

# 2025 Impact Note



## A Message From L4G's Executive Director

In the midst of a challenging year for the social sector, Listen4Good (L4G) was able to achieve many exciting milestones.

### Key Highlights for 2025

**L4G experienced unprecedented growth in our participant base.** In 2025, we had 464 active organizations compared to 410 in 2024 and 305 in 2023. Since 2016, L4G has served more than 1,200 unique organizations.

**L4G significantly strengthened its ecosystem offerings—enabling groups of nonprofits and funders to learn together.** Forty-eight percent of our active Premium participants were part of Learning Communities in 2025 and we launched three Community Trends Reports, enabling funders to learn with grantees.

**L4G is becoming its own 501-c-3 organization!** All this growth enabled a critical organizational milestone, as we are moving out of our fiscal sponsor arrangement and will begin operating as an independent 501-c-3 organization effective February 2026. This is a key step on our path to sustainability.

**SUPPORT L4G**

We were honored to support hundreds of organizations in 2025 and continue to be inspired by their resilience, compassion and creativity. We're grateful for organizations' trust and collaboration, and are indebted to the many funder sponsors who make our work with organizations possible.

### Looking Ahead

As 2026 approaches, we're committed to keeping our feedback model 'best-in-class', especially in light of the sector's ongoing capacity constraints. While it may be understandable to feel that feedback is an "extra" given everything happening in the sector, meaningful feedback data helps organizations be adaptive and respond effectively to shifting external waters:

- Feedback improves and protects programs by providing ready-to-use impact data that can be shared with funders, community members and partners.
- Feedback also grounds organizational pivots – ensuring services stay relevant and responsive to community needs.

The bottom line is organizations are more effective and resilient when they have strong feedback systems.

Read on to learn more about our work in 2025!



## 2025 BY THE NUMBERS



**464**

**active organizations  
across L4G programs**

**Organizational  
satisfaction  
rate of  
8.74**

out of a 0-10 point scale

**75%**

say L4G helped a lot to  
**elevate feedback** as a  
source of insight alongside  
outcome data in their  
organization

### L4G Feedback Leads to Change



Staff - Client  
Interactions

Program  
Operations



**88%**

of L4G  
organizations  
made or plan to  
make changes  
in response to  
feedback



Program  
Offerings

New  
Services



### Listen4Good 2025 Program Engagement

**382**

L4G Premium  
organizations

**182**

Organizations in  
L4G Learning  
Communities

**67**

L4G Advanced  
organizations

**3**

L4G Community  
Trends Reports

## IMPACT IN ACTION

# Building a strong foundation with L4G core feedback programs

L4G organizations that participate in our core program, L4G Premium, gain relevant data—grounded in client, community or other stakeholder perspectives—to fuel critical pivots, increase engagement, and strengthen their impact.



***“Grantees are using [community feedback] to design, test and refine and it's leading to stronger services and new pilots.”***

-Anne Allen, The Harry and Jeanette Weinberg Foundation



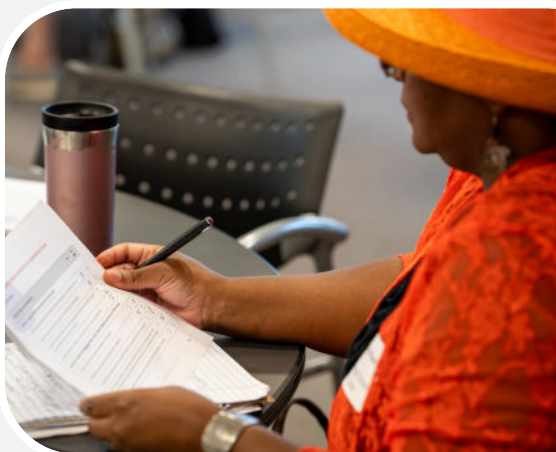
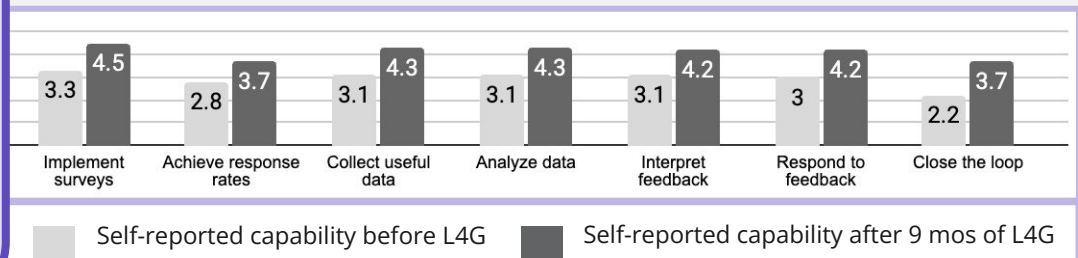
# 259K

