

## 2018 Stakeholder Survey Report

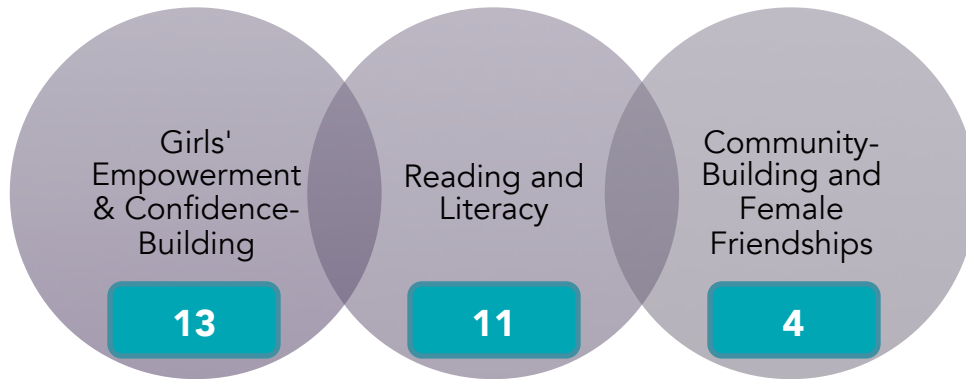


### Key Takeaways:

- Of those who participated, data indicate that stakeholders are largely satisfied or very satisfied with Spitfire's programming. They find it to be of high quality and as good as or better than comparable out of school time programs.
- Stakeholders largely agree on two key aspects of Spitfire's mission: Girls' empowerment *through* reading.
- Fundraising, brand-building, expansion, and improving communications with stakeholders rose to the top as areas for improvement.
- The essence of Spitfire was affirmed: fun, reading, and offering a space for girls to just be themselves enables Spitfire to fulfill its mission of nurturing each girl's love of reading and love of self.

## Mission Analysis

We asked participants to say, in their own words, what Spitfire's mission is. Here's a tally of what stakeholders perceived our mission to be:



Stakeholders seem to largely be on the same page about the mission of Spitfire.

- All responses mentioned either girls' empowerment or reading.
- 9 responses featured some combination of empowerment and reading/literacy – usually with reading and literacy as the vehicle for empowerment
- 4 responses were solely about girls' empowerment – reading and literacy were not mentioned
- Only 1 respondent reported that Spitfire is about reading/literacy, without empowerment or confidence-building.
- Community-building and female friendships were the only other topics consistently mentioned.

Honorable mentions:

- "... and to teach them kickass skills"
- "... to shatter stereotypes and embrace difference while creating supportive relationships"
- "To help them see themselves in stories and hopefully one day they will write their own stories or books"
- "To help girls reach their fullest potential and empower them in their youth so they can become confident, secure young women."



## Program Evaluation

All qualitative evaluation was on a scale of 1-5, with 5 being the most desirable response.

*How would you rate the quality of Spitfire's programming?*

- All responses were 4s or 5s
- 36% rated "4"
- 64% rated "5"

*On the whole, how would you rate the quality of Spitfire's programming in comparison to similar out-of-school-time programming?*

- 8% (1/13) rated "3" (one partner)
- 23% (3/13) rated "4" (one partner, one parent, one volunteer)
- 69% (9/13) rated "5" (three partners, three parents, three volunteers)

*How FUN is Spitfire programming?*

- Everyone seems to agree that it's fun! All responses were 4s or 5s
- 14% (2/14) rated "4" (two partners)
- 86% (12/14) rated "5" (three partners, four parents, four volunteers, one director)

*How would you rate the ease of working with or participating in The Spitfire Club?*

- 7% (1/14) rated "3" (one volunteer)
- 14% (2/14) rated "4" (one partner, one parent)
- 79% (11/14) rated "5" (four partners, three parents, three volunteers, one director)

<i>Ranking of Strengths</i>	<i>Ranking of Areas for Improvement</i>
The Books (11 responses – 79%) The Activities (11 – 79%) The Community-Building Among Girls (11 – 79%) The Values (10 – 72%) The Reading Enrichment (9 – 64%) The Leadership (8 – 57%) The Mission (8 – 57%) The Communication with Stakeholders (2 – 14%) The Fundraising (0 responses)	The Fundraising (5 responses – 50%) The Communication with Stakeholders (2 – 20%) The Community-Building Among Girls (2 – 20%) The Reading Enrichment (1 – 10%)



## Feedback

*What about Spitfire's work is most important to you? Why?*



### Sample Responses:

"I like the active engagement and creative play that is hard to find elsewhere."  
(Parent)

