Report

Prepared by: TakingITGlobal
Submitted to: Pearson Foundation
Reporting period from July 2010 to September 2011
Acknowledgements

A special thank you to the participants and e-mentors of our many programs whose hard work and feedback have helped us evolve Sprout to continually meet their growing needs.

Sprout has been fortunate to benefit from a great team to guide its growth. We recognize these team members as growing leaders in their respective fields and thank them for lending their creativity and brilliance to our work. Nigel Ayow, Jeff Clemens, Laura Gergley, Frank Goerz, John Jardin, Sean Keith, Chris MacDougall, Robert Meyer, Francisco Pereira and Hadia Raheel.

Special thanks must go to our tireless social innovation advocates and co-founders of TakingITGlobal: Jennifer Corriero (Executive Director) and Michael Furdyk (Director of Technology & Finance). Because of their vision and dedication to Sprout and its mission, we are supporting a generation of courageous young people to create their own futures while addressing some of the world’s greatest challenges.

We gratefully acknowledge our funder Pearson Foundation for their support of our vision and work. The Pearson Foundation extends Pearson’s commitment to education by partnering with leading not-for-profit, civic, and business organizations to provide financial, organizational, and publishing assistance across the globe.

TakingITGlobal is a registered charitable organization in Canada (8666 86991 RR 001), and has 501(c)(3) charitable status in the United States.
EXECUTIVE SUMMARY

This document was developed as a final report to summarize Year 3 of the initial Pearson Foundation grant to TakingITGlobal for program management and delivery of the Sprout E-course. Specific deliverables were set out in Year 3, nearly all of which have been achieved to date.

**Deliverable: Sprout Re-Design**

In July 2010, a redesign of the Sprout e-course took place resulting in an increase number of youth with access to Sprout and a reduction in the cost per participant. Content was streamlined into a 6 week self-directed learning experience that was later adapted to a 9 week duration period.

**Deliverable: Pearson Fellowship Development + Launch**

As a follow-up opportunity, all e-course alumni became eligible to apply for greater support in the phase of implementing their community projects in Fall 2010. A four month program was developed and executed with the intent to help transform idea into action between January and May 2011. The Pearson Fellowship for Social Innovation was launched and 12 inaugural Fellows were selected. Grants in denominations of $5,000 or $1,000 were distributed to fellowship recipients.

**Deliverable: Promotional Tool Development**

The Pearson Foundation provided in-kind support to TakingITGlobal to develop promotional tools for Sprout and the Pearson Fellowship. Two videos were produced in February 2011 to be shared at conferences and events as well as virally online beginning in April 2011. A brochure was designed, drafted and printed in April 2011 to provide an overview of critical information to support recruitment. Over a third of the brochure’s have been distributed at relevant conferences, events and meetings. A print publication with impact stories of Sprout alumni was not developed.
SPROUT E-COURSE

For over a decade, TakingITGlobal has worked to inspire, inform and involve young people in the process of developing a more inclusive, peaceful and sustainable world. That work has taken us to some of the far corners of the earth and into the lives of everyday heroes. The fastidious students, businesspeople, hip hop musicians, incredible teachers, break makers, computer programmers, graffiti artists and farmers, are all united by a common vision: a better tomorrow.

To attain this vision, The Pearson Foundation and TakingITGlobal formed a partnership in Spring of 2008, which resulted in the development of an innovative, online learning program focused on digital literacy, networking and communications for youth. The inception of the Sprout e-course has helped to kick start TakingITGlobal's foray into a new means of providing young people with the proper learning tools and skills to change the world, while expanding its reach to international young leaders worldwide.

Building upon the initial support of the Pearson foundation, the Sprout e-course has evolved into localized regional variations, including: Youth for Change (Arab Region), Innovative Students (Asia-Pacific) and Sprout ES (Spain + Latin America).

In July 2010, TakingITGlobal evaluated the efficiency and efficacy of the Sprout E-course and determined that there was a need to create greater access to this innovative program. The outcome of that assessment is now a supported but self-directed 9 week version with streamlined content, a stronger peer support framework, unlimited participants per cycle and a new model for program sustainability and financial health.
Sprout E-course Components
The following framework was used to evolve the Sprout concept.

**IDEA GROWTH**
We expect Sprout participants will begin the e-course with an interest in social entrepreneurship and the desire to address a social issue through the development of a viable social venture.

**PROJECT GROWTH**
We expect Sprout participants to leave the e-course with essential skills and a comprehensive plan to enable them to launch or pilot their projects.

**Curriculum Components**
These are the Sprout E-course curriculum components that will be used to transition participants from the initial state to the future vision.

- Lessons & Assignments
- Webinars
- Peer Group Activities
- Quizzes
The Sprout E-course is a **9-week e-course** including 1 orientation week, 8 weeks of lessons and quizzes, and 3 weeks of independent work. The curriculum is structured into four modules as follows: design, plan, connect and assess.

Each module requires participants to complete one lesson and several related assignments. At the end of each module, participants will complete a quiz and self-assessment to progress to the next module. Two professional development webinars on topics of universal benefit to aspiring social entrepreneurs are interspersed throughout the e-course.

The final component of the E-course is development and completion of a Final Project portfolio. This is an opportunity to compile and polish the content developed in the module assignments into one cohesive project.

<table>
<thead>
<tr>
<th>Module 1 DESIGN</th>
<th>This introductory module aims to engage the Sprout participant in exercises to help them design his/her project.</th>
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<tbody>
<tr>
<td><strong>Addressing Issues</strong>: Each participant will be asked to identify and explain the social and/or environmental challenges they aim to address with their project and explore the issues related to the project as well as the connections between them.</td>
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<td><strong>Stakeholders</strong>: One lesson will explore the concept of a project stakeholder analysis and guide participants in identifying their project stakeholders. The Sprout E-course distinguishes between different types of stakeholders and determining their degree of power and interest in the project.</td>
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<td><strong>Mandate</strong>: A final lesson will launch the participant to begin drafting a clear and effective project mandate, including the project's unique purpose, mission statement and vision statement. The curriculum uses the SMART methodology to help participants establish SMART goals which comprise a set of long-term, high-level, measurable goals to strive towards achieving.</td>
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| Module 2 PLAN | **Action & Contingency Plan**: So many good projects get stalled at the “idea” stage. This module is designed to support the participant in identifying the actions they plan to take in order to achieve their project's goals. The initial exercises in this module are designed to guide the participant into forming a practical action plan which includes potential challenges and risks they may encounter. As part of their |
project planning, they will work through the development of a contingency plan to address barriers to project execution and how to overcome them.

**Team Building:** Once a set of actions have been articulated, the participant will begin to explore building their team. Several lessons enable them to express their project’s values and the qualities and skills needed to uphold those values and effectively pursue the project’s goals. A big component of the team building lessons is the articulation of how the team’s skill areas will be used via a simple team structure chart. This lesson is also designed to enable thoughtful decisions about the importance of a strong project team dynamic as well as the ways in which the participant plans to recruit and engage team members.

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<th>Module 3 CONNECT</th>
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<td><strong>Budgeting:</strong> The first lesson of Module 3 focuses on increasing the participant’s existing financial literacy as it pertains to their project. Participants will draft a realistic basic budget for their projects that can be adapted to suit the funding criteria of a potential funder, investor or sponsor. This is a rudimentary exercise designed with the intent to have participants begin to research and project the costs and revenues associated with their projects.</td>
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<td><strong>Financing &amp; Sustainability:</strong> Additionally, participants will be asked to articulate an overview of their project design and its specific resource needs to a prospective funder, investor, sponsor or donor.</td>
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<td><strong>Marketing:</strong> This set of lessons is designed to encourage participants to practice communicating essential information about their project in a clear, simple and quick statement and to a wide variety of audiences. The goal is to boost their project's profile, create awareness and gather interest. In this lesson they will also learn how to create an effective Marketing Campaign using social media tools like social networks, wikis, and photo sharing. A marketing campaign is a strategic way to reach the right audiences in the right place at the right time and generate excitement and awareness about the project.</td>
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Module 4
ASSESS

Sprout aims to encourage the development of viable and valuable impact projects.

