

COMMUNITY INVESTMENT FUND NEWSLETTER SURVEY SUMMARY AND KEY FINDINGS

Overview

A survey was distributed to subscribers of the Community Investment Fund (CIF) Newsletter in April 2026 to gather feedback on readership, usefulness, and how effectively the newsletter supports access to funding opportunities, professional development, events, and resources.

A total of 50 responses were received. Overall feedback was positive, with high levels of readership, usefulness, and engagement reported. Respondents identified the newsletter as a valuable tool, particularly for promoting funding opportunities and sharing practical resources.

Key opportunities for improvement focused on enhancing clarity and actionability particularly around funding opportunities and events.

These findings will inform ongoing refinements to the CIF Newsletter to support increased engagement.

Key Insights

- Approximately 68% of respondents read every issue of the CIF Newsletter
- Approximately 30% read the newsletter occasionally
- 96% of respondents rated the newsletter as very or somewhat useful and relevant
- 76% of respondents have applied for funding opportunities advertised in the newsletter
- 42% of respondents have attended an event advertised in the newsletter
- 60% of respondents have used resources or tools shared in the newsletter
- Over 90% of respondents rated the newsletter as easy or very easy to read
- The majority of respondents identified bi-weekly as their preferred newsletter frequency

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WHAT IS WORKING WELL

- High overall readership and engagement
- Strong perceived usefulness of the newsletter
- Effective promotion of funding opportunities
- High use of shared resources and tools
- Newsletter format is easy to read and navigate

OPPORTUNITIES FOR IMPROVEMENT

- Improve clarity and summaries for funding opportunities
- Strengthen calls to action for events and professional development
- Reduce repetition of funding opportunities across issues
- Provide clearer eligibility and “who this is for” information

If you have any additional feedback, please email us at CommunityInvestments@york.ca.