

IMPACT RESULTS & DISCUSSION

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ASHOKA CANADA
2018 NOV 26TH



ASHOKA
CANADA

BACKGROUND

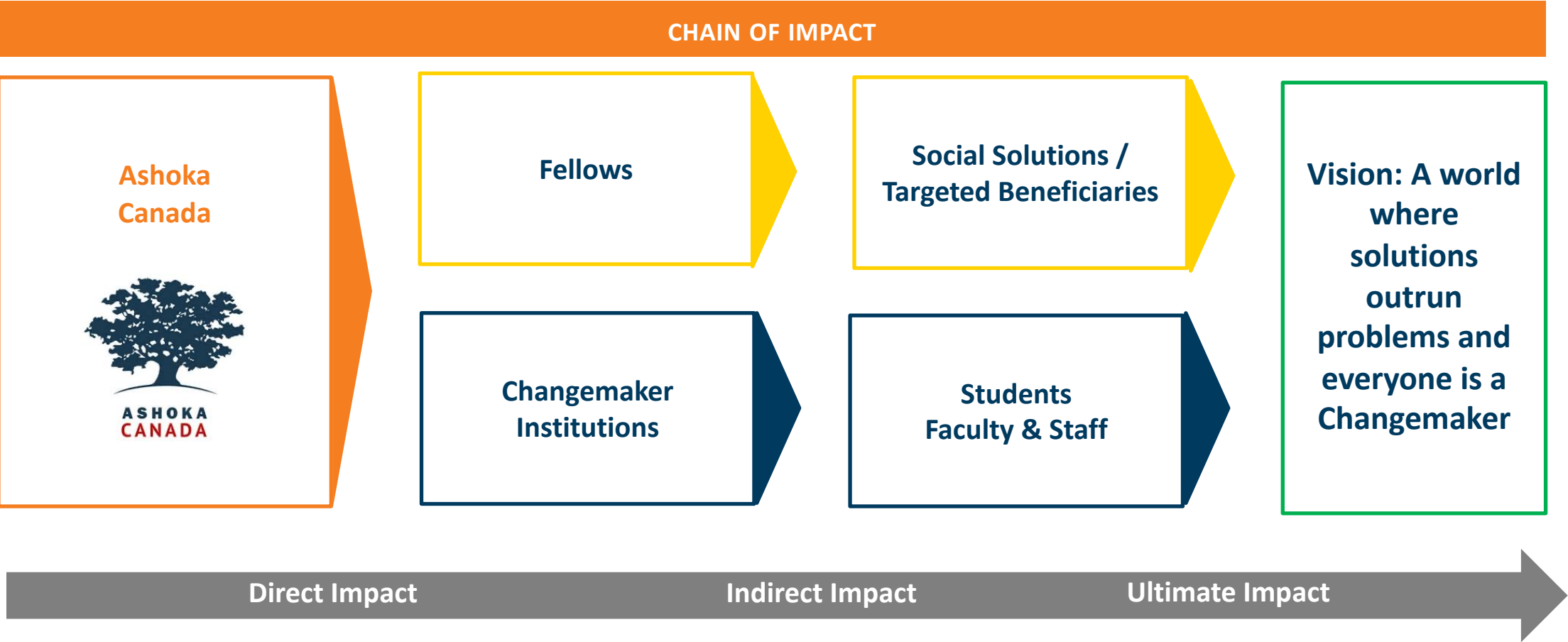
We've been on a 2-year learning journey.
Capturing & sharing Ashoka Canada's impact
data is a big step forward



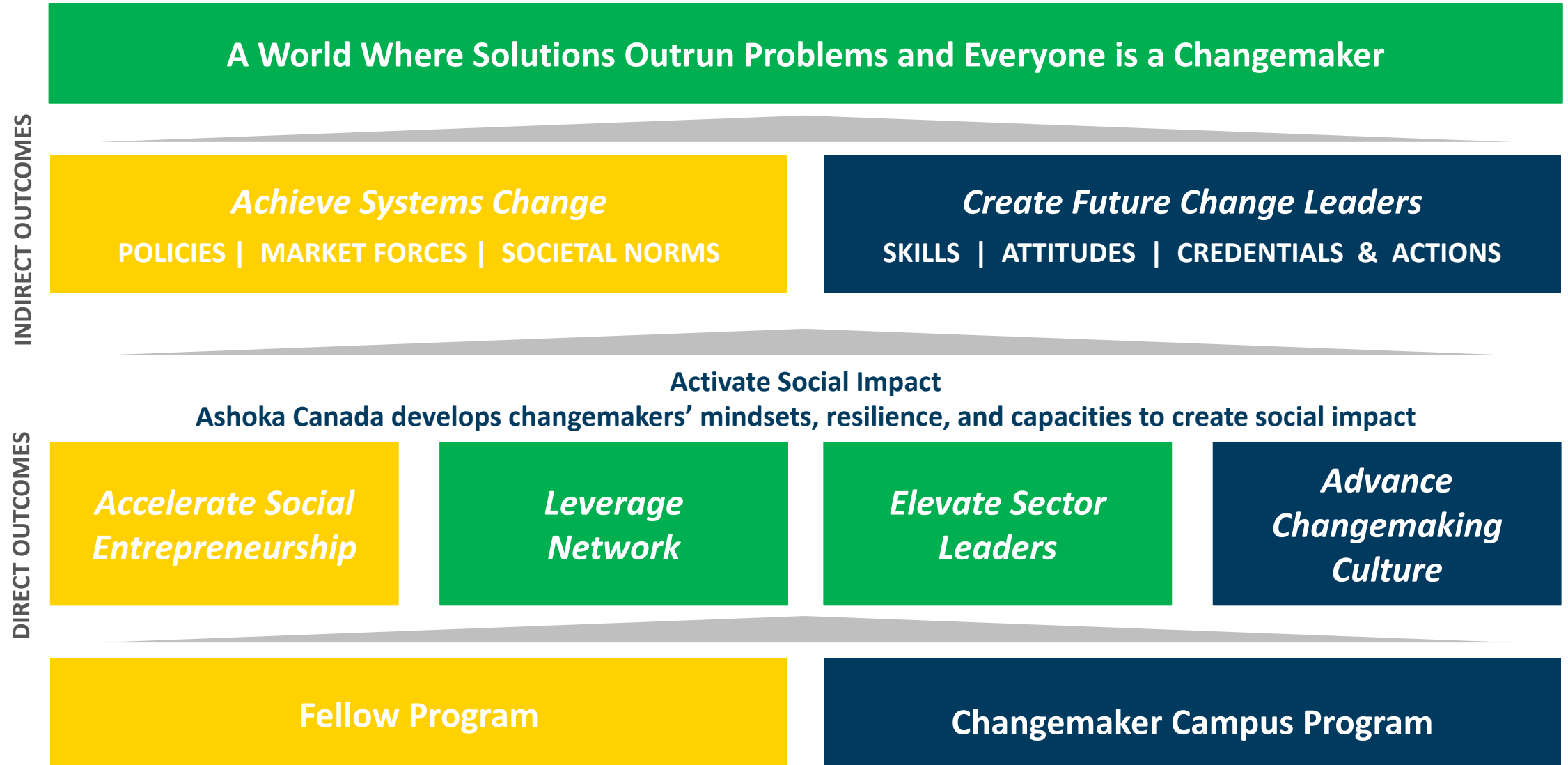
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Methodology: *Measure Across the Chain of Impact*

