



Measuring a Year in Love

OFB Community Philanthropy DRAFT Donor Survey

Beta-Testing January 2021

Valuing Donors in the Beloved Community:

The purpose of this survey is to inform the Community Philanthropy team at Oregon Food Bank about supporters' experience engaging with Oregon Food Bank. The tool prompts responses that yield attitudinal and behavioral data - indicators of our success in transforming Oregon Food Bank into a political home, facilitating a political journey, and creating a regenerative, transformational experience for donors in their relationship with OFB.

In our exploration, one definition of love that inspired us especially is bell hooks' definition: Love as the will to extend one's self for the purpose of nurturing one's own or another's spiritual growth. As overarching principles, we therefore concluded our paradigm shift to center love and equity would necessarily entail:

- **Oregon Food Bank Becoming a Political Home:** A space that *facilitates* an individual or organization's political journey by providing opportunities to engage in action, *cultivates* and *nurtures* growth and learning, and *connects* supporters to others, moving us all toward [OFB's 10-Year Vision](#).
- **OFB Community Philanthropy Facilitating Political Journeys:** When an individual recognizes systemic problems in their community, we lead them to connect and create relationships in order to work together to build community solutions, make meaningful change, and encourage growth in themselves and others.

Responses will help us design, refine, and implement engagement programs that better equip and inspire action to end hunger and hunger's root causes throughout Oregon and Southwest Washington. We hope to better understand how to strengthen our relationships and create an experience in which supporters feel enriched by their engagement with Oregon Food Bank.

PLEASE READ: We believe that successful facilitation of a *political journey* should be evidenced, in part, by donor resonance with and understanding of systemic inequity as hunger's true cause - a product of our communications and messaging initiatives.

To better understand donor attitudes about the causes of hunger and poverty, we introduce mythological narratives in this survey that are pervasive and hurtful - these narratives do not resonate with OFB and with many of our supporters. Having data related to these narratives allows us to increase the effectiveness of our communications and messaging initiatives over time. Borrowing from other progressive movements' practices, we are mitigating harm by including corrective narratives in an auto-response email to survey respondents. That response can be found at the conclusion of this survey document.



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Measuring a Year in Love Donor Survey:

1. **To what extent do you self-identify as *proud to be an OFB donor*? (Choose one)**
 - a. Not at all
 - b. Somewhat
 - c. Very much so
 - d. Completely

2. **To what extent do you agree with the following statements about your relationship with Oregon Food Bank?**
 - a. In my relationship with Oregon Food Bank, I am treated like a valued member of our community ending hunger and hunger's root causes.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - b. In my relationship with Oregon Food Bank, I am treated like just another financial transaction.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - c. In my interactions with Oregon Food Bank, I feel heard and cared for by staff. (1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - d. In my interactions with Oregon Food Bank, the staff appear curious about me as a whole person - not just curious about my financial support for OFB.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - e. In my interactions with Oregon Food Bank, I listen to and learn from staff.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - f. I receive communications from Oregon Food Bank that are educational and thought provoking.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - g. Most communications from Oregon Food Bank simply ask me to donate more money.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - h. I appreciate and respect the OFB team for their commitment to ending hunger and hunger's root causes.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - i. I feel appreciated and respected by OFB for the actions I take to end hunger and hunger's root causes.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)



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3. To what extent do you agree that Oregon Food Bank has contributed to your personal growth in understanding the issue of hunger and your engagement in ending hunger?

- a. Oregon Food Bank has expanded my awareness of what causes hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. Oregon Food Bank has helped facilitate my action to end hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- c. Oregon Food Bank has introduced to me to other organizations helping to end hunger - organizations I wasn't aware of prior.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- d. Oregon Food Bank has helped me identify new ways I can take action to end hunger - actions I wouldn't have otherwise taken.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- e. Oregon Food Bank has helped shape what's important to me when I engage civically or politically in my community.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- f. Because of my relationship with Oregon Food Bank, I feel like I am learning and growing.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- g. In my relationship with Oregon Food Bank, I see their work aligning more closely with my values over time.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)

4. To what extent do you agree with the following statements concerning your engagement over time in activities that end hunger and hunger's root causes?

- a. Over time I have been more likely to contact legislators about issues related to hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. Over time I have been more likely to encourage others to vote or engage civically to support OFB's anti-hunger policy agenda.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)



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- c. Over time I have been more likely to volunteer with Oregon Food Bank or one of OFB's partners (like a food pantry, meal assistance site, or movement-building organization).
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- d. Over time I have been more likely to support OFB's partners (like a food pantry, meal assistance site, or movement-building organization) through my financial donations.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- e. Over time I have been more likely to attend an OFB event to learn more about anti-hunger work in our region.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- f. Over time I have been more likely to donate directly to OFB.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- g. Over time I have been more likely to introduce OFB to others in my network and advocate that they support OFB.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- h. Over time I have been more likely to engage directly and exchange ideas with OFB staff.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- i. Over time I have been more likely to share OFB's communications with others in my network.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- j. Over time I have been more likely to share my personal story with OFB to help build community support for ending hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- k. Over time I have been more likely to encourage other people to share their personal stories with OFB to help build community support for ending hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)