Evaluation: This final Module asks the participant to reflect on the importance of monitoring and evaluating their project and guides him/her to think strategically about crafting a basic evaluation framework. Ultimately, the participant should be able to brainstorm the types of impact the project aims to create and the criteria or indicators that will define the project’s success.

The second portion of this lesson is designed to provide a tool to critically assess and document the capacity of the project to use its strengths to overcome its weaknesses, and to explore the opportunities available that will help the project grow, despite the presence of some unavoidable challenges along the way.

Satisfaction
Since changing the format of the e-course to one that is more self-directed, program staff were careful to consider the ways in which this new model could be adapted to fit the needs of prospective Sprout participants. Based on evaluation data collected, the results are as follows:

- 81% of Sprout participants were either satisfied or very satisfied with the Sprout e-course overall
- When asked the extent to which participants would recommend the e-course to someone else, on a scale of 1 to 10, the average rating was 7.15.
- 52% of respondents recorded a satisfaction level of 8 or above

Sustainability

As a key component of Pearson Foundation’s interest in continuing to support Sprout, TakingITGlobal was tasked with developing a financially sustainable model for Sprout. This was accomplished in several ways. First, the cost per participant was greatly reduced by adapting the original model of Sprout to be supported by part-time program management staff. Doing this meant that the e-course itself would become more self-directed and less resource intensive.

Second, a non-refundable and mandatory course fee of $50 was put in place as a way to both ensure a permanent, even if variable, amount of revenue would be generated to offset costs associated with the delivery of each cycle. Although a $250 fee was in place between Fall 2009 and Winter 2010, no money was ever collected. Given the high percentage of
youth from developing countries who are also interested in Sprout, we asked our pilot cycle (Fall 2010) if they felt the e-
course fee needed to be adjusted. The majority of participants (81%) felt the course fee did not need to be adjusted.

Finally, with Pearson Foundation’s blessing, a framework was developed to tailor Sprout to meet the needs and interests of other organizations interested in delivering skills-based learning to youth.
THE NUMBERS

8 cycles
9 weeks

267 participants
46 % of female participants

115 e-mentors
137 projects launched

4 customized programs
71 countries

THE MAP OF INNOVATORS
PEARSON FELLOWSHIP FOR SOCIAL INNOVATION

Due to the continued support of The Pearson Foundation, in October 2010, for the first time, all Sprout alumni became eligible to apply for the Pearson Fellowship for Social Innovation.

The purpose of the Pearson Fellowship for Social Innovation Program is to offer a framework of support to 12 Pearson Fellows to leverage their existing plans, knowledge, skills and capital to advance their world-changing initiatives. The program is designed to incubate Fellows’ projects via access to industry experts, mentors and strategic advisors, and bolster the potential success of Fellows’ start-up social ventures.

The Pearson Fellowship program was designed to reflect an individualized approach to social venture development to accelerate the successful launch and/or growth of Sprout Alumni projects. Through the Sprout E-course, the selected 12 Pearson Fellows will have acquired and utilized new skills and knowledge to develop their project plans. Each social entrepreneur’s journey is as unique as their social venture itself. However, the benefit of providing start-ups with structured support as they encounter challenges and opportunities is widely recognized in the growing field of social innovation. Emerging social entrepreneurs possess certain universal needs and the Pearson Fellowship aims to address these with a series of supports, mentoring, and strategic resources.

These are the Fellowship Program components that are used to incubate Pearson Fellows’ initiatives and support them on their journeys as social entrepreneurs.

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<th>Program Components</th>
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Fellowship Program Components

The “journey” is a non-prescriptive framework which identifies key milestones all social entrepreneurs must achieve in order to be successful. How and when these milestones are reached is determined by the individual Pearson Fellow. Milestones are identified and pursued using the Appreciative Inquiry approach of define, discover, design, and deliver.

Each month of the Fellowship program, Fellows were asked to complete reflective exercises to support their journey as social entrepreneurs and most importantly, the successful launch or growth of their initiatives.

The Start Line: Participants were presented with some basic information about Appreciative Inquiry (AI) as an assets-based approach to creating and evaluating their initiatives. Provided with a Project Checklist, they were asked to use AI to assess the current status of their projects as a way to provide a baseline. Taking stock of the milestones Fellows have already reached help them, their peers and their e-mentors to better understand their needs as they move toward project implementation and/or growth.

Personal Entrepreneurship Journey: The Personal Entrepreneurship Journey (PEJ) is a tool developed by Inspired Practice and adapted for use by Pearson Fellows to develop the habit of self-reflection, noting their developmental ideas, their personal values, vision, and mission. Fellows are instructed to use the PEJ to capture their insights, goals and plans as they confront new challenges, co-create new possibilities and grow their abilities as a social entrepreneur.

Strategic Needs Assessment: The purpose of this exercise is to determine project strengths and shed light on key ingredients such as human resources, financing, infrastructure, and organizational capacity necessary for future success. Fellows are asked to review their project’s SMART goals developed during the Sprout E-course and determine if and how they still fit with their current project mandate and scope. Following that Fellows name and explain their initiative’s strategic, tactical and operational strengths so as to build on the best elements of their Sprout project plans. Finally, in order to work effectively with their own teams and e-mentors, they complete an assessment of their learning and mentoring needs to help inform how they work with their e-mentors and the content and topic areas covered in webinars.

Priority Pyramid: A priority pyramid is a simple diagram that spells out a Fellow’s primary revenue streams for their initiative and helps prioritize their efforts appropriately. As they build their pyramid, Fellows are tasked with considering their original funding ecosystem and how it has evolved. The pyramid helps them reflect on and design how they will leverage their Pearson Fellowship grant to launch and/or
### Opportunity Assessment

In order to help keep Pearson Fellows focused on their mandate and goals, one of the reflective exercises they are tasked with is a simple assessment of new opportunities. Given that most initiatives are led with base organizational capacity, there are limits to effectively accessing an opportunity for the benefit of an organization or project. Fellows are asked to assess surfacing partnership, project or funding opportunities based on need, mission fit, projected impact, and value.

### Lead With Your Why

This journey is designed to encourage Fellows to better know and articulate what is at the heart of their initiative. Why? Because this will help them a) get others to care about what they are doing and b) prepare and begin to document their impact in written and digital formats.

### Managing Money

The purpose of this exercise is to have Fellows design a framework for financial accountability.

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### Mentoring

Fellows receive one-on-one mentorship with an established and experienced individual operating in a relevant field. Mentors provide Fellows with guidance and advice, share personal experiences, provide encouragement, and share resources and access to personal networks. A great deal of care goes into sourcing and matching mentors who will have an optimal fit with our Fellows.

On average, we ask Mentors to offer a monthly commitment of 5 hours during which they communicate with their Fellows, offer feedback, facilitate problem-solving and share subject matter or issue-specific insights. The mentoring framework has been designed to be flexible and adaptive. Each e-mentor and Fellow determines how and when they work together.

