wilder and try to increase.

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#### **Have not been personally asked/personal request**

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I haven't been asked. My one time donation was for the services I received for my husband. At that time, that was the method used.

---

No ongoing communication or requests.

---

Have not been asked personally to do so. Mail solicitation does not do it for me. I like for someone to ask me and inform me about why the donation important.

---

I've not been asked and my first gift was only a few months ago.

---

Wasn't asked.

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First time, it was a personal ask – subsequently an appeal was sent in the mail and personal connection was missing.

---

I need to hear more about what you are doing.

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#### **I made a memorial/honor donation**

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I gave \$\$ as a memorial gift for someone you had received services as a child from Wilder.

---

I donated in memorial for a board's spouse.

---

Did in memory of a loved one, now not on my donation list.

---

I made the initial donation via e-mail a memorial request from the loss of a close friend's parent and I am currently and for some time unemployed or employed

---

It was a memorial in my brother-in-law's name when he died. He attended Adult Day Center on Marshall Ave. Saint Paul.

---

My donation was to honor a friend who works at the Foundation.

---

I gave a memorial donation when James Shannon died. It was given to the Wilder Foundation. It was a one-time donation.

---

Our contribution was a memorial. We have other organizations that are more important to us.

---

I made a donation in recognition of my brother's retirement from Wilder. I don't live in the area and make my continuing donations in my own local area.

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#### **It was a one-time donation**

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The donation we made was in honor of the wedding of one of your employees. We have a list of about 15 organizations we donate to regularly and are not increasing that number.

---

One-time donation to honor Tom Kingston.

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I made a donation for a special reason. I have a long list of donations I make each year and I feel I cannot increase the list even though I would like to include many very worthwhile charities. I can't save the entire world even though I am asked to do so on a daily basis. My perception is that the pressure on people recognized as donors has become more intense than ever. I get 2-3 letters per day and often several phone calls.

---

**Not in my budget/limited funds**

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Decrease in personal finances. Also, want to know more about where money goes.

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Economy.

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I am currently participating in a post-graduate volunteer year and I do not have the income to donate.

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Loss of income.

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Funds have been tighter recently, and Wilder has not always been first on our list for funding.

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Due to the economy I am trying to spread my donations out to the organizations I feel strong about. Wilder Foundation is one of those.

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Limited resources.

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Limited, financial resources.

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Retired – less money to donate.

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Limited money at this time, dang.

---

I have limited funds to give to charitable organizations and have chosen to contribute elsewhere.

---

Was not in my plan for the year.

---

I have two kids and more activities for me to do.

---

Lack of personal funds. Other priority organizations.

---

There are too many worthy causes for my \$ to reach.

---

**Involved in other nonprofits/not in my donation list**

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We try to periodically rotate our philanthropic giving. Also lots of competition for limited resources among good causes.

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So many other giving opportunities in the community

---

I prefer to donate to a variety of causes and missions. I might donate to Wilder again in the future.

---

I donate to other non-profit organizations,; limited resources

---

Competing opportunities; donation cycle in progress.

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Other priorities and organizations need assistance

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Not one of my top organizations to donate to. Have not attended a Wilder event since the first event I attended (Legacy Breakfast last year).

---

Other priorities.

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Other groups have a greater need.

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Other organizations have been a higher priority.

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Funding other orgs.

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As I reach retirement, my interest areas are changing.

---

I make many donations to many causes, primarily environmental.

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Competing interests at this time...we have chosen to give more to Second Harvest because that seems a priority now.

---

Donated elsewhere closer to home.

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Wilder Foundation isn't in my charitable giving budget. I concentrate my donations to a few organizations rather than give small donations to a multitude of organization.

---

Other charities.

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Priority to other orgs with which I have a more personal connection.

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Because my money could go to smaller organizations and Wilder already has a good donor base? The only one doing good work.

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Other priorities.

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It's not on my priority list of nonprofit organizations.

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Supporting other organizations. (2)

---

Chose to donate in other areas.

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Commitments exist to several specific organizations to which I give priority.

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Have a list of current supports to programs and look at personal budget.

---

Give to United Way.

---

Involved with other nonprofits in a big way.

---

Other interest and moved to California in 2008.

---

**Just became involved/first time donor/may make a repeat gift**

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We plan to make one donation per year, and we just started in 2012.

---

My sole donation was recent and I'm still learning about the foundation.

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It was my first year working with Wilder.

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It hasn't been a year yet.

---

Just donated for first time this year.

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Timing. Just made a recent donation.

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Not had the opportunity to yet, first donation was in 2011.

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Just started making the donation to Wilder this past year, and intend to continue making donations annually.

---

First year donating.

---

I haven't. I just have not yet donated again. I tend to donate annually, and my last donation was just a few months ago.

---

I only started donating to the Wilder Foundation this past year. I haven't had the chance to do it again as of yet.

---

I probably will again someday, times are tough though.

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A year has not yet passed since my initial donation.

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Made first donation this year at the fundraising breakfast. Will consider making future donations.

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I have only been associated for six months so not appropriate to ask again.

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Last year was my first donation. I plan to donate again.

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This is not quite an appropriate question for me. Our family will donate again. We have only made one direct donation and that was in 2011. Most of our community financial support is provided on an annual basis.

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The contribution was recent (11/11); I have not chosen to not make a future contribution.

---

I just made one in November 2011.

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Just made it recently.

---

This is my first, I will probably repeat.

---

Just became involved.

---

I just recently contributed.

---

Gave last year for the first time. Plan to give this year.

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First time was recent.

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Just heard about Wilder. Will make regular future donations.

---

This was the first time I was so moved to make a donation in honor of a youth.

---

Started graduate school – donations on hold for the time. Will donate again.

---

I made mine not very long ago and they haven't asked me since.

---

This was the first time I was asked.

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We have just started this year. It is our initial contribution with more to come, I believe.

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Friends who invited us to the Building on the Legacy Breakfast have move.

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The people who we knew at Wilder are no longer there. Other than mass mailings no one has reached out to me or asked.

---

Yearly financial situation.

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Out of area.

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### **I missed the event where I usually give**

---

I was invited to a community breakfast by others. I am involved in other organizations and have chosen to give my time and financial support to them. I am not sure if Wilder has a strong presence in the communities where I live and work.

---

Missed the event.

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I wasn't able to go to the breakfast again.

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Couldn't attend last breakfast and haven't done so.

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Haven't attended event – gave at breakfast.

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Haven't attended an event since first donation.

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Good question – probably laziness and forgetting but will work on it.

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### **Other**

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I haven't gotten around to it.

---

Forgot/haven't had a compelling reason to donate again.

---

I give primarily to the Shannon Institute for leadership activities.

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Would consider a sustaining donation monthly.

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The occasion has not arisen.

---

Laziness on my part.

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Program I supported was discontinued.

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Circumstances. We supported Compass.

---

I paid to attend a Shannon Leadership alumni event – was not happy that a chunk of the day was devoted to solicit feedback and input into how to improve the Institute. Why did I pay \$100 to give my feedback?

---

I don't understand. I donate to the Shannon Institute. That is my one donation to Wilder every year or two.

---

**These responses for Q. 29 were mistakenly answered by respondents who completed the paper survey. They were not coded, but we have included them in this document because we thought they might be of interest.**

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I have too many donor requests.

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Financial circumstances do not permit. I am on Social Security with very small income. What I do have goes to my church.

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I redirect contributions to other organizations that serve low income children's healthcare needs.

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Economy.

---

Disagree on directions Wilder has taken in past few years.

---

I think I've given a couple times. No reason for not repeating. Wilder is not in my Top 10 list.

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No extra money to give. I can give my time.

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I am no longer involved in Wilder programs.

---

Other donations took up funds.

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Prefer to make contributions to fewer organizations.

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Focus on needs in the city of St. Paul.

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I have very limited funds.

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Not requested or reminded.

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I have not yet donated financially since I delivered Meals on Wheels but I plan on donating after I cannot volunteer my time.

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Through breakfasts.

---

Multi-year pledge.

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Inspired by the stories of clients served.

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Bob Goldberg retired.

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I committed to a 5-year giving plan.

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I donate to probably 100+ organizations a year – most religious. Wilder just not on my list – can only do so much. I do donate my time.

---

Financial situation.

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Because I'm paying off student loans and I have other financial responsibilities.

---

I think we sent in a donation as a memorial for someone.

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Wilder has a good reputation.

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I don't think I donated last year – 2011.

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Wilder has more money than most.

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Haven't been asked.

---

Many places to give.

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Can't afford it.

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Recent economic downturn has slowed my donation.

---

Final match year gift.

---

I stopped going to Breakfast thing. Way too crowded and uncomfortable.

---

Mission is important.

---

No reason – other priorities.

---

Felt that program was accomplishing goals and trying to improve.

---

I do from time to time. Other interests.

---

Low funds.

---

Other organizations were more apparent.

---

I liked what I saw.

---

Respected friend solicited.

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**Q. 32 Please describe any other way you have been involved with the Wilder Foundation**

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**Missing/don't know**

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I'm not sure. I don't remember being involved but I know they impact other organizations so I might have gotten involved that way.

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Can't think of any other way I have but I have a very bad memory.

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I can't remember, maybe through the ACT team or the Guild team.

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Don't remember. It's hard for me to volunteer any more.

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Don't know.

---

**Shannon Institute**

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Shannon Alumnus.

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Shannon Leadership Institute participant. (2)

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Participated in the Shannon Leadership program.

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Shannon Institute. (7)

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Shannon Leadership Program

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Participant in leadership development program.

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Shannon Institute participant (2003).

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I participated in the Shannon Leadership Institute.

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Provided nominations for Shannon Institute. Was asked to be a NLP coach (but couldn't complete agreement due to scheduling issues).

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Shannon Leadership Inst.

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Fund-raising for the Shannon Institute. Hired Wilder Research to assess the effectiveness of Centers which our organization and the state sponsor.

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Alum of the Shannon Leadership Institute

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Shannon.

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I was a graduate of the James Shannon Leadership Institute

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Shannon alumni events. My nonprofit is partner org to Wilder.

---

Shannon Leadership Institute. (2)

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Shannon, Promise Neighborhood, CUA interns.

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Shannon Leadership – participant as well as helped with fundraising phone-a-thon. I work in human services in St. Paul and East Metro.

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Shannon Institute alumni.

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Advisory board for the Shannon Leadership Program.

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Participated in Shannon program in 2008 and have since been part of the advisory group. I've also worked for agencies that collaborate with Wilder. Additionally, I've applied for employment with Wilder.

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Attended Shannon Leadership forum 8 – 10 years ago.

