



# COLLECTIVE IMPACT FORUM



Welcomes you to the

## Getting Started with Collective Impact Webinar Series

*Presented by:*



REIMAGINING SOCIAL CHANGE

# Welcome from the Collective Impact Forum

- Join the Collective Impact Forum: [collectiveimpactforum.org](http://collectiveimpactforum.org)
- Download today's presentation and handout material at the Collective Impact Forum.
- We want to hear from you! Keep close to your computer to answer polls and ask questions.



**Tracy Timmons-Gray**  
*Community Manager,  
Collective Impact Forum*

How many people are watching  
at your location?



# Thank you for joining

## Join the conversation

# 1

### Ask a question

Send questions via the box at the bottom left of your screen. Click the heart icon to “up vote” others.

# 2

### Share on Twitter

#collectiveimpact  
@CIForumTweets  
@FSGtweets  
@corealigning

## Technical assistance

Use the “**Tech Support**” chat tab at the bottom left of your screen

-or-

E-mail [custserv@krm.com](mailto:custserv@krm.com)

The background of the slide is a teal color with a pattern of interlocking puzzle pieces. The puzzle pieces are slightly offset, creating a sense of depth and movement. The text is centered and reads: 

Is COLLECTIVE  
IMPACT  
right for you?

---

*3 key questions*

**What is** collective impact?

Is it the **right tool** for us?

Are we **ready**?

# Today, you'll be hearing from...



*Fay Hanleybrown*  
FSG



*Sujatha Jesudason*  
CoreAlign



*Admas Kanyagia*  
FSG

How familiar are you with  
collective impact?

**A. Very** - I'm a collective impact expert!

**B. A little** - I could use a refresher.

**C. Not very** - This is a new idea for me.



# 3 types of problems

simple



# 3 types of problems

complicated



# 3 types of problems

complex



what if...?

The image features a central text element 'ISOLATED IMPACT' in a bold, dark blue, sans-serif font. The text is overlaid on a complex background of overlapping, semi-transparent arrows. The arrows are in various colors: a large green arrow pointing up and to the left, a yellow arrow pointing up, a blue arrow pointing down and to the right, and a pink arrow pointing down. There are also several faint, light grey arrows scattered throughout the background, creating a sense of movement and direction. The overall composition is abstract and modern.

**ISOLATED IMPACT**



# 5 elements of collective impact

**COMMON  
AGENDA**

**SHARED  
MEASUREMENT**

**MUTUALLY  
REINFORCING  
ACTIVITIES**

**CONTINUOUS  
COMMUNICATION**

**BACKBONE  
ORGANIZATION**

# Collective impact is being applied to many different social problems

## EDUCATION



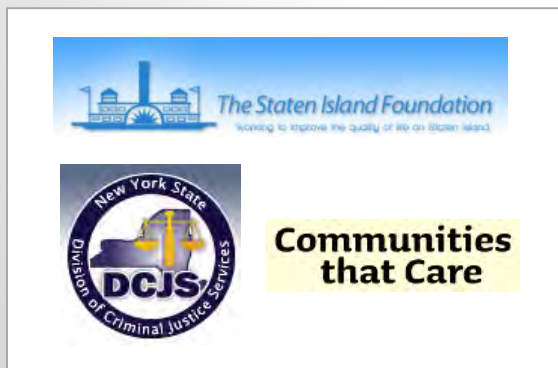
## HEALTH CARE



## HOMELESSNESS



## YOUTH DEVELOPMENT



## ECONOMIC DEVELOPMENT



## COMMUNITY DEVELOPMENT





# How long does this take?



# How long have your previous efforts at cross-sector collaboration lasted?

- A. **We've never done this.** This is our first time thinking about a cross-sector approach.
- B. **A couple of months.** Despite good intentions, things fizzled out relatively quickly.
- C. **A year or so.** We started off strong and worked together for a good amount of time.
- D. **More than a year.** We are collaborating machines!

