TRUTH OR DARE: THE SECRET BEHIND IMPACT

Unite For Sight Global Health and Innovation Conference
April 12-13, 2019

Jordan Levy, Chief External Relations Officer
TWO ROADS...
SOCIAL IMPACT IS...

...the **affect** an organization’s actions have on the **wellbeing of the community**.
TRUTH #1

Those closest to the problem are best suited to solve it.
TRUTH #2

Money doesn’t solve everything.
TRUTH #3
Impact is competitive.

Changing the world, 50 cents at a time: New app helps feed Syrian refugee children

Derek Markham   derekmarkham
November 16, 2015

MAKE CHANGE WITH A DOLLAR.

WATER: It’s our single most precious resource. For clean and plentiful water is not accessible to many children every single day. UNICEF has launched the Tap Project, a nationwide effort to provide safe drinking water for children all over the world. San Diego’s turning World Water Week, go out to eat, order tap water and make change into a dollar.

JUST $1 PROVIDES:
One child safe drinking water for 60 days.
40 children safe drinking water for ONE DAY.

WORLD WATER WEEK
MARCH 16-22
DINE OUT. DRINK TAP. MAKE CHANGE

TAF PROJECT

Drink Boston Under the Table. San Diego! Not For St. Patty’s. But For World Water Week. Bite Your Slice To The TAF Project All Week. See All The San Diego Restaurants Taking Part. TAPFProject.org/Sandiego
TRUTH #4

The money is out there.

- Total giving to charitable organizations in 2017: $410.02 billion in 2017
- Giving has increased in current dollars nearly every year since 1977
- Average year-to-year change in total giving between 1977 and 2017: an increase of $8.94 billion
DISRUPT...

...Not just the way we conduct, but the way we market social development.
DARE #1

Be honest.

“He tells it like it is.”
DARE #2

Use your imagination.
DARE #3

Put those together...sell what you believe.
DARE #4

Create a filter to focus on the right voices.
DARE #5
Disrupt collaboratively.
DARE #6

Innovate nuclear.
The Ubuntu Centre, Zwide Township, Port Elizabeth, SA
The Ubuntu Centre, Zwide Township, Port Elizabeth, SA vs. Yale School of Management, New Haven, NY, USA
THANK YOU

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