



# 2024 Annual Meeting Summary Including Survey Feedback Report

## Event Summary



The Spartanburg County Foundation Annual Meeting was held on March 26, 2024, as an in-person-only event at the Chapman Cultural Center.

The event was divided into four segments: 1) Trustees Emeriti reception with the MLT Award Recipient and special guests, 2) gathering time as guests came into the lobby and theater, 3) the formal program in the theater, and 4) the formal reception held in the lobby and plaza.

### Format Connection to Strategic Plan

One of our strategic goals has been to diversify and expanded our donor/fundholder base. We are seeing this in the expansion and diversity of our attendees at the Annual Meeting.

## Promotion

The Annual Meeting Date was listed in the Donor Opportunity Packets mailed in October 2023.

The Annual Meeting Date, Time and Location were shared in our 2023 Year End Newsletter send on December 29<sup>th</sup> and opened by 1,837.

A variety of invitation formats were used and staggered to prioritize reservations for Trustees Emeriti and SCF Fundholders. Trustees, Trustees Emeriti, and staff were in group 1; All SCF Fundholders were in Group 2, and the general community was Group 3.

- 2.2.24: Annual Meeting Save the Date Cards were mailed to 1,037 individual addresses (Groups 1 and 2)
- 2.13.24: Annual Meeting postcard invitations, with extra invitation to the Trustee Emeriti reception and RSVP cards were mailed to Trustees Emeriti, Mary L. Thomas, the MLT Award Committee Members, and Dr. Marquice Clark. (Group 1, w/o staff)
- 2.17.24: Annual Meeting postcard invitations were sent by mail to 1,007 individual addresses (Group 2)
- 2.26.24: A [reminder e-blast](#) was sent to 522 individual emails (including all SCF Fundholders with emails and Trustees Emeriti and opened by 350 individuals.
- 3.4.24: A full community E-Blast sent to 3045 and opened by 1,539 individuals. (Group 3)
- 3.13.24 A full community e-blast was sent to 3,578 and opened by 2,232. (Group 3)



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### Post-Event Communications

3.27.24 The event film, released on Wednesday, March 27, had received 76 views by the end of the first week of release, the same number of views within 30 days of release and by 5/17/24, had 123 views. The total viewing time has been 11.8 hours, averaging five minutes and 59 seconds, 36 seconds longer than last year's film at this point. We gained one new YouTube subscriber as a result of the film. The average percentage of the film viewed is 19.2%.

3.27.24 The Video Spotlight of Dr. Marquice Clark, recipient of the 2024 MLT Award for Civic Leadership and Community Change received 298 views as of 4/4/24 and 366 views as of 5/17/24.

3.28.24: An Eventbrite message was sent to all event registrants with link to survey, film, and Dr. Clark video.

