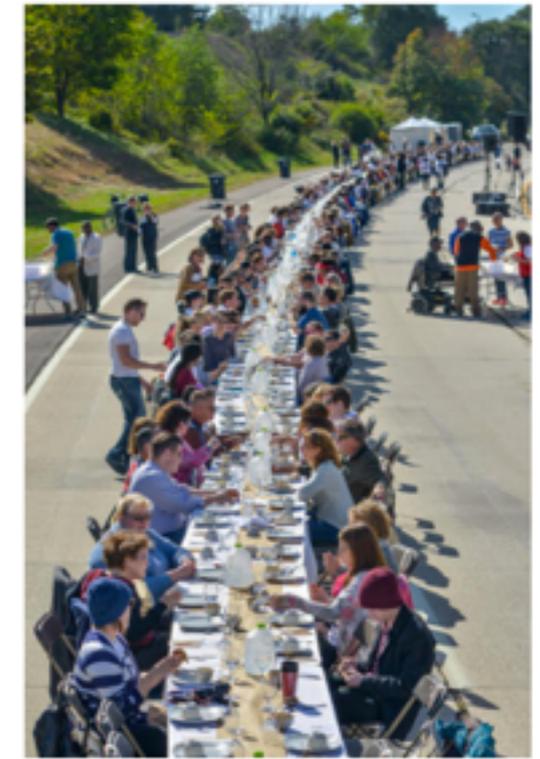


Building a Culture of Health in Communities across Minnesota - an Impact Case Study



Robert Wood Johnson Foundation

change X

ChangeX connects local community leaders to impactful ideas that already work elsewhere, and to the knowledge and resources needed to start these ideas in local communities.

By spreading the ideas that already work and supporting more people to step up and take action, we can have an exponential impact on community wellbeing - building social cohesion, connectedness and allowing everyone to feel a sense of belonging in their local community.

OUR STORY SO FAR...



There are **50 ideas** on the platform, across the areas of health, education, the environment and social inclusion. Ideas are selected based on demonstrated impact and scaling potential. Ideas originate in **Ireland, the US, Canada Australia** and across **Europe**.



ChangeX launched in **Ireland** in April 2015 and having proven the concept at home then selected **Minnesota** as its first expansion location in July 2016. Minnesota was selected due to strong local leadership, a strong civic culture and the extent of local social challenges.



Ideas from ChangeX have already been replicated by community leaders in local communities in Ireland and Minnesota over **4,000** times, directly impacting over **150,000 people**.

What we did in Minnesota and the impact in numbers



15 Impactful Ideas

100's of Local Changemakers



HEALTHY COMMUNITIES MARKETPLACE



Impact Funders



IN MINNESOTA, CHANGEX BRINGS TOGETHER:

-  Curated ideas, both US and international, that already work elsewhere.
-  Local leaders who want to take action to improve their community.
-  Funders interested in cultivating healthy communities across the State.

THE MINNESOTA JOURNEY



The Goal: Launch 100 active Starter Teams in Minnesota around ideas that build a culture of health in local communities

JULY '16

Initial portfolio of ideas selected based on RWJF & ChangeX criteria along with analysis of local context.

SEPTEMBER '16

Launch event in Minneapolis with RWJF, local leaders from citizen sector, government & business.

JANUARY '17

Launch of the #MinnesotaWelcomes campaign to cultivate inclusive and diverse communities.

JUNE '17

Impact research results show 103 active starters of 370 approved. 2,369 direct beneficiaries to date.

JULY – SEPT '16

Packaging of initial portfolio of ideas. 100 one-on-one meetings with local leaders and potential partners.

DECEMBER '16

The first 30 starters activated in Minnesota in ideas such as GirlTrek and Men's Sheds.

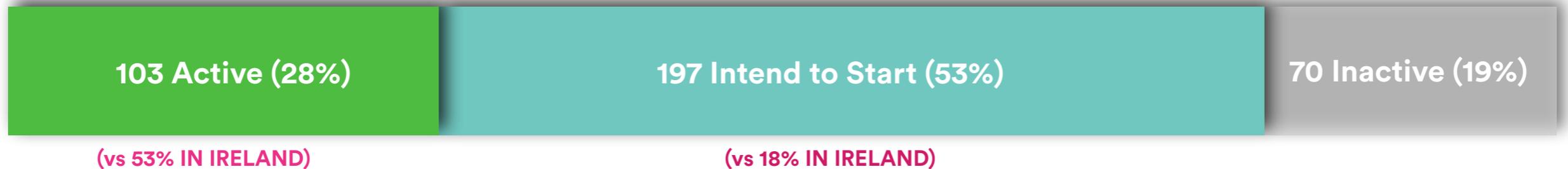
MARCH '17

250 approved starters in Minnesota. Five new ideas added to portfolio based on local demand. Welcome Dinners featured on MPR.



