

# Collective Impact Initiative to End Jewish Poverty

Content overviewing CI initiative strategy, membership, and milestones

## STEERING COMMITTEE:



# Door to Door: Meeting the needs of seniors and Holocaust survivors

- Improve the lives of 1,800 seniors and Holocaust survivors living in poverty via streamlined connection to services in the community to ensure basic, health, and social needs are met
- One point of access to a coordinated multi-lingual and multi-agency initiative
- Outreach and support for hard to reach seniors and Holocaust survivors

# Meeting the needs of vulnerable children and families (forthcoming)

We are developing an approach that will ensure:

- Children have healthy and secure futures, rich in opportunities
- Families are self-reliant with access to living wage employment opportunities
- Children and their families have a sense of wellbeing and belonging in the community

# What is Collective Impact?

The commitment of a group of important actors from different sectors to a common agenda (community-level outcome) for solving a specific, complex social problem.

# Why Collective Impact?

- Affect **needle change** on a community-wide metric
- Believe a **long-term investment** (3-5+ years) is necessary to achieve success
- **Cross-sector engagement** is critical
- Committed to **using data** to set our direction and improve over time
- Committed to bringing **community members as partners and producers** of impact

Source: White House Council on Community Change

# CI requires a paradigm shift:

From managing problems to  
**building a movement**

Source: Cabaj & Weaver, 2016. Collective Impact 3.0: An Evolving Framework for Community Change

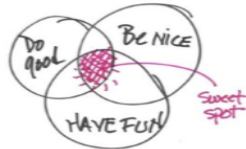
# Key Elements of Collective Impact

## Common Agenda



- Defining our issue
- Evaluating Context
- Intended Impact

## Mutually Reinforcing Activities



- Theory of Change
- Strategies and Activities to Drive to Intended Impact

## Shared Measurement



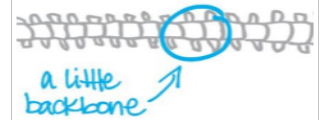
- Theory of Change
- Measurement Process and Approach

## Continuous Communication



- Audiences
- Media

## Backbone Organization



- Coordination
- Facilitation
- Administrative Support

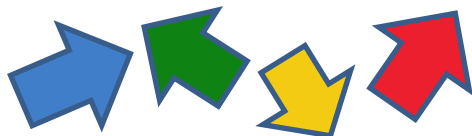
*Adapted from:*  
John Kania and Mark Kramer,  
Stanford Social Innovation Review, Winter 2011



# How is Collective Impact Different?

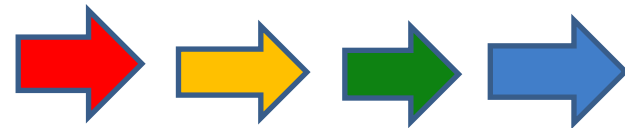
## Isolated Impact

- Organizations **work separately, each with their own goals and metrics**
- Evaluation attempts to **isolate** a particular organization's impact
- Large scale change is assumed to depend on **scaling organizations**
- Corporate and government sectors are often **disconnected** from foundations and non-profits.
- Funders select **individual grantees**



## Collective Impact

- All working toward the **same goal** and measuring the same things
- **Organizations actively coordinating their actions** and sharing lessons learned
- **Cross-sector alignment** with government, nonprofit, philanthropic and corporate sectors as partners
- Funders see their investments as part of a bigger puzzle with **multiple interacting factors**