Ashoka Canada requires data collection on direct (program) outcomes and indirect (societal) outcomes



Ashoka Canada Outcomes Framework



Fellow Program Outcome Criteria

INDIRECT
OUTCOMES

Achieve Systems Change

- ✓ Improved policy, legislation, standards
- ✓ Created social value markets, products
- ✓ Shifted societal norms

Create Future Change Leaders

SKILLS | ATTITUDES | CREDENTIALS & ACTIONS

DIRECT
OUTCOMES

Accelerate Social Entrepreneurship

- ✓ Received Funding
- ✓ Accessed Resources
- ✓ Scaled strategy
- ✓ Achieved Influence

Leverage Network

- ✓ Attained Community
- ✓ Received new ideas & best practices
- ✓ Collaborated
- ✓ Contributed

Elevate Sector Leaders

- ✓ Enhanced Reputation
- ✓ Demo Leadership as role model
- ✓ Set standard for field

Advance Changemaking Culture

Search & Select

Identify, vet and elect social entrepreneurs with system shifting ideas that are ready to scale

Fellow Program

Support & Scale

Connect Fellows to Fellows
Connect Fellows to ASN, Funders & Partners

Demographics: *Three surveys to measure Ashoka's impact*

Ashoka Fellows

n= 36

- 31 English-speaking Fellows
- 5 French-speaking Fellows
- 72% Fellow response rate

Changemaker Campus Students

n= 2,567

- 446 Georgian College
- 147 Royal Roads University
- 1,531 Simon Fraser University
- 443 Wilfrid Laurier University

Changemaker Campus Faculty and Staff

n= 334

- 27 Georgian College
- 106 Royal Roads University
- 17 Ryerson University
- 12 Simon Fraser University
- 172 Wilfrid Laurier University

SURVEY HIGHLIGHTS



**ASHOKA
CANADA**

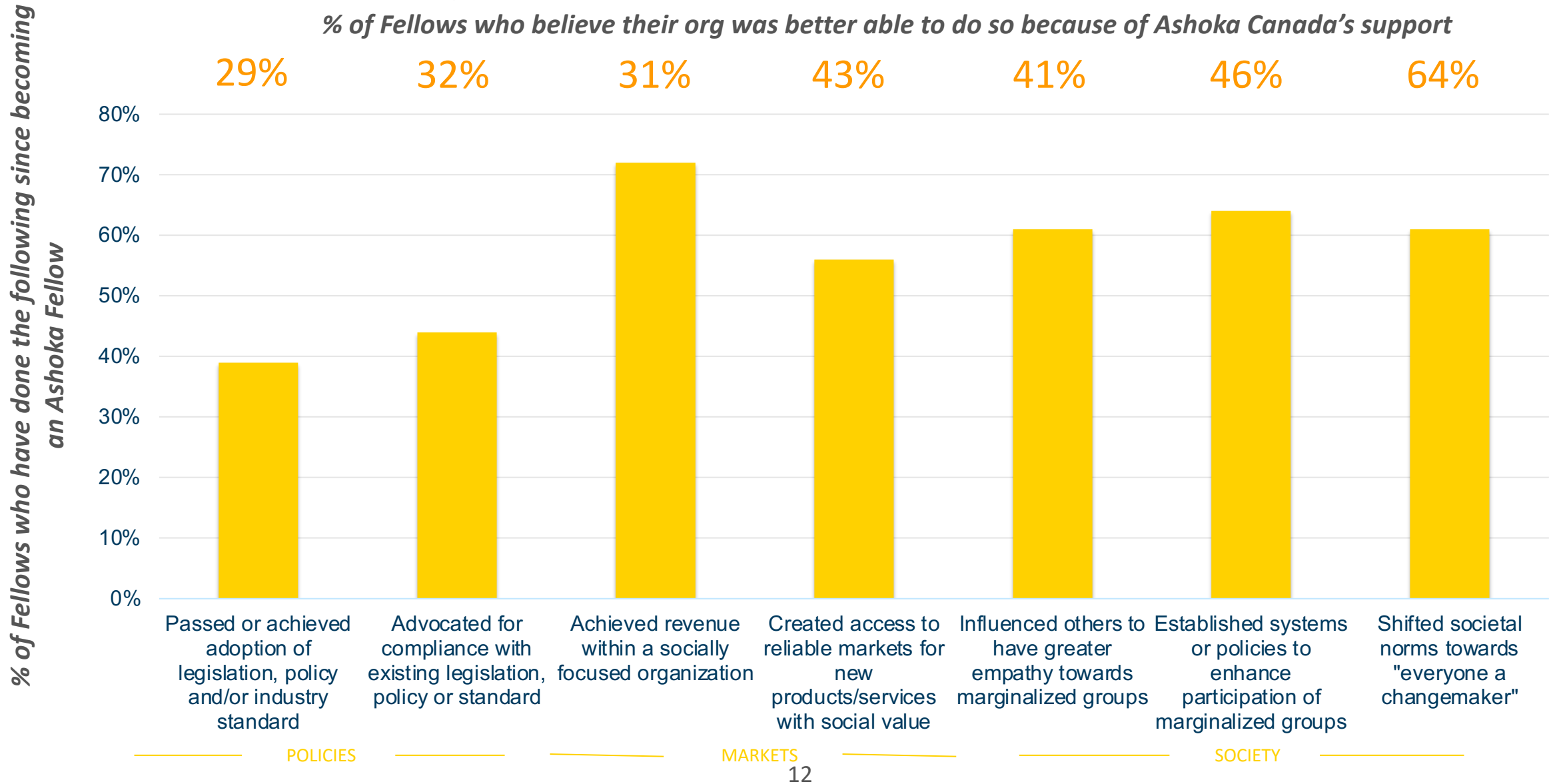
Our model is working!

