



**COLLECTIVE IMPACT**  
CAPACITY BUILDING WEBINAR SERIES

Building Community Capacity  
for Collective Impact

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## Gratitude & Acknowledgement

We begin this workshop by acknowledging that we are meeting on Indigenous land. As settlers, we are grateful for the opportunity to meet and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.

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# THANK YOU TO THE SERIES SPONSORS



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Webinar 1: **Building Community Capacity for Collective Impact**  
March 31, 2021

Webinar 2: **Collective Impact - The First Year**  
April 14, 2021

Webinar 3: **From idea to Impact - Using Data to Drive Change**  
April 28, 2021

Webinar 4: **Building and Sustaining your Collective Impact Collaborative**  
May 12, 2021

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**Liz Weaver**  
Co-CEO, Tamarack Institute



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In the Tamarack **Learning Centre** we support our learners in the **five interconnected practices** that we believe lead to impactful **community change**.



In **Vibrant Communities** we support **cities and local leaders** to implement large-scale change initiatives to **reduce poverty** and **deepen community**.

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## Today's Agenda

- **Introductions** | 4:00 – 4:10
- **Presentation** | 4:10 – 4:40
- **Q&A** | 4:40 – 4:55
- **Announcements** | 5:55 – 5:00



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## CHECK IN – HOW ARE YOU FEELING TODAY?



In the chat box, let us know which image represents how you are feeling today. You can indicate this by describing the image or just writing the number in the chat box.



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### WHO IS IN OUR VIRTUAL ROOM?

Duncan to develop a map based on who registered for the workshop and place it here



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### BUILDING COMMUNITY CAPACITY FOR COLLECTIVE IMPACT

#### WORKSHOP GOALS

- Consider the community readiness factors
- Learn about the pre-conditions for collective impact
- Learn about the five core conditions of collective impact
- Be introduced to two examples of collective impact in action
- Understand that collective impact is about working differently



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## IS YOUR COMMUNITY AND NETWORK READY FOR COLLECTIVE IMPACT

### Community Readiness



Community Readiness



Community Context



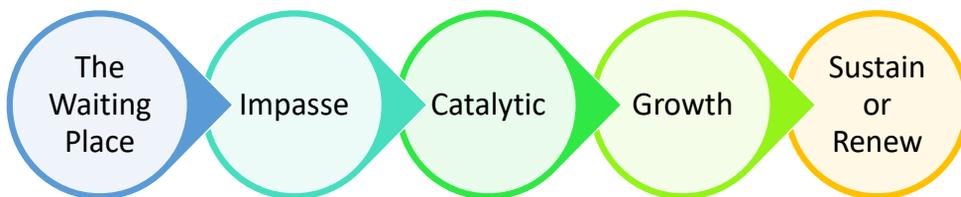
Complexity of Issue



Collective Impact Approach



### Community Readiness – Harwood Institute



## CHAT BOX CONVERSATION

Where is your community right now on the readiness scale?



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## IS YOUR COMMUNITY AND NETWORK READY FOR COLLECTIVE IMPACT?

### Community Readiness



Community Readiness



Community Context



Complexity of Issue

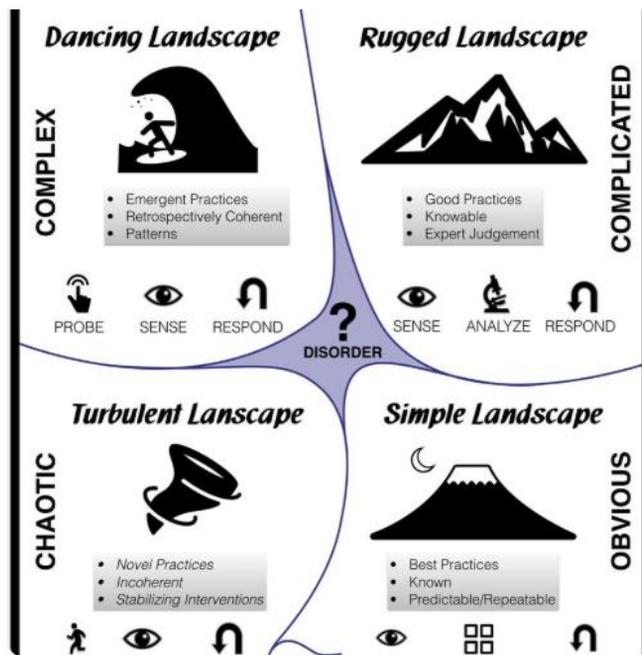


Collective Impact Approach



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COMPLEX ISSUES –  
FINDING THE RIGHT  
SOLUTION



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COLLECTIVE IMPACT

“A disciplined, cross-sector approach to solving complex social and environmental issues on a large scale.”