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5. How interested are you in the following:

- a. Attending virtual nutritional cooking classes (for culinary skills, healthy eating, cultural cuisines, and discussions).
(1-5: Very Interested, Somewhat Interested, Indifferent, Not Interested, Very Uninterested)
- b. Learning about and participating in anti-poverty efforts to support OFB's goal to end hunger and its root causes? (efforts include but are not limited to panel discussions with community leaders, helping to create a repository of resources & services to assist our most vulnerable populations, etc.)
(1-5: Very Interested, Somewhat Interested, Indifferent, Not Interested, Very Uninterested)
- c. Participating in equity, diversity, and bias training (intersecting hunger and its root causes).
(1-5: Very Interested, Somewhat Interested, Indifferent, Not Interested, Very Uninterested)
- d. Culturally specific volunteer opportunities (with OFB staff and BIPOC-lead grassroots organizations focused on addressing hunger).
(1-5: Very Interested, Somewhat Interested, Indifferent, Not Interested, Very Uninterested)

6. How do you prioritize Oregon Food Bank among the nonprofits you support? (*Choose one*)

- a. OFB is my top priority.
- b. OFB is among my top-three priorities.
- c. OFB is among my top-five priorities.
- d. OFB is among my top-ten priorities.
- e. I do not highly prioritize OFB among the nonprofits I support.



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7. How do you prioritize ending hunger among the causes you support? (Choose one)

- a. Ending hunger is my top priority.
- b. Ending hunger is among my top-three priorities.
- c. Ending hunger is among my top-five priorities.
- d. Ending hunger is among my top-ten priorities.
- e. I do not highly prioritize Ending hunger among the causes I support.

8. How strongly do you agree with the following statements?

- a. People experience hunger due to life choices they have made or are currently making.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. People experience hunger due to factors outside of their control (like the economy, a lack of access to jobs that pay a living wage, and lack of access to affordable housing and healthcare, etc) — driven by systemic oppression like racism, xenophobia, sexism, transphobia, etc.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)

TO ANSWER QUESTION 9, PLEASE READ THIS STORY: Denise recently lost her job and her husband, Vaidas, is a farm worker and undocumented immigrant who is also facing unemployment in the economic wake of COVID-19. Denise focuses on taking care of their two children who are learning from home after schools shut down. Vaidas earns some income doing odd-jobs around the community. Vaidas does not qualify for some social safety net benefits like unemployment, SNAP/food stamps, and stimulus checks due to his immigration status - they therefore rely on benefits Denise can access (half as much than many other, similarly-sized families). Resources are tight so they access their local food pantry for nutritious foods to supplement what foods they can purchase for their family.

9. In this story, what would you name as the cause of food insecurity for Denise and Vaidas' family?

- a. Policies that limit immigrant families from accessing social safety net benefits like SNAP/food stamps, unemployment, and stimulus checks.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. Denise and Vaidas made personal choices that left them with too many mouths to feed and resulted in Vaidas being an undocumented immigrant.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)



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- c. Economic fall-out from COVID-19 that left them both unemployed.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- d. Denise and Vaidas rely on social safety net benefits like SNAP/food stamps and unemployment insurance, enabling them to not have to work full time.
- e. (1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- f. Other. If “Other” please explain your thoughts: (OPEN FIELD)
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)

10. Please indicate how strongly you agree with each of the following statements:

- a. Donors are the primary movers and drivers in ending hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. Advocates, organizers, and community leaders are the primary movers and drivers in ending hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- c. Those with lived experience of hunger are the primary movers and drivers in ending hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- d. Advocates, organizers, community leaders, those with lived experience of hunger, and donors are the primary movers and drivers in ending hunger.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)

TO ANSWER QUESTIONS 11 & 12, PLEASE READ THIS STORY: Maria relies on her local food pantry and is able to volunteer there while subsidizing on unemployment benefits - after losing her job in the economic wake of COVID-19. Maria has witnessed rising houselessness in her community and more houseless clients accessing the food pantry. Maria helped organize food pantry clients to attend City Council meetings and tell their stories - successfully advocating for zoning and municipal funding to expand subsidized housing and social services in the community. Pantry clients who shared their stories with City Council highlighted that access to affordable housing helps struggling community members afford nutritious food from their limited budgets. Timothy, a client who shared his story with City Council, organized a get-out-the-vote effort to ensure houselessness and food insecurity issues remain a priority among elected municipal decision-makers. Isabelle and Darnell, donors to the food pantry, heard of Maria's efforts and donated \$50,000 to the housing initiative, to hire two community health workers that will help clients navigate resources and safety net benefits (like SNAP/food stamps, unemployment, and housing stipends).