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**Current or former program participant (self or family)**

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NLP; Support since NLP; I plan to be an NLP coach in future.

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As noted in a previous question, I've been involved in two leadership development programs.

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The Wilder Leadership Program.

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My child was resident in the Bush Wilder. The staff was very caring and helpful with him; he still talks about the program.

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Participant in the Neighborhood Leadership Program.

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Counseling services for children & family when in crisis.

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My brother and I took speech therapy at the Wilder Foundation in the 1960's when we were in grade school.

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Community surveys around veterans who are homeless and a leadership renewal experience

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My parent was at nursing home for a while.

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Purchase services from Wilder.

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Through foundation work, and through housing for a family member.

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Receiving services.

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I elected to volunteer at Wilder because my late mother received valuable services and care from Wilder.

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Family history with Wilder.

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My experience in moving to Wilder Park and the Frog own property raises concerns about how adequately you prepare for pulling out of functions/programs and your follow-up.

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I had a parent in adult daycare.

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Rented at Wilder High-rise on Milton and 750 Milton and am now inquiring about rental on Humboldt Ave. Am interested in volunteering at Serenity Care center in St. Paul.

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My mother housing. My aunt still lives in housing.

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Healthcare center services.

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My father lived at a Wilder residence for five years and then in healthcare facility for five years. He was very well cared for.

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Haven't been involved. Lived in Wilder housing.

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My husband, as a child, was taken care of at a Wilder nursery from an infant until he was 11. It was wonderful for him. He was born in 1921.

---

As a resident of a building Wilder used to manage and now I don't feel it is managed as well as Wilder managed it and a lot of people lost their jobs when Wilder moved out.

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Lived at Concordia Arms apartments in Maplewood.

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Nearly 40 years ago, one son who has a disability used some diagnostic services at Wilder.

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Husband was employed by Wilder.

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I slammed the Wilder Foundation as a kid.

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Family member is resident of single community.

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Family member used services.

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4 days a week to Adult Day at Wilder – Dale and something.

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Our son attended Eisenmenger School in the mid 70's and I attended group therapy there. Wonderful.

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Both parents were residents at the assisted living 1995-98 as well as the nursing home.

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My mother lived in two Wilder facilities in her last years. She was very well cared for. I appreciate that.

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With Wilder Research.

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I have been a client for Wilder Research.

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I am an outworker and administered the homeless survey the last time they were done.

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Was an advisor on a research project and served on a couple Compass advisory groups.

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Contracting with Wilder to provide research and evaluation of programs. Minnesota Kids Data Base.

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Through a board role at GTCUW and involvement with early childhood education initiatives, I was exposed to and impressed by Wilder's research and analytical capabilities.

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I worked closely with Wilder Foundation Research staff on homeless issues prior to my retirement from Minnesota Housing in Jan 2010.

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Teacher computer programs to the disadvantaged. I also participated in the homeless survey conducted by State of MN and Wilder.

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Have worked on advisory groups and worked on some research projects or brought business to Wilder Research

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HMIS, Homeless Survey and Regional Needs Assessment.

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Have participated in Wilder Research and evaluation for projects and services I have worked on.

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Former research consultant.

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Worked with staff on evaluation for our organization.

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**Current or former volunteer or intern**

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Wilder Forest volunteer.

I have been involved in writing curriculum for the MRC program and for training and recruiting volunteers

Volunteering.

Volunteered for 1 1/2 years at the Wilder-Bush Children's program located at Fairmount and Grotto Street, St. Paul, MN.

I have read to children in Wilder programs. Informal advisor in fundraising efforts.

Participated in focus group to explore relevant indicators.

Volunteered at Selby Jazz Fest, caregiver open-house, Capacity to Care, caregiver support group.

I volunteer Promise Neighborhood groups.

I attended a conference about the green construction of your building shortly after my maternity leave and was so happy you had a mother's room.

I volunteered for the Early Childhood Education program.

I haven't. Just youth mentor.

Volunteer. (2)

Nope, just volunteering.

Past board member.

I keep up to date with the website. I'm a recent graduate who was unable to give financially so I gave of my time.

Meals on Wheels volunteer at Marshall.

Volunteer – YLI. Past YLI participant.

Volunteered several years ago. Did a practicum there. Collaborated on a research project.

Employee, volunteer, donor.

Tutoring in the summer at the Institute when it was Nicolette Avenue in Minneapolis.

Board service, one of my children received Wilder services in the past.

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**Current or former employee**

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Employee for 14 years.

Used to work there and was a Shannon program participant.

Worked for Wilder.

I was hired as a freelance editor to edit several publications of the foundation.

I was an employee for 5 years.

I used to work there.

I was a Wilder employee on the Promise Neighborhood project during canvassing phase.

Former employee. (5)

Prior employee.

As a teacher in the residential treatment program (when it existed).

Previously employed by Wilder Foundation and recently applied for volunteer position.

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Working with assisted living – Hamline.

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Art therapy to kids at Bush. Two clients went to Wilder daycare. Independent living skill.

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Worked there for 35 years.

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Employee.

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Was an employee for over 29 years.

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Teaching classes and my wife worked there for a year.

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I was employed short time by Wilder Research years ago.

---

Used to be employed by Wilder.

---

I worked for the elderly division 21+ years. Five additional years were not credited for some reason. I worked for Wilder/Willows daycare then health services director and diversity coordinator.

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Employed.

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Previous Wilder Research staff member (left 2001).

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Provided lead poisoning testing to preschoolers. I was health resource person to translators.

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### **MN Compass/Homeless survey**

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HMIS, homelessness survey, COMPASS.

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I have mostly been involved with the Compass project and any work the Research group has done with homeless or early childhood issues.

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MN Compass is an invaluable resource.

---

Early Childhood Coalition Initiative.

---

Consider a resource for early childhood educators.

---

User of elder care services.

---

Obtained very helpful information regarding senior care options/resources for aging parent.

---

### **Information about senior care options/aging parents**

---

Utilize Data and Research services for a variety of community strategies around children and youth, participated in prof development programs.

---

Use the expertise of the staff to make some decisions.

---

Reference material from their website.

---

Several years ago, at a time when I needed organizational development advice, I was pleased to learn that discounted services and a wealth of expertise were available.

---

Have used your research information in my work with a non-profit. Have heard about many of your programs although I have not yet referred anyone to your programs.

---

I have used the research information for other community non-profit organization planning.

---

### **Use building or attend meetings and events at Wilder**

---

Use their conference rooms.

---

Completed research survey for Promise Neighborhood, attended various events over past 10 years.

---

Attended a session offered by Minnesota Council of Nonprofits.

---

Attended an event for better health care in the community.

---

---

I have just attended trainings, received the newsletter and used their research information.

---

Attended breakfast fundraising events and been to meetings @ the Wilder Center

---

Attended site visits.

---

I was a nurse and came to 911 Lafond for a Geriatric Mini-clinic in the 19980's era.

---

I was a speaker at a presentation on Care Giving a few years ago.

---

Attend HMIS training.

---

I attended one tour at the senior center - I really like what I learned and that was the last I heard from them. Would have liked to get more information.

---

I have attended presentations both hosted by Wilder--but have been to more events just in the new Wilder building. Am familiar with Wilder Research and former (and existing) housing programs through my work.

---

I have participated in numerous forums and they were at one time a partner in some work I engaged.

---

Training a number of years ago.

---

I participated in an adult mental health meeting.

---

Attended seminars.

---

Just meetings and conferences.

---

I have attended convenings, my organization uses your facility for training, we partner with Wilder in your educational work, and I benefitted from the Shannon Institute.

---

I've attended several fundraising breakfasts, several training events, and several events put on by Wilder Research.

---

I've arranged to rent space for an event at Wilder, I've heard Wilder staff present at a conference.

---

Use of meeting space for other agency events.

---

I took a tour of the building and learned about various programs.

---

Attending meetings at location.

---

Attended legal conference supported by Wilder.

---

Used meeting facilities.

---

Just attended conferences, refer to domestic abuse classes.

---

Gone to events at Wilder.

---

Wilder has provided meeting space for professional meetings.

---

Attended meetings at your incredible facility. Attended team meeting of a child in residential programming.

---

Attend events at Wilder Center on Lexington and University.

---

I attended the NLP several years ago.

---

Used to go to events at Wilder Forest.

---

Wilder has been a great location for many events held by the nonprofit organization I work for. Our organization also utilizes Wilder's excellent research reports for public education and advocacy.

---

Meetings re: service.

---

Attending trainings.

---

Education program at least 15 years ago.

---

---

I work for Habitat for Humanity, and have attended joint events at Wilder.

---

I go to events at Wilder that are of interest to me.

---

Used Wilder conference facilities for Health Partners collaborative on health disparities.

---

I've been in the building for a few meeting/events.

---

I've attended several presentations. I list many of your events on a website. I list Wilder as a resource on a website.

---

Attended events with my father involved.

---

### **Work with management team or board**

---

I am currently a retained search executive and have done executive recruiting for the organization as a client.

---

Periodic meetings with Wilder management and leadership and occasional board interaction.

---

As mentioned, served with Wilder staff on community issues. Colleague of all the Wilder CEO's: Jim Shannon.

---

### **Professional collaboration/partner with Wilder**

---

Collaborative partners in housing work.

---

Partner with Wilder staff on project and serve on Wilder workgroups.

---

Periodically work on projects like the Promise Neighborhood and Children's Mental Health Collaborative efforts.

---

Housing initiatives, Wilder has conducted research on St. Joe's Home for Children; we considered assuming some programs Wilder transitioned out of. At Catholic Charities, we consider Wilder a critical community partner.

---

I administer a small contract with Wilder Research for data collection on homelessness prevention. That said, the Wilder Research staff have been very responsive and helpful.; I really want to commend the Wilder Research Staff, including Greg Owen, Craig Helmstetter, Laura McLain, and Matt Thiede.

---

Past collaborator.

---

Professional partnerships, evaluation of projects that I'm professionally involved with.

---

Inter-agency collaboration

---

Worked with Richard Chase on a variety of early education issues

---

Partner organization.

---

As a consultant on the campaign for a new Wilder Center.

---

Years ago, planning the new community schools. Discussion with Tom Kingston.

---

I have done real estate appraisal work for the Wilder Foundation.

---

Did joint research project a few years ago studying depression in elders attending Adult Day Care Centers.

---

Professional relationships.

---

I am a hospice SW so I have worked with other SW's at Wilder, coordinating services for my clients.

---

Collaborative partner through another agency

---

Worked with Wilder professionally.