- FSG: Social Impact Consultants



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## PRE-CONDITIONS OF COLLECTIVE IMPACT

- Influential Champions – content and context experts
- Urgency of the issue
- Adequate human and financial resources



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## CHAT BOX CONVERSATION

Which of the Pre-Conditions of Collective Impact is most challenging to your community?

- Influential champions
- Urgency of the Issue
- Adequate Human and Financial Resources



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5 CONDITIONS OF COLLECTIVE IMPACT

<b>Common Agenda</b>	<p>All participants have a <b>shared vision for change</b> including a common understanding of the problem and a joint approach to solving it through agreed upon actions</p> <p style="text-align: center;"><b>Diverse Voices * Responsive * Community Aspiration</b></p>
<b>Shared Measurement</b>	<p><b>Collecting data and measuring results consistently</b> across all participants ensures efforts remain aligned and participants hold each other accountable</p> <p style="text-align: center;"><b>Exploring * Alignment * Tracking Progress * Results</b></p>
<b>Mutually Reinforcing Activities</b>	<p>Participant activities must be <b>differentiated while still being coordinated</b> through a mutually reinforcing plan of action</p> <p style="text-align: center;"><b>Weaving * System * Supportive * Centered</b></p>
<b>Continuous Communication</b>	<p><b>Consistent and open communication</b> is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation</p> <p style="text-align: center;"><b>Trust * Transparency * Ongoing * Engagement</b></p>
<b>Backbone Support</b>	<p>Creating and managing collective impact requires a dedicated staff and a specific set of skills to <b>serve as the backbone for the entire initiative and coordinate participating organizations and agencies</b></p> <p style="text-align: center;"><b>Facilitate * Convener * Coordinate * Movement</b></p>

Source: FSG

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COLLECTIVE IMPACT

DOES NOT:	DOES:
<ul style="list-style-type: none"> <li>Employ a single organization or sector approach</li> <li>Focus solely on programmatic outcomes</li> <li>Work on short term priorities</li> <li>Resolve simple or complicated problems</li> </ul>	<ul style="list-style-type: none"> <li>Require a backbone investment to steward the collective work forward</li> <li>Require diverse perspectives</li> <li>Use data to inform the issue and outcomes</li> <li>Focus on the systemic barriers &amp; identify policy change opportunities</li> <li>Leverage existing assets &amp; programs in an intentional and aligned way</li> <li>Focus collective resources on high impact priorities</li> </ul>



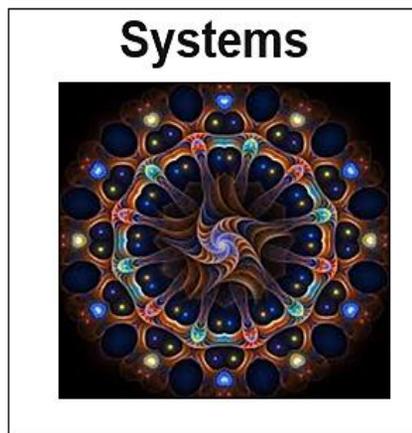
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# THE COLLECTIVE IMPACT MINDSET: LEARNING TO WORK DIFFERENTLY



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COLLECTIVE IMPACT MINDSET



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## PROGRAM AND SYSTEMS CHANGE