Ashoka is (indirectly) achieving systems change & creating future change leaders.

Ashoka (direct) program impacts reveal strengths & areas for improvement.

Fellows Have *Achieved Systems Change* by Shifting Policy, Market Forces, and Societal Norms

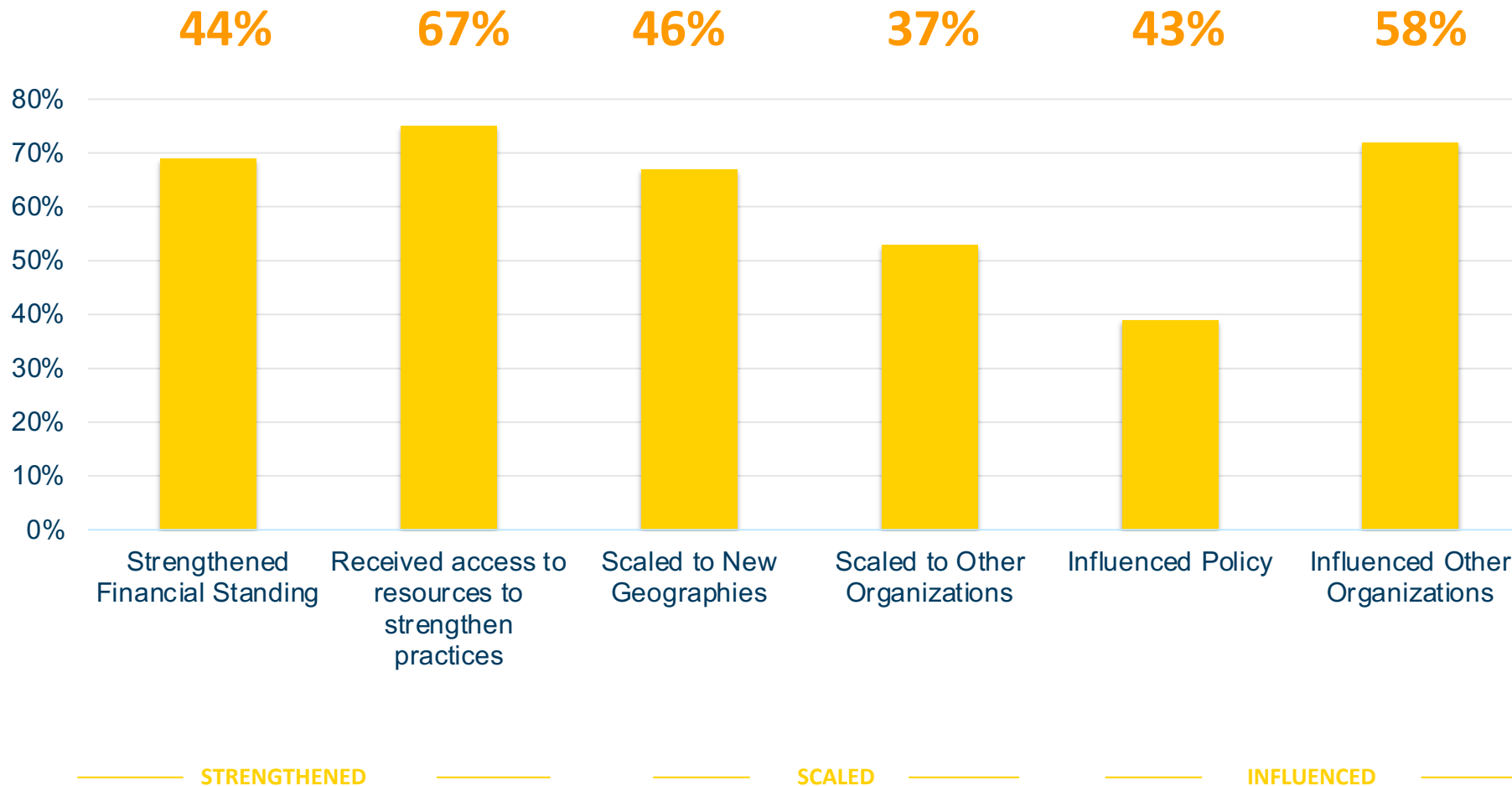
% of Fellows who believe their org was better able to do so because of Ashoka Canada's support