**Cumulative  
community voices  
amplified**

# 1.2

## Average capacity growth across feedback capabilities

*How would you rate your ability  
to do the following? (scored on a  
5 point scale)*



***“Our experience with the L4G program has been transformative and ambitious, leading to remarkable progress in implementing feedback practices and leveraging data to enhance our organization's impact.”***

## IMPACT IN ACTION

# Deepening and amplifying systems through L4G Advanced

Organizations that continue in L4G Advanced achieve sustained organizational change by extending their feedback systems and deepening their practices.

## 2025 Outcome Highlights Across 67 Participants



### Stronger Feedback Systems

- Developed SOPs and expanded surveys across all programs.
- Built feedback champions and core NPS measures organization-wide.



### Culture & Staff Engagement

- Increased staff engagement and strengthened buy-in for client-centered practices.
- Policy updates and governance shifts increased staff trust.



### Data-Driven Decision Making

- Leaders use and discuss data more confidently, including board-level reporting.
- Clearer feedback processes sparked program-led innovations.

“

***“Cynthia is our champion...but you don’t want it all sitting on one person [or] leaving a lot of other programs out. We really wanted to think about how we do that and reduce the reliance on one person. When we heard about L4G Advanced...that was one of the points of building it as a culture, versus being on one person’s plate.” -Kathy Powers, Orion***

Through Listen4Good Advanced, Kathy’s team at Orion shifted from a feedback process held by one person to a shared organizational practice grounded in listening. Inspired by peers in the program, Orion created a Learning & Evaluation Committee, bringing together managers, leadership, and their data team to collectively guide the work.

L4G helped the team expand surveys across all programs and built feedback directly into Orion’s Apricot360 system, making feedback a seamless part of each client’s journey. As more staff engaged, they saw a cultural shift toward being truly client-centered. >> [Learn more in this video.](#)





## IMPACT IN ACTION

# Building feedback ecosystems with L4G Learning Communities

Learning communities are offered as a supplement to our Premium experience and build organizations' feedback expertise through peer collaboration. We create open spaces where leaders can be candid, vulnerable, and learn from each other.

# 182

Organizations Participated in 14 Regional or National Learning Communities in 2025

- Atlanta, GA
- Tulsa, OK
- Dallas, TX (2)
- SF Bay Area
- Arizona
- Michigan
- New England
- New Jersey (2)
- National (4)

During these Learning Community meetings, I had the opportunity to... (check all that apply):

Answered: 123 Skipped: 1



% of respondents

“

***“My experience with Listen4Good has affirmed what I've always believed: when we truly center community voice, trust deepens, relationships grow stronger and outcomes improve.”*** -Ashley Johnson, Program Officer, The Kresge Foundation  
*Featured in The Kresge Foundation, Centering student voices: What we learned partnering with Listen4Good. Read the full article [here](#).*



Through Listen4Good, Mission of Mercy Arizona gathered meaningful patient feedback for the first time in nearly a decade, giving the organization new insight into how patients experience their services.