IMPACT IN NUMBERS

- **370 people were approved** to start ideas in Minnesota between September 2016 and June 2017.
- Of this 370, **103 are already Active** i.e. they have launched and are having an impact in their local community.
- Of those who are not yet Active, **197 still intend to start**.
- **2,369 people have been directly impacted** through ideas started from ChangeX so far.



(vs 53% IN IRELAND)

(vs 18% IN IRELAND)

Average # of people impacted per Active Starter is 23
(vs 61 IN IRELAND)

INSIGHTS

1. High 'intent' in Minnesota - timing is the biggest reason for this e.g. some had only committed to start one month pre-research
2. Number of people impacted is lower than Ireland (23 vs 61), this is primarily due to stage of activation and partly due to the portfolio of ideas selected.

370 APPROVED APPLICATIONS, ACROSS 14 IDEAS



Idea	# of Approved Applicants
Playworks	10
Girl Trek	21
Men's Shed	3
Siel Bleu	0
WelcomingAmerica	21
Welcome In	9
KaBoom	1
CoderDojo	8
World Savvy	0
Roots of Empathy	0
Welcome Dinners	260
Sambusa Sunday	4
Peace First	1
GIY	1
Street Feast	25
Poetry in the Park	5
SOUP	1
Total:	370

INSIGHTS

1. Significant pick-up on ideas from outside US e.g. Men's Shed, Coder Dojo, Welcome In, Street Feast, Poetry in the Park and Welcome Dinners.
2. #MinnesotaWelcomes - a two month campaign drove a lot of demand among 'welcoming' ideas. Popularity reflective of social / political context.
3. Demand for education ideas was significantly lower than in Ireland - partly explained by a more hierarchical education system where innovation often happens at the district level.
4. Ideas that required significant funding didn't have sufficient time to raise funds to benefit from demand building e.g. Roots of Empathy.
5. Ideas that involve community event were among the highest performers - Welcome Dinners, Street Feast & Sambusa Sunday. Similar pattern in Ireland.

Stories and analysis of the people behind the numbers





Marina arrived in the US from Brazil 27 years ago, and experienced first hand how difficult it is to settle in and feel really welcome in a new community. Having discovered the Welcome Dinners idea, she decided to host one in her home, despite never doing anything like this previously. Her experience was so positive that she has since helped coordinate eight more dinners in the Twin Cities region, matching local families through a partnership she secured with a refugee resettlement agency.

Marina Alexio



Welcome Dinner

Bringing people of different backgrounds together to share a meal



“I want to create an opportunity for people to build relationships and provide support and resources for arriving families. I hosted Jonas and Diane and now we talk every week. They ask me about their kids going to school, how does the summer holiday work, how do I apply for a job etc. Government services can’t answer these constant questions as they come up.”



Having recently retired, Phil discovered Men's Shed and decided to start the first Shed in Minneapolis. He has gathered a group of 6-10 men who meet every week and have been carrying out a number of community service projects, already benefitting over 100 people. One of the biggest highlights for Phil and the other men has been the opportunity to get to know each other and enjoy each other's company each week. Phil had never been involved in any local community projects before and he's now mentoring two more men in Minnesota to start new Sheds.

Phil Johnson



Men's Shed

A place where men can come together to share skills and build friendships



“Starting a Men's Shed has given me a whole new sense of purpose. All the guys feel a greater sense of belonging and connectedness in our community. Now, our goal is to make sure we're reaching out to some of the most isolated and lonely men in our community. When we're doing that, we know we'll have been successful.”



Paula is a retired educator and lives in Northfield, Minnesota. Her daughter-in-law is an immigrant from Nicaragua, and Paula has seen the challenges she has faced to learn English and integrate socially in her local community. Paula is using her skills and background in education to help the immigrant community in Northfield. She feels that the Welcome In program helps her do this, both from the perspective of learning English, but also to help them feel welcome and connected to the local community. She has recruited a small team of volunteers and completed training to deliver the program in Northfield.