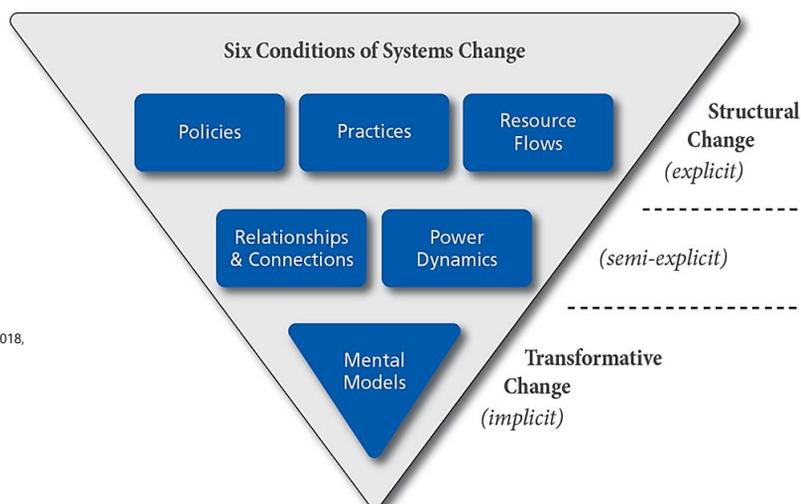
**Karen J. Pittman**  
Co-Founder, President & CEO  
of the Forum for Youth  
Investment

- Programmatic interventions help people **beat the odds**
- Systemic interventions seek to **change the odds**



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## THE FLOW OF SYSTEMS CHANGE



Source: Kramer, Kania, & Senge, June 2018,  
*The Water of Systems Change*, p. 4



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## COLLECTIVE IMPACT IN ACTION



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## Collective Impact Report

March 2018 to March 2019

Source:

<https://www.ourkidsnetwork.ca/Public/Home.aspx>



## Sharper Lens

**Revised Vision: All children and youth thrive!**

**Revised Mission:** Our Kids Network, as a collective impact network, builds capacity of community organizations that support children, youth and their families.

A new strategic plan to grow and strengthen the network has emerged through consultations with network members in 2018. A broader vision of OKN came from our network members, stakeholders and partners validating the belief that the network is growing and thriving.

**In response, the OKN Senior Executive Group and the Collective Impact Planning Committee have redefined and focused OKN's role:**

- Conduct and share research that guides the network in planning and action.
- Promote and help sustain relationships amongst organizations.
- Develop resources to help partners achieve their outcomes.
- Provide knowledge translation that educates and informs partners in their work leading to action and measurement of progress.



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**71%**  
Percent of respondents to KU survey report that asset-building is an extensive part of their organizational or community planning

**94**  
Youth participated in a survey to provide the Town of Oakville with ideas on youth hangout spaces

**1,000+**  
Relationships and connections in OKN that make life better for children, youth and families

**5,000+**  
People trained in and intentionally using asset-building in Halton

**27**  
Halton neighbourhoods that have local data available

**250**  
CPLT t-shirts handed out to kids getting ready for Kindergarten in Acton

**48**  
Play Ambassadors (service providers) trained in outdoor play

**1** Amazing network of people creating impact in Halton

**TAMARACK INSTITUTE**

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Since 2017, Expecting Justice, a Black-led collaborative, has set out to address the enduring legacy of racism that continues to shape the city's interactions with Black and Pacific Islander women, who experience a disproportionate burden of preterm birth. Expecting Justice has advanced four initiatives:

1. a city-wide pilot program to provide culturally congruent doula support to all Black and PI mothers through prenatal, birth and postnatal periods. Learn about [SisterWeb](#)
2. an effort to more closely align and coordinate siloed perinatal services across the city
3. [racial equity trainings](#) for service providers
4. a pilot of the first pregnancy income supplement program in the US called the [Abundant Birth Project](#) (ABP)

Source: <https://pretermbirthca.ucsf.edu/collective-impact>

**EXPECTING JUSTICE**

**TAMARACK INSTITUTE**

**Sonoma County, CA: A culture of drinking**  
High rates of binge drinking & alcohol use during pregnancy  
Rising rates of Neonatal Abstinence Syndrome from RX drugs

October 2011 – April 2013...  
**Collective Impact**

<b>Reduce Risky Alcohol Use</b>	• Ask all women of reproductive age about alcohol, tobacco, drugs, violence, mental health	At-risk women assisted to decrease use	↓ Substance-Exposed Pregnancies
<b>Prevent Unintended Pregnancies</b>	• Increase access to most effective Tier 1 birth control methods	Increased rate of LARC use	↓ unintended pregnancies
<b>Promote Responsible Opioid Use</b>	• Increase awareness safe storage & disposal • Support clinicians to adopt best practices	Decreased abuse/misuse of opioids	↓ in NAS rate

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**QUESTIONS?**

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**THANK YOU**

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