In this video, Community Outreach Manager Shoshana shares how the combination of personalized coaching and the Learning Community experience made the process especially powerful. >> [Watch the video](#)

## IMPACT IN ACTION

# Informing systems change with Community Trends Reports

By aggregating data across organizations, Community Trends Reports (CTRs) inform systems-level change — engaging funders, intermediaries and nonprofits in developing cross-cutting solutions.

# 5,800+

Community Perspectives  
Across 3 Ongoing CTRs

- Early Childhood Resource Centers
- Food Access Providers
- Affordable Housing Providers In Two States

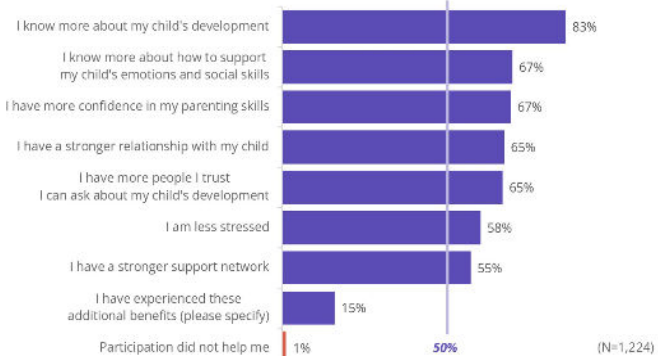


*Philanthropy has a promising opportunity to leverage shared listening solutions that spread responsibility across both foundations and grantees, take into account their respective positioning and incentives, and create actionable systems capable of generating multi-layered insights.*

-Valerie Threlfall, [\*A New Opportunity for Funder-Nonprofit Partnership: Advancing Shared Listening Efforts to Learn From Community. The Foundation Review, 2025\*](#)

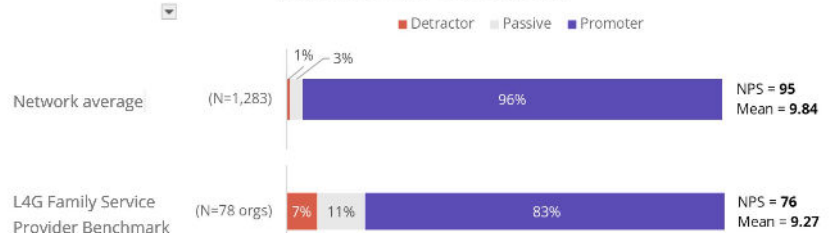
### Sample Perceptual Outcome Data

As a result of your participation in this programming/classes... (Check all that apply)



### Sample Experience Data

How likely is it that you would recommend [this organization] to a friend or family member?  
(0=Not at all likely; 10=Extremely likely)



## EVENTS & TRAININGS

L4G hosted multiple trainings and events for the broader philanthropic and nonprofit sector.

22

Presentations by  
L4G Team

**Candid.**

Feedback  
Labs



**NONPROFIT  
NEW YORK**



## PUBLICATIONS

Case Studies



[Harnessing  
Feedback to  
Drive Advocacy](#)

Case Studies



[How Two  
Organizations Used  
Community  
Feedback to Guide  
Their Work](#)

**AFN** ASSET  
FUNDERS  
NETWORK

Grantmakers Advancing Economic Equity

[Charles Schwab  
Bank Partners with  
Listen4Good](#)



The Center for  
High Impact Philanthropy

[Embedding Community  
Feedback into  
Philanthropy: Why It  
Matters and How to  
Start](#)



The Center for  
High Impact Philanthropy

[The Challenge and  
Opportunity for  
Funder and Nonprofit  
Listening Right Now](#)

[The Foundation Review](#)

a publication of the Dorothy D. Johnson Center for Philanthropy at Grand Valley State University

[A New Opportunity for  
Funder-Nonprofit  
Partnership: Advancing  
Shared Listening Efforts  
to Learn From  
Community](#)