Paula Manor

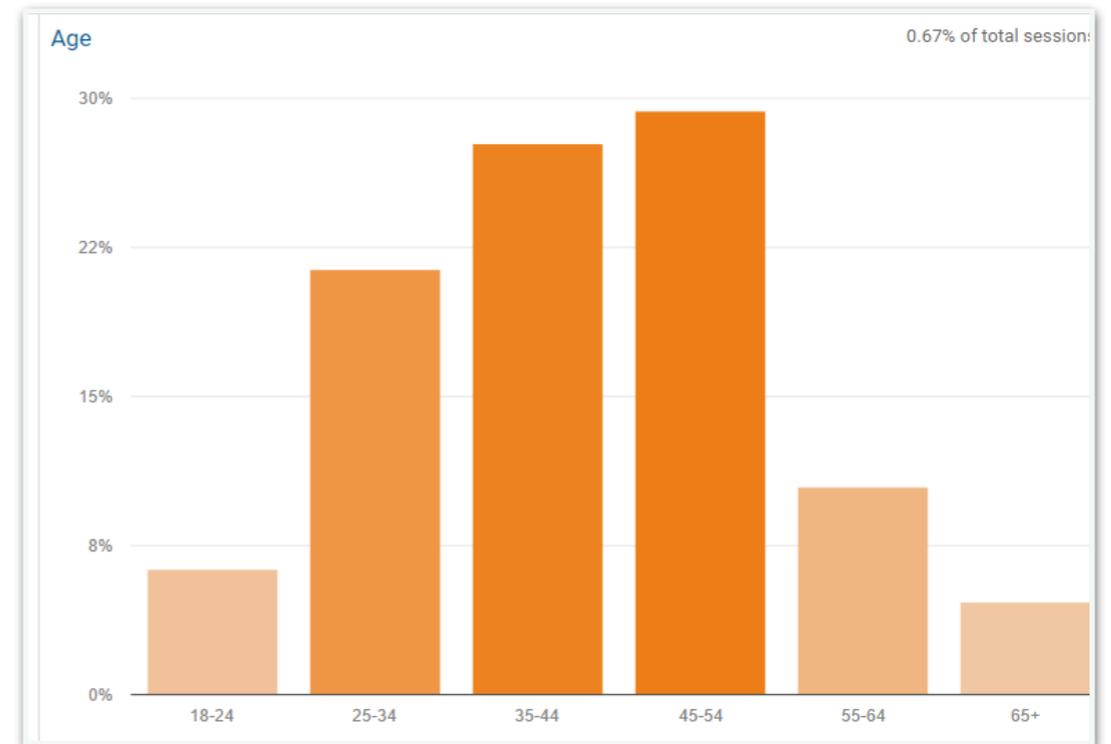
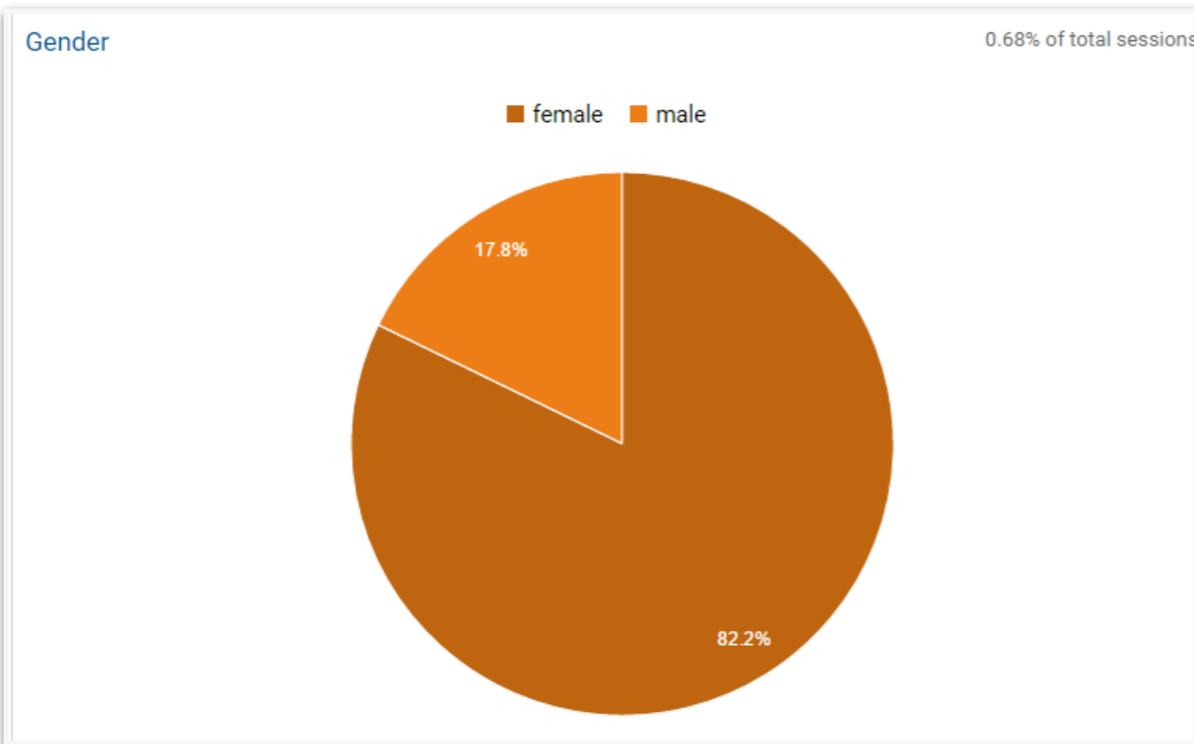
Welcome In