# Our ultimate vision: End Jewish Poverty

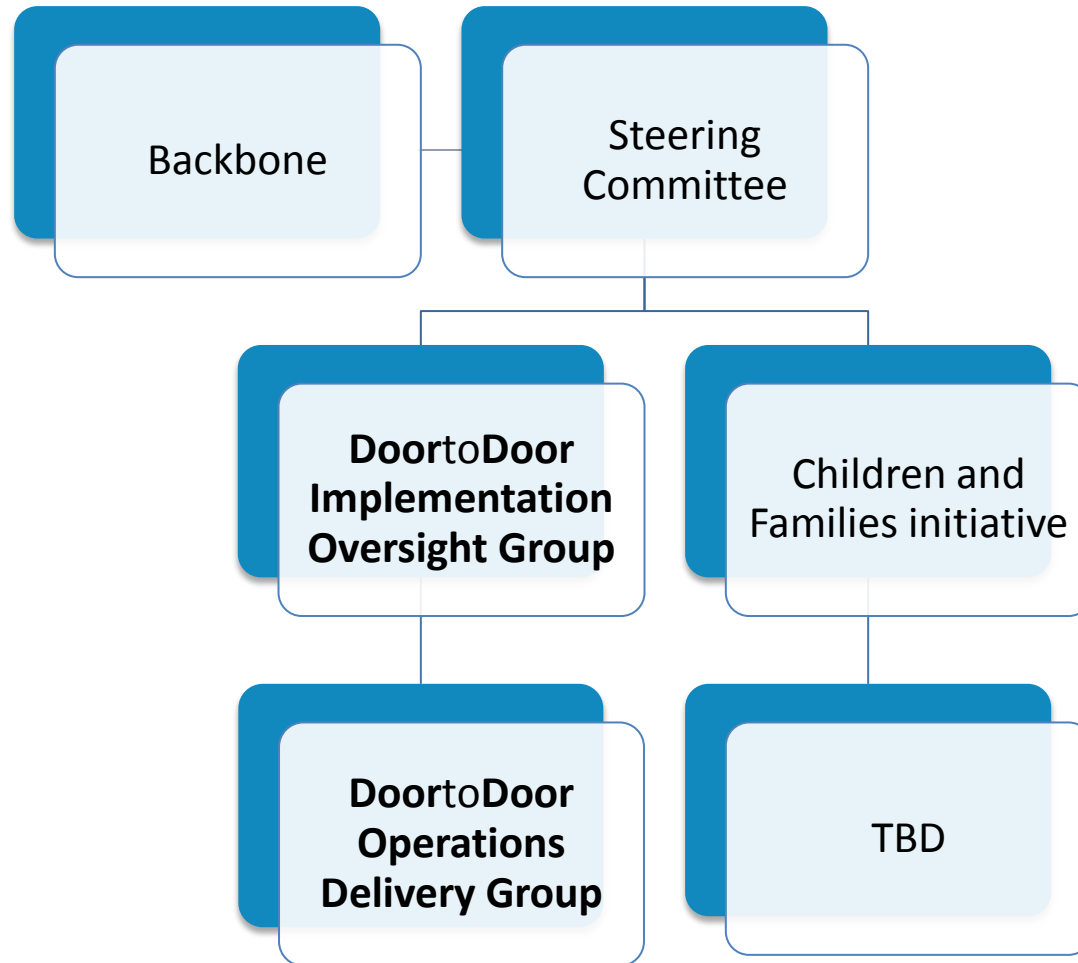
## **2025 Intended Impact:**

By 2025, we will reduce Jewish poverty in the GTA by 10%.








## **2020 Intended Impact:**

By 2020 we will improve the quality of life and sense of well-being for Jewish individuals and families living in poverty in the GTA.