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### Peer Support

Fellows are offered a framework to support one another through Peer Groups. These Peer Groups are self-organizing and allow further customization of the program to meet individual needs. Fellows take part with approximately three other Fellows via the technical platform and other communication technologies. Peer groups provide Fellows with an opportunity to share their milestones and challenges and provide/receive feedback through a peer review process. Other benefits may include: sharing resources, developing potential partnerships, and cultivating a sense of belonging within the global social innovation sector.
**Strategic Resources**

A team of strategic advisors support the Pearson Fellows via expertise in certain subject matter areas including some of the following: marketing, stakeholder development, philanthropy, social finance, social impact analysis/reporting, business model development, etc... Fellows will have the opportunity to listen to, learn from, and be inspired by social entrepreneurs and/or subject matter experts via scheduled webinars. Additional strategic resources are offered to Fellows in the form of templates, models, tools, and subject matter specific literature.

**Reporting**

Reports were written by Fellows and submitted via the technical platform on February 1, March 1, April 1 and May 1, 2011 detailing their overall progress. Completing a progress report encourages reflection, evaluation, and accountability. The template provided to Fellows helps them identify achievements, challenges, opportunities and next steps as they progress. A progress report is a realistic and practical tool. It will be geared towards the following audiences:

- Mentors: to help Mentors understand the participant's journey and their start-up development, as well as emotionally, to help guide and Mentor their Fellow in subsequent months.
- Fellowship Program staff: to understand what in the program is working well, and what can be improved.
THE NUMBERS

1 cycle
9 countries

12 fellows
4 months

42
20,000
% of female fellows
grants in US dollars

24 average age

PROJECTED IMPACT

Percentage of Pearson Fellows and their projects’ intended impact in population.
THE INAUGURAL FELLOWSHIP CYCLE

In January 2011, 12 young social innovators and numerous leading experts in entrepreneurship, social innovation and philanthropy came together in an online community to work relentlessly toward launching change-initiatives that take root in their communities. Through four months of peer learning, pitch training, business consulting, marketing tools and mentoring, 12 Pearson Fellows will take the projects developed in the Sprout E-course from the planning stage to reality.

Criteria + Selection Process

Basic eligibility for the Pearson Fellowship for Social Innovation was identified as follows:

- Passionate about creating positive change in your community
- An individual between the ages of 16 and 30 as of January 1, 2011
- A Sprout Alumni having successfully completed a Sprout E-course between Spring 2008 up to and including Fall 2011, having been given a certificate of completion
- Fluent in spoken and written English
- Able to access regular and reliable broadband internet
- A good online communicator
- A member of TakingITGlobal

In order to apply for the Pearson Fellowship for Social Innovation, applicants are asked to prepare and submit an application form with open-ended questions about their project goals, estimated impact, financial sustainability and personal commitment to the Fellowship. Additionally, they submit a character recommendation form to be completed by someone who can attest to his/her abilities and interest in the areas to be addressed during the program such as leadership, collaboration, social entrepreneurship and project management. In addition to a resume, applicants submit a recommendation form to be completed by an employer or instructor who can attest to his/her work ethic and commitment.
Selection of our 12 Fellows was based on an internal review process of applications and accompanying documents of all 22 applicants. Once we have confirmed basic eligibility, we applied a set of subjective criteria to determine which candidates would make it to the second round of the process.

Our internal team of reviewers identified the following criteria as demonstrative of the ideal Pearson Fellow:

- Ethical and committed to upholding their values and personal integrity;
- Guided by their social conscience and sense of personal responsibility;
- Self-directed, persistent and entrepreneurial;
- Self-aware and willing to learn as much through failure as success;
- Able to articulate the root causes of the issues facing their communities;
- Creative problem-solvers with new ideas to solve age-old challenges;
- Able to demonstrate their project meets an unmet need;
- Persuasive and can present a legitimate case for the validity of their solution;
- Exemplary performers with a track record of meeting deadlines and deliverables as demonstrated through their participation in the Sprout E-course;
- Able to plan, develop, and execute their projects;
- Uniquely positioned to create change in their communities;
- Dedicated to executing projects that are financially viable and sustainable;
- Able to gauge the impact of their projects and be accountable to stakeholders;

Following the second round of review which took place in November 2010, 16 applicants were considered to be strong candidates for the 12 Fellowship awards. On December 6, 2010, a press release was distributed announcing the 12 inaugural Fellows including 2 top winners and 10 finalists.

Impact

By the time the Fellowship began, all remaining funds for Year 3 were allocated to program management. A detailed evaluation framework designed entirely for the Pearson Fellowship was not possible. However, the extensive amount of expertise and efforts invested in the new Sprout assessment tools supported program staff in developing a comparable survey to draw pre and post-Fellowship data.
When asked if there were any other fellowships or awards to which they had or were interested in applying at the time they became a candidate for the Pearson Fellowship for Social Innovation, a number of Fellows indicated yes. Other programs similar to the Pearson Fellowship include:

- Global Social Benefit Incubator
- Echoing Green
- The Youth Action Fund – Open Society
- SandBox
- Youth Network Fellowship
- EdelGive Social Innovation Honours
- FOWODE Young Leaders Seed Grants

Overall 73% of Pearson Fellows believe, to a very large extent, the Fellowship played a crucial role in moving their initiative forward.
Edna Akullo

In Spring 2010, 24 year old Edna Akullo enrolled in the Sprout E-course. Today she is leading an education movement in Northern Uganda. Edna cites her desire to bridge the gap in knowledge, skills, information and the general literacy levels in the communities affected by the war as her main motivation for initiating her project - Self Help Foundation (SHF). SHF seeks community based development approaches through community literacy and information to address the long term resettlement problem in Northern Uganda. The project aims to empower the community by providing knowledge, skills and information through training.

Edna states: “In almost all aspects, Northern Uganda has been left behind.” And she is determined to change that through standardized curriculum and educational models that can be shared within schools and communities. In the future, Edna envisions the creation of a formal learning centre so community members, mainly youth, women, and children, can have access to education and build their capacity as human beings.

Since inception, the Self Help Foundation has successfully launched 4 primary school programs and 2 secondary school programs in Northern Uganda.

Following recognition of Edna’s initiative by the Pearson Fellowship for Social Innovation, she was selected as a Fellow by the Moremi Initiative for Women's Leadership in Africa. Her leadership and vision for women in her home country will serve as an inspiration to other young female change agents across the African continent. Edna says this of her experience as a Pearson Fellow: “We can only lift others to our level that’s why it is important to learn more. The training I got from Sprout/Pearson Fellowship has been fundamental [to Self Help’s growth].
Philip Bundi Kabiru

Philip became part of the Sprout community in Fall 2009. The project Togetherness aims to promote peace through workshops where participants will work with representatives from common interest groups to educate and mobilize stakeholders in planning, implementing and evaluating any undertaking aimed at peace.

“Before I enrolled in the Pearson Fellowship, I had very little faith in myself but I was really surprised to realise that I have been selected among the ten [finalists]. I’m very proud and this has redoubled my effort. I have learnt to consult where I can and treat others well. I have also learnt to delegate and create more leaders through sharing of responsibilities and roles.”

Peace meetings and forums were held to lobby youths to take an active role and be the change agent for a peaceful Kenya. The overall objective was to sensitize and strengthen their capacity building in order to undertake to be on front line in healing process and tell those who instigated violence Kenya is bigger than tribe. Specific objectives were to form strong networks under the banner of the Shabaa network and come up with a one stop centre in every location where youth can access information.

A central component of Togetherness is integrating peace-building awareness and skills into existing community development organizations. An assessment was conducted via field visits to various interest groups operating in the region to determine their need and potential in promoting and strengthening peace.