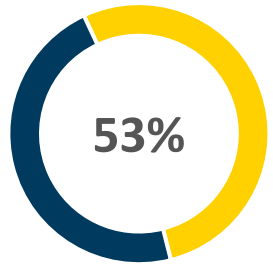
Fellows Have Made Significant Progress *Accelerating Social Entrepreneurship*

% of Fellows who believe their org was better able to do so because of Ashoka's support

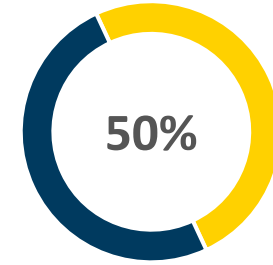
% of Fellows whose orgs have done the following since they were designated as an Ashoka Fellow



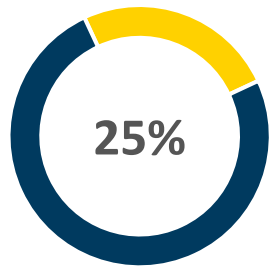
Ashoka has supported Fellows to use a systems-change view and evolve their leadership, but not their strategy



of Fellows believe that Ashoka helped them to see their work through a **systems-change perspective**.



of Fellows believe Ashoka helped them to **evolve their leadership approach** to help others see themselves as agents of change.

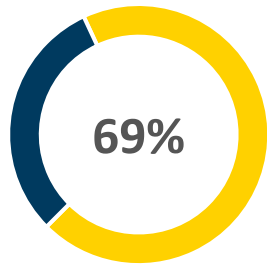


of Fellows believe Ashoka gave them **strategies and frameworks for spreading their idea** beyond direct service and reaching systemic change.

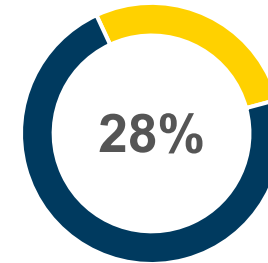
Resources to Transform

“Ashoka has provided excellent resources and helped us transform our approach to social entrepreneurship, evolve our leadership and fine-tune our strategies.”

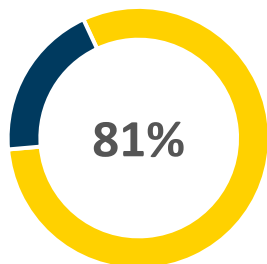
The Majority of Fellows have *Leveraged the Network*; Room to Improve the Value of their Participation



of Fellows have **engaged in more than one way** with the Ashoka Canada network.



of Fellows have implemented **program improvements** that they learned from others in the Ashoka Canada network.



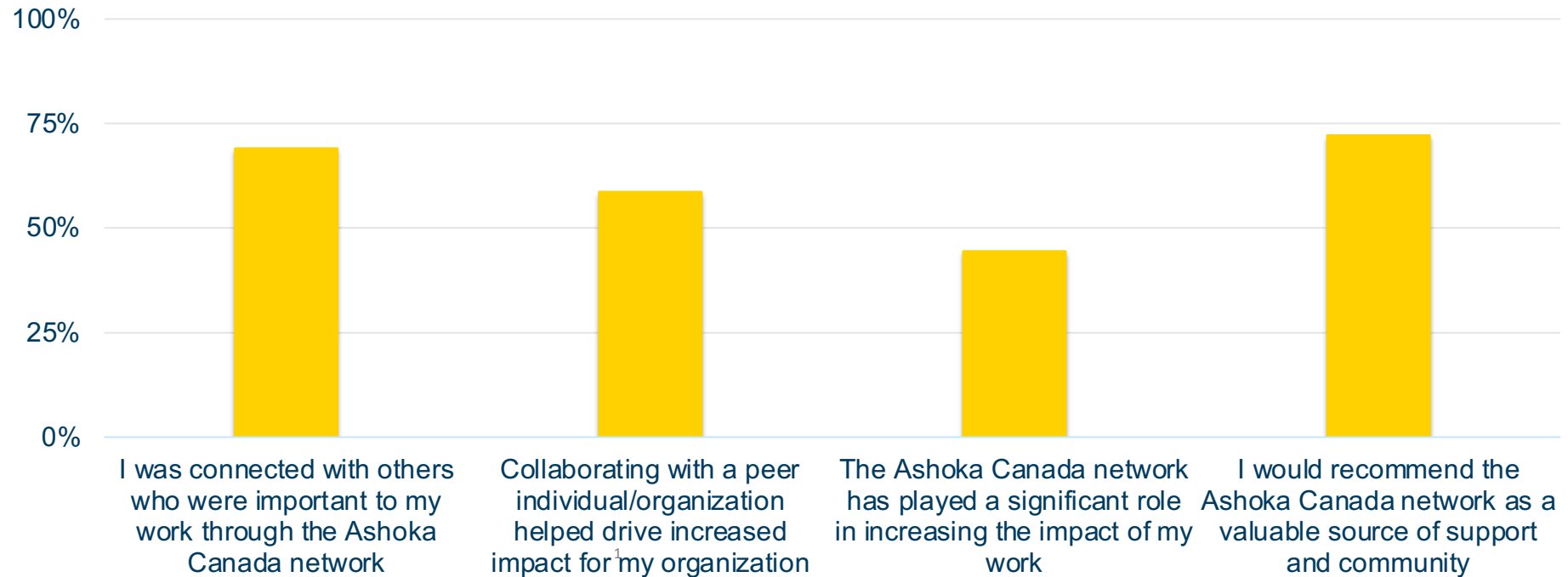
of Fellows have **collaborated with at least one peer** or organization from the Ashoka Canada network.