---

I had the opportunity to work with Wilder on a design and construction project.

---

---

Worked to clean up the Wilder site yard.

---

Collaborations; attended events of others in Wilder's space.

---

Joint program/project planning.

---

Partner on the creation of services.

---

Through work as a family/juvenile judge in Ramsey County; as a lawyer.

---

Wilder Research contracts with my organizations and I oversee the departments for which they provide service.

---

Through my own work at nonprofit s– different trainings and collaborations – mostly early childhood issues.

---

Leadership groups, collaborations.

---

Have collaborations with Wilder Youth Leadership programs to expand ops for youth in programs I work with.

---

Working on joint projects.

---

As an elected official in St. Paul and neighborhood activist.

---

I worked directly with Project Kofi. As a former elementary school principal, I had a wonderful experience and saw such pride in the boys who participated. I ran into them again in high school – still wearing their Kofi jackets proudly.

---

Real estate and commercial development.

---

Collegial Connections – caregiver program.

---

I was a manager of a not profit organization and cooperated on several projects. Now retired.

---

I was involved with getting Wilder Research to do a needs survey in Washington County some years ago. Family members worked for Wilder and served on the board long ago.

---

I have worked with Project Quest.

---

I worked with Project Quest.

---

See Wilder staff at many meetings concerning homelessness.

---

Referring elderly to the system.

---

Transportation for clients.

---

I consulted to parts of the organization in the past.

---

I worked for St. Paul public schools so I work with Wilder often.

---

I work in St. Paul's nonprofit community. I've participated in several ways with Wilder.

---

Just from time to time networking meeting.

---

Business relationship on projects.

---

I hired the Research department to conduct an evaluation for my organization.

---

Through a corporate partnership.

---

Leadership consulting.

---

UM/Wilder Research partnerships. Ramsey County/Wilder Children's Mental Health partnerships.

---

MN Compass advisory groups.

---

My work with children and community is my connection to Wilder.

---

---

Worked cooperatively in programming when employee by Minnesota Hospital Association and Minneapolis Public Schools.

---

---

**Received newsletter**

---

Receive newsletters.

---

I have not been involved at all. I just received the newsletter.

---

---

**Donated money or supplies**

---

I learned about the St. Paul Promise Neighborhood when I learned about Harlem Children's Zone and I thought it was amazing. Living in Minneapolis, I chose to donate to the Wilder Foundation. I would like to volunteer someday.

---

Planned giving.

---

Funder.

---

I donated used books from my classroom to the waiting area at Wilder.

---

---

**Job or volunteer applicant**

---

I have applied for positions.

---

I have offered to volunteer in the past in an area where there was not a current need unfortunately.

---

I filled out an initial volunteer application. So far I have not yet been able to volunteer but I hope that I can in the future.

---

Applied for a job once.

---

Signed up to volunteer but have not received a response or assigned. Re: Promise Neighborhood.

---

At one point I signed up to volunteer but was unable to serve.

---

---

**Relationships with staff members**

---

Significant other is employed by Wilder.

---

Worked with some of the staff at Wilder.

---

I am in contact with a Wilder staff member.

---

Long ago, when living in the Twin Cities, I called upon the then director for ideas for the Junior League to use volunteers to respond to needs in St. Paul. Our Afton neighbor and friends were employed there.

---

Attend meetings with Wilder staff.

---

I've known people who were employed at Wilder.

---

I knew Frank R in earlier years.

---

Know a staffer at HQ; have attended meetings there.

---

Used your strategic planning materials for the Junior League of Saint Paul. Also, worked with Maricarmen Cortez – Wilder employee/mentor with extremely positive results.

---

My grandfather worked for the foundation 100 years ago and my great-uncle was the director for years. So it's in the family.

---

My contact with Wilder is with staff members whom I know and respect.

---

Friends work there or used to before you fired them.

---

---

**Professional relationships**

---

Through my work affiliation.

---



---

Through work.

---

My involvement has been predominantly through the mental health referrals I have submitted to the professionals that are housed at Dayton's Bluff Elementary school. I have also had a lot of involvement in Project Kofi.

---

Work for partner social service agency.

---

Wilder was a contractor for services.

---

Nonprofit partnership (through my employer).

---

Getting my company to make a sizable grant.

---

I used to work at Slocum, the Minneapolis-based investment consultant that provided advisory services to the Wilder Foundation.

---

I have been a staff member for programs using Wilder Forest before it was closed.

---

Through my employer, the city of St. Paul.

---

Worked for an organization that Wilder did research for.

---

Collaborate on data collection for specific projects through my agency where I'm employed as a program evaluator.

---

I work at a high school and bring students with me to the Children Development Center for education and service days.

---

I worked for an organization that donated to Wilder at one point. I work for an organization that interacts with Wilder a fair amount.

---

I work for a nonprofit that has partnered with Wilder.

---

There is a partnership with my school so I have been involved in talking to people about the services offered and how they might be able to help my students and their families.

---

Involved with the development and construction of the Wilder Foundation Corporate Campus and Construction Projects at the Wilder Daycare and the Healthy Aging Center at 650 Marshall.

---

I am the literacy coach at an Achievement Plus elementary where we are partners with Wilder.

---

Through my work.

---

I work with older adults who receive Adult Day Care Services from Wilder. I work with older adults who receive health and wellness programs from Wilder. Some employees of Wilder are involved in a community advisory group that I am a part of.

---

Place St. Catherine University OTA students at Wilder Adult Day Health for fieldwork

---

Through employer (Cummins Power Generation).

---

I have been employed by organizations that have partnered with the Wilder Foundation including the Saint Paul Public Housing Agency, the Saint Paul Area Chamber of Commerce, and the Midway Chamber of Commerce.

---

Past employment working for a nonprofit organization under the "umbrella of the Wilder".

---

The organization I work with has contracted with Wilder Research on several occasions.

---

I dance with Kairos Dance Theater and I/we work with the people at Wilder once a week, I think. I am not always there. I drop off all of my magazines every few weeks.

---

Employer partners with Wilder.

---

They work with organization I volunteer with.

---

---

I work for a sister foundation – nonprofit.

---

The nonprofit I work for has/is a collaborator with Wilder for caregiver support, senior exercise classes, and other senior services.

---

I taught at the Bush Center. I think it might be affiliated with Wilder.

---

Because I worked in service agencies/organization I learned about Wilder.

---

I used to work with another nonprofit organization that involved with Wilder.

---

Strongly involved as an SPPS administrator, now retired.

---

Have co-worker that used your services – learned from them.

---

Job placement/presentation of our temp services.

---

Through work events with Wilder and United Way.

---

Activities through work – United Health Group.

---

Vendor.

---

### **None**

---

None. (46)

---

None. I learned about the foundation through a course at the Humphrey School.

---

I didn't realize you wanted individuals to be involved with Wilder. My awareness of Wilder has been through your reputation for sharing research to inform organizations and local government.

---

I have not been and would like to be more involved even if it means just receiving updates on the work you do.

---

I have not been involved with Wilder in an active way.

---

### **Other**

---

Interested in some topics, reading.

---

As previously described.

---

Woodbury Community Foundation provided a survey for our organization. Impressive.

---

N/A. (8)

---

Providing professional services, consulting.

---

Already provided.

---

Through SMIF and SHIP.

---

Following from afar.

---

Usually supplying input about your direction.

---

I have offered involvement but have not been asked to help further.

---

Grant recipient.

---

We are a financial donor because we pay rent to Wilder and it increases 3% a year regardless of our situation.

---

Some business dealings in the past.

---

Advising on research priorities and presenting at events.

---

---

I was in a community leadership program through District Community Council 1, but am no longer serving with that organization.

---

TC Opportunity Housing Investment Fund.

---

Centennial of Wilder, MN. There is an arguable question about Wilder's role as to whether it should be a research driven, role model leader AND a provider of services OR research only. Is it appropriate for Wilder to fundraise in competition with other providers in the community who have a broader or more sensitive mission?

---

As executive director of a grassroots non-profit, I have experienced Wilder's intrusion and micro-managing of community projects--to the point where they are ineffective and damaging to the work in the community.

---

As a colleague in the field of human services.

---

The non-profit that I'm involved in has provided backpacks for Wilder's back-to-school campaigns.

---

Given baby food, given food and clothes.

---

I have been involved in many ways since I swam at the Wilder pool years ago.

---

I am an attorney and a client designated a gift to Wilder foundation in her will.

---

Through the years I always felt a good feeling about the Wilder Foundation.

---

I would like to learn of volunteer things.

---

I helped recruit their current President.

---

Community engagement activities.

---

Wrote an article about it for local newspaper

---

Meals on Wheels. (4)

---

As a child my father took us to the Wilder pool to swim. It cost him a nickel for each of us (5 kids). We didn't have a lot of money and it was good family fun :)

---

I'm a teacher, Students asked me to support the Youth Leadership Program.

---

Meals on Wheels delivery.

---

I have heard the new director Wilder Foundation introduce herself and talk about her new position. There is an empty Wilder Foundation building in my neighborhood.

---

Using the survey of homeless information statistics in letters to legislators or to talk about the needs to end homelessness.

---

Referring people/organizations to your services.

---

Several years ago I was researching various nonprofits to discover where I wanted to do my volunteer work.

---

Know about women's advocates and the ROOF program.

---

Was a member of the CSA at Wilder Forest.

---

Started a library in child care center for my Gold Award project.

---

Mentor and leader.

---

Breakfast.

---

At one time I delivered the monthly Good Age newspaper on a special newspaper route in the north suburbs.

---

---

Day nursery care in the 1930's.

---

Friends and relatives have worked for Wilder.

---

First I need to learn more.

---

Daughter in Wilder leadership program.

---

I have attended the New Normal and Research presentations.

---

---

**Q33. What is the one thing Wilder can do to deepen your relationship with Wilder?**

---

**Don't know**

---

Don't know/Unsure/Unknown (52)

---

It's hard to say because I live in San Francisco.

---

It's too early in my connection with Wilder Foundation to answer that question...as a new volunteer, I need to give the organization some time (like a year) to experience it's' communication elements to respond.

---

Don't know at this time. I live far outside of Wilder's primary program focus area, therefore am not as impacted by their programs.

---

I am not a St. Paul or Ramsey county resident. Wilder serves that area. Not sure what could be done.

---

Don't know. I try to keep up on stuff.

---

I don't live in the region that Wilder serves, so I don't know if that's possible.

---

Not sure--my volunteerism and giving are quite full right now.

---

Can't think of anything--my volunteer commitments are with other organizations primarily; I view Wilder from a distance with positive feelings

---

I'm not sure. The changes over the past several years have weakened my connection. I don't know the current Wilder like I did the previous version.

