

# USING A COLLECTIVE IMPACT INITIATIVE MODEL TO MEET THE NEEDS OF THE COMMUNITY

## Using data as a source for change

Collective Impact Initiatives are long-term commitments by a group of important actors from different sectors to a common agenda for solving a specific social problem. Their actions are supported by a shared measurement system, mutually reinforcing activities, and ongoing communication, and are staffed by an independent backbone organization (Kramer, 2011).

### Background

Mo' MAGIC is a collaborative of organizations and community members who regularly convene to address issues facing children, youth and their families in the Western Addition of San Francisco.

In June 2007 after a series of shootings in the neighborhood, the collaborative decided they had to work together to create a safe place for youth during the summer. It was noted that if the group didn't move quickly there would be an increase in youth "hanging out" and most likely an increase in negative behavior among that population.

Unfortunately, the proposed city budget included severe cuts to youth programming in the Western Addition. These reductions would limit the collaborative's ability to develop and sustain effective programming during the summer months.

### Key Principles of Collective Impact Initiatives

#### 1) Common Agenda

Identifying the needs/issues that are important to everyone: property owner, renter, public housing, service provider, merchant and youth

***Year one - target resources on programs most effective in engaging teens and reducing negative behavior of youth during the summer***

***Year two – target resources on developing quality summer opportunities***

- Budget allocations meet the identified community need
- Safe Summer
- Engage the most at risk
- Youth programming
- Summer Learning Loss

#### 2) Shared Measurement Systems

Collecting data and measuring results

- Identified the need with data
  - o Juvenile Detention reports
  - o Police Stats on summer crime – homicides
  - o Census data
- Identified who was being funded for what
- What budgets had been cut
  - o What would be the impact of those cuts on the community/common agenda
- Where were the gaps
  - o Not just the service providers or their clients, but actually engaging those who had an unmet need
- Creating/setting goals

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3) Mutually Reinforcing Activities

Everyone does their part- not the same thing but “their” thing. It has to do with not the merely the number of people but how the efforts of representative impacts the common agenda.

- Shared message
- Shared expectations (collaboration chart)
- Budget
  - o Outreach
  - o Talking points
  - o Discussion with City Hall
  - o Messaging
  - o Organizing at the meeting
- Collaboration (summer and year round)
  - o Areas of expertise
  - o

4) Continuous Communication

Regular meetings; build experience and relationships; recognize the “common motivation behind the efforts” of moving the common agenda.

- Regular meetings
  - o Monthly meetings
  - o Subcommittees
- Preparing before budget season
- Yahoo group
- Meetings with the Supervisor

5) Support Organizations

Organization/staff dedicated to coordinating the efforts, getting the work out, collecting data, etc.

- Mo’ MAGIC serves the collaborative in this capacity

**Works Cited**

Kramer, J. K. (2011). Collective Impact. Stanford Social Innovation Review (Winter), p. 7.