

# GFS Satisfaction Survey 2017

We had 61 responses to our 2017 satisfaction survey. Two thirds responded online and one third on paper. This included 41 volunteers, 11 parents or guardians and 9 young women. This provides interesting insight but the sample sizes are not large enough to be representative. The return rate for our Volunteer survey was 25% out of a possible 170 volunteers. Results for this group are statistically representative (90% confidence, 10% margin of error).

## Summary of results

GFS' overall satisfaction rating is **93%** based on a combination of how much our young women and volunteers enjoy being part of the organisation and how likely they are to recommend GFS to someone else.

- Volunteers voted 9.3 out of 10, and young women voted 9.9 out of 10, for how much they enjoy being part of GFS.
- Every parent surveyed voted 10 out of 10 when asked how much their daughter enjoys being part of GFS.
- 98% of parents and 95% of young women would recommend GFS to a friend or family member.
- Volunteers are 87% likely to recommend volunteering with GFS to someone else.

## Feedback from parents and guardians

Safe Ages **Activities**      Lovely  
    Leaders  
**Daughter Loves**

When asked to provide comments about how much their daughter enjoys GFS and what they themselves like best about the organisation, responses focused on the diversity of ages present, activities provided, safety, a welcoming feel, the enthusiasm of leaders and the opportunity for their child to socialise:

- 'My daughter feels welcomed, loved and respected'*
- 'Great place for my little girl to go'*
- 'GFS is safe, inclusive and really fun'*
- 'My daughter has a brilliant time. She spends time with friends and makes new ones.'*
- 'The support that has been given has helped the whole family unit. I feel the activities enhance her life with new life skills.'*
- 'The range of ages and backgrounds, the kindness of everyone involved'*
- 'The friends made and being able to socialise with other girls in a safe environment'*
- 'My daughter loves to socialise and do different activities' and 'Safe, friendly, local, not expensive.'*

When asked what they liked least the most common response was *'nothing'* with a couple of respondents commenting that they would like it to be more than one day per week.



When asked what they liked least about GFS, the most common response was 'nothing' however one respondent remarked 'sometimes it gets cancelled and then I have nothing to do'.

## Feedback from volunteers

Most volunteers enjoy being part of GFS because they like seeing the girls develop and grow in confidence. They also report benefitting from good friendships and the sense of belonging GFS provides:

*'I love taking care of girls, teaching them life skills and being a role model'*

*'We are an organisation of friends'*

*'I love watching the girls develop and thrive with our variety of activities.'*

*'I love to see the young girls grow with confidence.'*

*'It can be the highlight of my week'*

*'I enjoy doing something hands-on and like my team of volunteers'*

*'I like being part of an organisation that meets the needs of girls and young women'*

*'I can see how helpful GFS is to those who attend and to the parents'*

*'It does so much for your inner-self'*

*'You're made to feel part of a family. There is a variety of activities. It's fun.'*

*'Now we have Regional Coordinators there is a direct link to training and support'*

When asked what they like best, responses included 'we accept everybody for who they are', 'it's a great programme', 'the opportunity to support the next generation', 'it helps me, helping others', 'getting to know girls and their families', 'seeing girls learn skills which aren't taught at home or in school, 'the values of the organisation' and 'I've made lifelong friendships'.



The responses to this open-ended question have been summarised into four key themes. Some volunteers gave more than one answer (50 responses in total).

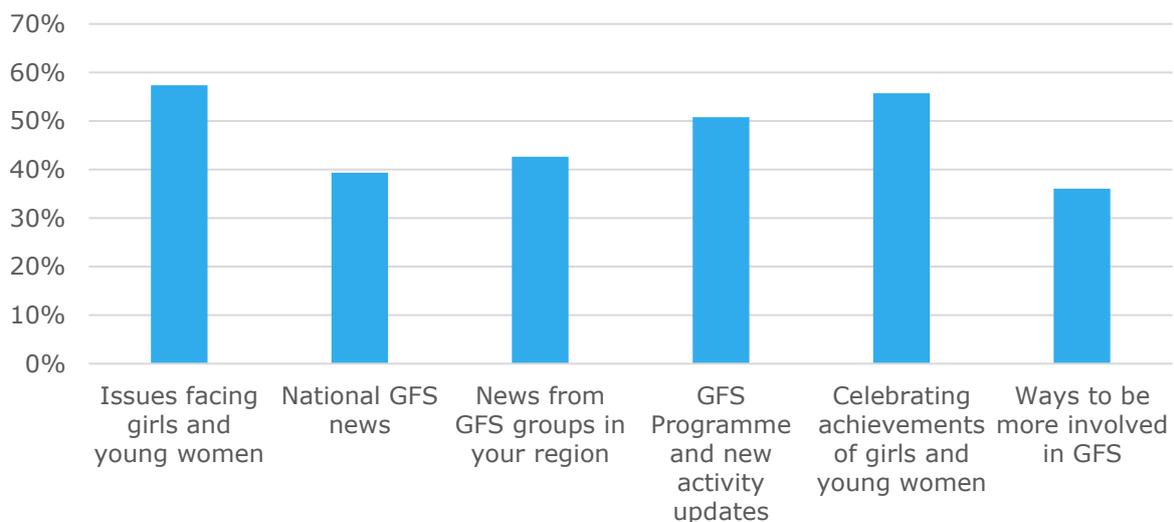


## Communications

More than half of all respondents would like to hear more about issues facing girls and young women, celebrating their achievements, the GFS programme and new activity updates.

Most feedback about communication was positive including '*much improved thanks to the Regional Development Coordinator*' and '*the Facebook page is a good way to hear news and share it*' whilst suggestions included '*too much paperwork*', '*not enough communication – younger leaders need more support and recognition*' and a request to hear more about GFS on an international level.

### Topics respondents would like to hear more about



### Priority areas for improvement

- Provide more opportunities for girls and young women to volunteer or campaign in their local area
- Communicate more about issues facing girls and young women
- Continue to improve the level of support volunteers receive

We will repeat the survey annually to track any changes in overall satisfaction. We aim to increase the return rate for volunteers and find new ways to gather feedback from parents/guardians and young women.

If you have any questions about this report, please contact Millie Brown via [millie@girlsfriendsociety.org.uk](mailto:millie@girlsfriendsociety.org.uk)

Girls Friendly Society March 2017