---

I am not sure at this time. I would need more information.

---

I don't know. Info is interesting, but economically I'm stressed and that won't likely lead to more financial support in the foreseeable future.

---

No idea. I get a lot of information from NPO's and Wilder does not stand out for me.

---

Unsure at this time. I have had two major operations in the last 1 3/4 years and was unable to do much at this time. I am also now a caregiver.

---

**Start or stay connected with me**

---

Acknowledge that I still exist. I have heard virtually nothing from Wilder despite that fact that I have continued to honor my annual pledges. Therefore, I will discontinue my donations after this year.

---

I'm not sure what Wilder's strategy is regarding who is classified as a "major donor" and how they follow-up, but a personal relationship with donors, especially major donors is important. I think if Wilder knew more about me and my husband, they would find that we could probably bring more people closer to Wilder, but we've never been asked. Taking the time to learn more about your donors and asking is important. We might not fall into a category that would warrant that, and I understand that resource allocation is an issue.

---

Probably ask me. If you ask me to do something that suits my capabilities and talents, it is likely that I would help.

---

Keep in touch.

---

---

Let me know how I can help.

---

Invite me to work on the project with youth.

---

Communicate with me.

---

Deepen relationship – building with families who have young children.

---

Ask me to get involved.

---

Keep encouraging me to come take a tour. I want to do that but still have not done that.

---

### **Electronic communication/social media**

---

Emails.

---

Real social media strategy. True interaction, including peer to peer, on usable platforms like Twitter.

---

I wasn't aware if Wilder has a Facebook account, so if they do, they should promote it more, particularly on recent news with links to organizational web site.

---

Personally reach out to me in email or calls.

---

Reach out to me about specific events. I guess I need to sign up for your emails. I would love to attend more events/presentations that involve data collected from MN Compass.

---

Quick email updates. Let me know (in plain terms) how you are helping the community. I've gotten annual reports, maybe even quarterly, but I usually don't have the time to delve deeply into it.

---

Use social media more extensively.

---

Just keep sending the emails about the Compass and periodic communications on things. Like this survey; it was thought provoking.

---

Communicate via website and email to better promote programs.

---

Get me on an email update for info on what the foundation is doing & how I can contribute.

---

Email newsletter.

---

A quarterly email newsletter would probably be sufficient for helping me become more familiar with how I can be involved.

---

Facebook invitation.

---

Using social media to attract younger people.

---

Consistent email updates that highlight progress in addressing poverty and homelessness and racial disparities.

---

Wait for me to gain employment and keep your name and activities in the social media.

---

E-newsletter.

---

E-newsletter sent via my email address. Feature stories. I am able to read e-newsletters quickly.

---

### **Short updates**

---

Brief written updates - maybe an oversized postcard with highlights. I don't have time to read large reports. I set them aside and then don't get to them until I am clearing my desk...and then I recycle them... so the shorter the better. You don't have to open a postcard!

---

I'd like a brief but informative write up about what the Foundation is doing and how funds are allocated annually.

---

Information – inform not too time-consuming to digest.

---

---

They probably sent me too much information but I only have time to read it once in a while. Only send things that are very important to me.

---

### **Written communication about accomplishments and goals**

---

Talk more about the grassroots level impact they are having with communities and the things they are doing with not for them.

---

Keep me up date by mail. Thank you.

---

I'd like to see more stories about the number of people being served by the various programs.

---

Ensure that the purpose of volunteer efforts is visible to the volunteers. I only donate funds to programs that I can see have a positive outcome.

---

Quarterly mailings.

---

Newsletter of contributions of Wilder in the community and how we can help.

---

Send stories of individuals who are benefitting and tell me what programs are open for applicants (in case I know people at church, etc.).

---

Send me at least an annual report.

---

Send me a written annual report of the accomplishments and goals. Plus I was personally connected with Tom Kingston but have not met or would be able to identify the new leader.

---

Like the annual report.

---

Talk about results being achieved.

---

### **More media campaign and public awareness**

---

Find a way to present your organization to our population in a setting where they would be comfortable and can become better educated about the many services Wilder has to offer. Often times, when I refer a parent to Wilder, they are intimidated and often resist simply because they are not familiar with or don't trust what Wilder has to offer.

---

Stay relevant.

---

Greater media coverage in Minneapolis.

---

Nothing comes to mind, except get the word out there.

---

Create more awareness

---

Have a representative attend community meetings to make connections and make people aware of events and programs and build up the services, rather than community having to try and find out on their own.

---

Become more focused on addressing the avenues out of poverty, to better nutrition, and to continually reaching out to the new communities who are settling in the east metro area.

---

More work in the surrounding neighborhoods at existing neighborhood events (where people already are) to get the word out about Wilder's work.

---

Taking this survey exposed me to some other areas Wilder is involved in, such as caregiver support. Seems like I should have known that about Wilder before today.

---

Stay in touch!

---

Advertise your website. Make it user friendly. I, myself, haven't looked at it. I think this survey has made me more curious about your organization.

---

More visibility about its services (and needs). Meet and greets in certain St. Paul neighborhoods would likely expand the donor base while increasing the knowledge base of the Foundation's mission.

---

---

Send me calls to action.

---

Get the word out beyond the Twin Cities.

---

Continue with media advertisement.

---

Keep in the public eye so the broad community will know what is going on.

---

Be more approachable and welcoming.

---

Play a greater role in affordable housing advocacy.

---

Help people understand “connectedness” of Foundation to direct service and how this impacts policy and frames community agendas – more direct education and connections.

---

Better public engagement within the broader community. Make the need better appreciated.

---

Keep sharing insights and learning.

---

Public interest stories in news raise awareness.

---

More outreach in different ways, more transparent with research – have more opportunities for communities to be involved.

---

More visibility – current, not past history of how Wilder began.

---

Visibility and some transparency.

---

Let more people in the community know who they are and what they do.

---

Keep the public informed about its programs.

---

Improve public relation effort to keep members of the community informed of your activities.

---

I guess maybe more information, more advertising by email. I’m not aware of a lot of the programs Wilder offers.

---

Perhaps publicity of the good works it does.

---

How do we promote families to make “better investment in their children (family engagement).”

---

More media campaigns/public awareness.

---

Happy column printed in the Star Tribune or Pioneer Press monthly.

---

How has the Wilder Foundation affected the outside Twin Cities community?

---

Keep it current and keep it in our face.

---

### **More information about programs and organization**

---

I would like to see a 2 hour briefing of ALL Wilder Services as I thought I knew quite a bit and found out in doing this survey I do not!

---

List the different groups you support. Ask me in which one I have a special interest. Inquire as to the amount I would like to give. Provide different options for payment. State if unable to give at this time, when would you like to be contacted again. Reach the community by targeting specific zip codes with flyers through the U.S. postal services.

---

Inform me about Wilder's work. I don't currently receive any information on a regular basis from Wilder.

---

Information on success stories.

---

I need to know more about what is happening, on a regular basis.

---

Tell the community how you use your endowment and why you need other support.

---

---

Keep me informed.

---

Childhood and education services information and volunteer opportunities.

---

Continue to keep my informed.

---

I'd love to receive a newsletter informing me on what the foundation is doing.

---

Understand board/leadership vision for the organization's role in St. Paul. Also how as an involved member of the community, I can advocate for and support human services in St. Paul at Wilder and beyond. Engage the public in an understanding of why human services are so important to the community.

---

Send regular newsletters.

---

Keep putting out information about its work.

---

Communicate, communicate, and communicate!

---

Nothing at this time other than keeping me informed.

---

Again, success stories about each of your programs would be interesting to read or watch in a video, online so I can choose when or if to watch it.

---

Educate more on services you provide.

---

Maybe to understand the financials better. And how I can become a better fundraiser for Wilder. To become better networked in the community and hopefully able to lobby the appropriate people.

---

Keep me well informed of Wilder activities in my fields of interest.

---

Communicate the stories of those affected by the Wilder Foundation

---

Inform me about what they need.

---

Let me know what programs they have and more about them.

---

Communicate the needs that Wilder is addressing so that I can decide if I can assist with the needs presented by donating or volunteering, etc.

---

More info on specific interest areas.

---

Send me more info.

---

Transparency. Diversity.

---

Provide more information on people impacted by services.

---

Keep me posted on their needs and accomplishments.

---

Keep me engaged with what is unique about Wilder.

---

Share research findings.

---

Maintain current updates on activities.

---

Following leadership transitions and retirements – (Tom, Lenni Wilcox, Ronnie Brooks) opportunities to meet new leadership team. I.e. Never met COO.

---

Stay connected with us.

---

Do its best to keep me informed.

---

Send me info.

---

Maybe clarify programs. Clearly communicate what each program does.

---

Continue making research accessible to nonprofit organizations.

---



---

Communicate.

---

Advertise volunteer opportunities on local papers more.

---

Keep me informed.

---

Keep me informed as to what Wilder is doing in the community.

---

Newsletter is good.

---

Newsletter and annual report mailings.

---

Regular communications.

---

Newsletter.

---

Continue to send updates regarding what Wilder is about and what they are doing.

---

Need to know more about Wilder's other programs.

---

Newsletter.

---

### **Be present in community/show longevity**

---

Continue to be present at community events, share resources.

---

I would like them to be a more visible presence in my building like when I first started.

---

Build trust by being present with individuals and the community. Letting them know you will be there for the long term.

---

Nope, the St. Paul Public schools to provide the best education possible for its students.

---

### **Events/meetings/presentations**

---

Continue to do the informational events on specific topics.

---

Invite me to attend any pre or post research briefings on affordable housing and homeless issues.

---

One example is The Promise Neighborhood. While I have worked with another organization in that community for 25 plus years, I have never been included in any of the promise neighborhood meetings. When I hear others talk about the work in the Promise Neighborhood it is disappointing because I know so little about the work that is occurring. If there were maybe a few public meetings to include other potential partners it would be good for all families.

---

Offer an event to meet other volunteers, hear from different department heads about the type of work that Wilder does in other capacities.

---

Sponsor other non-profit organization events for name recognition.

---

Invite me to another breakfast or perhaps a smaller, focus group.

---

Tour.

---

Invite me to visit one of their programs in action. Have a day for donors to volunteer so they can see their dollars in action.

---

More events to show off the work you do.

---

Invite me to meetings and explain how programs have made a difference in lives.

---

Visits. Virtual tours (online website); small coffee meetings.

---

Have community meetings go with groups and individuals to get increased discussion on challenges people are facing.