Motivation and Feedback from Network

“Having a group of peers who are experienced enough to give me feedback has been invaluable.”

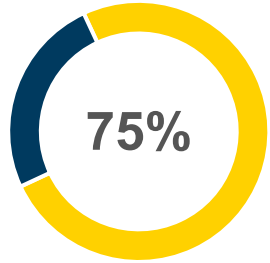
Fellows Value Connections and Collaborations, though the Network's Role in Driving Impact is Mixed

% of Fellows who agree/strongly agree

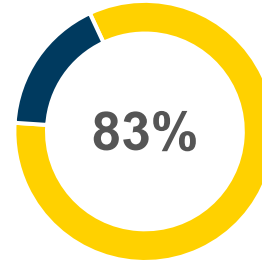


Fellows demonstrate a lasting commitment to the network – **78% of Fellows** anticipate working closely with the Ashoka Canada network in the future.

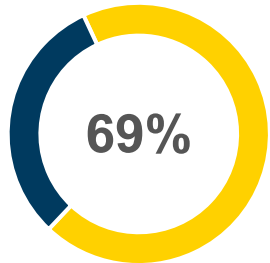
Ashoka Fellow Election has *Elevated them as Sector Leaders*



of Fellows report their **organization attained or increased its reputation** as an accredited leader in social entrepreneurship.



of Fellows report they **attained or increased their own reputation** as an accredited leader in social entrepreneurship.



of Fellows report having served as a **mentor or role model** for others in the field.

Credibility due to Selection

“The fact that Ashoka did its due diligence to certify me provides an additional level of credibility...the global Ashoka brand gives my work additional caché.”

Fellows Support Ashoka Canada; It's a Strong Model ...

81% of Fellows were **likely/very likely to actively support** the work of Ashoka Canada, compared to only 3% who were not/not at all likely

Fellows ranked access to a **Canadian network of peers** (33%) and a **stipend** (31%), as the most helpful program components

... with room for improvement to enhance Ashoka's impact

The majority of Fellows cited that Ashoka doing the following would be helpful:

- Supporting **fundraising** (72%)
- Facilitating more **publicity / raising of Fellows' profiles** (56%)
- Providing **connections with key players** in the social entrepreneurship or the social impact field (53%)

Increase Visibility

"I believe in the network and its potential. The more is known about Ashoka, the more it will work for all of us."

Changemaker Institution Program Outcome Criteria

INDIRECT
OUTCOMES

Achieve Systems Change

POLICIES | MARKET FORCES | SOCIAL NORMS

Create Future Change Leaders

SKILLS | ATTITUDES | CREDENTIALS & ACTIONS

- ✓ Demonstrated critical thinking & leadership skills
- ✓ Developed sense of purpose, empathy & resilience
- ✓ Attained education & experience to improve employability
- ✓ Took creative action to solve social problems

DIRECT
OUTCOMES

Accelerate Social Entrepreneurship

Leverage Network

- ✓ Attained new ideas & best practices
- ✓ Collaborated with peer
- ✓ Demonstrated lasting commitment

Elevate Sector Leaders

- ✓ Attained reputation as accredited leader
- ✓ Set the standard
- ✓ Served as role model

Advance Changemaking Culture

- ✓ Embedded Changemaking throughout the org
- ✓ Enhanced Infrastructure to support a Changemaking Ecosystem

Changemaker Institution Program

Search & Select

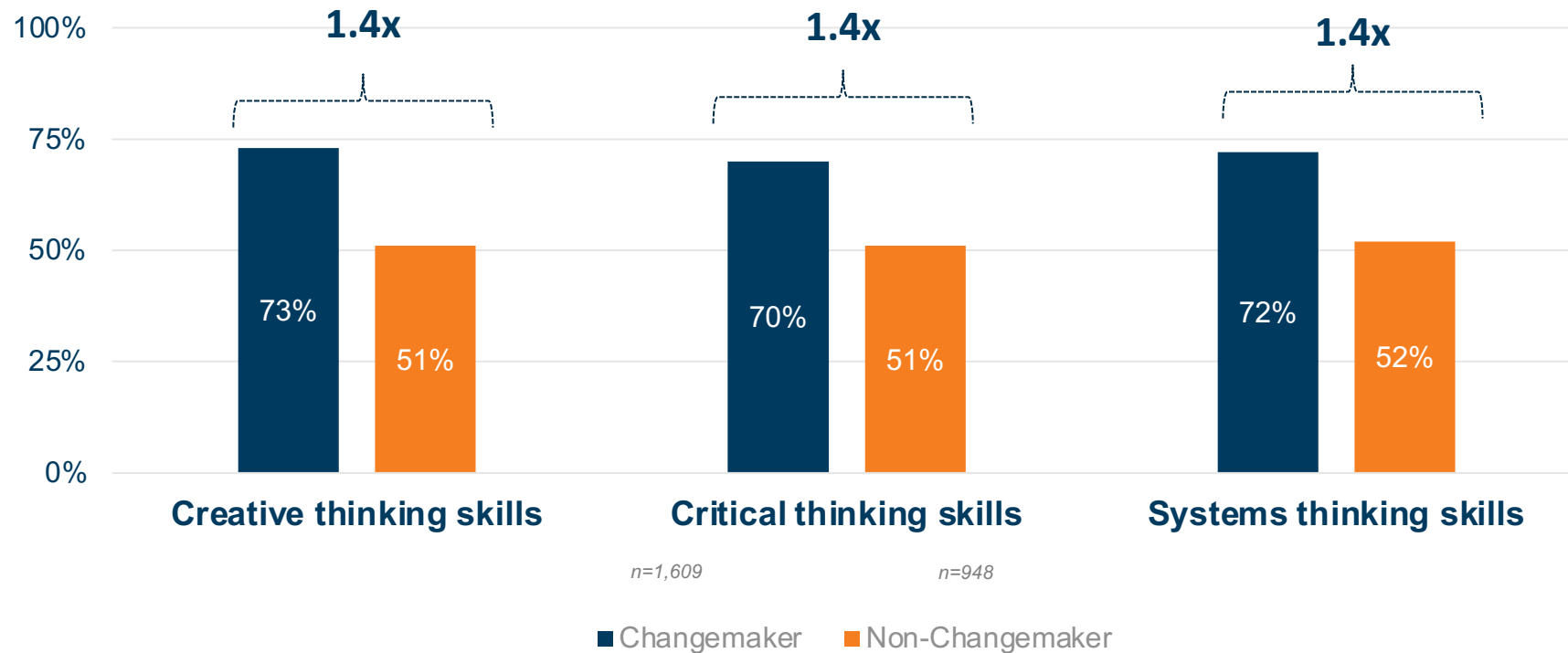
Engage Campuses, Schools & Institutions in Social Innovation & Entrepreneurship