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11. In this story, who would you name as the *real* hero/es ending hunger? (Choose one)

- a. Maria and the food pantry
- b. City Council
- c. Timothy and other food pantry clients who led “get-out-the-vote” efforts
- d. Isabelle and Darnell
- e. Food pantry clients who shared their stories

12. How strongly do you agree that the following characters in this story are the real hero/es ending hunger?

- a. Maria and the food pantry
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. City Council
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- c. Timothy and other food pantry clients who advocated for change
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- d. Isabelle and Darnell
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- e. Food pantry clients who shared their stories
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)

13. How strongly do you agree or disagree with the following statements?

- a. OFB’s role should be to gather and distribute food to those who need it
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. OFB’s role should be to advocate for systems change to end poverty and the drivers of poverty including racism, xenophobia, transphobia, and more.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- c. OFB’s role should be to distribute food as well as organize communities and advocate for systems change to end poverty and drivers of poverty, including racism, xenophobia, transphobia, and more.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)



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14. At Oregon Food Bank, we define “philanthropy” as any voluntary act for the common good rooted in a love for humankind. To what extent do you agree with the following statements about your support being a sign of love? Your “support” can include any action you’ve taken in support of Oregon Food Bank.

- a. I consider my support a sign of my love for Oregon Food Bank - the organization itself.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- b. I consider my support a sign of my love for Oregon Food Bank’s mission - to end hunger and hunger’s root causes in our region.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- c. I consider my support a sign of my love for Oregon Food Bank’s vision - to build resilient communities that never go hungry.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- d. I consider my support a sign of my love for my neighbors who benefit from Oregon Food Bank’s work - those experiencing hunger and food insecurity.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- e. I consider my support a sign of my love for my neighbors who benefit from Oregon Food Bank’s work - those experiencing systemic inequity rooted in racism, xenophobia, transphobia, classism, sexism, and more.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- f. I consider my support a sign of my love for my community which benefits from Oregon Food Bank’s work - we are all stronger when everyone of us shares in prosperity, good health, and nourishment.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
- g. I don’t consider my support a sign of my love.
(1-4: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree)
 - i. If not a sign of your love, how would you characterize your support?



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Optional Demographic Data:

This data will help OFB understand our donor base and therefore, help us do better to support our donors and our communities.

What is your gender? *Please check all boxes that apply to you.*

- Transgender Man (FTM Spectrum)
- Transgender Woman (MTF Spectrum)
- Genderqueer, Gender Non-Conforming, or Nonbinary
- Female
- Male
- Two-Spirit
- Self-Identify _____
- I wish not to state

What is your sexual orientation?

- Lesbian
- Gay
- Bisexual
- Heterosexual
- Queer
- Self-Identify _____
- I wish not to state



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Describe your race/ethnicity.

- African American/Black
- Asian/Asian American
- Native Hawaiian or Other Pacific Islander
- Native American/American Indian/Alaska Native/Indigenous
- Middle Eastern
- Latina/o/x or Hispanic
 - Yes, Mexican, Mexican American, Chicano/a/x
 - Yes, Puerto Rican
 - Yes, Cuban
 - Yes, Another Hispanic/Latino/a/x, Hispanic, or Spanish Origin
- White/Caucasian
- Multiracial
- Self-Identify _____
- I wish not to state

Do you identify as any of the following communities?

- I am an immigrant or refugee
- I am a single parent or caregiver

In my life, I have experienced:

- Food insecurity
- Accessing food assistance (SNAP, WIC, Free-Reduced Lunch, Food Pantry, etc.)
- Houselessness
- Extended periods of unemployment or underemployment
- Discrimination based upon my racial identity, sexual orientation, immigration status, or gender identity
- Write in: _____

I would be interested in sharing my story of food insecurity with Oregon Food Bank.

- Yes
- No
- Please contact me.



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I would be interested in receiving an Oregon Food Bank tote bag:

Yes

No

If Yes, please provide the following info:

○ Name _____

○ Address _____

○ Email _____



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FOLLOW UP EMAIL POST-SURVEY

Dear <<SALUTATION>>,

Let us be clear: **We love you for your commitment to ending hunger and hunger's root causes.** And we love you for the ways you show up to take action toward that mission.

Our initiative to strengthen our relationships and create an experience in which you and other supporters feel enriched by and valued in your engagement with Oregon Food Bank - this is an enterprise rooted in our definition of philanthropy.

At OFB, we define philanthropy as *any* voluntary action for the common good, driven by a love for humankind. Philanthropic action can take many forms.

We also take a comprehensive approach to our mission. OFB builds community connections to help people access nutritious, affordable food today as the basis for building community power that will eliminate the *root causes* of hunger once and for all. That's because hunger is more than just the result of not having enough *food*—it's a *symptom* of deeply-rooted inequities and the failure of systems meant to protect us.

Hunger is the result of disparate distributions of income, power, and represented voice that most often leave behind Black, Indigenous, and people of color; immigrants and refugees; transgender and gender nonconforming folks; and, single parents and caregivers. It stems from barriers to employment, education, housing, and healthcare that fail to meet our most basic needs. And today, it's as entrenched in our systems as ever.

In our survey we introduced narratives about hunger that may not resonate with us, or with you. In doing so, we intend responses to this survey will help us improve the public education facets of our work.

Thank you again for your time and your support! We hope that over time you stick with us in this work and that you feel enriched by our relationship!

OFB Community Philanthropy Team