A three day workshop was held in January where over 300 youth from various youth groups were represented in a convention funded by Kenya Community Development Foundation. Philip’s team held breakout sessions to present on Togetherness. An additional forum was organized by TAABCO was attended by a group of 30 youth leaders with the objective of filling the gap that Togetherness team members identified during the field visits. The outcome was to develop an exit questionnaire and carry baseline survey so that a curriculum can be developed that is relevant to the youths demands on peace and conflict solving role. The questionnaire has been distributed to interested youth so that a peace-building curriculum can be developed which addresses their needs.
There are gaps in understanding amongst public, private, and religious school students in both Indonesia and the Philippines. These gaps cause negative drawbacks such as stereotyping. **Students for Tomorrow** provides an online platform for youth to connect and collaborate and also runs several programs to facilitate communication, interaction, and collaboration amongst youth from different schools. As a youth organization based in Jakarta, Indonesia and Baguio City, Philippines, Students for Tomorrow aims to bridge the gap between public and private school students in our communities by holding collaborative extra-curricular activities directed towards community development.

Niwa’s journey to the Pearson Fellowship has been extremely successful. His project was part of a Microsoft Youth Social Project Competition in which TIG was engaged and then sponsored him to take part in the Sprout E-Course in Fall 2009. Since then, Niwa has established a project team including a project leader in Indonesia (himself), a project leader in the Philippines, and a Web Developer and Discussion Forum Administrator in Bangladesh. Through additional support and relationship building, Students for Tomorrow has been adopted by a national youth NGO called Indonesian Future Leaders which has helped leverage their voice and reputation to encourage the implementation of Niwa’s initiative.

SFT was successful in achieving many of its goals. During the whole span of project implementation, SFT was able to implement more than 5 community development-focused extra-curricular activities which enlisted more than a hundred participating high school students from different high schools. SFT also has expanded to more than 400 high school student members to date. In Indonesia, Niwa and his team promoted and invited 10 schools represented by 5 students from each school’s student council to present a civic leadership idea or program to SFT. In January and February, four main community service events and training took place including a Fundraising Challenge, Social Donation Day, Community Service Clinic and Capacity Building.

Collaborating with different youth organizations in Baguio City, Philippines such as Yes-O and Project Citizen, SFT launched a community service program in selected barangays. The one-day event included clean-up drives, tree-planting and a seminar on the social issues surrounding Baguio City. A total of 49 students came from all over Baguio to help.
Pankaj Jethwani

Pankaj is a motivated 22 year old young man living in the heart of urban India. He is a compassionate advocate for social equity and accessible health care. Medical schooling at a large Government hospital has washed away whatever misconceptions he had about the Indian version of ‘Health for All’ and he became motivated to do more than sit and watch. In Spring 2010, Pankaj enrolled in our Sprout E-course. Through Sprout, Pankaj inspired change in his community by creating Maid in India – a project aimed at organizing domestic housekeepers into a formal labour force. The early impact resulted in 30 new jobs in 30 days, with a small team and less than $20 of seed funding per job created. These women have standardized jobs, annual paid leave, health insurance, and facilities for preventive and curative health care.

Since the Pearson Fellowship, Pankaj’s initiative has grown and so has its impact. One out of every five maids employed in permanent work by Maid in India was previously unemployed. Full time maids are paid 62% more than their peers not working for Maid in India. Each maid on permanent work does an average of 3.5 jobs in the same house or in multiple houses. This is a direct result of job standardization introduced by Maid in India in the sector and has helped them sustain high wages.

Rotaract Club of Bombay Central came on-board with a medical aid grant plus in-kind donation of medical equipment and over the counter medicines to support the much-needed Health Camps for maids and their families coordinated and delivered by Maid in India staff. Several pharmaceutical companies have been approached to arrange bulk buying of essential kits and medicines for the Health Camps and Pankaj’s team is currently in discussion with the Corporate Social Responsibility departments of these companies to determine what support can be offered.

Pankaj and his project have been profiled in an upcoming documentary and an article in India Times on the Maid in India model is forthcoming. He says this about the role of the Pearson Fellowship in bolstering Maid in India’s success: “Pearson gave us an impetus to expand our outreach. With that came a lot of responsibilities on the team. The team itself expanded many folds, and it was a great learning opportunity for myself to lead a team that evolved over time, both in number and expertise. The [program] helped me design evaluation tools that helped us all take decisions as a team based on evidence rather than speculation.”
Sarah Khalid

Sarah had an idea, and wanted to make it happen. Growing up in Mississauga, she watched as large amounts of backyard space went unused in her neighbourhood. Realizing the potential to improve this use of space to drive community change, Sarah enrolled in the very first cycle of the Sprout e-course back in Summer 2009. Through the e-course she developed a unique concept to support connectivity, collaboration and community among all generations living in suburban Mississauga. After having some time to evolve the concept, she established the Young Suburban Growers (YSG). YSG is a youth-led project that converts unproductive and private yard spaces in Mississauga into ‘teaching gardens’. Sarah believes this project will continue to encourage intergenerational knowledge exchange and opportunities to reconnect with nature.

Sarah has successfully expanded YSG to include 3 new sites as teaching gardens and has grown seeds and planted varieties according to ‘companion planting’ guidelines. The herbs grown at these sites were distributed to volunteers. However, to date, the Food Bank plots have yet to produce anything. Sarah’s team is currently developing a gardening how-to booklet to be available online which incorporates information to raise awareness of food security issues, nutrition and environmental considerations. This will be available in November at the end of the program.

A group of 13 deeply committed local community members have been trained to nurture the gardens and 8 program volunteers have helped to strengthen YSG’s work. Building the capacity of her team has been a high priority for Sarah as she believes a collaborative effort will ensure the sustainability of YSG. The Fellowship has helped her take necessary steps toward a more certain future. “I have never wanted this project to be "mine", but rather the collective effort of the team. So this year I gave some former volunteers from the pilot some leadership roles in order to help develop their skills. I've learned how to delegate more often, which is something that I felt I struggled with during the pilot.”

In May, Young Suburban Growers captured the admiration and interest of their local Rotoract Club of Mississauga. Both YSG and the Club are looking to broker a future partnership which would allow Rotaract to support the program in perpetuity under their mandate of community service and citizen engagement.
Ronald Mukanya

Ronald’s vision is to create a world that promotes everyone’s right to mobility and inclusion. As a young person he has seen first-hand the challenges experienced by those with Spinal Chord Injuries and the injustice they experience as they become further disenfranchised. In Summer 2009, through Sprout, Ronald created Peer Support Training – a project designed to transform and enhance the quality of life of people with Spinal Cord Injuries and mobility disabilities. Ronald is deeply committed and invested in his cause.

Ronald has this to say about being selected as an inaugural Pearson Fellow: “It has provided me with more scope and abilities to progress my project even further. I think I'm a step or two ahead from where I was and the project is growing because of this fellowship."

To date, Ronald has not submitted his Final Report which was due on September 1, 2011.
Valens Ntamushobora

Valens was born in Rwanda in 1984 – one decade before the horrific genocide that ravaged his country. In Fall 2009, Valens enrolled in Sprout - an e-course facilitated by TakingITGlobal that equips young courageous souls with project management skills to craft successful social change initiatives. Through Sprout, Valens seeded a project idea that would transform surviving into thriving. He created Let Us Stay Alive – an important initiative that helps to address the vicious cycle of poverty, malnutrition and HIV/AIDS in Nyaruguru, Rwanda since the genocide in 1994.

Valens’ experience as a Sprout participant had a great impact on his future. “This e-course has brought so many changes in my life especially about the problems that go around our community. Together with the e-course participants I learned how to identify social challenges, create and develop ideas towards any challenge and along the way, I gained invaluable skills that will help me become a better actor in dealing with social problems.”

Valens has been strongly involved in initiatives and projects related to HIV/AIDS and youth empowerment. LUSA, in particular, focuses on women as the main benefactors and involves education and awareness raising on HIV, malnutrition, and women’s rights. LUSA’s primary activity is supporting the creation of three sustainable agriculture cooperatives of 300 members. Valens aims to facilitate the creation of community gardens of vegetables as a tool to stabilize income to meet their basic needs.

