

## Focus Groups and Interviews

CEP conducts rigorous, confidential interviews and focus groups for funders seeking to learn more about effective philanthropic structures, practices, and approaches from other funders or from other foundation stakeholders. CEP's focus groups and interviews can be standalone engagements for funders seeking rich, qualitative data, or can be paired with CEP's survey-based methodologies to bring greater nuance to those findings.

Over the past two decades, CEP has built a reputation based on credibility and trustworthiness with hundreds of organizations that utilize our grantee, staff, donor surveys, and our customized advisory engagements.

CEP's focus groups and interviews deliver insight into the important perspectives and experiences across a funder's stakeholders. CEP's focus groups and interviews provide funders with rich, qualitative data and analysis on areas such as its grantmaking practices, varying experiences grantees have with the foundation based on demographic differences, or field-wide trends across philanthropic peers. The data-rich report provides comprehensive analysis and synthesis, based on the gathered feedback.

### Focus Group and Interview Topics Include:

**Field-wide trends philanthropic practices:** Interviews or focus groups of peer funders or other stakeholders to better understand emerging trends or practices in the field

**Unpacking assessment findings:** Targeted process to investigate findings and potential changes related to a CEP assessment, such as differences in experiences across demographic groups revealed by a CEP assessment

**Implementation support:** Structured open feedback from stakeholders on best practices for implementing potential changes

### Sample of Clients:

- ▶ Walton Family Foundation
- ▶ Rockefeller Foundation
- ▶ Humanity United
- ▶ Hewlett Foundation

### Partnering with CEP

CEP makes the partnership process easy. We can work with your organization to develop the interview protocol, we handle all focus group and interview administration and communication, and we summarize our analysis of the responses in a memo of key findings and recommendations. We can work with your leadership team and staff to help you act on the findings.

“The individual interviews conducted by the Advisory Team were an essential component to the successful experience we had with CEP. We had grantees proactively reach out to the foundation to share their positive experiences working with CEP during the one-on-one interviews and the thoughtfulness of the questions about our reputation, capacity building efforts, and approaches to equity-centered grantmaking.”

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For more information about engaging with CEP on an advisory project, please contact:

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