Community based, volunteer-led conversational English classes for immigrants



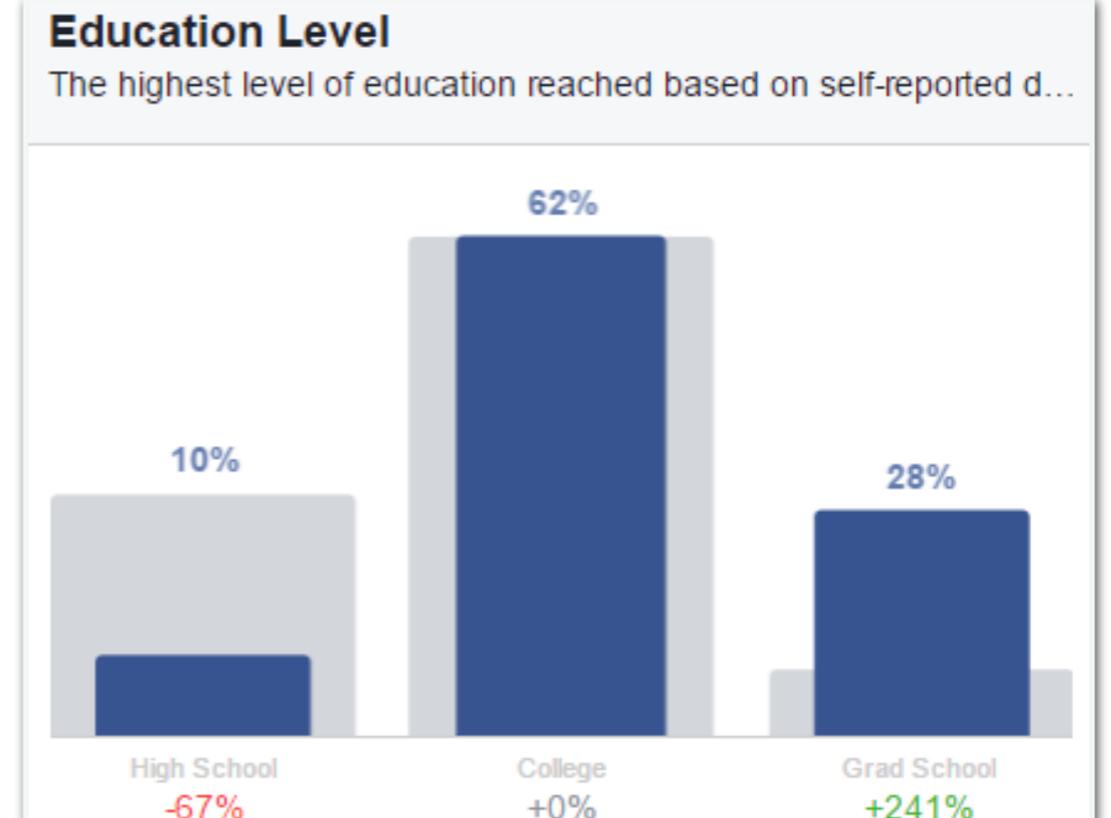
“There is a very big immigrant population in my neighborhood. It can be so difficult for them to integrate and I’m happy if I can make that even a little bit easier, plus it’s a lot of fun!”