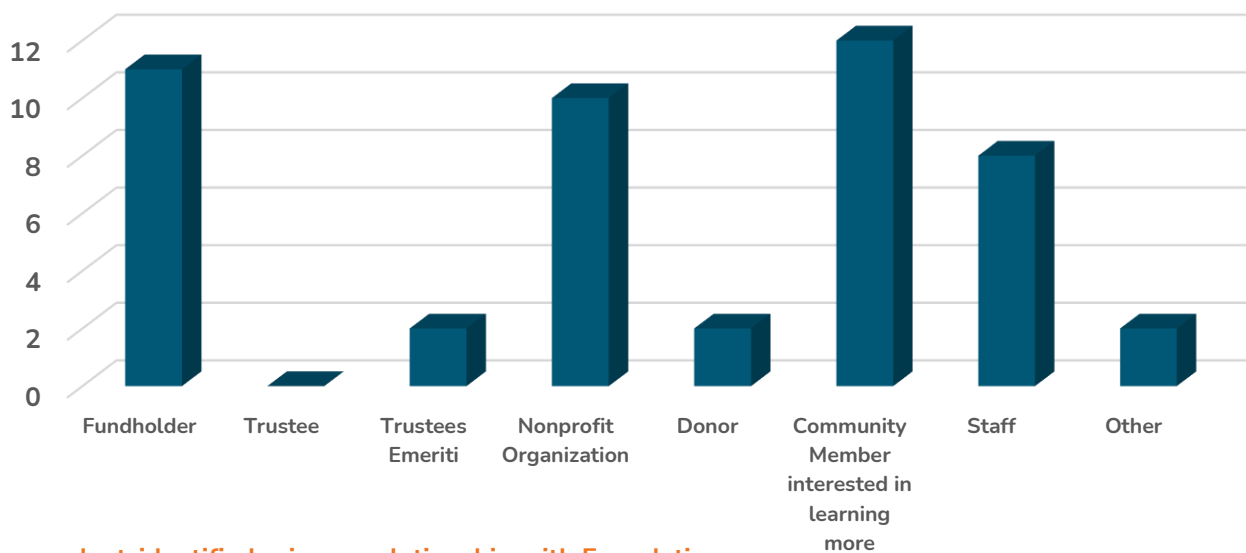
4.1. 24: A separate eblast announced Dr. Marquice Clark as recipient of the 2023 MLT Award and was sent to 3,874 individual emails and opened by 1,083 (48%).

4.3.24: A [follow-up email](#) was sent to 1003 individual emails included all Fundholders with emails, the list of Annual Meeting registrants from Eventbrite, GLAA list, and Trustees Emeriti. This included a link to a web page with image galleries from the various parts of the event, as well as links to the Annual Meeting film, the MLT award recipient highlight, the event survey, a thank you video to our sponsors, a listing of sponsors, and a link to the Community Impact Fund's new donation page through GoDONATE. It was opened by 593 (60%).

### Survey Results

A total of 47 surveys were completed for the 2023 Annual Meeting. (58 in 2023, 35 in 2022)