To date, LUSA has recruited and trained 18 youth aged 16-27 as volunteers to support their programming. Two cooperatives have been established totalling 120 female members aged 18 to 30. Through these cooperatives, female members are provided with access to land, seeds and tools to create their gardens while receiving technical assistance in nutrition, sustainable agriculture practices, and related markets. Many of these women have participated in one of two teaching sessions coordinated and delivered by Valens and his team featuring the expertise of a local agronomist. Additionally, 5 field visits have been conducted to ensure the success of these women to support themselves and their families through the sale of their crop.
Throughout Ujala’s childhood, she has witnessed the agonising lives of farmers in her village. Instead of making farmers self reliant, the Indian government blindly gives them loan waivers and subsidies. Rather than being a mere spectator she decided to use technology and innovation for capacity building and sustainable growth. One of her most important initiatives is Tractor-Factor, a venture she started to provide lighting solutions to powerless villagers. This was significant because power at night gave villagers few extra hours to work and also helped children study at night. Furthermore, this was a pollution free light source. For this accomplishment, she and her team were awarded by Ashoka USA with an invitation to MIT & Harvard University to present their innovation.

Ujala is moved by the overwhelming support of the farmers and driven by the passion to put a smile on their faces. In Fall 2009, Ujala ignited a new initiative with the help of the Sprout E-course. In partnership with a fellow change agent, she co-founded Stitches – a venture which focuses on understanding issues farmers face, and providing customized solutions which involve energy saving and organic farming methods. Stitches revolves around the concept of training farmers through workshops, seminars and live demonstrations. The training also acts as a platform which provides farmers an opportunity to interact with each other on common issues and exposes them to a completely new paradigm in agriculture that thrives on the latest science and technology. Along with training programs delivered in collaboration with local agricultural universities, Stitches runs a kiosk which rents out basic agricultural equipment to farmers.

Since beginning the Pearson Fellowship, Stitches has reached out to over 200 rural people across six villages and increased its team of skilled volunteers to a total of 25. Between January and May, three workshops were conducted to train villagers about various organic farming applications. Ujala and her team also conducted pilots of vermi-composting and organic fertiliser application to give farmers live demonstrations of the benefits of going organic. The most important take away from the Fellowship for Ujala has been: “[Learning] how to reach out and market the project for more visibility and participation.”
Tahirah is a passionate advocate for peace. Living in Toronto, Canada, Tahirah grew up in a “high priority” neighbourhood identified as such for its economically-depressed households and debilitating crime. She noticed that most young people in her community had something to say but didn’t feel empowered to raise their voices. Through the support of YMCA, in Fall 2010, Tahirah enrolled in Sprout. Through Sprout, Tahirah found her voice and created Theatre for Peace—a project designed to give disadvantaged youth who have experienced violence either as a perpetrator, victim or witness, the opportunity to share their stories through performance. The hope is that their stories will spread awareness and more importantly, help young children make positive, non-violent choices.

Theatre for Peace is a project that provides youth with performance workshops that will empower them to be peaceful voices in their communities. This project will engage 8 – 10 youth, from the Victoria Village Community, who will participate in an eight week performance program in Fall 2011 with a social change agenda. Over the course of two months the youth will develop their singing, dancing, and acting skills through the performance workshops offered by Theatre for Peace.

The project was originally planned to run over the course of the summer but due to the low application submissions Tahirah and her team were unable to move forward. Instead they decided to use the time to understand why young people were not getting involved, in addition to revamping their engagement strategy to effectively reach those youth. Tahirah has now developed a suite of promotional tools using social media, videos and innovation design to better articulate Theatre for Peace’s offering.
Cedric is a young 21 year old man with a vision to create access to post-secondary educational opportunities for young people in Cameroon through technology. When he started the Sprout E-course in Spring 2010, he had only an “idea” for his initiative. Learning the various components of planning, preparing, and developing a sustainable project gave him the skills and encouragement he needed to start Leaders of Tomorrow International (LOTI). LOTI’s approach is to increase computer literacy and thereby access to education. Cedric designed his initiative as an educational intermediary whereby LOTI obtains scholarships from online universities for underprivileged youth who cannot afford university education. Through a detailed applications process, Cedric and his team select those candidates who could benefit the most and who have the highest potential to achieve success. These youth are admitted and given the opportunity to freely use the internet services and library of the LOTI resource centre each day until they finally graduate from their respective online universities.

As of January 2011, Cedric was able to open a fully-equipped resource and training centre in Bamenda, Cameroon. The LOTI team has grown based on increasing demand for computer training. A project coordinator was hired to lead the training, coordinate volunteers and follow-up on submitted applications to online educational institutions. A total of 32 youth have now graduated their training and are beginning to pursue the next stage in their studies using their newly acquired digital literacy.

Cedric identifies his own success in education as a motivation for this project. He felt lucky to graduate from an online university and wanted to make it possible for others to do that too. “The impact of this fellowship on my initiative and I is priceless. The grant has helped me acquire a lot of basics for the successful launch and implementation of my project. The journey assignments and webinars have given me a lot of knowledge and insight into various areas of my project. The Fellowship team, my E-mentor and my peers have given me a lot of encouragement and support, particularly during challenging moments.”
Natasha Sahijwala

In Fall 2010, Natasha joined the Sprout community with an ambitious idea to innovate the engineering field while revolutionizing small-scale manufacturing. Natasha’s project, Green Machine – supported by Decimal Foundation in India -aims to inspire students pursuing engineering/vocational courses in Mumbai to use their skills and knowledge to create innovative utility products that can provide a low-cost replacement for an everyday activity/inefficient product. The product will be patented and mass produced by Decimal Foundation, with local businesses in Dharavi, Mumbai. This project will inspire young minds to providing tangible products to the general public to be able to contribute in their own small way to reduce environmental harm. Overall, it aims to increase awareness among all stakeholders about environmental sustainability.

“Sprout has been the most exemplary platform in my life to date. I’ve learned a lot, more with every module. Sprout has helped me gain knowledge about the problems in different parts of the world and how young and budding entrepreneurs like me are working together on innovations that can help our nation to a very great extent.” Natasha has the passion and ambition to move her project forward. However, she has encountered some difficult challenges. She suffered a serious injury at the start of the Fellowship program but was able to persevere. In the spring, the Green Machine team launched a website competition among engineering schools to garner interest in sustainable innovation. The results of the competition are not yet clear.

Due to a recent family death, Natasha was not able to meet her Final Report deadline of September 1, 2011. She has committed to turning her attention back to Green Machine in October.
Richard Seshie

Richard was selected as one of our 10 Pearson Fellow finalists due to extraordinary ingenuity of his renewable energy initiative originally called **Ubuntuu**. His project focused on the creation of an eco-charcoal venture using agricultural biomass (coconut) and pioneering the introduction of locally-manufactured, low-cost and improved charcoal producing retorts and of a relevant logistics system for the collection of such biomass. Richard faced three significant challenges in moving his project forward: unexpected re-location to Ghana due to civil unrest in Ivory Coast; the prohibitive cost of energy conversion technology; and difficulty in fundraising due to perceptions of biomass as a renewable fuel source.

In August, the project was modified to produce BIOCHAR and received interest from Green Cross Ghana and a partnership with Vitol-Ecosur. We are now confident funding will become a reality. Once known as Ubuntuu, this project has now evolved into a formal enterprise called **Vivus Renewables**. Attention has shifted toward establishing an innovative rural supply chain for the collection of agricultural biomass present in micro quantities and in setting up Renewable Products Conversion Centers generating renewable energy and other green products (charcoal but also biogas, electricity, fertilizer, biochar and bioplastics).