---

---

1) Make presentations regarding research findings and become more political. 2) Engage their leaders/legislators in setting better priorities. 3) Workshops to build advocacy for programs which equalize opportunity to all citizens. Those people who are poor or mentally ill are not lazy or personally to blame. Government itself is discriminating. I do care pays 55% for mental health services. 80% for all others. Social Security is based on earnings. If one was for during working life or paid less (women 80% on dollar of man) they will not receive enough to live on.

---

1) Have a community event that would interest me and then broaden my knowledge about Wilder. 2) Cooperatively partner with another 501C3 local community agent, one which I participate in or may observe. Upon reflection I feel Wilder is self-insulated. All I know about them is their real estate. The new LED building, the nunnery on Crocus Hill, Wilder Forest. Hmm, I don't know what goes on in those places exactly.

---

Continue to invite me to Wilder events.

---

Follow-up on requests – tours and requests from breakfast - push info back out a quarterly or some other means.

---

Don't know. Do more activities outside of St. Paul, i.e., programs or events that will make other communities familiar with Wilder.

---

Reunion for Shannon Institute.

---

Do another program offering for Shannon Leadership alumni – i.e. retreat, reunion, breakfast, etc.

---

Have programs/events that are relevant to my interests/values.

---

Keep doing the informative events of interest to me.

---

A Shannon Leadership class reunion may reconnect me to Wilder.

---

### **Newsletter**

---

Electronic Newsletter.

---

I have received only one informative "newsletter" from Wilder since I retired 4 years ago. I've received invitations to fund-raising events.

---

Send out a newsletter on updates, however frequently you think you need it whether it be quarterly or annually.

---

Receive newsletter or annual report.

---

A periodic newsletter -- online or on paper.

---

E-mail newsletter regularly.

---

### **Describe work about a specific community**

---

How is Wilder impacting the needs of citizens and children in Washington County.

---

Continue the Eat work; Support Promise Neighborhood efforts in both cities;

---

The Foundation does so many things--I would perhaps respond to an appeal to help fund just one specific program.

---

Broader work with youth/life skills/nutrition.

---

Continue to address critical needs facing our underserved communities. Way to go!

---

Inform me. At this point right now, knowing what is going on. More with Art Therapy. I don't know if there are any venues that allow for it.

---

Results based research – encouraging it within the Foundation and among other needs-based organizations and making the connection between policies and politics, the “haves and have-not” publicity.

---

---

Issues around homelessness and mental health.

---

Show it is breaking the cycle of poverty.

---

Continue to provide periodic e-based information on how Wilder is making a difference (long-term, sustained, life-changing, innovative) for people in our community. Continued emphasis on racial disparity and new immigrant work.

---

Appeal more specifically to something I care deeply about.

---

Describe the work you are doing with the Latino community.

---

I would like to learn more about its resources for early childhood educators.

---

Continue the Youth Leadership Initiative and reporting on successes.

---

**Work/volunteer opportunities**

---

Schedule of activities needing help with for the month or quarter.

---

Send out information about volunteer opportunities.

---

Contact me with opportunities both for employment and specific volunteering positions.

---

I hope in the future I will be more available to volunteer for Wilder.

---

I just need to get involved & volunteer. It's a great organization.

---

When I retire I will definitely consider Wilder as a future volunteer site. I guess I would visit your web site.

---

I was recruited to deliver Meals on Wheels while at work. A Wilder staff person came to our building to explain the service and recruit volunteers.

---

Let me know of more ways to volunteer.

---

Provide me with the opportunity in working with children in mentoring, reading to them, helping with homework, and just being a good friend.

---

Seeing a list of volunteer opportunities near my workplace or home.

---

I would love to learn more about how to get involved on both the volunteering and career levels.

---

Keep me posted on upcoming volunteer opportunities and events.

---

Offer volunteer opportunities in the area of Wilder Research that would enable a better understanding of that part of Wilder. And make SURE that MN Council of Nonprofits job board knows about them.

---

Ask me to get involved as a volunteer.

---

I think that they could hold job recruitment events and make these very well-known to St. Paul, MN and surrounding area residents.

---

Provide direct volunteer opportunity.

---

Reach out to graduate school programs (I am a student at the U of MN School of Public Health) for volunteer participation opportunities.

---

Communicate areas where volunteering is needed.

---

Provide ongoing information on updates of the organization and opportunities where I can participate.

---

Reach out to offer volunteer opportunities that offer volunteers ways to use their expertise. I am a former community foundation ED and development director and currently consult for nonprofits - I want to use what I know in volunteer work - if Wilder has a place for that area of expertise.

---

---

Keep me informed about opportunities to participate in events or work for young children.

---

Hire me!!! Seriously -- I've applied for various jobs as an interviewer, etc. I am DYING to work for Wilder Research as a cultural consultant/analyst.

---

I hope to be invited to work with Wilder again in the near future.

---

Help me find ways to volunteer.

---

Clarify how I can be useful to Wilder and at the same time gain a sense of fulfillment or gain skills as a result of my involvement. Provide a wide range of ways to benefit Wilder and its constituencies.

---

Community outreach – spreading the word to outsiders of your work and volunteer opportunities as you have done.

---

More options for volunteer work.

---

Offer very specific opportunities to get my family involved in volunteer work.

---

Work with me to find suitable ways to expand my volunteer work and use my skills and experience. I don't believe I have sufficient familiarity with Wilder's programs to suggest how I can use my skills beyond my current volunteer work.

---

I would like to volunteer there in a sports capacity.

---

I would consider working in a nursing home again.

---

Give widespread notice of specific skills experience that could benefit Wilder and the community it serves in terms of volunteer needs.

---

If I look at the options for volunteering I could take a look at them and see what I can do. Mostly because it's St. Paul and other than for my kids' schools, Wilder gets the most of my volunteer time with Meals on Wheels.

---

Provide a job for me.

---

Inform me of volunteer opportunities.

---

Learning more about Wilder. With recent economic issues country, I have primarily about decrease in programs for children with mental health issues, elderly, public health services, and Wilder Retreat Center. I'm sure Wilder is still involved with good programming and I would be interested in learning more about those.

---

Work more with folks with mental illnesses.

---

Possibly present at a Hubbs Center Professional Development workshop on your culturally specific adult mental health services and other programs/services that could serve our adult learners. Contact: Kristine Halling, manager, 651-290-4822.

---

### **Elderly public health services**

---

Bring people together around the common goal of keeping older people healthy and supporting the families doing the work.

---

Increase the programming and support services offered to aging adults and caregivers specifically for those dealing with dementia and early onset memory issues.

---

Help elderly get around to social things in St. Paul.

---

Expand elderly services for diverse cultures, especially senior housing and assisted living. What about the old Shalom location near the fairgrounds?

---

I don't know. Donations increase donations or whatever you guys do over there.

---

Send and "alert" notice to go to Wilder website to read "brief" summary of work and make a request.

---

---

Present a short (1 to 3 hours) seminar/program about estate planning/gifts to the Wilder foundation. CLE credit for attendance.

---

### **Wilder Research**

---

Continue your outstanding research.

---

Do more community survey work around hot button issues within neighborhoods. Too often a few loud voices dominate decisions at the community council level and at the city council. More hard data on what the silent majorities think could change the decision-making process.

---

Wilder Research can continue to provide in-depth research reports on homelessness, including homelessness issues for families, youth, individual adults, and refugees/New Americans.

---

Continue to share research.

---

Promote research by sharing it via events with other groups (chambers of commerce, etc.).

---

Invite me to learn more about the research areas and findings.

---

Continue offering opportunities to provide research and evaluation services.

---

Wish I was more aware of ways to learn more about their research. Do they give public talks? Share information in other ways? I am intrigued by the Wilder Research model and am curious to learn more. So - I guess the answer to your question would be to send invitations (email would be great) to such kinds of events so that I don't miss them. I live in Minneapolis and feel removed from St. Paul and Wilder. I need to take the initiative myself to find out what's happening over there and I don't always think about it even though I'm interested.

---

Continue to provide research and information on pertinent topics.

---

Your research is so valuable to my early childhood work.

---

I think surveys like this are a good way. I was never asked before about whether I think Wilder is addressing community needs. I think they are in some ways. But I think they are neglecting a community need by withdrawing funding from many supporting housing programs.

---

Present findings from its research in compelling ways that address top-shelf issues like economic and educational disparities among races in the metro area, or St. Paul more precisely -- all in terms that specific interest groups would find most compelling.

---

Wilder Research.

---

What compels me is the research and studies and how they change communities and address the issues. It drives change.

---

Wilder could continue to do quality research on the social issues of our time to help solve them.

---

Continue to be responsive with educational research/presentations, conduct focus groups and provide opportunities for community members to interact with Wilder.

---

### **Increased collaboration or work with other organizations and community members**

---

Consider work on the East Side of St. Paul.

---

I think we both need to think about shared strategic focuses and how we can maximize our partnership.

---

---

Continue to build relationships with everyone you can meet. I grew up as a kid knowing Tom Kingston and his family. Once I became a professional in the Twin Cities, I got involved with Wilder and became a volunteer. Solely because of my connection to Tom and my belief in him and what he could do for the organization. Slowly, I began to learn more on my own about Wilder and increasingly connected more to Wilder, than to Wilder through Tom. This, in my opinion, is how a non-profit should be connected to its constituents. I value Tom and the leadership he gave, but it speaks volumes to all the professionalism of the entire staff at how seamless the transition seemed to be to the new CEO, from the donor's perspective.

---

Expect Wilder's executive and program leadership to personally participate in community initiatives and collaborative efforts by demonstrating best practices in service delivery and adapting to cultural differentiation.

---

Begin serving people in the seven county metro area instead of just Saint Paul area.

---

Collaborate more actively with similar research and evaluation agencies. We have a lot of data and experience to share. Keep publishing work, methods and reports on the web site.

---

Expand your circle of support to Minneapolis.

---

Connect with area organizations.

---

Show me more about what it is doing on my side of the river (i.e. in Minneapolis or the western suburbs) and statewide. I may be wrong, but the impression I had from the event I attended was that it was more focused on St. Paul.

---

Meaningfully engage and empower the community you serve.

---

Have a stronger presence in Washington County, where I live and work.

---

I don't know what more Wilder can do other than to increase collaborations with other nonprofits working in Saint Paul to help people overcome poverty and strengthen social capital in our communities.

---

Wilder needs to work more collaboratively with small, grassroots organizations in the community-- rather than being the manager of the "Big Boys" clubs.

---

Not sure. If there were strategic partnership opportunities, either programmatically or in advocacy.

---

Collaboration amongst our two non-profits to promote educational success for Minnesota's K-12 students.