# CI Governance Structure



# Collective Impact Steering Committee

	<p><b>BERNARD BETEL CENTRE</b> Active centre offering more than 120 programs each week to seniors in the community.</p>	<p><b>Gail Gould, Executive Director,</b> <a href="mailto:gailg@betelcentre.org">gailg@betelcentre.org</a></p>
	<p><b>JEWISH FAMILY &amp; CHILD (JF&amp;CS)</b> JF&amp;CS supports the healthy development of individuals, families and communities through prevention, protection, counselling, education and advocacy services, in the context of Jewish values.</p>	<p><b>Brian Prousky, Executive Director,</b> <a href="mailto:bprousky@jfandcs.com">bprousky@jfandcs.com</a> <b>Nikki Mann, Manager, Research and Evaluation</b> <a href="mailto:nmann@jfandcs.com">nmann@jfandcs.com</a></p>
	<p><b>JIAS (JEWISH IMMIGRANT AID SERVICES) TORONTO</b> To welcome, settle and integrate newcomers today to build a strong Jewish community for tomorrow.</p>	<p><b>Janis Roth, Executive Director</b> <a href="mailto:jroth@jiastoronto.org">jroth@jiastoronto.org</a></p>
	<p><b>JVS TORONTO</b> Helps people of diverse backgrounds to meet their educational and employment goals.</p>	<p><b>Kim Coulter, President and CEO</b> <a href="mailto:kcoulter@jvstoronto.org">kcoulter@jvstoronto.org</a></p>
	<p><b>KEHILLA RESIDENTIAL PROGRAMME</b> Identifies and champions affordable housing initiatives responsive to the needs of the Jewish community.</p>	<p><b>Nancy Singer, Executive Director,</b> <a href="mailto:nancysinger@rogers.com">nancysinger@rogers.com</a></p>
	<p><b>CIRCLE OF CARE</b> Supports seniors individual independence and quality of life in the community</p>	<p><b>Carey Lucki, Chief Executive Officer</b> <a href="mailto:clucki@circleofcare.com">clucki@circleofcare.com</a></p>
	<p><b>UJA FEDERATION OF GREATER TORONTO</b> UJA's mission is to preserve and strengthen the quality of Jewish life in Greater Toronto, Canada, Israel and around the world through philanthropic, volunteer and Professional leadership.</p>	<p><b>Shel Geller, UJA Board Member, Chair, Social Services &amp; Seniors Committee</b> <b>Moshe Greengarten, Vice Chair, Social Services &amp; Seniors Committee</b> <b>Sandi Pelly, Director, Capacity Building for the Social Services,</b> <a href="mailto:spelly@ujafed.org">spelly@ujafed.org</a> <b>Eglantina Bacaj-Gondia, Collective Impact Project Coordinator,</b> <a href="mailto:ebacajgondia@ujafed.org">ebacajgondia@ujafed.org</a> <b>Robin Gofine, VP, Strategic Community Planning and Engagement,</b> <a href="mailto:rgofine@ujafed.org">rgofine@ujafed.org</a></p>

# Seniors Work Group

- Jennifer Appleby, Schwartz/Reisman Centre
- Andrew Levy, Schwartz/Reisman Centre
- Rena Arshinoff, Baycrest
- Anna Ballon, Baycrest
- Keisa Campbell, United Way
- Stephanie Conant, North York Community House
- Arnold Foss, Circle of Care
- Devora Waxman, Circle of Care
- Rochelle Goldman-Brown, Chai Tikvah
- Gail Gould, Bernard Betel Centre
- Julia Migounova, Bernard Betel Centre
- Matthew Howard, RBC
- Naomi Kramer, JIAS Toronto
- Joanna Sasson-Morrison, JIAS Toronto
- Lisa Kronenberg, JF&CS
- Lisa Lipowitz, Kehilla Residential Programme
- Madi Murariu, CIJA
- Syd Muskat, UJA Federation (Social Services Committee)
- Sandi Pelly, UJA Federation
- Monita Persaud, Elder Abuse Ontario
- Lisa Roy, Miles Nadal JCC
- Harriet Wichin, Miles Nadal JCC
- Michal Shekel, Toronto Board of Rabbis/ Or Shalom Newmarket
- Sidney Silverberg, Community member
- Anna Skomorovskaia, Peace of Mind Nutrition
- Sandy Stemp, Reena
- Anjelika Spallino, Central Community Care Access Centre
- Candace Thompson, North York Seniors Centre
- Renee Wolfe, Community member
- Dikla Yogev, JRCC Furniture Depot

# Progress to Date

- Secured multiple funds for primary research, coaching, evaluation, and outreach
- Fund re-allocation for project coordinator
- In kind support from collaborative partners
- Developed Terms of Reference for Steering Committee & expanded membership
- Developed preliminary Theory of Change
- Established Seniors Work Group with Terms of Reference and task groups focused on key areas of the initiative
- Created concept for the children and families strategy
- Enhanced collaborative working relationships
- Developed community engagement strategy and conducted community outreach through presentations, digital story-telling, and advocacy
- Conducted literature review and selected poverty intervention model - Snohomish
- Engaged stakeholders and partners in designing the **DoortoDoor** model and implementation plan
- Raised funds to support **DoortoDoor**
- Developing arrangement with 211 to act as call centre and web-based platform
- Process design mapping and implementation plan for **DoortoDoor**