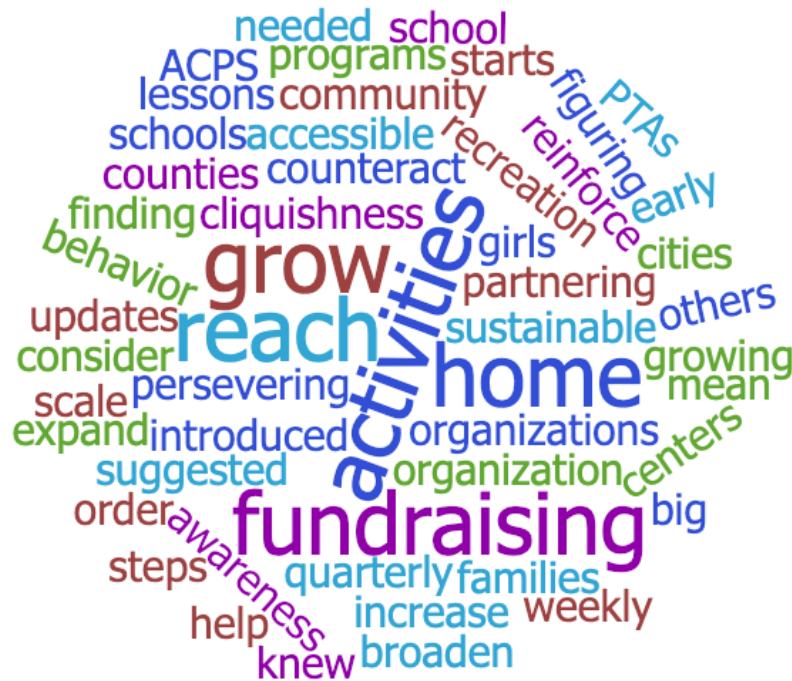
"The reading enrichment our students receive is most important to me. The majority of my students are reading below grade level. Amanda provides hands-on learning experiences and are fun and interactive, making reading enjoyable."  
(Partner)

"The message it sends to little girls. Society does not treat women equal to their male counterparts and because of that, some women limit their options and stay in their safe zone. Spitfire teaches girls at a very young age that there is no ceiling to their dreams." (Volunteer)

"My daughters love it! How fun that the extracurricular activity they're most excited about is at our library, girls-only, and celebrates who they are and who they can grow to be." (Parent)



What advice would you give to help The Spitfire Club improve as an organization?



### Sample Responses:

"It seems like you're really growing so figuring out how to grow and how to be sustainable are your next big steps." (Partner)

"I don't have a lot of insight into what activities are being introduced. If I knew more about them, I would be able to reinforce some of the lessons at home."  
(Parent)

"Get your name out in the community. This is a wonderful program and more organizations need to know about you!" (Partner)

"Send quarterly or weekly updates on activities and suggested activities that families can do at home." (Parent)

"Crack that fundraising nut! How will you scale?" (Director)



## Spitfire Stories

*Below are the most enlightening “stories” we received*

“We have appreciated the opportunity for our girls to have a safe space to come out of their shells and participate in a group getting individualized attention. The students developing connections with reading, adults, and each other is a wonderful experience for them to have.” (Partner)

“My girls are always excited on Spitfire day and constantly come home with positive ideas from it. They have told me several times I don’t have to be pretty to go to a party, and I don’t have to match my clothes. These are messages they learned from Spitfire.” (Parent)

“We love the program at Nannie J. Lee. It's been a great asset to our existing enrichment curriculum.” (Partner)

“It felt nice to know that the girls enjoyed me being with them during their creative, difficult, funny and silly moments.” (Volunteer)

“As soon as we walked in the room they were running around buzzing with excitement. You could see it in their faces as would call out to see who would get to read next. They genuinely enjoyed being there and it seemed like it was the highlight of their week.” (Volunteer)

“I'm amazed that both of my daughters—one a pre-reader, one already an excellent reader—have found a beloved girls' book club in Spitfire. I love that they can enjoy it together; it has them begging to go to the library! We've seen the weekly group grow from single digits to bursting at the seams. Spitfire already has a reputation among the parents of my daughter's classmates for being a positive way to support reading, no matter what level our daughters are in their learning journey. The girls love it, and the dance parties are epic.” (Parent)



## Who Participated?

- 52% Participation Rate: 14 of the 27 requested stakeholders participated. Stakeholders invited to participate were an even distribution of parents and partners, as well as all current and previous volunteers and the board chair.
  - Partners: 5/11 (45%)
  - Parents/Caregivers: 4/10\* (40%)
  - Volunteers: 4/5 (80%)
  - Board: 1/1 (100%)
- Who was asked to participate?:
  - All partners – Usually two individuals from each site (the manager who oversees the day-to-day implementation and the decision-maker who decides if there is a partnership, though this varies from site to site).
  - All volunteers
  - All directors
  - Two parents/caregivers from each site
- Respondents were:
  - 36% Partner Organizations – 4/6 sites represented
  - 29% Parents/Caregivers – at least 3/6 sites represented (one anonymous response may be from a 4<sup>th</sup> site)
  - 29% Volunteers (past or present) – 4/5 volunteers represented
  - 7% Board – all directors are represented
- The highest concentration of respondents has been affiliated with Spitfire for between three months and one year (meaning they have seen at least one cohort through to completion).
  - Two have been with Spitfire for over a year (14%)
  - Five have been with Spitfire for 6-12 months (36%)
  - Six have been with Spitfire for 3-6 months (43%)
  - Only one has been affiliated with Spitfire for fewer than three months (7%)

