

COMMUNITY INVESTMENT FUND NEWSLETTER SURVEY SUMMARY AND KEY FINDINGS

Overview

A survey was distributed to subscribers of the Community Investment Fund (CIF) Newsletter 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 strongly 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, rather than changes to frequency or overall volume of content.

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

Key Insights

ENGAGEMENT AND READERSHIP

- Approximately 68% of respondents read every issue of the CIF Newsletter
- Approximately 30% read the newsletter occasionally
- Only 2% reported not reading the newsletter

This indicates strong and consistent engagement across respondents.

USEFULNESS

- 68% rated the newsletter as “Very useful”
- 28% rated it as “Somewhat useful”
- 4% rated it as “Not very useful”

Overall, 96% of respondents reported some level of usefulness, confirming the newsletter’s relevance and value.

CONTACT US

1-877-464-9675
TTY: Dial 711
york.ca



FUNDING OPPORTUNITIES

- 76% (38 respondents) have applied for funding opportunities advertised in the newsletter
- 20% (10 respondents) have not applied
- 4% (2 respondents) plan to apply

While most respondents have applied for funding, approximately one-quarter have not, suggesting that barriers such as application complexity or clarity may be limiting uptake rather than lack of awareness.

EVENTS AND PROFESSIONAL DEVELOPMENT

- 42% (21 respondents) have attended an event advertised in the newsletter
- 26% (13 respondents) have not attended yet but plan to
- 32% (16 respondents) have not attended

In total, 68% have attended or intend to attend, indicating strong interest and opportunity to increase participation.

RESOURCES AND TOOLS

- 60% (30 respondents) have used resources or tools shared in the newsletter
- 14% (7 respondents) plan to use them
- 26% (13 respondents) have not used shared resources

This confirms the newsletter's role as a practical support tool for organizations.

READABILITY AND FORMAT

- Over 90% of respondents rated the newsletter as easy or very easy to read
- The majority identified bi-weekly as their preferred newsletter frequency

The current format and delivery schedule are generally working well.

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

Recommended Next Steps

- Maintain the current bi-weekly newsletter schedule
- Add brief summaries to funding opportunities outlining eligibility, purpose, and deadlines
- Strengthen event listings by clearly identifying target audiences and key logistics
- Continue prioritizing practical resources and tools with short descriptions of use
- Focus on incremental improvements to clarity and structure rather than increasing content volume