Spread Changemaking

Build capacity for youth to become changemakers
Build individual changemaker capacity in society

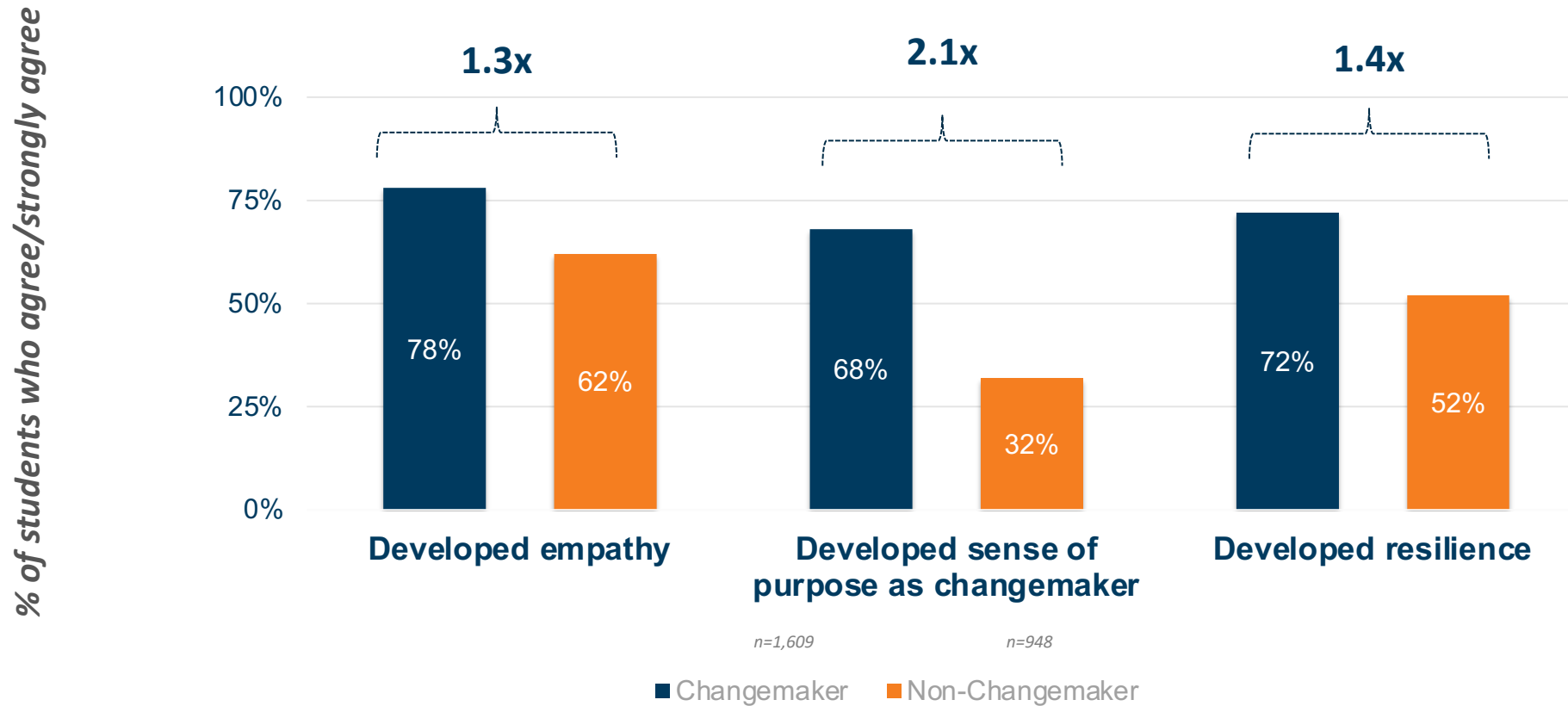
Creating Future Change Leaders; Changemaker Students More Likely to Report Creative, Critical, Systems Thinking Skills

% of students who report being proficient/very proficient in the following skills



Students who selected “Yes” in response to “At Ashoka, we consider a changemaker to be someone who takes creative action to solve a social problem. Do you identify yourself as a changemaker?” are considered changemakers.