Vivus has undertaken a feasibility study and developed a formal business plan. A management team and Board of Advisors have also been established along with an administrative office. Two locations for Vivus pilot projects have been secured. Partnerships have been brokered with Ghana Timber Association and the Forestry Commission to support the sourcing of biomass. Richard and his partner have set in motion several agreements: one with a local expert for a mobile retort research project in Ghana, the other with a high-impact design firm for the prototyping of a cargo bicycle. Vivus has recently been nominated for a Buckminster Fuller Prize and has also applied for funds to SIDA, IAP, USAID Development Innovation Ventures, and ECREE EREF Facility.

Throughout the remainder of the year, Richard plans to undertake the following for Vivus: crowdfund for their prototyping exercise and pilot program; launch a pilot program on the charcoal project without a retort component; and execute Vivus' social business plan.
2011 E-MENTORS

Kristle Calisto-Tavares

Kristle launched her first social venture at the age of 19 and hasn't stopped since. Today, she inspires, informs and empowers others to build a better world through iNSPiRED PRACTiCE. Formally established in 2007, iNSPiRED PRACTiCE is Kristle's second social venture - a social-purpose enterprise that creates strategies and tools for conscientious businesses and enterprising non-profits to grow sustainably. Currently, Kristle is leading several programs for TakingITGlobal designed to build the capacity of international youth who aspire to be social entrepreneurs. She has been a member of the TakingITGlobal online community since 2004. Before joining the Sprout team as Program Manager, Kristle became involved with the Sprout E-course as an e-Mentor to 3 participants and Coach to the Core Team. She is deeply committed to supporting a new generation of social innovators as they translate their talent, energy and ingenuity into real and lasting impact. In October 2010, Kristle became a founding member of the Centre for Social Innovation Annex in Toronto and loves spreading the word about Sprout with her fellow agents of change.

Nancy Chou

Nancy currently works with the Pearson Foundation to design and deliver literacy and new media integration programs for youth and educators. Developed in collaboration with partners throughout the United States, these programs are designed to create spaces for young people to engage in new media practices that redefine what it means to learn and to create. Currently, Nancy works with the Smithsonian Institution in Washington, DC, the Field Museum in Chicago, and Frida Kahlo High School in Los Angeles to design and implement engaging, personalized, project-based digital media programs for young people. Before working with the Pearson Foundation, Nancy taught middle school in downtown Los Angeles and worked with outreach programs in the Bay Area. Committed to building opportunities for youth to explore their interests, direct their own learning, and better prepare themselves for living and working in the 21st century, Nancy looks forward to her experience as an E-Mentor with the Pearson Fellowship for Social Innovation.

Eman Ebed

Eman Ebed works as a Senior Analyst for the Crown Prince Court in Abu Dhabi, having recently moved from London where she worked as a Consultant/Project Manager for Adam Smith International (ASI), an international development consultancy. Her assignments with ASI included working with the Ministry of Finance in Afghanistan in strengthening national and provincial budgeting; with the Afghan Civil Service Commission on its Management Capacity Programme; and in Georgia supporting civil society and media organisations to develop mechanisms by which they can hold the government accountable for its use of public finances. Previously, she has travelled extensively in the MENA region and has worked on capacity building projects for civil society.
organizations, primarily focusing on the role of ICTs in empowering Arab youth. Eman has also been nominated to advise groups as the Evian Group and TakingITGlobal, which work on projects that seek to voice local concerns and include them in reform and decision-making processes. Eman graduated with an MSc in Comparative Politics from the London School of Economics & Political Science, and a BA (Honours) in Political Science and (Minor) Economics from Queen's University in Canada. French, Arabic, Romanian, and Italian are the languages in which she is fluent.

**Marce Guitierrez**

Marce is a communications and advocacy professional. Marce is Director of Communications and Development for Terra Peninsular, a conservancy organization working to protect Baja California's natural hotspots. Prior to Terra, Marce was a Program Manager at Wildcoast, where she worked with Latino communities to protect California's biodiversity richness and foster environmental leadership in under-represented groups. As a member of the Marine Life Protection Act Initiative's South Coast Regional Stakeholder Group, she helped design a new network of marine protected areas in California. Currently she serves on the California Sustainable Seafood Advisory Panel, tasked with creating a sustainability and marketing program for California fisheries. Marce majored in Business at the University of Phoenix and studied international strategy at the London School of Economics. An enthusiastic new media fan, Marce moonlights for an award winning communications start-up, Sumazi, and was named one of ten National Council of La Raza's digital

**Rahaf Harfoush**

Rahaf Harfoush is a social media strategist on the rise. Her interest in technology's impact on governance, education and the workplace began as an analyst at Don Tapscott's thinktank, where she published whitepapers on topics including the Net Generation and women and the web. Her clients include InnoSpa-Unilever, British Telecom Wholesale, and the Web Foundation. She speaks to corporate and non-profit groups on the increasing use -- and vital importance -- of online technologies and the powerful ideas of community that animate them. Rahaf is an Associate Director at the World Economic Forum in Geneva. Previously, she was a part of the Forum's WELCOM Interaction team. Prior to this, she spent three months with the Obama New Media team in Chicago. In love with the written word, Rahaf is the author of Yes We Did, a book about the grassroots groundswell inspired by the Obama campaign. She is the Research Coordinator to the critically acclaimed Wikinomics: How Mass Collaboration Changes Everything and a contributor on both Grown Up Digital: How the Net Generation is Changing your World and Everything I needed to Know About Business I learned from a Canadian.

**Janet Klees**

Janet Klees has interwoven her own family life together with the lives of people with disabilities and families in community for over 25 years. She has been coordinator with the family-governed Deohaeko Support Network since its beginnings 18 years ago when families designed and built a 105-unit housing co-operative which seven of their sons and daughters with disabilities now call home.
Janet has been deeply affected by the lives of the people with disabilities and their families that she has come to know within that group and through other life experiences. She is the author of two books which are directly rooted in the Deohaeko experience, *(We Come Bearing Gifts; Our Presence has Roots)* and which are now sold around the world to present the unique options of this family group. Janet also presents, consults and teaches across Canada and in Holland, Ireland, Australia, New Zealand, the United States and other countries around the world.

**Lindsay Menard-Freeman**

Lindsay is currently the Program Officer with the Global Youth Coalition on HIV/AIDS. While completing her M.A. program at Columbia University in Human Rights Studies, Lindsay served as a Program Intern at GYCA through the summer/fall of 2008. Her focus within human rights is gender/women's rights and public health. She has conducted research on sex workers' rights and HIV/AIDS, trafficking into forced prostitution, reproductive rights, and sexual health. Lindsay graduated cum laude from the University of New Hampshire in 2006 with a double major in English and Women's Studies. While in New Hampshire, she worked at a non-profit community women's health clinic as a counselor and, as a result of this experience, Lindsay's interest in reproductive health and rights started to grow. She is excited to continue working in this sector by joining GYCA's staff.

**Mary McGrath**

Mary McGrath is Co-Founder and Executive Director of Small Change Fund. Mary’s passion is in organizational development and management in the environmental non-profit sector. Mary was the first Executive Director of Citizens’ Environment Watch (CEW), a provincial charity that she sustainably transformed from a small organization with two staff to a multi-program organization with 12 staff. Mary previously held the position of Program Manager and Acting Executive Director at Environmental Defence Canada, where she also played a lead role in positively transforming the organization, as well as developing two successful public right-to-know programs (PollutionWatch.ca, FoodWatch.ca).

Mary has worked in the private sector as Assistant Manager of Environment and corporate Affairs for Lever Ponds (Unilever Canada), and in the public sector as Environmental Education Technician with Otonabee Conservation. Mary’s approach to her personal and professional life has been influenced by her experiences working and living in West Africa and the Caribbean while working in the area of environmental education.