---

Increased collaboration with other organization.

---

Find ways to be a greater catalyst for bringing key stakeholders together to jointly collaborate around a critical community issue.

---

Build or strengthen relationship with Isaiah. 612-333-1260.

---

Include me on planning and activities.

---

Flyers placed in the community. I work in the schools – some connection with the schools or those of us who do family visits and are in direct contact with families in need every day.

---

Wilder could help with more community concerns.

---

Increase and remain active in neighborhood level by continuing your work with the elderly and youth.

---

More partnerships with other organizations.

---

Clarify how grassroots residents in the community can be involved.

---

Partner with organizations I am involved with. Have someone who volunteers with Wilder invite me in.

---

---

Leaders need to be more engaged in Service Clubs like Rotary to connect more with business leaders – Chamber of Commerce, etc.

---

I'm a pastor. Perhaps connect with local ministries from various faiths.

---

Show me specific projects my organization can collaborate on.

---

Connect more broadly to East Metro. Community members – not just through programs but as a “neighbor”.

---

Partnerships with outstate organizations.

---

### **Advocacy**

---

I don't feel as though Wilder effectively connects to the most pressing issues of the community. They have very little real support by the AFAM community and they are not effectively pushing long term reform in unemployment or criminal justice which I find shameful. I also believe that leadership seems disengaged and unapproachable.

---

Engage on significant issues in a meaningful way.

---

I would like to see Wilder initiate more involvement and support for grass-roots community development initiatives. There are many neighborhoods in St. Paul, specifically the east side, that are already deeply involved and invested in change-making initiatives that could benefit from the advice, counsel and advocacy of Wilder.

---

Active recruitment of volunteers and employees from the communities of color.

---

Show me a commitment to a diverse leadership staff.

---

### **Just keep doing what you are doing**

---

Continue what you do.

---

Continue to include me in the expansion/creation of homeless youth services.

---

Probably nothing. I will continue to attend workshops, meetings around topics I am interested in.

---

Continued communication.

---

Continue its good record in identifying and meeting the needs of the community, and continue finding ways to take advantage of the skills and experience of committed volunteers.

---

I am happy with my current relationship to Wilder. My home is several states away making it difficult to increase any involvement.

---

I don't think there is ONE thing. I think Wilder does a very good job of connecting with the community.

---

Keep your work timely, relevant and essential.

---

Continue with the blog/newsletter.

---

I'm as connected as I can be.

---

Nothing beyond keeping me informed about the work of the foundation in your customary ways.

---

Keep up the good work, keep communicating

---

No change.

---

Continue to provide outstanding services within the mission of the organization.

---

Continue it.

---

Nothing. Doing fine.

---

I don't think they can do anything else.

---

---

I will continue to participate in Wilder sponsored events that fit with my time and are pertinent to my job.

---

Keep good information coming.

---

Continue doing the great work they have been doing through their programs and support the community as it continues to grow and change.

---

Continue to do things I agree with.

---

My current connection is currently about right.

---

Based on time, I can't do more at this point. Just keep up the great work!

---

Wilder could launch a more robust, broader donation campaign with details about your incredible work.

---

For me, nothing. No problem with Wilder – I just can't do more money and time-wise. I am pretty fully committed.

---

No much more.

---

There really isn't anything. I'm 81, so I don't volunteer. I read the newsletter and contribute money.

---

Nothing else. Breakfast really good.

---

Wilder Foundation already does great work to do so! However, showing what my stake in the organization could do may deepen the connection.

---

Already doing great.

---

I think you are doing fine.

---

Nothing at this time.

---

Not much. Happy with information.

---

**Do not want a deeper connection**

---

If I wanted to be more connected, I think I would know how to pursue that connection.

---

I am not sure I want a deeper commitment (with sincere respect!) I would attend community meetings and outreach events. I would attend fundraising events if invited. I don't currently have capacity to add another ongoing time commitment to my schedule.

---

At this time I donate 25 hours per week at Maxfield School, 3rd grade and that is all I can manage.

---

I've moved on to support other organizations.

---

No.

---

Probably Wilder need not focus on me. I'm open to giving as my situation stabilizes. And I'd volunteer again, too, just to not have capacity in 2012.

---

None.

---

I have no current need or interest in a deeper relationship.

---

The mission of the foundation is to serve the needs of the residents of St. Paul and Ramsey county. My interests are in the communities in the St. Croix Valley. I value the work the Foundation does but I can't be "connected" to more things. As I have indicated before: I can't save the entire sorry world. I feel I need to contribute to my existing list of charities in a meaningful way. From time to time I make a contribution to an organization not one of my regulars for a special reason. That is what I have done recently with Wilder.

---

Nothing, we are at capacity.

---

Not necessary.

---



---

Don't think there is anything.

---

I live in western suburbs of Minneapolis and prefer to give to organizations that have more impact where I live.

---

Nothing. I have other organizations I contribute to.

---

I don't think I would like a deeper connection at this time.

---

I am presently committed elsewhere.

---

Nothing because I'm retired and I'm sticking with the organizations that I'm already involved with. The distance from my home to Wilder.

---

Don't want to be.

---

Nothing.

---

I live in California, so I don't have any immediate/in-person way of being more deeply involved.

---

**None/Nothing**

---

Nothing. It is my responsibility to investigate the ways I can be involved.

---

Nothing/none. (5)

---

Nothing in particular. I have chosen to focus my efforts on a smaller organization at this time.

---

Nothing at this point. We are overwhelmed now with the amount of information we are getting from all the various organizations in the Twin Cities.

---

Not much, I live in Minneapolis and have other commitments in Hennepin county and world & church

---

Nothing. I'm committed elsewhere.

---

Nothing I work with people from Wilder every day.

---

**Other**

---

Right now, I/we are trying to grow and survive.

---

Call me.

---

Continue to look at internal operations to streamline services and to be more cost effective. I'm also concerned about current leadership payroll. It's important to get good candidate, but it seems high.

---

Do their job.

---

Adapt to present day needs, meaning a shift in your product.

---

Ask.

---

Demonstrate success

---

Your program tours are useful. Your prices for your research services are high.

---

Be assured that it works across the entire community of Saint Paul.

---

Speakers.

---

I think they have already done it.

---

Add some time to my day.

---

---

It sounds like Wilder does a lot of things I'm not up to speed on. The question is whether you would want people like me to know more about that breadth, or to better connect with me on the issues where I'm already connected to you? The former could lead to some general "who we are" communications; the latter would lead you to something much more targeted and specific, both in communications as well as in terms of potential interaction / opportunities for interaction

---

As I live outside the Metro area, I would say that is pretty limited.

---

Sell their Frogtown property to the gardeners.

---

I stopped doing Free Arts because the residential house in St. Paul closed. I think I would still be volunteering had they not closed.

---

Allow for flexibility with my time.

---

Complete the protection of the Frogtown community gardens site.

---

Parallel with the previous question, to what purpose does Wilder connect with individuals in the community as opposed to organizations?

---

I need to invest the time to further investigate the Wilder Foundation.

---

Offer incentives for involvement.

---

Communication.

---

I greatly admire what you are doing and I am not the only one talking about your success.

---

In my circles and in my direct community. Wilder is not visible as an active organization. That's fine. I don't think I am who they choose to serve.

---

None. (2)

---

Read John L. McKnight "Building Communities from the Inside Out" a path toward finding and mobilizing communities' assets.

---

Who are you?

---

See letter to MayKao Hang about Frogtown property.

---

I'd be glad to donate money – small amount.

---

Transportation.

---

No.

---

We have committed our present giving and probably will not take more.

---

Communicate.

---

More on-line materials.

---

Did not know enough about Wilder to answer this.

---

Please don't send me any mail.

---

They do a great job being supportive, friendly, and collaborative as partners and try to keep themselves from political fray. President is amazing (MayKao Hang).

---

It would be difficult for me to "deepen" my connection not because I don't appreciate or question all Wilder is "doing" but I am committed both in time and resources to other organizations.

---

Go beyond the St. Paul community.

---

Start treating your employees better and more humanly.

---

Give me more time.

---

---

I do wish its services extended beyond St. Paul but I also understand why it can't.

---

Focus on neighborhoods.

---

It appears to be fiscally responsible.

---

I think you are awesome, but my donation was a one-time event. I have to and want to make future donations in my local area. You can remove me from your donor mailing list.

---

Be less authoritative in your approach to community concerns. Many of us don't agree with your (and partners') opinions/solutions as they are often much too intrusive and frequently just wrong.

---

I like Wilder developing program in the areas of enhancing immigrant leadership and capacity building for immigrant led nonprofit organizations.

---

Understand what's important to me not just tell me what you think should be important to me.

---

Leadership for young children and teens.

---

The main reason for me to get interested in Wilder is MayKao being at the lead of the organization. She is a great leader and inspiring to the Hmong community.

---

Significantly increase support for the leadership development activities, like the Shannon Institute.

---

Pilot more thorough integration of social services with schools.

---

Mix some "Citizens League" focus to Wilder's eleemosynary mission & goals.

---

Show compassion and understanding for your partners and appreciate the work that we do to significantly improve you property and image; instead of just corporate policy.

---

The massive layoffs severed many peoples' connections to Wilder. Wilder should look at what connections had existed and try to rebuild them somehow.

---

I would be interested in the annual report.

---

I know a board member who shares the work of Wilder and she has gotten me engaged.

---

It would be difficult for me to participate any further since I do not live in the St. Paul area or am aware of any connections Wilder may have in my community.

---

I view the Wilder Foundation and its staff as experts on community issues. If it can help me build my expertise- or has a direct use of the expertise I can provide- it would strengthen my connection with the Foundation.

---

A more open mind around political issues, as a conservative person I find most staff and programs very liberal with some contempt for other who do not agree with these positions.

---

Be more targeted at need and what a partnering organization could do.

---

Relate the work the Foundation does to either my work or personal life.

---

Small group participation in doing something to help the organization at a strategic level.

---

Retake responsibilities such as Bush Memorial School/Residence, Wilder Square, Wilder Care Center, etc.

---

Greater leadership by the political arena, questions at the capitol or city hall.

---

More consistent, meaningful stewardship of my gifts.

---

It's not obvious to me that it could get deeper.

---

Just keep doing what they're doing.

---

I don't know anyone on the Board.

---

---

I work temporarily at a not for profit. Where could Wilder collaborate with them?

---

**These were additional comments people provided at the end of the survey.**

---

I was saddened to hear about the closing of the facility for disturbed children on Fairmount Avenue in St. Paul. I had a part in getting that located without any neighborhood nimby problems - something I have been proud of – Wilder staff did a great job working with the community. That must have been about 1965 – a long time ago. We moved to Washington County in 1969.