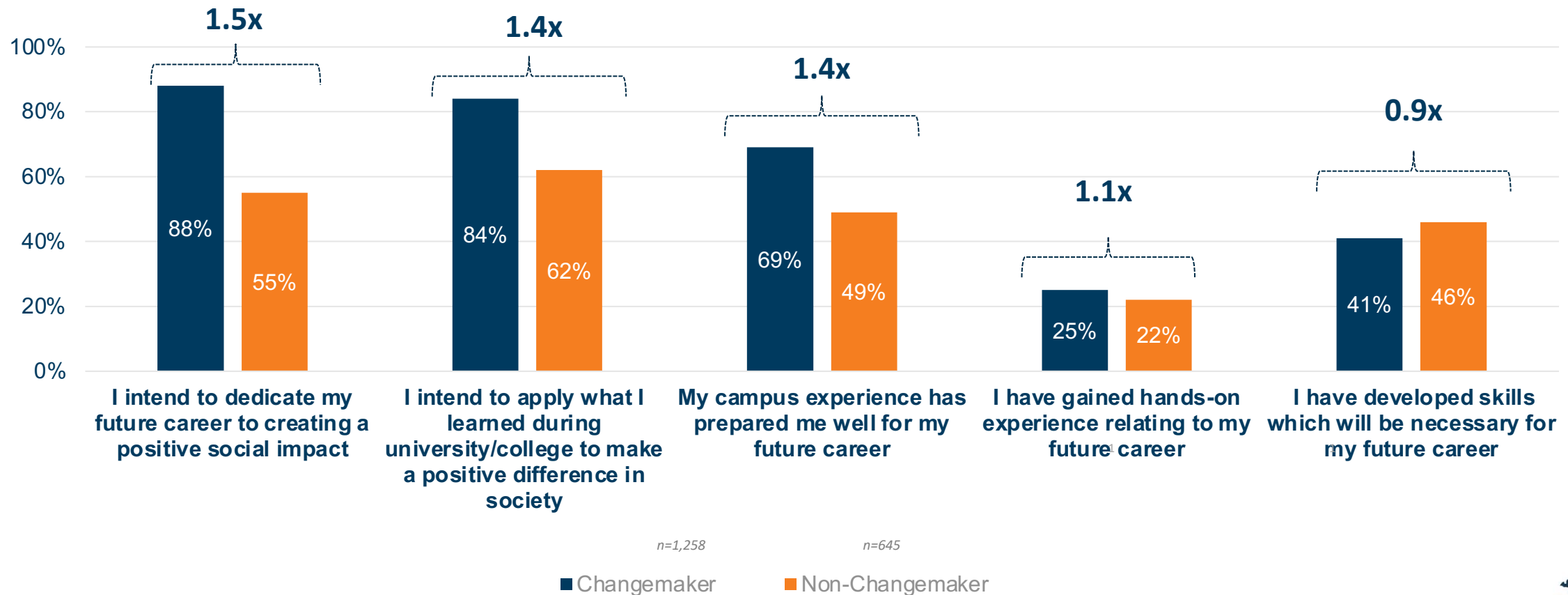
Creating Future Change Leaders; Changemaker Students are More Likely to Report Empathy, Purpose, and Resilience



Students who selected “Yes” in response to “At Ashoka, we consider a changemaker to be someone who takes creative action to solve a social problem. Do you identify yourself as a changemaker?” are considered changemakers.

Creating Future Change Leaders; Changemaker Students Plan on Social Impact Careers, but lack experience

% of students with employment arranged or with specific career in mind who agree/strongly agree



Students who selected "Yes" in response to "At Ashoka, we consider a changemaker to be someone who takes creative action to solve a social problem. Do you identify yourself as a changemaker?" are considered changemakers.

Majority of Students Prepared for Their Future Career

69% of changemaker students, compared to 49% of non-changemaker students, agree or strongly agree that their university/college experience has prepared them well for their future career.

Career Skills

“[My university/college] has helped me develop skills for my future career, such as leadership skills and communication skills. These skills will serve as a foundation to my future career goals”

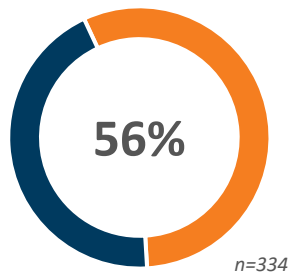
Increased Community Focus

“[My university/college] has helped me understand the need to be active in my community in order to promote social change. I have more tolerance, understanding, and patience. I will seek out opportunities to be able to act on this.

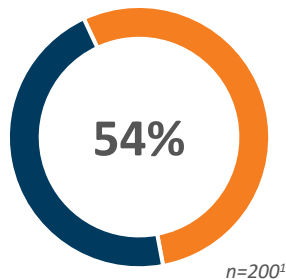
Skills, Mindset, & Attitude

“[My university/college] has equipped me with the skills, mindset and the right attitude towards my future career.”

Advance Changemaking Culture; Faculty/Staff Report that Changemaking is Core to Institutional Culture



of faculty/staff report that **changemaking** is a core part of their university's/college's **identity**.



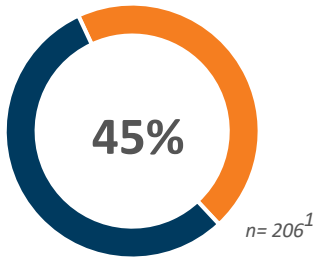
of faculty/staff report that **due to its designation** as a "Changemaker Campus," their university/college has **further developed its culture of changemaking** throughout the whole organization.

Embedded in Culture

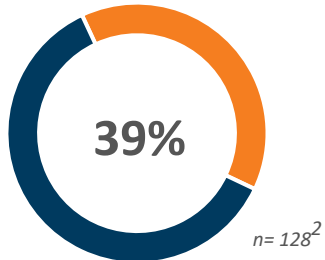
"Changemaking is embedded in our teaching and learning model to our socially progressive, interdisciplinary programming."

1. Question only posed to faculty/staff familiar with their institutions' connection with Ashoka U.

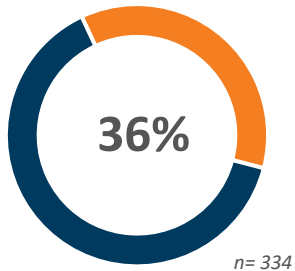
Advance Changemaking Culture; Faculty/Staff Report Limited Focus & Support for Changemaking



of staff believe leadership **supports staff** to advance changemaking across the university/college.



of faculty believe leadership **supports faculty** to advance changemaking across the university/college.



of faculty/staff believe their university/college **leadership has socialized their vision** of how to embed changemaking across the university/college.

