

Delivering on our promise:

What stakeholders are saying

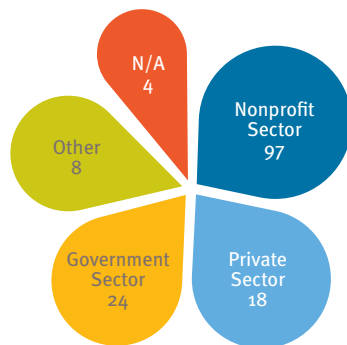
About our survey

Prosper Canada surveyed its stakeholders in late 2018 to determine how well we are meeting their needs. We are grateful to everyone who responded and pleased to share our survey results. This includes actions we are taking to better meet the needs of our partners and stakeholders.

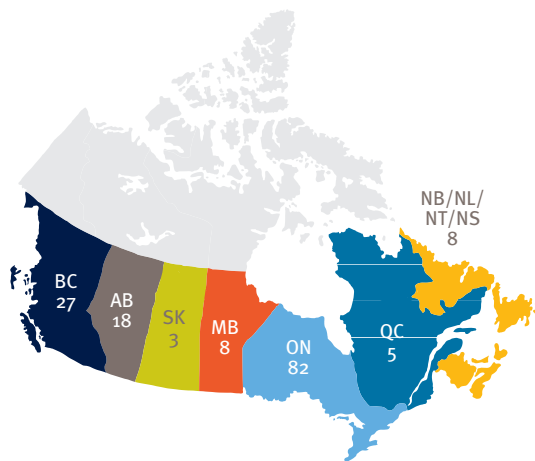
Who responded

We received **151** responses from a diverse array of stakeholders, a response rate of **9%**. Almost half of respondents identified themselves as individuals working in organizations delivering financial empowerment services.

Respondents by sector



Respondents by geographic region



Overall view of Prosper Canada

A **high percentage** agree or strongly agree that we are:

- An effective national champion for financial empowerment (**83%**)
- Effectively advancing our mission (**86%**)
- A thought leader in the financial empowerment field (**79%**)

93% of our direct partners who responded are satisfied with our performance.

Testimonials by Prosper Canada project partners

“

...There is a deep acknowledgment that working together and listening to each other makes us stronger and it is an approach that is cultivated...

”

“

They [Prosper Canada] do the advocacy and research that complements our grassroots work. We appreciate their work and don't feel that we have the capacity to do this work ourselves.

”

“

They have the knowledge and experience of working with other partners across the country and North America and bring this experience to the table...

”

Where we are doing well or can improve

- 1 Over 80% of respondents believe we are effective at:
 - Building awareness, knowledge and understanding
 - Promoting financial empowerment as a generally accepted framework
 - Building knowledge/awareness of promising and proven solutions
 - Developing and sharing expertise, tools and resources.
- 2 But fewer respondents (65%) believe we are effective at identifying and promoting adoption of supportive policy, program, funding and regulatory approaches.
- 3 Awareness of our training, research and policy advocacy activities has increased. Respondents are most familiar with our webinars (68%) and online financial empowerment tools (62%).
- 4 Almost 90% of respondents familiar with our Financial Literacy Facilitator resources and FE program tools found them useful.
- 5 Some of our products/services are less well-known, including our Financial Coaching and Online Financial Literacy Facilitator training, as well as our work developing and piloting financial empowerment programs.
- 6 Most respondents were satisfied with our website, stakeholder emails and newsletter, but more than half are not connecting with us on social media.
- 7 Many respondents indicated Prosper Canada had influenced their financial empowerment work.
 - “Webinars have been very educational and helpful with my ongoing counselling with my clients issues.”
 - “It has been useful in my personal efforts to support newcomer families and low-income individuals with respect to their financial affairs.”
 - “Absolutely yes! It is because of your programs that we have been able to deliver financial empowerment programs. The projects have completely motivated us to offer this service.”
- 8 A number of respondents cited funding as an area where Prosper Canada could better support their work.

How we plan to do better

Based on your feedback, here are some things that we will be introducing over the next year to improve how we work and support our partners and stakeholders:

- **Increasing our promotional efforts, using our Daily Financial Empowerment News** email to highlight new tools, resources, research, and training opportunities.
- **Updating you more frequently on national policy advocacy efforts and successes** – ours and those of the ABLE Financial Empowerment Network.
- **Working to clarify our policy and advocacy priorities and the strategy with input from our partners** to achieve greater impact ourselves and to enable others in our field to increase their impact.
- **Providing you with information on financial empowerment, why it is needed, and the difference it is making**, that you can easily adapt and use to mobilize new partners and resources for your work.
- **Reaching out to our social media stakeholders to find out how we can better engage you** and increasing our cross-promotional activities so stakeholders are aware of all the ways they can connect with us.