STARTERS ARE 82% FEMALE, PRIMARILY AGED 35-54 & WELL EDUCATED



Job Title
Likely industries where people work based on self-reported data on Facebook.

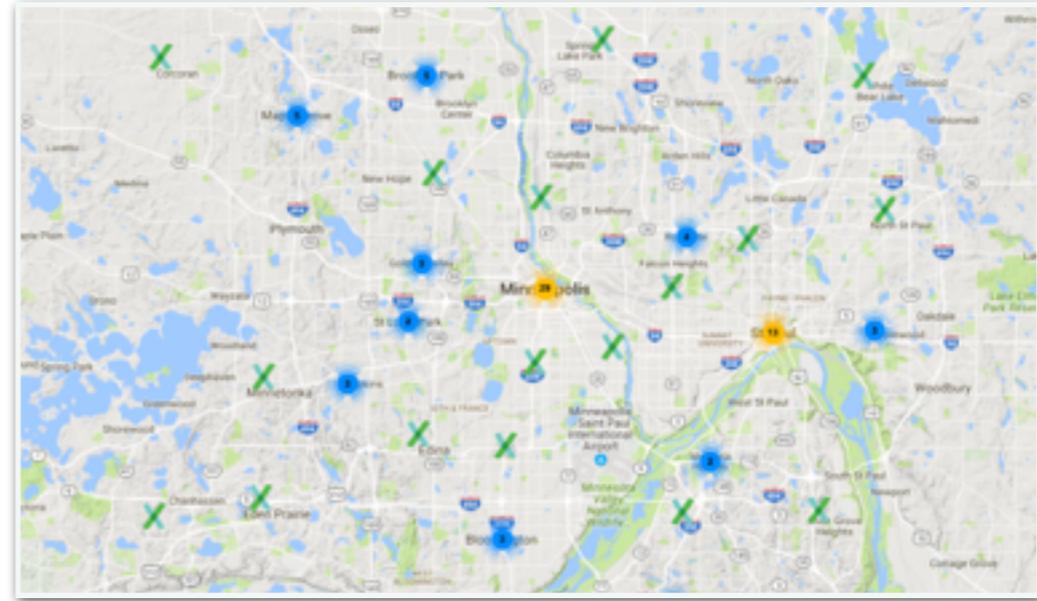
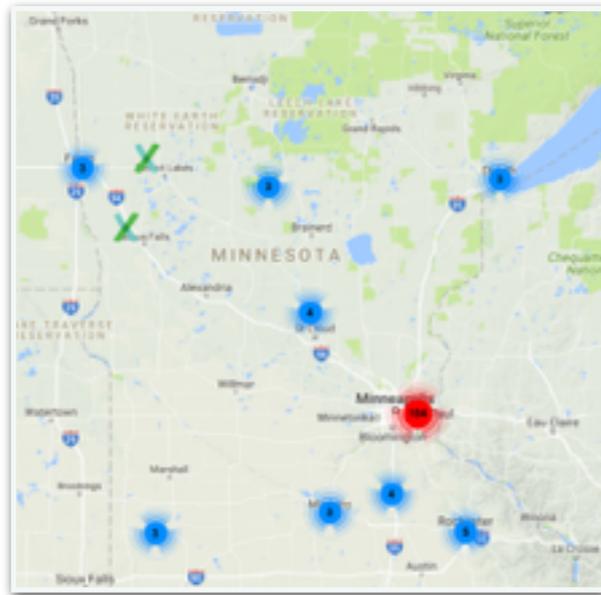
Job Title	Selected Audience	Compare
Community and Social Services	19%	+171%
Education and Library	28%	+155%
Life, Physical, and Social Science	14%	+100%
Arts, Entertainment, Sports and Media	19%	+90%
Legal	5%	+67%
IT and Technical	9%	+50%
Computer and Mathematics	9%	+50%
Personal Care	19%	+36%
Management	33%	+32%
Business and Financial Operations	14%	+8%