---

Wilder is a great organization. I am just involved volunteering many places and has no more time.

---

I do remember the Wilder Childcare Center on Edgerton. My grandson was there for a time in 1960's.

---

Unfortunately I receive so many requests I can't keep up with them. This is why I want to limit the number of requests.

---

Q# 39 Should have included a transgender option, specifically.

---

Not call – too long on phone.

---

Please do not share with any organization and do not send me fundraising or donor requests.

---

I read an article in the newspaper about Wilder during the economic downturn and decided to start donating.

---

## *Postcard invitation*



### **The Amherst H. Wilder Foundation wants to hear from you.**

The Wilder Foundation is conducting a confidential survey to learn about your interests in community issues and your involvement with nonprofit organizations, including the Wilder Foundation. You were selected to receive this survey invitation because of your previous connection with the Wilder Foundation.

To complete the 15 minute survey please go to:

**<https://wildersurveys.org/ord>**

Login:

For assistance contact Dan Swanson at 651-280-2712 or [dan.swanson@wilder.org](mailto:dan.swanson@wilder.org).

NONPROFIT ORG  
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PERMIT NO. 1598

Wilder Research is conducting this confidential survey for the Foundation. The combined responses from all surveys will help guide future communications about our programs and services.

***Thank You. We appreciate your help, time, and interest.***

The Wilder Foundation is a nonprofit health and human service organization that assists thousands of low income and vulnerable children, families, and older adults throughout the community each year.





AMHERST H.  
**WILDER**  
FOUNDATION

ESTABLISHED 1906

**Here for good.**

February 29, 2012

WILDER RESEARCH  
451 Lexington Parkway North  
Saint Paul, MN 55104  
651-280-2700  
FAX 651-280-3700

[www.wilderresearch.org](http://www.wilderresearch.org)

The Amherst H. Wilder Foundation wants to learn more about your connections to nonprofit organizations, including the Wilder Foundation, as well as your opinions about issues facing our community. You were selected to receive this survey because of your previous interest in the Wilder Foundation as a donor, volunteer, or as a participant in Wilder-sponsored activities including research or leadership events.

This survey will take about 15 minutes to complete. It is not a solicitation for donations and individual responses will not be used for future solicitations.

Wilder Research is conducting this survey for the Wilder Foundation. Your confidential survey responses will be combined with the responses from others and used internally by the Wilder Foundation resource development and communications staff to help develop better communications with Wilder Foundation stakeholders.

**You may complete the enclosed paper survey and return it in the self-addressed stamped envelope or if you would like to respond on-line:**

- **Go to:** <https://wildersurveys.org/ord>
- **Enter your login:**

EXECUTIVE DIRECTOR  
Paul Mattessich

If you have any difficulties completing the survey on line, please contact Dan Swanson at 651-280-2712 or [dan.swanson@wilder.org](mailto:dan.swanson@wilder.org). If you would prefer to respond to the survey by phone, please call Wilder Research at 651-280-2800 and ask to speak to Donald Rhodes.

To learn more about the Wilder Foundation, please complete the separate information page. Responses about your interests will not be connected with your confidential survey responses.

Thanks for your help in making this project a success!

Sincerely,

Laura Martell Kelly  
Research Scientist

**11019**



Thank you for taking the time to respond to this confidential survey to help the Wilder Foundation learn more about the individuals who have a connection with us. The combined results will help the Wilder Foundation develop better communication strategies about our programs and services.

The first part of the survey asks about your interest in social and community issues.

**1** Of all the issues that you pay attention to in creating a strong, healthy community, how would you describe your interest in each of the following:

|   | I am very interested in this issue | I am somewhat interested in this issue | I am not interested in this issue | I do not know              |
|---|------------------------------------|--|-----------------------------------|----------------------------|
| a. Children's mental health               | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| b. Educational success for all children   | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| c. Youth leadership                       | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| d. Early childhood development            | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| e. Homelessness                           | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| f. Quality care for aging adults          | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| g. Support to caregivers of older adults  | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| h. Immigrant and refugee services         | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| i. Community and neighborhood development | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |
| j. Racial disparities                     | <input type="checkbox"/> 3         | <input type="checkbox"/> 2             | <input type="checkbox"/> 1        | <input type="checkbox"/> 8 |

People have different ways of getting involved with nonprofit organizations including volunteering and donating. These next questions explore how you are involved with nonprofit organizations.

**2** During the past year, have you volunteered with any nonprofit organizations?

☐ 1 Yes

☐ 2 No (**Go to Q. 4**)

☐ 7 Choose not to respond (**Go to Q. 4**)

☐ 8 Don't know (**Go to Q. 4**)

**3** What types of organizations do you volunteer with? **Check all that apply.**

☐ 1 Human Services/Basic Needs

☐ 2 Education/Schools

☐ 3 Arts, Culture & Humanities

☐ 4 Health

☐ 5 Environment/Animals

☐ 6 Religious

☐ 7 International Affairs/Development

☐ 8 General Community Good (e.g., United Way, Donor Advised Funds)

☐ 9 Other (please specify) \_\_\_\_\_

**4** Since the current economic downturn began in 2008, has your overall level of volunteering with nonprofit organizations:

☐ 1 Increased

☐ 2 Stayed the same

☐ 3 Decreased

☐ 7 Choose not to respond

☐ 8 Don't know

**5** In the past year, have you donated money to any nonprofit organizations?

☐ 1 Yes

☐ 2 No (**Go to Q. 9**)

☐ 7 Choose not to respond (**Go to Q. 9**)

☐ 8 Don't know (**Go to Q. 9**)

**6** What types of organizations do you donate money to? **Check all that apply.**

- ☐ <sup>1</sup> Human Services/Basic Needs
- ☐ <sup>2</sup> Education/Schools
- ☐ <sup>3</sup> Arts, Culture & Humanities
- ☐ <sup>4</sup> Health
- ☐ <sup>5</sup> Environment/Animals
- ☐ <sup>6</sup> Religious
- ☐ <sup>7</sup> International Affairs/Development
- ☐ <sup>8</sup> General Community Good  
(e.g., United Way, Donor Advised Funds)
- ☐ <sup>9</sup> Other (please specify) \_\_\_\_\_

**7** As a donor, how important is:

|  | Very<br>Important | Somewhat<br>important | Not<br>important | Undecided |
|--|-------------------|-----------------------|------------------|-----------|
|--|-------------------|-----------------------|------------------|-----------|

- |   |                                       |                                       |                                       |                                       |
|---|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| a. Receiving public recognition for your gift?            | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| b. Receiving personal acknowledgement of your gift?       | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| c. Being informed of how the organization used your gift? | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |

**8** What motivated you to start donating to the nonprofit organizations you support? **Check all that apply.**

- ☐ <sup>1</sup> I believe in the mission of the organization
- ☐ <sup>2</sup> I believe the organization makes a difference in the community
- ☐ <sup>3</sup> I was asked to donate by a staff member
- ☐ <sup>4</sup> I was asked to donate by a friend, family member, or colleague
- ☐ <sup>5</sup> I attended a fundraising event
- ☐ <sup>6</sup> I attended another event hosted by the organization
- ☐ <sup>7</sup> I or someone I care about received services from the organization
- ☐ <sup>8</sup> I volunteered at the organization
- ☐ <sup>9</sup> I received tax benefits
- ☐ <sup>10</sup> I received fundraising or promotional materials by mail
- ☐ <sup>11</sup> I received fundraising or promotional materials by email
- ☐ <sup>12</sup> Other (please specify) \_\_\_\_\_

**9** Since the current economic downturn began in 2008, have your financial donations to nonprofit organizations:

- ☐ <sup>1</sup> Increased
- ☐ <sup>2</sup> Stayed the same
- ☐ <sup>3</sup> Decreased
- ☐ <sup>7</sup> Choose not to respond
- ☐ <sup>8</sup> Don't know



The next questions are about communications from nonprofit organizations.

**10** What is the best way for you to receive information from the nonprofit organizations you are interested in?

**Check all that apply.**

- |   |  |
|---|--|
| <input type="checkbox"/> <sup>1</sup> Organization Website                  | <input type="checkbox"/> <sup>9</sup> Text message                             |
| <input type="checkbox"/> <sup>2</sup> Facebook                              | <input type="checkbox"/> <sup>10</sup> Monthly updates                         |
| <input type="checkbox"/> <sup>3</sup> Twitter                               | <input type="checkbox"/> <sup>11</sup> Quarterly updates                       |
| <input type="checkbox"/> <sup>4</sup> Media (for example, newspaper, radio) | <input type="checkbox"/> <sup>12</sup> Annual Report                           |
| <input type="checkbox"/> <sup>5</sup> Emails or electronic newsletters      | <input type="checkbox"/> <sup>13</sup> Special or VIP Events                   |
| <input type="checkbox"/> <sup>6</sup> Letter or print material via US Mail  | <input type="checkbox"/> <sup>14</sup> Other (please specify) _____            |
| <input type="checkbox"/> <sup>7</sup> Home or business phone                |  |
| <input type="checkbox"/> <sup>8</sup> Cell phone                            | <input type="checkbox"/> <sup>15</sup> I prefer not to receive any information |
- (Go to Q. 12)**

**11** Please provide any suggestions about the type and/or content of communication you would appreciate from a nonprofit organization you are interested in.

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The next questions are more specific about your knowledge of and interest in the Wilder Foundation.

**12** In general, how familiar are you with the Wilder Foundation?

- ☐ <sup>1</sup> Very familiar
- ☐ <sup>2</sup> Somewhat familiar
- ☐ <sup>3</sup> Not familiar **(Go to Q. 15)**
- ☐ <sup>7</sup> Choose not to respond **(Go to Q. 15)**
- ☐ <sup>8</sup> Don't know **(Go to Q. 15)**

**13** How familiar are you with the following Wilder Foundation programs:

|   | Very familiar                         | Somewhat familiar                     | Not familiar                          | Don't know                            |
|---|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| a. Children's mental health services across diverse communities                       | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| b. Culturally specific adult mental health services                                   | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| c. Community-based services for older adults and adults with disabilities             | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| d. Supportive services for residents of affordable housing                            | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| e. Leadership development for existing and emerging nonprofit and civic leaders       | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| f. Early childhood education and child care services                                  | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| g. Youth leadership programs  | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| h. Wilder Research (program evaluations, community-based research, Minnesota Compass) | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| i. Saint Paul Promise Neighborhood  | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| j. Capacity to Care Caregiver Support   | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |

**14** How much do you agree or disagree that the Wilder Foundation:

|   | Strongly agree             | Agree                      | Disagree                   | Strongly disagree          | Don't know                 |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| a. Offers innovative services                                 | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |
| b. Is responsive to community needs                           | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |
| c. Is financially responsible and a good steward of resources | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |
| d. Makes a difference in the community                        | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |
| e. Collaborates effectively with other organizations          | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |

The next questions are designed to learn more about how you have been involved with the Wilder Foundation. Like the rest of the survey, the responses to these questions will remain confidential. The responses will be used to help the Wilder Foundation develop better methods of communicating with constituents and the general public about our activities and opportunities.