**Alberto Nardelli**

Alberto Nardelli is the Social Network Manager at UnLtd – the foundation for social entrepreneurs, where he develops and manages their social networking strategy. He previously acted as Special Projects Coordinator at TakingITGlobal, managing partnerships and collaborative initiatives with UN agencies, international organisations and the private sector, especially around creative expression.
He also facilitated communications for the Youth Caucus of the UN World Summit on the Information Society, has advised numerous companies, start-ups and organizations and has spoken at a dozen international conferences about social networking and ICT4D.

**David Pell**

David joined Street Kids International as Chief Executive Officer Director in January 2006. His introduction to Street Kids International was as a volunteer on the Fund Development Committee in 2004. Before joining Street Kids International, David operated his own business, worked for the government, universities, colleges and of course the voluntary sector. David was a partner in Development Initiatives Inc. a consulting firm that worked throughout Canada and internationally. He was the founder and President of the Community Business Resource Centre in Toronto a highly successful entrepreneurship training centre and consulting organization in economic development. As the CEO of the Canadian Youth Business Foundation (CYBF) and the Canadian Youth Foundation, David expanded the organization’s lending, mentor support and career planning programs for young people across Canada. His work throughout Canada, the United States, the European Community as well as several developing countries has provided him with opportunities to learn from many experienced community practitioners and community leaders.

**Charlotte Young**

Charlotte Young, Ph.D. is the Director of Practice at ENVision... synergy. For twenty-five years she has worked to promote sound environmental solutions by: involving the public and stakeholders in decisions and improving how governments and non-governmental organizations (NGOs) operate. She operates ENVision... synergy -- a small, independent environmental organization that implements project-based work in organizational effectiveness and policy improvement. In her work both as a facilitator and evaluator she has been involved with diverse projects. She developed evaluation tools for a provincial level land use conflict management program. She has worked on environmental assessments for cleaning up nuclear wastes in two Ontario communities. Prior to ENVision, she designed and launched a professional development “internal university” for natural resources staff at a municipal parks department. She also spent nearly a decade at a national research laboratory developing applied evaluation methods, innovative public consultation programs and researching organizational effectiveness.
Wikibrands: Spreading Social Good Through Collaboration

Sean Moffitt and Mike Dover led our first webinar on marketing on Wednesday, March 9, 2011. They introduced the Pearson Fellows to the concept of Wikibrands and how to spread SOCIAL GOOD by tapping into community, collaboration, social media, digital technology and deep engagement with investors, donors and volunteers.

Mike Dover is Managing Partner of Socialstruct Advisory Group. He is a highly-connected research executive with more than a decade’s experience leading nGenera Insight, a world-class think tank. He was responsible for operations, content quality, and client management for $9 million, multi-year research studies on the intersections among technology, business strategy and society including the groundbreaking Talent 2.0 Research Program. He led more than 200 professionals over the course of the programs. The research in these programs formed the basis for the bestselling books Wikinomics: Mass Collaboration Changes Everything and Grown Up Digital: How the Net Generation is Changing Your World.

Sean Moffitt is a well-recognized thought leader in company innovation, brand leadership, social influence marketing and online community building, marrying his passion for grassroots engagement, digital technologies and the brand. He has been an executive-level marketer, agency leader and consultant, in roles bridging the traditional and digital divide for over 15 years. As an answer to business’ future, Sean founded Agent Wildfire in 2004 (www.agentwildfire.com) – a leading marketing, media and research firm dedicated to customer advocacy and innovation, word of mouth, influencer marketing, online communities, social media and buzz-building. Located in Toronto, he now continues and expands that work for startups, Fortune 500s and executive teams by leading the Wikibrands consultancy (www.wiki-brands.com).
Measuring Your Impact: Why, When, and How

There has been a palpable shift in the philanthropic sector in recent years. Today it’s all about measuring impact: large institutional funders down to small donors demand accountability. But accountability is not the only reason to measure: with social enterprises, measuring is key to understanding their work, finding areas of successes and challenges, and maximizing impact. On Thursday, March 31, 2011, Anshula Chowdhury of Social Assets Measurement explained current trends in social enterprise, provided a metrics model for our Pearson Fellows to follow, and walked them through the first steps of implementation.

Anshula Chowdhury serves as Social Assets Measurement’s Chief Executive Officer. Throughout her career, she has started various organizations, serving as a founding director of the Young Social Entrepreneurs of Canada, the nation’s hub for young social entrepreneurs. She also co-founded and runs the Social Finance Chain, the nation’s first for-youth, by-youth social entrepreneurship micro-loaning program. Earlier in her career, she worked at an investment reporting software firm in San Francisco, created and managed publications, and worked as a professional fundraiser in Canada. She has worked with the United Nations Children’s Fund (UNICEF) implementing youth awareness campaigns in Nova Scotia and served as a consultant on Economic Development and Sustainability for UNESCO Canada. She has worked with NGOs in Jamaica, Panama, and India in a variety of roles. She brings her knowledge of social enterprise, startups, and quantitative skills to her work with SAM, creating customized social metrics for SAM clients and pushing the boundaries of existing social impact evaluation models.

Digital Storytelling & Communications 101

How do you tell the story of your social innovation and leadership journey in an engaging, compelling way? What are the essential steps to designing a marketing strategy to broaden your reach and support to funders, local press, local governments, community organizations, foundations, and NGO’s? The Digital Storytelling & Communication 101 webinar offers participants an opportunity to explore these questions and to gain practical strategies that can be implemented within Pearson Fellows’ projects. This session led by Nancy Chou and Stacey Finkel of Pearson Foundation focused on the fundamentals of (1) constructing and sharing a social innovation narrative with others and (2) developing a marketing campaign for a program or organization.
For more than a decade, Stacey Finkel has partnered with organizations to raise visibility for their work and help position them as leaders in their field in the eyes of the media, their peers, influencers and policy makers. Finkel has had the unique opportunity to work with a broad range of organizations including corporate, government and not-for-profits organizations in a fast paced environment. Finkel has served as lead media strategist for many organizations and developed earned media campaigns to advance the objectives of organizations around topics ranging from education reform to bullying prevention to racial equity, generating hundreds of placements in top tier traditional and social media outlets that have included *Washington Post*, *USA Today*, National Public Radio, *TODAY Show*, Huffington Post and the Associated Press.

(Nancy Chou’s bio can be found under 2011 E-mentors.)

**Creating Change: Sustaining the Change Maker**

Unless you sustain the Change Maker, you can’t sustain change. For our Fellows, as young people, to be able to take care of the world, they need to ensure they are taking care of themselves. This webinar delivered by Matt Tod on Friday, May 13 focused on practical strategies and tools that active change makers can use to manage the challenges and stress associated with creating social change.

Matt Tod is an expert speaker, leadership facilitator and the creator and Executive Director of Leadership ReWired - a leadership program that focuses on providing the training and skills young people need in order to create positive change in themselves and others. With his trademark high energy level, humor and positivity, Matt has an exceptional ability to connect personally with young people in his presentations and workshops. He relates his teachings to what is happening in the world today – in the media, pop culture, and at home – understanding this helps youth better retain the information and apply learned skills to their personal lives. His passion for the science of emotional intelligence has allowed him to apply these theories in his personal life with great success. This clearly translates into his work with youth and their everyday issues.
CUSTOMIZED PROGRAMS

Sprout en Espanol

In early 2010, TakingITGlobal participated in the International Forum on Young Talented People and Sport in the EU 2010 Strategy hosted by the Extremadura Regional Ministry of Youth in Spain. At this event, TakingITGlobal was honoured with a Global Youth Talent Award. As a result of our successful involvement with the Ministry, TakingITGlobal forged a partnership to leverage Extremadura as a ‘hub’ of youth empowerment and social innovation.