TWIN CITIES FOCUS, IDEAS SPREAD ACROSS ZIP CODES



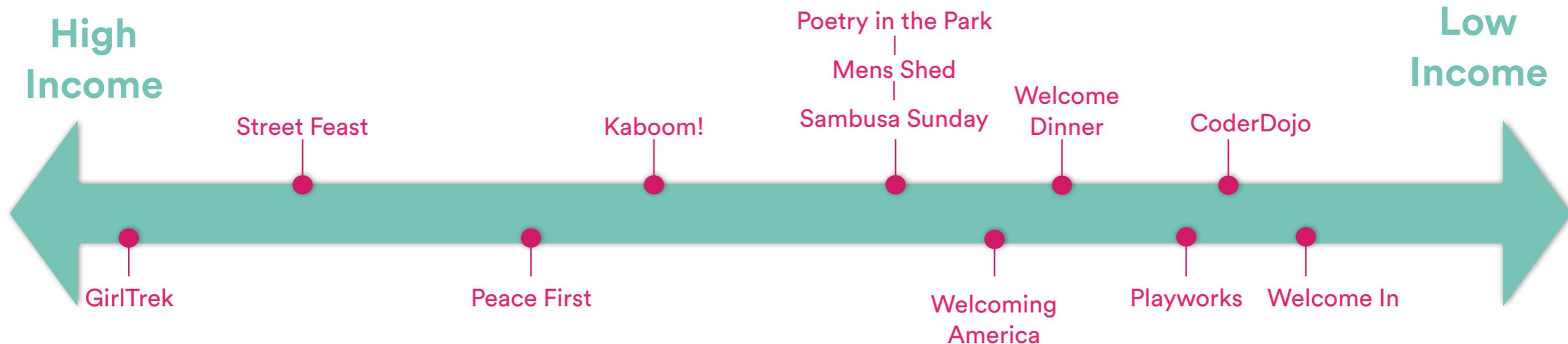
Distribution across the State of MN and across the Twin Cities



Starter applications per idea, analyzed by zip code, spread from low to high income communities e.g. applications to start Street Feast or GirlTrek tend to be in higher income communities, applications to start CoderDojo or Welcome In tend to be in low income communities.

High
Income

Low
Income



*Sample of 82 applications and corresponding ZIP codes. *Zip code analysis based on existing data, compiled by Amherst Wilder Foundation.

Idea case studies and key insights



GirlTrek - A health movement that activates and empowers thousands of Black women through walking

New Active Girl Trek Teams:	15
Women engaged:	165
Women who've taken the Girl Trek Pledge:	49

Why it worked

A trusted and well known local leader played a big role in the quick spread of GirlTrek in the Twin Cities, a region where they previously had no presence. Toni Carter, Ramsey County Commissioner acted as a local ambassador and mobilized her community and network around the idea. Facebook ads were also effective in recruiting team leaders at a cost per active starter of \$86 (average cost per starter in the US is \$133).



“Our presence in the Twin Cities has grown significantly through ChangeX. Now that we know we can build demand in a new region through the platform, in the next city or region, we’ll invest more resources to ensure we have capacity to support new Trekkers and Teams from the start as well as link our platforms together in a more seamless way.”

Onika Jervis, Strategic Expansion, GirlTrek

Sambusa Sunday - A community event to connect, build and uplift

Sambusa Sunday Events in MN	8
Events in other parts of US	2
Community on ChangeX	72
# of Attendees	3,000

Why it worked

A local idea, in direct response to the political and social context in the US, Sambusa Sunday was a way for the Muslim community in Minnesota to thank Minnesotans for their welcoming and support. Hamse Warfa, the idea's founder was inundated with queries as to how he could help spread the idea, both in Minnesota and beyond. ChangeX packaged the idea and within 2 weeks had 6 applications to start. This experiment demonstrated the agility of the model and reflects an ability to respond quickly to social or political issues and themes.



“We didn’t expect it to go beyond the first event but when we were approached by communities all over the country who wanted to do something similar, we weren’t sure how to deal with demand. We packaged the idea on ChangeX and quickly made it easy for communities everywhere to get involved.”

Hamse Warfa, Founder of Sambusa Sunday

Roots of Empathy - An classroom program that reduces levels of aggression and bullying among children raising social/emotional competence and empathy

Active schools in MN	0
Community on ChangeX	320
Active Cities in US	6
Countries globally	11

Why it didn't work

Roots of Empathy requires significant investment to get started in a new location, both financially and team resource commitment. The Roots of Empathy team are still hopeful they can raise the funds needed to train local instructors and have a presence on the ground in Minnesota. ChangeX did not engage in any direct recruitment for educators interested in Roots of Empathy but anecdotally there is a lot of interest in the program. A small number of potentially valuable partnerships exist and the Roots of Empathy team are confident that something will happen in the future.