Survey Respondents\*

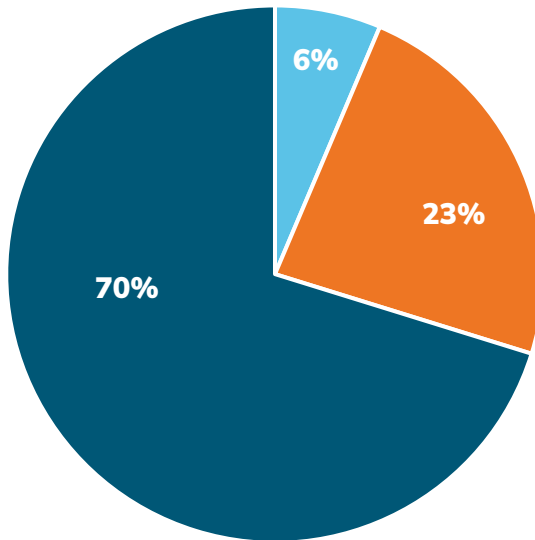


\*respondent-identified primary relationship with Foundation



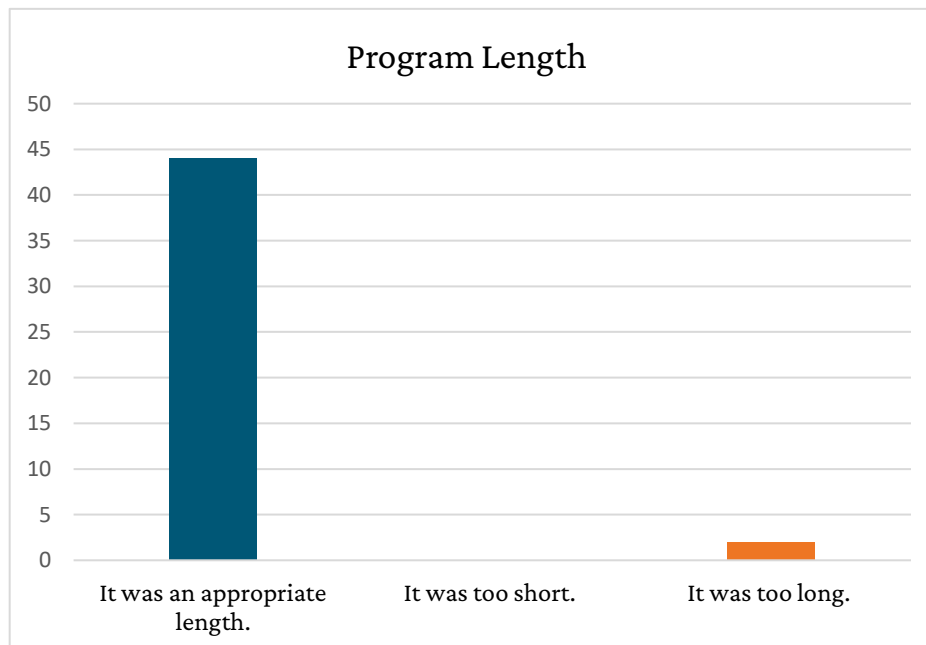
## 2024 Annual Meeting Summary Including Survey Feedback Report

How would you rate the overall Event?



2024	Rating	2023
33	5 high	
11	4	
3	3	
0	2	
0	1 low	
47	Count	

What did you think about the length of the program in the theater?

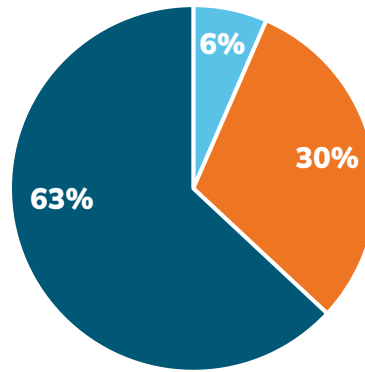




## 2024 Annual Meeting Summary Including Survey Feedback Report

How would you rate the film "Reflecting Community"?

The rating mean was 4.5 on a scale of 1-5, with 93% rating the film at a 4 or 5.



2024	Rating
29	5 high
14	4
3	3
0	2
0	1 low
46	Count

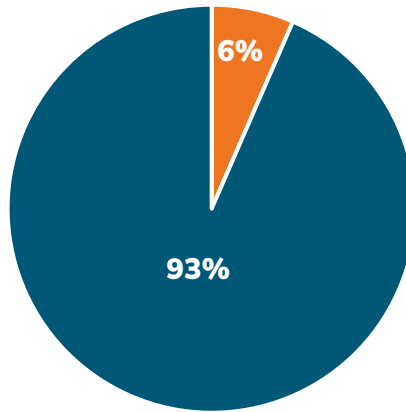
- Thought it was ok expression of goals of Foundation seemed formal and a bit stilted.
- Wonderful
- Wonderful film. Very Inspiring and featuring prominent & leading members of the community.
- Quality work.
- I enjoyed watching the film, I even wanted it to be longer. It helped me learn so much more about the foundation and I enjoyed seeing the community members talk.
- It was really great seeing the purpose of the grants awarded.
- Excellent job. Combined showcasing the work of the Foundation and the works of some of your clients. Great variety and a touchpoint for everyone.
- Informative and very well put together
- I learned more about what all the foundation does and how it supports Spartanburg.
- I enjoyed hearing from the fundholders.
- Absolutely amazing, just seeing the unity and works of establishment and growth
- Trustees were visibly looking at note cards/ script. Did not seem as authentic
- Excellent
- We like the new format of a film presentation rather than people standing up to talk. The in-depth stories are more engaging and informative.
- The film was hopeful and inspiring. I appreciated the emphasis on the foundation's work to bring the community together and to make changes in response to needs. The b-roll and on-location footage kept it interesting.