1. Question posed to staff only.

2. Question posed to faculty only.

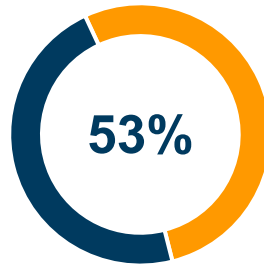
Collaboration Without Support

“There is no doubt that individuals have continued to collaborate with both Ashoka U and Ashoka campuses but there is limited institutional engagement or support.”

Isolated Focus

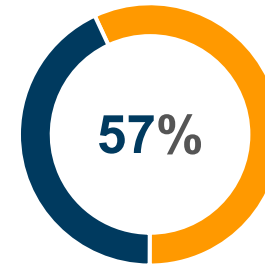
“Changemaking happens, but it only happens in pockets, most units and faculties have done very little in these areas.”

Leverage Network; Change Team Leaders Report Value from the Network, and Most Will Engage in Future



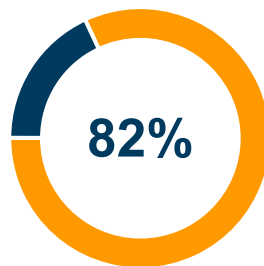
n=38¹

of faculty/staff report their university has **connected with other organizations** that are important to its work through the Ashoka U or Ashoka Canada network.



n=21¹

of faculty/staff report that **collaborating with a peer organization** helped drive increased impact for their university/college.



n=38¹

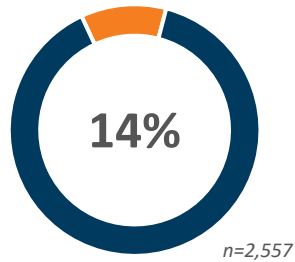
of faculty/staff anticipate that their university/college will **work closely** with the Ashoka U or Ashoka Canada **network in the future**.

Increasing Focus

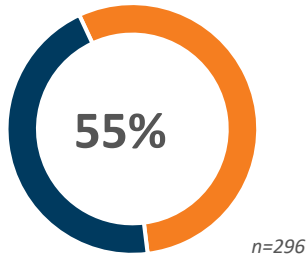
“The value of changemaking has taken on an additional level of credibility and interest among stakeholders.”

1. Question was only posed to members of institutions' change teams.

Leverage Network; Awareness of Ashoka Canada is low outside of Change Teams



of **students** are **familiar** with their institutions' connection with Ashoka Canada.



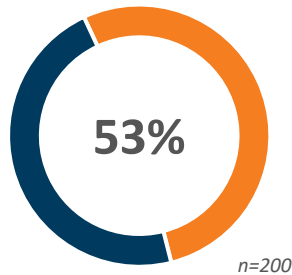
of **faculty/staff** are **familiar** with their institutions' connection with Ashoka Canada.

Siloed Knowledge

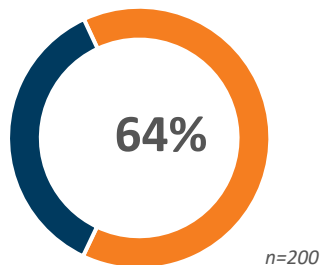
"The average staff member doesn't know much about our efforts as a changemaker. There hasn't been communication about how this connects to a broader institutional commitment to change."

Elevate Sector Leaders; Positive Reputational Impacts of Changemaker Campus Designation

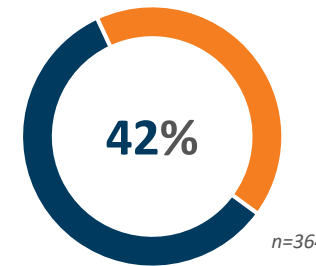
Since being designated a Changemaker Institution:



of faculty/staff said their university/college attained a or increased its **reputation as an accredited leader** in changemaking.



of faculty/staff said their university/college **demonstrated leadership** by serving as a role model in changemaking in higher education.



of students say the Ashoka U Changemaker designation was important/very important in their **decision to attend.**

Stamp of Approval

“Belonging to the Ashoka U network has given us an important accreditation stamp that conveys leadership and commitment to social innovation and social entrepreneurship.”

1. Statements were only posed to faculty/staff and students who are part of their institutions change leader teams or who were familiar with the connection between their institution and Ashoka Canada.

Changemaker Campus Programming is *Creating Future Change Leaders*

69% of Changemaker Students report that their university/college experience **prepared them well for the future**, vs 49% of non-changemaker students

Changemaker Students are more likely to report **empathy, purpose, resilience, critical thinking and leadership skills** than non-changemaker students

Opportunities for Improvement include....

Raising understanding and awareness of AshokaU Campus program impacts to **Elevate Sector Leaders**

Improving campus connection to better **Leverage the Network**

Accelerating Ashoka Changemaker Campus program reach and profile

... for the good of all

Beginning of the Process

“The designation of Ashoka U is new. I believe we have made remarkable strides in embedding this language into our policies, practices and leadership, but it is only the beginning of the process.”

What's next?



ASHOKA

Our model works, and we know how to fine tune it.

We have launched a 5-Year Plan to double the Ashoka Fellowship and graduate 250,000 Changemakers.

Join us today!

Contact Barb Steele

416 825 2280, bsteele@ashoka.org

Contribute via Canada Helps

<https://www.canadahelps.org/en/charities/ashoka/>



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PASSION LED US HERE

Self-identified Changemakers Engaged in More Changemaking Schooling and Activities than Peers

Students who selected “Yes” in response to “At Ashoka, we consider a changemaker to be someone who takes creative action to solve a social problem. Do you identify yourself as a changemaker?” are considered changemakers.