The background is a green-tinted image of a vintage map with a compass rose. The map shows various geographical features and text, including the word "Carbon" and "German". The compass rose is prominent in the center, with its needle pointing towards the top. The text is overlaid on this background in a large, white, sans-serif font.

HOW DO YOU  
KNOW IF  
COLLECTIVE  
IMPACT IS RIGHT  
FOR YOU?

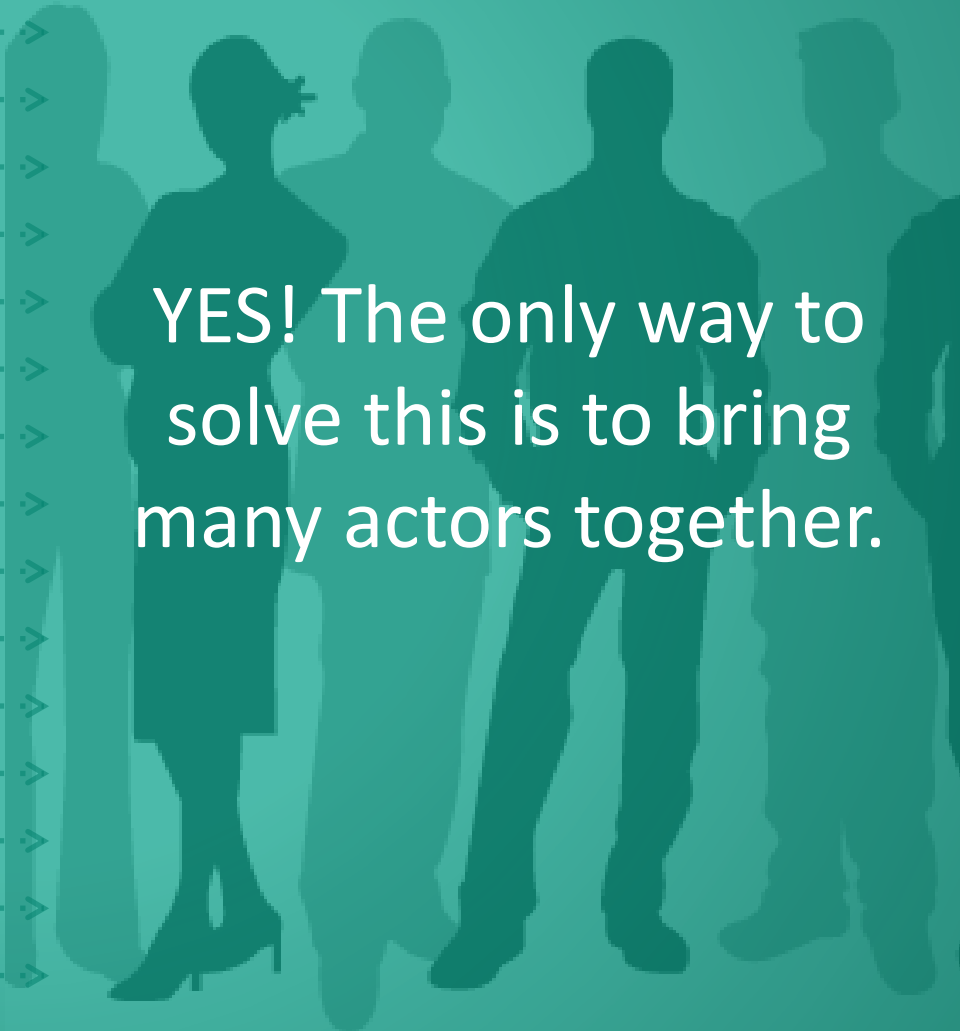
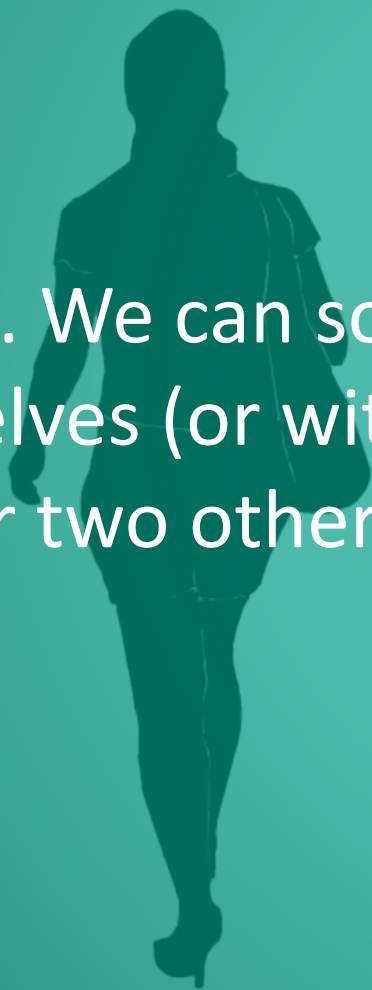
A silhouette of a person with long hair, seen from the back and side, looking out over a landscape. The background is a soft, hazy sky with a dark horizon line. The entire image has a teal color overlay.

