FSG REIMAGINING SOCIAL CHANGE

Collective Impact Overview

MARCH 2017

FSG is a nonprofit that works on collective impact in three mutually reinforcing ways

HANDS ON SUPPORT - Samples

- ✓ Maternal and child health in Fresno and San Francisco
- ✓ Public health across San Francisco
- ✓ Education in Seattle and South Texas
- ✓ Early childhood in Houston, Detroit, and Washington state
- ✓ Substance use on Staten Island
- ✓ Health in the Rio Grande Valley

THOUGHT LEADERSHIP

LEARNING COMMUNITY

www.collectiveimpactforum.org

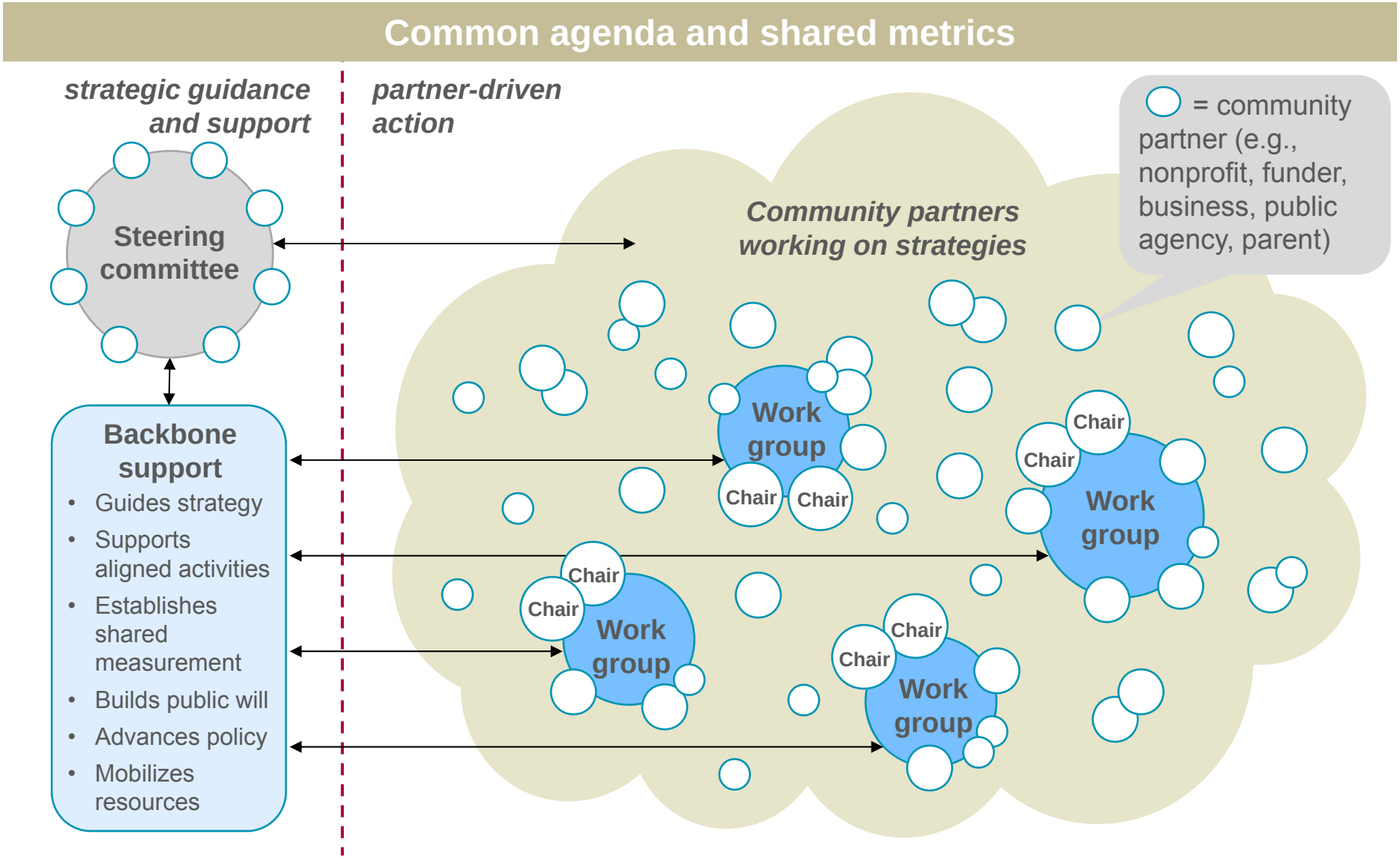
*The **Collective Impact Forum** is a field-wide digital resource designed to help curate and disseminate knowledge, tools, and best practices that support effective collective impact*

Collective impact is a structured, multi-sector approach to address complex problems

Collective impact is the commitment of a group of important actors from different sectors to a common agenda for addressing a specific complex problem at scale

Collective impact has five elements

Collective Impact in action looks like this

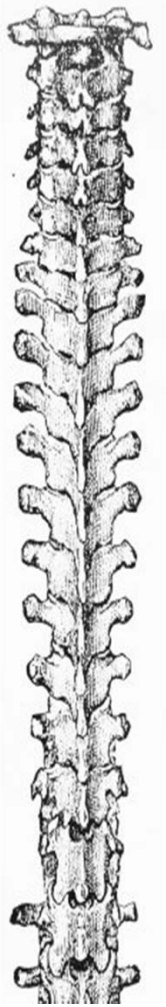


* Adapted from *Listening to the Stars: The Constellation Model of Collaborative Social Change*, by Tonya Surman and Mark Surman, 2008.

The Backbone

Role: Lead the Process

- Guide vision and strategy
- Help connect the dots
- Establish shared measurement practices
- Build public will
- Advance policy
- Mobilize funding



Misconceptions - *That the backbone:*

X **sets the agenda** for the group

X **drives the solutions**

X **receives all the funding**

X **is self appointed** rather than selected by the community

X **is "business as usual"** in terms of staffing, time, and resources

Working groups have the following responsibilities

Strategy and indicator development

- Review **research** on effective strategies within local context (if applicable) and external best practices
- Use **data** to inform identification of strategies and ongoing refinement
- Develop and refine **indicators**

Implementation

- Coordinate **activities** among working group member organizations and other relevant partners
- Identify **resources** to support and / or execute strategies
- Provide **progress updates** to and learn from the steering committee, backbone, and other working groups

Leadership

- **Champion** the effort with relevant stakeholders
- **Align** member organizations' work to the goals, indicators, and strategies of the working group where possible