“It’s a huge undertaking for us to expand into a new state, beyond the financial side, it’s a lot. To make this work in Minnesota, we needed 6-12 months head start to get established, we needed a foundation in place first. If we had this time, ChangeX could really bolster what’s happening. We’d love to use ChangeX to help us build in the states where we’ve already invested in the foundation.”

Amanda Roberts, Roots of Empathy US

KEY INSIGHTS



Expansion Strategy

1. Minnesota is proving a good place to start and build from. The Mid-West makes sense as a wider region to expand into and the selection criteria used for new location hold true.
2. To go deep in a new location, local leadership is essential from perspective of network, relationship building and local knowledge.
3. Opening a new regional office will require two years of runway in future.



Ideas & Impact

1. Ideas that had a lower barrier to entry e.g. Welcome Dinner performed better, due to lighter starter support and shorter runway. Would expect greater distribution across type of idea with time.
2. The % of Approved Starters converting to 'active' was generally lower than Ireland but 'intent' remains very high suggesting conversion will improve in time.
3. Response rates to impact research significantly lower than Ireland.



Marketing & Community Building

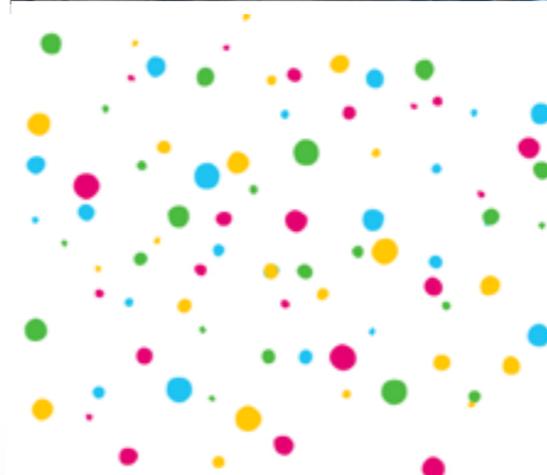
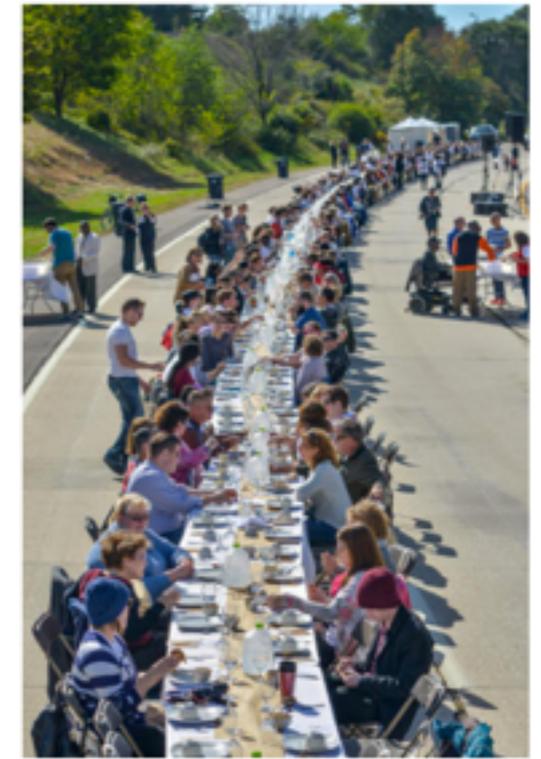
1. Local customization of all marketing material is critical - cultural differences are starker than anticipated.
2. Advertising costs are significantly higher in the US than Ireland. Cost of recruiting an active starter is 2.5x in Minnesota v. Ireland (\$133 v \$54). Still relatively cost effective.
3. Greater investment in PR, localized starter support and community building will be required.



Fundraising

1. Already having demonstrated impact in local communities helpful before approaching funders.
2. RWJF's credibility and leadership in public health field proved magnetic with potential funders including Blue Cross, Blue Shield & Medtronic.
3. Multi-year commitments going forward will allow greater focus on community building & local partnerships.

Great people and ideas transform communities



Robert Wood Johnson Foundation

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