Pick a social  
problem...

Do you need to work together with others to solve this problem?

NAH. We can solve it ourselves (or with one or two others).

YES! The only way to solve this is to bring many actors together.



**What is the problem  
we are facing?**

**Does it require actors from  
across sectors to work  
together to solve it?**

Is collective impact **the best tool**  
for our collaboration?



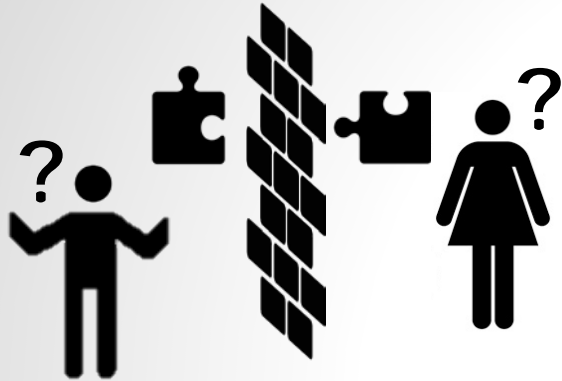
Collective impact is best used if  
**the system itself is broken**

SYSTEM





# 5 ways to tell if you are operating in a **broken system**



**SILOS**



**INEQUITY**



**OUTDATED  
POLICIES**



**LITTLE  
INNOVATION**



**LACK OF  
SCALE**

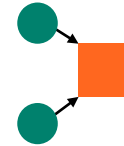
Is the problem we are trying to address of adequate scale to invest in a collective impact approach?

Is our system broken?

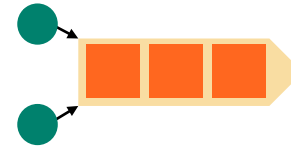
*silos, outdated policies, innovation challenges, equity challenges, lack of scale*

# Don't forget about your other tools!

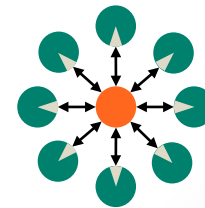
**Joint Project**



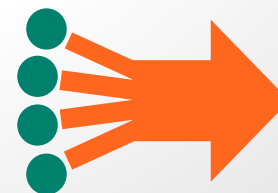
**Joint Program**



**Strategic Alliance**

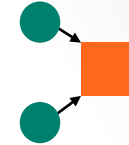


**Collective Impact**

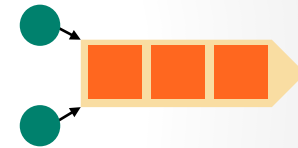


Which of these collaborative tools do you think is right for your social problem?