**15** Have you received a Wilder Foundation newsletter?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 7 Choose not to respond
- ☐ 8 Don't know

## EVENTS

**16** Have you attended at least one Wilder-sponsored event?

- ☐ 1 Yes
- ☐ 2 No (Go to Q. 21)
- ☐ 7 Choose not to respond (Go to Q. 21)
- ☐ 8 Don't know (Go to Q. 21)

**17** Please check what types of Wilder-sponsored events you have attended? **Check all that apply.**

- ☐ 1 Research Presentation
- ☐ 2 Saint Paul Promise Neighborhood meeting
- ☐ 3 Child Development Center Graduation
- ☐ 4 KOFI Graduation Ceremony
- ☐ 5 Hlub Zoo Graduation Ceremony
- ☐ 6 Donor Recognition Luncheon
- ☐ 7 Building on the Legacy Breakfast
- ☐ 8 Youth Leadership Graduation Ceremony
- ☐ 9 Other event (please specify) \_\_\_\_\_

**18** How much do you agree or disagree that the most recent event you attended was:

|                   | Strongly agree             | Agree                      | Disagree                   | Strongly disagree          | Don't know                 |
|-------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| a. Informative    | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |
| b. Well-organized | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |
| c. Welcoming      | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |

**19** Would you attend another Wilder Foundation event?

- ☐ 1 Yes
- ☐ 2 No
- ☐ 7 Choose not to respond (Go to Q. 21)
- ☐ 8 Don't know (Go to Q. 21)

**20** Why or why not?

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## VOLUNTEERING

**21** Are you a previous or current volunteer for the Wilder Foundation?

- ☐ 1 Yes
- ☐ 2 No (Go to Q. 26)
- ☐ 7 Choose not to respond (Go to Q. 26)
- ☐ 8 Don't know (Go to Q. 26)

**22** Please check how you have volunteered with the Wilder Foundation. **Check all that apply.**

- |  |  |
|--|--|
| <input type="checkbox"/> 1 Activities and special event leader | <input type="checkbox"/> 9 Meal preparation and service            |
| <input type="checkbox"/> 2 Administrative support              | <input type="checkbox"/> 10 Youth service project leader or mentor |
| <input type="checkbox"/> 3 Translator                          | <input type="checkbox"/> 11 Leadership mentor                      |
| <input type="checkbox"/> 4 Child care assistant                | <input type="checkbox"/> 12 Tutor                                  |
| <input type="checkbox"/> 5 Computer skills instructor          | <input type="checkbox"/> 13 Other (please specify) _____           |
| <input type="checkbox"/> 6 Driver                              |  |
| <input type="checkbox"/> 7 Fitness and exercise leader         |  |
| <input type="checkbox"/> 8 Musician or entertainer             |  |

**23** How much do you agree or disagree that your most recent volunteer experience:

|  | Strongly agree             | Agree                      | Disagree                   | Strongly disagree          | Don't know                 |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| a. Benefitted the Wilder Foundation          | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |
| b. Was a good use of your time and resources | <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 | <input type="checkbox"/> 8 |

**24** Would you volunteer with the Wilder Foundation again?

- ☐<sup>1</sup> Yes  
☐<sup>2</sup> No  
☐<sup>7</sup> Choose not to respond (Go to Q. 26)  
☐<sup>8</sup> Don't know (Go to Q. 26)

**25** Why or why not?

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## FINANCIAL SUPPORT

**26** Are you a previous or current financial donor?

- ☐<sup>1</sup> Yes  
☐<sup>2</sup> No (Go to Q. 32)  
☐<sup>7</sup> Choose not to respond (Go to Q. 32)  
☐<sup>8</sup> Don't know (Go to Q. 32)

**27** How much do you agree or disagree with the following statements:

|  | Strongly agree                        | Agree                                 | Disagree                              | Strongly disagree                     | Don't know                            |
|--|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| a. Wilder Foundation provided the information I needed to make a decision to donate. | <input type="checkbox"/> <sup>4</sup> | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| b. Wilder Foundation effectively communicated its need for donations.                | <input type="checkbox"/> <sup>4</sup> | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| c. Wilder Foundation contacted me for a donation appropriate for my interests.       | <input type="checkbox"/> <sup>4</sup> | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |
| d. Wilder Foundation provided me information on how my contribution made an impact.  | <input type="checkbox"/> <sup>4</sup> | <input type="checkbox"/> <sup>3</sup> | <input type="checkbox"/> <sup>2</sup> | <input type="checkbox"/> <sup>1</sup> | <input type="checkbox"/> <sup>8</sup> |

**28** Have you made more than one financial contribution to the Wilder Foundation?

- ☐<sup>1</sup> Yes (Go to Q. 30)  
☐<sup>2</sup> No  
☐<sup>7</sup> Choose not to respond (Go to Q. 32)  
☐<sup>8</sup> Don't know (Go to Q. 32)

**29** Why have you chosen not to make a repeat donation?

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(Go to Q. 32)

**30** Please check which of the following factors motivated you to continue donating to the Wilder Foundation?

**Check all that apply.**

- ☐<sup>1</sup> I received a thank you note from Wilder for my previous gift
- ☐<sup>2</sup> I received a thank you call from a board member or staff
- ☐<sup>3</sup> My personal values align with Wilder Foundation's purpose
- ☐<sup>4</sup> I believe in the organization's executive and board leadership
- ☐<sup>5</sup> I am or have been a volunteer
- ☐<sup>6</sup> I or someone I care about received services from the Wilder Foundation
- ☐<sup>7</sup> Other (please specify) \_\_\_\_\_

**31** How does your support of the Wilder Foundation compare to the support you give other organizations?

- ☐<sup>1</sup> I give more support to the Wilder Foundation
- ☐<sup>2</sup> I give about the same to the Wilder Foundation
- ☐<sup>3</sup> I give less to the Wilder Foundation
- ☐<sup>4</sup> I do not support any other organizations
- ☐<sup>7</sup> Choose not to respond
- ☐<sup>8</sup> Don't know

#### **ADDITIONAL INVOLVEMENT WITH THE WILDER FOUNDATION**

**32** Please describe any other way you have been involved with the Wilder Foundation:

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The next question is about building Wilder's capacity to connect with individuals in the community.

**33** What is the one thing the Wilder Foundation can do to deepen your connection with the work of the organization?

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**The following demographic questions are to help us learn more about our constituents. The questions are confidential and you may choose not to answer any question.**

**34** Were you raised in Saint Paul?

- ☐<sup>1</sup> Yes
- ☐<sup>2</sup> No
- ☐<sup>7</sup> Choose not to respond

**35** Do you currently live in Saint Paul?

- ☐<sup>1</sup> Yes
- ☐<sup>2</sup> No (**Go to Q. 37**)
- ☐<sup>7</sup> Choose not to respond (**Go to Q. 37**)

**36** How long have you lived in Saint Paul?

- ☐<sup>1</sup> Less than one year  
☐<sup>2</sup> 1 to 5 years  
☐<sup>3</sup> 6 to 10 years  
☐<sup>4</sup> 11 to 20 years  
☐<sup>5</sup> More than 20 years  
☐<sup>7</sup> Choose not to respond

**37** What zip code do you live in now?

\_\_\_\_\_/ ☐<sup>-7</sup> Choose not to respond

**38** In what year were you born? \_\_\_\_\_/

☐<sup>-7</sup> Choose not to respond

**39** What is your gender?

- ☐<sup>1</sup> Male  
☐<sup>2</sup> Female  
☐<sup>3</sup> Other  
☐<sup>7</sup> Choose not to respond

**40** What is your racial/ethnic background?

**Check all that apply.**

- ☐<sup>1</sup> African American  
☐<sup>2</sup> African born  
☐<sup>3</sup> American Indian/Alaskan Native  
☐<sup>4</sup> Asian/Pacific Islander  
☐<sup>5</sup> Hispanic  
☐<sup>6</sup> White  
☐<sup>7</sup> Other (please specify) \_\_\_\_\_  
☐<sup>-7</sup> Choose not to respond

**41** What is the highest level of education that you have completed?

- ☐<sup>1</sup> Less than a high school degree  
☐<sup>2</sup> High school diploma or GED  
☐<sup>3</sup> Some college  
☐<sup>4</sup> Two-year college degree  
☐<sup>5</sup> Four-year college degree  
☐<sup>6</sup> Graduate degree  
☐<sup>7</sup> Choose not to respond

**42** Finally, we have one question about your household's income level. We just want to be sure that we are representing households from all income levels with this survey. Remember, your answers are confidential. Which of the following categories best describes your total household income for 2011? Please include all types of income including salaries and other earnings, interest, retirement, and public assistance, for all members who live in your household. Would you say . . .

- ☐<sup>1</sup> Under \$25,000  
☐<sup>2</sup> \$25,000 to under \$50,000  
☐<sup>3</sup> \$50,000 to under \$75,000  
☐<sup>4</sup> \$75,000 to under \$100,000  
☐<sup>5</sup> \$100,000 to under \$150,000  
☐<sup>6</sup> \$150,000 to under \$200,000  
☐<sup>7</sup> \$200,000 to under \$250,000  
☐<sup>8</sup> \$250,000+  
☐<sup>-7</sup> Choose not to respond

Thank you for taking the time to respond to this survey. Your responses will help Wilder Foundation continue to work toward its mission: To promote the social welfare of persons resident or located in the greater Saint Paul metropolitan area by all appropriate means.

Our vision is that the Saint Paul area will be a vibrant community where all individuals, families, and neighborhoods are informed and engaged in creating solutions to address vital community issues.

If you have questions about the survey, please contact Laura Martell Kelly at [laura.martellkelly@wilder.org](mailto:laura.martellkelly@wilder.org) or 651-280-2667. If you have questions about becoming involved with the Wilder Foundation, please contact Jill Petsel at [jill.petsel@wilder.org](mailto:jill.petsel@wilder.org) or 651-280-2468.