## 2024 Annual Meeting Summary Including Survey Feedback Report

How would you rate the MLT Award presentation and video?

The rating mean was 4.35 on a scale of 1-5, with 84% rating the food at as 4 or 5.



2024	Rating
43	5 high
3	4
0	3
0	2
0	1 low
46	Count

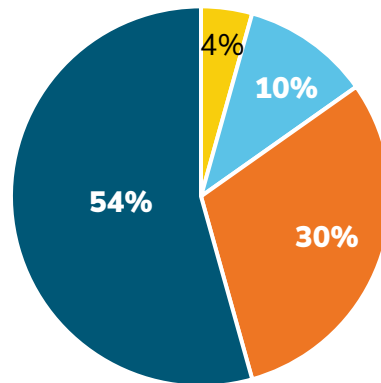
- Good selection. Represents real progress for the future of the north side.
- I'm not sure how the individual is chosen. I was proud for the young man.
- Deserving candidate video fine and Dr Clark comments good. best part of the program
- I was deeply moved and inspired!
- Very deserving of such an honor
- Most deserving
- Very well deserved and eye opening again for a key leader in our community.
- Great choice - wonderful acceptance speech.
- The video was great and really touched me and made me learn about the amazing things he has done. I think that the things he has done should be implemented into more schools.
- My former Principal while I was an AmeriCorps member - excellent choice.
- Great film...shows compassion for the neighborhood. Thank you...
- Super. Marquice is doing excellent work and it was illuminated during the video presentation.
- Amazing video and amazing work Dr. Clark is doing in the community
- Well presented.
- It was awesome!
- Excellent choice for this award.
- This year's honoree was VERY impressive!
- The MLT award video and presentation were the best and brightest parts of the evening!



## 2024 Annual Meeting Summary Including Survey Feedback Report

How would you rate the food provided for the event?

The rating mean was 4.35 on a scale of 1-5, with 84% rating the food at as 4 or 5.



2024	Rating
25	5 high
14	4
5	3
2	2
0	1 low
46	Count

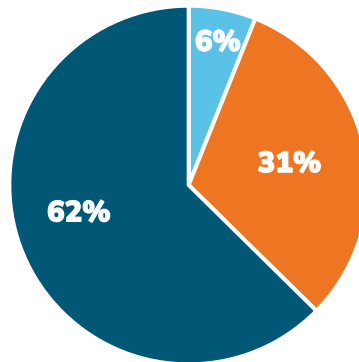
- Food was great
- tasty!!
- The food was amazing and the service was outstanding!
- Nice presentation and tasty foods
- I appreciated the variety of food offered and that it wasn't of the "chips and dip" variety. The offerings were diverse and substantial.
- Outstanding
- I have many dietary restrictions and was therefore very limited for options. The things I could eat were adequate. The staff was however very accommodating and friendly.
- Better selection
- Some of it was difficult to handle as finger food, and the taste was below expectations.
- The food was delicious, especially the shrimp and grits. I wish there were more warm foods. I would have liked there to be more tongs to get the food with.
- Excellent!!!
- Excellent!
- Tasty
- It was top notch.
- More vegetarian options
- Delicious
- Spice N Soul should be used again. It was fantastic
- The food was very good and the fish and grits dish was exquisite.
- You have moved away from a full sit down meal to a lower end cocktail pick up event. This was the 80th anniversary of the Foundation and it could have provided much better food for this celebration. You missed the opportunity. [Trustee Emeritus/a]
- The food this year was a big improvement over last year: better presentation, variety, quality and taste.
- I only tried the initial Hors d'oeuvres, as I had to leave to go out of town, but they were delicious. The chef and staff were extremely friendly.
  - Hot food would have been better.



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How would you rate the beverages/beverage service provided for the event?

The rating mean was 4.56 on a scale of 1-5, with 93% rating the food at as 4 or 5.

