



Nonprofit Case Study

CHALLENGES

Established in 1970, Gryphon Place has provided 24-hour crisis and referral services for over 30 years. To assure that all referrals are made based on the clinical needs of the client, Gryphon Place provides no direct treatment services. Gryphon Place is a comprehensive crisis intervention center.

Gryphon Place, located in Kalamazoo, Michigan, recently worked with Perspectives Consulting Group, Inc., using our services to gather information about the perceptions and awareness of residents they serve throughout the community. The issues included: what human service organizations and programs Kalamazoo County uses, understanding how Kalamazoo County residents perceive human service needs and issues, and identifying any unmet needs or services that could be provided by Gryphon Place. Gryphon Place wanted this information to assist them in setting up a strategic vision for the organization.

Once Perspectives understood Gryphon Place’s goals, Perspectives customized and executed a community telephone survey that addressed the desired issues for Gryphon Place.

SOLUTIONS

The telephone survey was conducted with 400 residents of Kalamazoo County, who were randomly selected to be a representative sample of Kalamazoo County. The survey was put together collaboratively with Perspectives and Gryphon Place and consisted of 32 questions. Once the goal of 400 completed surveys was reached, Perspectives went to work forming a report and presenting conclusions to Gryphon Place.

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Gryphon Place
Kalamazoo, Michigan

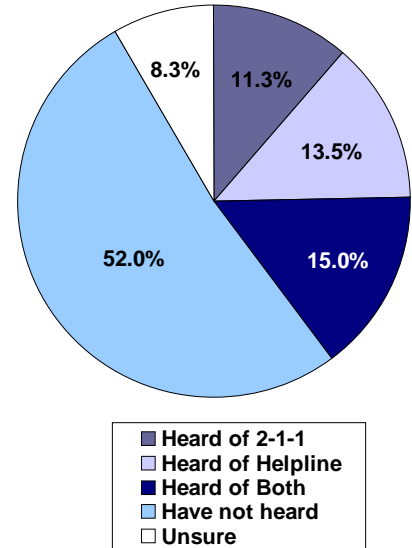
Perspectives analyzed the findings of the survey and identified several social issues to address for Gryphon Place, including the top issues of suicide and conflict resolution, unemployment, substance abuse, and violence. By understanding how much of a problem these issues were to Kalamazoo County, Gryphon Place was able to focus their efforts in the area of suicide and conflict resolution.

"Working with Perspectives Consulting Group on this Awareness and Perception Survey has focused our efforts on practical and focused strategies to increase awareness in our community. We believe that these efforts will assist in meeting our service mission as well as to enhance our ability to raise funds."

- William Pell, Executive Director
Gryphon Place

Aware of 2-1-1 and Helpline Number

Through Perspectives' evaluation of awareness and perception ratings, Gryphon Place was able to set goals for targeting locations and resources where marketing efforts would be the most effective. Perspectives was able to quantify Kalamazoo County residents' views and present those findings to Gryphon Place in a way that was easy to understand. Perspectives found that respondents had general knowledge about Gryphon Place, but many would first turn to other resources such as family and church before seeking outside help. Results also showed that Gryphon Place was the most frequently named organization after church for suicide prevention. These findings allowed Gryphon Place to strengthen their promotional strategy by focusing more heavily on religious organizations in Kalamazoo County that could aid in supporting Gryphon Place awareness.



RESULTS

Perspectives was also able to uncover findings regarding the community's needs and assess the way Kalamazoo area residents thought of crisis and prevention centers as a whole. Results showed Gryphon Place was most often seen as a suicide prevention resource, and less as a general crisis center. This allowed Gryphon Place to focus their strategic planning on increasing community awareness of 2-1-1/HELP-line and used the results to guide how to target the efforts.

Gryphon Place has used this information to sharpen their communication goals and therefore use their resources more efficiently. They were able to identify and quantify the residents' perception of human service organizations. Also, Gryphon Place was able to focus on marketing a more positive image of crisis/prevention centers by better understanding the needs throughout the community. William Pell, Executive Director for Gryphon Place said, "Working with Perspectives Consulting Group on this Awareness and Perception Survey has focused our efforts on practical and focused strategies to increase awareness in our community. We believe that these efforts will assist in meeting our service mission as well as to enhance our ability to raise funds."

A SAMPLE FROM THE REPORT

The survey respondents were asked about what types of organizations they support through charitable giving. Of the 256 respondents who donated to non-profit or charitable organizations within the last twelve months, over sixty percent (60.9%) donate to religious organizations, compared to the next highest response, "foundations" (25.0%).

Kalamazoo area residents said they were most likely to give charitable donations to religious organizations above all other options.

Organizations Supported

	% Respondents
Religious organizations	60.9%
Foundations	25.0%
International agencies	14.8%
Colleges/Universities	13.7%
Hospitals	10.9%
Environmental agencies	8.6%
Civic clubs	7.4%
Others	18.8%

Respondents were able to list more than one response

An analysis of differences between survey respondents is completed. In this case, several demographic groups rated this question differently.

Demographic categories with a significantly higher percentage naming "religious organizations" include: age 65+ (73.9%), ZIP code 49024 (80.6%), and income \$100,000 and over (73.7%).

Demographic categories with a significantly lower percentage naming "religious organizations" include: age 18-24 (46.2%), ZIP code 49048 (47.8%), not currently employed (50.0%), and income \$35,000 to \$49,999 (45.2%).

Because respondents were able to list more than one response, the 'other' category included: United Way (12 respondents), education (4 respondents), Red Cross (3 respondents), and Goodwill (2 respondents). The following were named by one person each: Boy Scouts, Police Department, suicide prevention, and local radio.

ABOUT PERSPECTIVES

Perspectives Consulting Group, Inc. is dedicated to the mission of providing information and planning that make the difference. Our primary focus is meeting the market research and strategic planning needs of businesses, nonprofit organizations, educational institutions, governmental agencies, religious organizations, and United Ways throughout the United States.

Perspectives Consulting Group, Inc. uses state-of-the-art market research techniques to obtain the information necessary to make efficient and effective decisions and plan for the future. Perspectives Consulting Group, Inc. offers a full-range of planning services including facilitated strategic planning, market assessment, and feasibility studies that are essential to succeed in today's marketplace.

Perspectives Consulting Group, Inc. was founded in 1987 by Gary M. Goscenski, Director of Consulting Services and Dr. Paul M. Lane, Senior Consultant and is located in Paw Paw, Michigan.

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