

# Our Impact 2015–2016: Site activity and user surveys

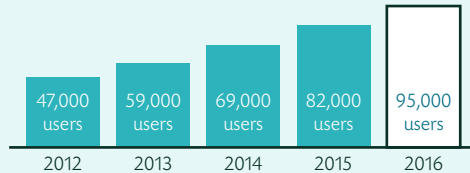
## FUNDING CENTRAL

The smart guide to over 4000 grants, contracts and loans

### Funding Central users are spread across England

Funding Central has

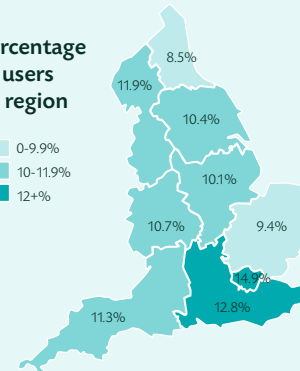
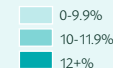
**94,800**  
registered users



Growth in users in 2015: **about 1,100** every month

“ As a fundraiser for 20 years, it is one of the sites that I trust 100% ”

Percentage of users by region



“ When the email pops into my inbox I know it’s going to be helpful! ”



Our weekly newsletter tailored to user needs is opened approx

**33,800**  
times per week

### Thousands of hours saved and used more efficiently

**89%** **71%**

of respondents said Funding Central alerted them to new funds

of respondents said Funding Central saves them time



On average respondents said it saves them over...

**3** HOURS per WEEK

“ Funding opportunities tailored to my profile - less wasted time ”

### Fundraising success



**65%** of respondents applied for funding found through Funding Central

“ It helped discover funding opportunities I didn’t know existed ”

On average survey respondents secured around:

**£18,000**

from funding opportunities they found on Funding Central

**90** infrastructure organisations answered our survey, the groups that they support secured on average around

**£146,000**

through Funding Central

**33%** of applications were successful

**45%** of applications were still waiting to find out

### Our users rate Funding Central



**85%** of respondents are satisfied or very satisfied with Funding Central



**85%** rated our tailored weekly newsletter as good or very good

“ The funds relevant to my work pop into my inbox every week ”

### Reasons why our users recommend Funding Central

Helps focus thinking on possible sources of income

It makes me feel someone else wants to help me find funds

It picks out opportunities that other funding searches don’t

Best summary of available funds out there

The searching is done for you!  
Saves me SO much time