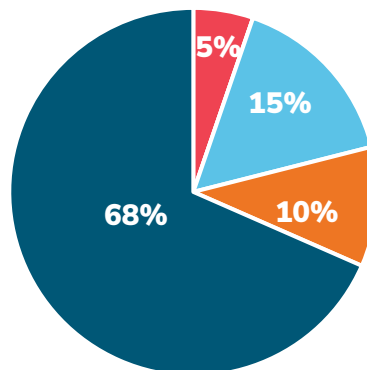


2024	Rating
28	5 high
14	4
3	3
0	2
0	1 low
45	Count

- It was a variety and amazing service.
- Good selection
- Very Friendly staff and various cocktail choices being served.
- The beverages laid out had times where it was empty or didn't have drinks. I remember looking for a soda bottle and there were none left.
- Great drinks!
- Sweet wine options. There was only dry wine.
- Excellent
- This seemed to run smoothly.
- I did not partake, but the service went smoothly from my point of view.
- Cold and hot tea & coffee would be a good addition.

If you used the Valet Service, how would you rate it?

The rating mean was 4.37 on a scale of 1-5, with 78% rating the food at as 4 or 5.



2024	Rating	2023
13	5 -high	
2	4	
3	3	
0	2	
1	1 low	
19	Total Count	

- The valet service was very convenient as it was raining, and I was late.
- The gentlemen were kind and friendly.
- It was raining very heavily, and they assisted with helping the visitors come in by holding the Umbrella.



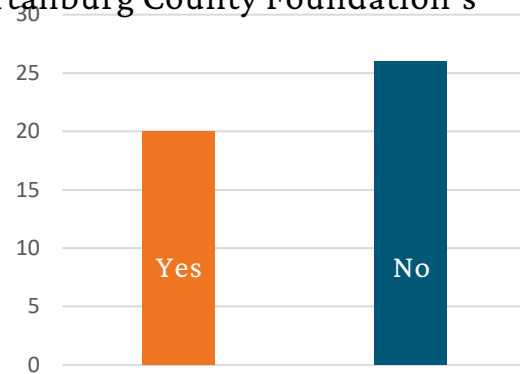
## 2024 Annual Meeting Summary Including Survey Feedback Report

Was this your first time attending the Spartanburg County Foundation's Annual Meeting?

46 Responded

20 Yes 43%

26 No 56%

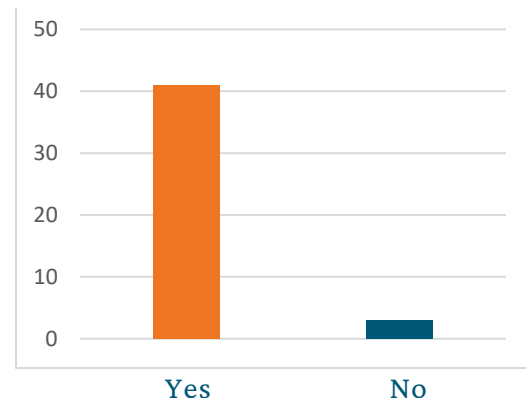


Do you feel more informed about the Foundation and the variety of ways it impacts our community?

46 Responded

41 Yes 93%

3 No 6%



Are there any topics you would like us to make sure to cover in the future?

- I understand that you serve the community request for grant funds and offering things people need to know about property laws and wills.
- Perhaps more intercommunication between attendees or something to provide opportunity for these engagements to occur.
- Expanding the grant writing availability
- I just think to continue to showcase the service that the Foundation provides is very important and educational to the whole Spartanburg family.
- Thank you for a nice evening!
- Current & previous trustees should have been recognized. MLT (\$5K) should not have been the most notable part of the SCF annual (80th) meeting. You had the opportunity to showcase the \$28.8M given back the the community and missed it! Maybe next yr! [Trustee Emeritus/a – same as provided negative feedback regarding food and change from sit-down meal.]
- It would be interesting to know about the process of how non donor advised grants are made.