Sprout ES (Sprout in Spanish) is an initiative of TakingITGlobal and Junta Extremadura aimed at promoting social entrepreneurship among Spanish-speaking youth in Extremadura and worldwide. Based on TakingITGlobal’s innovative Sprout E-course, Sprout ES is a localized and translated version of the classic curriculum originally cultivated with support from Pearson Foundation and evaluation modules developed in partnership with Tufts University.

The Sprout ES pilot curriculum, materials and online platform were developed by TakingITGlobal to be delivered by a course facilitator selected and supported by the Government of Extremadura for the duration of January 10, 2011 to April 08, 2011. A total of 30 participants and 15 e-mentors participated in the pilot of Sprout ES in early 2011. The overall result was an excellent start for this multi-lingual version of Sprout. Of 30 students who began, 18 have been successful in meeting the requirements of the course work. Overall this is a 60% completion rate. Based on the evaluations conducted, these young leaders have articulated their project growth, skill development and personal satisfaction throughout the pilot.

As a follow-up to the customized Spanish version of the Sprout e-course that was implemented by TakingITGlobal with support from the Government of Extremadura, a site visit took place in mid-June, following the Talloires Network Leaders Conference. We were able to follow-up on the pilot program which ended in the Spring but also to experience the work that the Ministry is undertaking in its region.
During our visit we met with The Regional Minister for Youth and Sport to discuss the impact of Sprout ES and the possibility of future engagement. At this time, the Ministry was not in a position to commit to any new programming or joint initiatives due to the uncertain outcome of the recent regional elections.

A special meeting was coordinated by staff of Inciativa Joven - an office within the Ministry that coordinates social entrepreneurship programming – to learn about the experiences of our Sprout ES e-mentors based in Extremadura. In gathering feedback from them, we were able to assess what additional supports would be needed should another cycle run.
PROMOTION + RECRUITMENT

Brochure + Impact Video

In February 2011, TakingITGlobal was able to realize a major goal for Sprout. Through the creativity and expertise of Pearson Foundation representative Debra Kagan, two videos were produced to feature the Sprout e-course and Pearson Fellowship for Social Innovation. Engage Learning Systems in Toronto, Canada provided in-kind their studio and green screen. Three Sprout Alumni were selected to be featured in the video along with TakingITGlobal co-founders and the Sprout/Pearson Fellowship program manager. The end result has been the single most effective tool in spreading the word about Sprout and the Pearson Fellowship.

The videos have also allowed us to profile Sprout alumni Tinashe Mafukidze, Sarah Khalid and Tahirah Stanley in a digital format. Since April 4, 2011, the promotional video has garnered 8,588 views.- The response and interest has been overwhelmingly positive. These videos have also helped us to attract new partnerships and very importantly, extraordinary talent.

In preparation for the National Youth Leadership Coalition conference on service learning in Atlanta, Georgia, a short but informative brochure was developed in-kind by Pearson Foundation. The brochure covers basic information about both Sprout and Pearson Fellowship. 1500 brochures were printed and distributed to TakingITGlobal. Since April, over one third of our stock has been disseminated at conferences, events and meetings with prospective participants and partners.
Talloires Network Global Conference

The Talloires Network is a global alliance of higher education institutions that are deeply committed to strengthening the civic roles and social responsibilities of universities and colleges around the world. On June 15, 2011, TakingITGlobal Executive Director addressed an auditorium full of university presidents, vice-chancellors, rectors and students in attendance at the Talloires Network Leaders Conference - Building the Engaged University: Moving Beyond the Ivory Tower.

As part of the Talloires Network conference, TakingITGlobal was able to officially launch the new Sprout impact video produced in-kind by Pearson Foundation. Through our Sprout E-course and Pearson Fellowship booth at the conference, we were able to distribute 100 brochures to members and student representatives enthusiastic about their own university's engagement with TakingITGlobal.

As further commitment to building the engaged university, TakingITGlobal partnered with Talloires Network and Pearson Foundation to co-create the Talloires Network Institute - "a first deliberate attempt to develop an international network of academic and student leaders who will work together to encourage social change".

Interested Talloires Network members joined the breakout session Jennifer facilitated on leveraging technology toward the engaged university. Participants shared best practices at their respective universities. Following the conference, all attendees were invited to connect again with TakingITGlobal and learn more about the engagement opportunities including but not limited to Sprout.

Overall, the outcome of the Talloires Network Leaders Conference was successful promotion of the Sprout E-course and Pearson Fellowship for Social Innovation. Several specific exploratory meetings have taken place with Talloires Network members to consider accreditation and/or customized versions of Sprout. Additionally, university officials from the likes of Colombia, Mexico, Malaysia, Israel, Saudi Arabia, Hong Kong, Ghana, South Africa, Kenya, and Uganda are now - as a result of stories and insights shared during Jennifer’s keynote - integrating the values and importance of student voices into strategic university priorities.
One Young World

One Young World is the premier global forum for young people of leadership calibre. Its purpose is to connect and bring together the youngest, brightest and best and to ensure that their concerns, opinions and solutions are heard. This year’s One Young World Summit took place in Zurich beginning September 1, 2011 and included 3 days of inspiring speakers, promising ideas and passionate demonstrations of youth engaged in building a better world. A number of distinguished Counsellors including Archbishop Desmond Tutu, Bob Geldof, Muhammad Yunus, and Jamie Oliver spoke to hundreds of youth delegates from 112 countries.

Given the high probability of connecting with exemplary youth from all over the globe, it was the perfect opportunity to promote and recruit for the Sprout E-course and increase the pool of quality candidates for our second cycle of the Pearson Fellowship. As part of One Young World’s commitment to supporting youth, co-founders and coordinators of the Summit encouraged delegates to take their passion and ideas and plug them into concrete projects by taking the impact pledge. Sprout and the Pearson Fellowship for Social Innovation seemed a natural fit for the delegates to translate ideas into action.

We were invited to share information about Sprout and the Pearson Fellowship for Social Innovation. In order to ensure a presence at the Summit, we had a standard roll-up banner printed with the current Sprout and Pearson Fellowship for Social Innovation brand. Additionally, we drafted and printed 100 copies of a customized pitch to One Young World delegates that emphasized the value of the Pearson Fellowship for Social Innovation. Over the course of the Summit, we distributed all materials and collected contact information from 32 interested and prospective Sprout participants. These youth are aged 18-28 and represent 26 different countries. We also connected with several youth who were keen to explore the opportunity of delivering Sprout in Spanish to their youth networks in Latin America.

During the Women Up Special Session, One Young World Counsellor and TIG Executive Director, Jennifer Corriero spotlighted the e-course and shared some brief impact that two of our Pearson Fellows have generated through the projects they developed during Sprout. This session was designed to hear from Counsellors who could speak to the demonstrated value of inclusion and importance of gender equality. Other speakers included writer and activist Fatima Bhutto, media maven Carole Stone, UNAIDS Special Representative HRH Crown Princess Mette-Marit of Norway, and journalist and writer Christine Ockrent.
CONCLUSION

Completing the initial grant to fund the program, Make It Happen: Digital Literacy, Networking, and Communications for Youth Leaders (now titled, the Sprout e-course), Year 3 evolved what was a resource intensive learning opportunity into strong capacity building programming. Sprout is now a supported but self-directed 9 week version with streamlined content, a stronger peer support framework, unlimited participants per cycle and a new model for program sustainability and financial health.

Additionally, Year 3 has ended with the creation of new support in the form of seed grants and hands-on attention to those Sprout alumni with the potential to successfully implement the social change initiatives crafted during the e-course.

Overall these changes have generated more visible impact, strengthened the Pearson Foundation/TakingITGlobal relationship and offered a longer term strategy to continue our meaningful work.