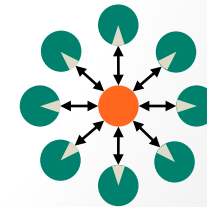
A. Joint Projects



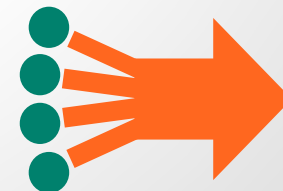
B. Joint Programs



C. Strategic Alliances



D. Collective Impact



Questions about if collective  
impact is the right tool?



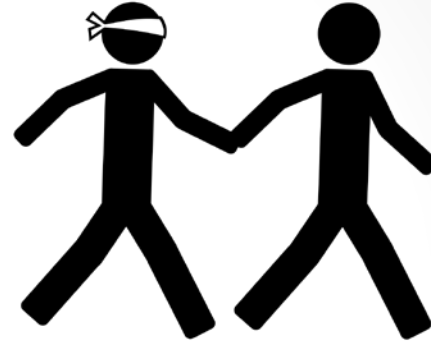
# Are you ready to start using collective impact?

photo credit: <http://www.flickr.com/photos/7390466@N06/8156462895>>Starting Line</a> via <http://photopin.com>>photopin</a> <https://creativecommons.org/licenses/by-nd/2.0/>>(license)</a>

# If you meet these 4 preconditions you are ready for CI



**URGENCY**



**TRUST**



**CHAMPION**



**RESOURCES**

# South Seattle and South King County is a highly diverse region



**120,492**

Students in the Road Map Project region schools

**69%**

Students of color

**59%**

Low-income

**19%**

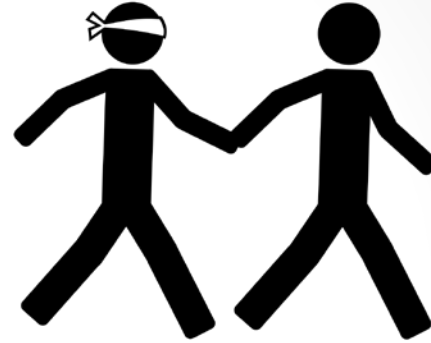
English language learners



# All preconditions were in place



**URGENCY**



**TRUST**



**CHAMPION**



**RESOURCES**

# The Road Map Project

The Road Map Project's goal is to **double the number** of students in South Seattle and South King County who are **on track to graduate from college or earn a career credential** by **2020**. We are committed to nothing less than **closing the unacceptable opportunity and achievement gaps** for low-income students and children of color, and increasing achievement for all students from cradle to college and career.



# CoreAlign was searching for breakthroughs in collaboration

Can increased collaboration, or collective impact, be a strategy within the movement (not the strategy of the movement) to help move us forward in the following ways?

- Break through the log jam by **achieving wins on specific issues**
- Shift from individual organizations' activities to **measurable collective outcomes** across organizations
- Establish and accelerate a **culture of coordinating and working together**
- Engage **new partners** – government, policy makers, business/corporate, and nonprofits in other movements

# We assessed readiness across four broad categories

**A**

People Have **Positive and Healthy Sexual Lives**

(e.g., preventive care; sexual education; protection against sexual assault; protection from discrimination against sexual orientation and gender identity)

**B**

People Have the **Ability to Decide Whether and When to Have Children**

(e.g., appropriate contraception; abortion; infertility support; choice of adoption)

**C**

People Have **Healthy Pregnancies and Childbirth**

(e.g., positive birth experiences; prevention of pregnancy complications or pregnancy related deaths)

**D**

People Have **Support for Families to Live with Dignity**

(e.g., supportive work environments; safe and healthy communities; support for queer parenting; supportive welfare, criminal justice, and immigration systems)

# We identified three opportunity spaces for collaboration

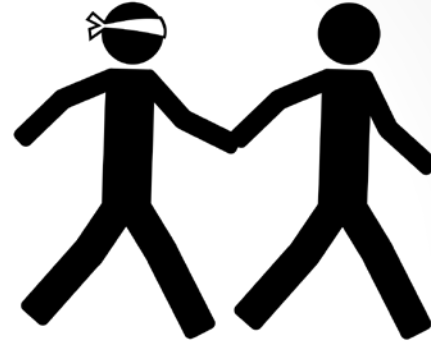
	Description	Category	Potential Collaborators
1	Long-term, structured collaboration on abortion and contraception policies at the state and federal levels	B	Organizations dedicated to RR/RJ/RH
2	Local coordination on policies and practice (e.g., changes in service delivery) to expand abortion and contraceptive access	B	Organizations dedicated to RR/RJ/RH + affiliated organizations (e.g., medical providers, academia)
3	Policy and/or systems change on social and economic issues that affect reproductive outcomes	D	Organizations dedicated to RR/RJ/RH + organizations from other movements (e.g., labor, immigration)

*These are opportunities for greater collaboration, and over time, collective impact.*

# Not all preconditions were present



**URGENCY**



**TRUST**



**CHAMPION**



**RESOURCES**

**Are our prerequisites in place?**  
*urgency, trust, champion, resources*

Questions about readiness for  
collective impact?



# Collective impact is **right for us if:**

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1. WE NEED TO COLLABORATE WITH MULTIPLE ACTORS ACROSS SECTORS
2. WE ARE TRYING TO FIX OR CHANGE A BROKEN SYSTEM
3. WE HAVE ALL FOUR READINESS PRECONDITIONS IN PLACE (*urgency, trust, a champion, and resources*)

# Final thoughts



# *Thank you!*



*Fay Hanleybrown*  
*FSG*



*Sujatha Jesudason*  
*CoreAlign*



*Admas Kanyagia*  
*FSG*



## Continue Your Journey in Our Upcoming Webinars

### Setting the Scene for Collective Impact

**October 20<sup>th</sup>, 2015**

Join us as we walk through the initial set-up of an initiative.

### Collaborating to Create a Common Agenda

**November 3<sup>rd</sup>, 2015**

Join us as we demonstrate how to develop the initiative's vision and shared goals.

# Join the Collective Impact Forum – A Free Online Community for Collective Impact Practitioners, Partners, and Funders

The screenshot shows the homepage of the Collective Impact Forum. At the top left is the logo for the Collective Impact Forum, which consists of a stylized sunburst icon and the text "COLLECTIVE IMPACT FORUM". To its right is the FSG logo. The top navigation bar includes links for "ABOUT US", "PROFILE DIRECTORY", "BLOG", and "LOGIN", followed by a search bar and social media icons for Facebook, LinkedIn, Twitter, YouTube, and Google+. Below the navigation bar is a teal header with menu items: "WHAT IS COLLECTIVE IMPACT", "GETTING STARTED", "FEATURED STORIES", "COMMUNITY", "RESOURCES", and "NEWS & EVENTS". The main content area features a large background image of a person's face. On the left, the text reads "Welcome to the COLLECTIVE IMPACT FORUM" in a mix of serif and sans-serif fonts. Below this is a paragraph: "This is the place for those practicing collective impact to find the tools, resources, and advice they need. It's a network of individuals coming together to share experience and knowledge to accelerate the effectiveness and adoption of collective impact." A teal button labeled "LEARN ABOUT THE COMMUNITY" is positioned below the paragraph. On the right, the section "Visit Our Community" includes the text "Select your role to visit the collective impact community most relevant to you." and three buttons: "FUNDER OF INITIATIVES", "BACKBONE ORGANIZATION", and "PARTNER ORGANIZATION", each with a corresponding icon. At the bottom, a dark teal footer contains two sections: "What is Collective Impact? LEARN MORE >" with a sunburst icon, and "Where do I find help and the resources I need? FIND RESOURCES >" with a book icon.

Sign up at

[www.collectiveimpactforum.org](http://www.collectiveimpactforum.org)