

**Using a
Collective Impact Approach to
Building Healthier Communities
through Sport**

***CS4L National Summit
January 29, 2015***

Canadian Sport for Life



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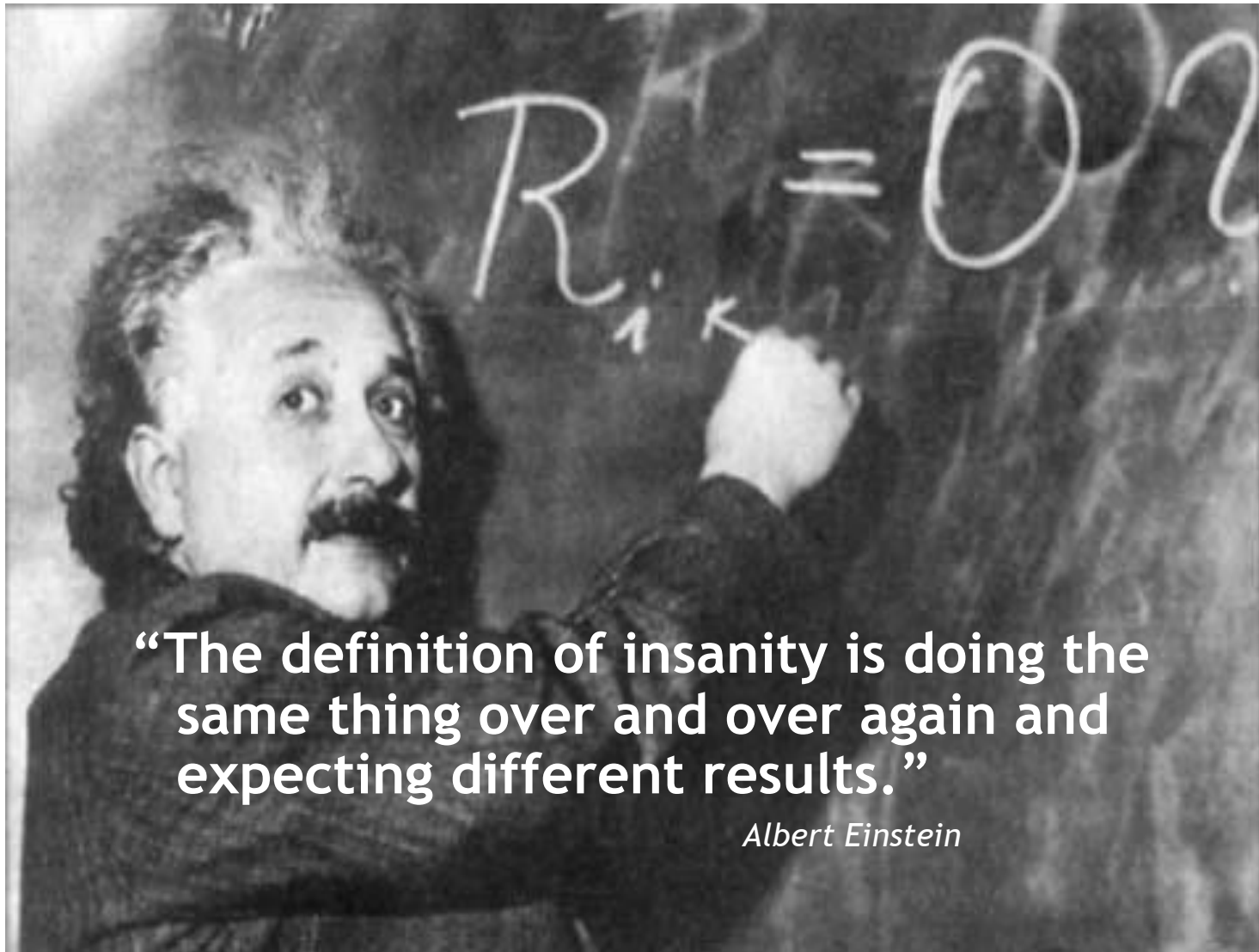
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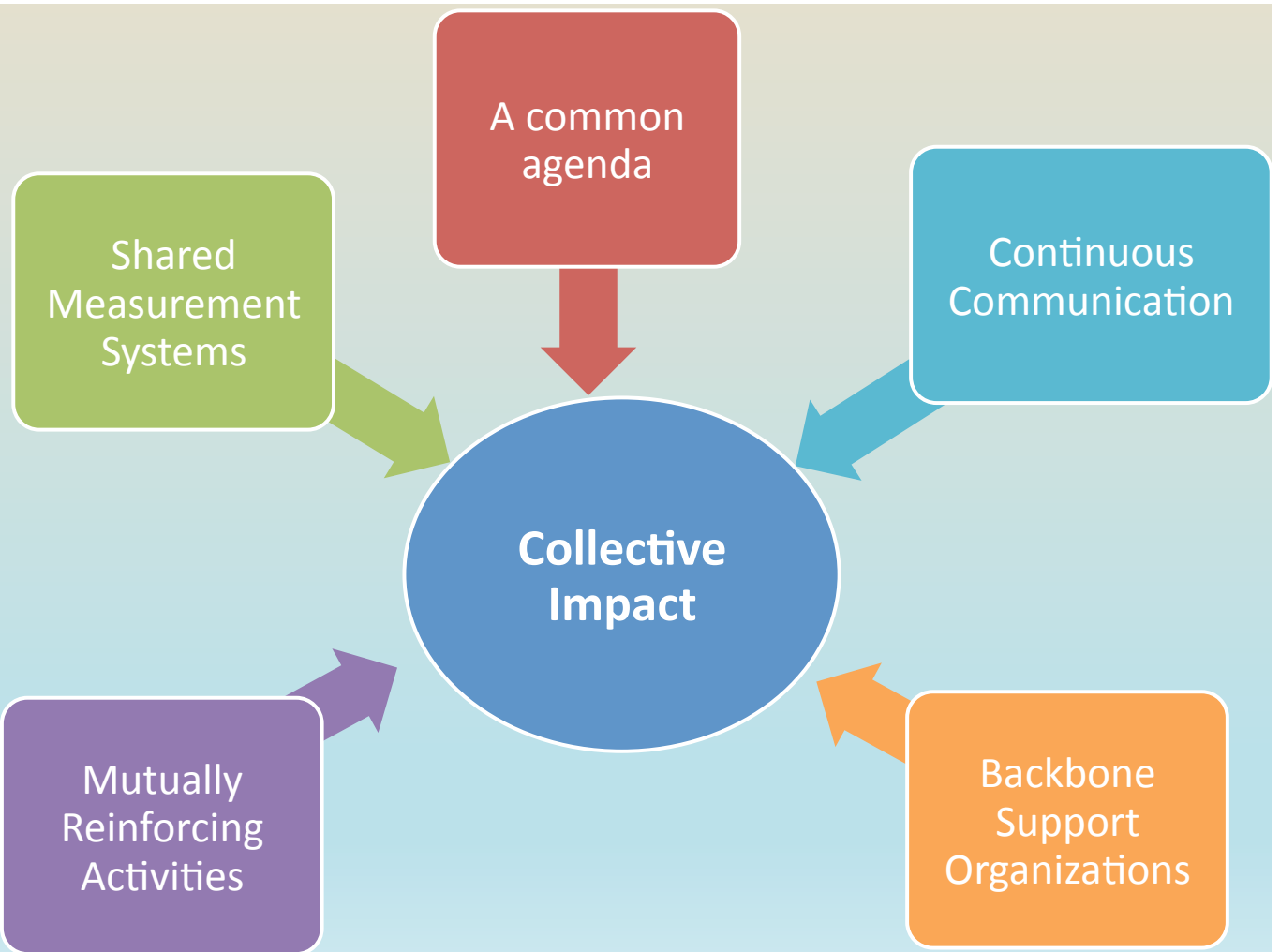
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“The definition of insanity is doing the same thing over and over again and expecting different results.”

Albert Einstein



Collaboration ≠ Collective Impact

- A core group of partners is committed to making a measurable impact on a specific social or environmental problem
- Making progress addressing this social issue at scale requires the involvement of nonprofits, philanthropy, the public sector, and the private sector
- Making significant progress against this issue requires systems change, and greater alignment and connection between many organizations
- Successfully making progress requires both scaling effective work across organizations, as well as identifying new innovative solutions



Collective Impact Readiness Assessment:
Jan. 2014

East Scarborough Multi-Sport Collaborative

A collective approach to
building healthier communities
through sport

Common Agenda

To provide all children and youth in East Scarborough (City of Toronto Wards 42, 43, 44) with the skills and confidence to enjoy the positive benefits of a quality sport experience in their lives and the lives of their community.

- ✓ become more physically literate through quality, multi-sport experiences
- ✓ develop personal resiliency, learning and life skills
- ✓ reach their personal athletic potential



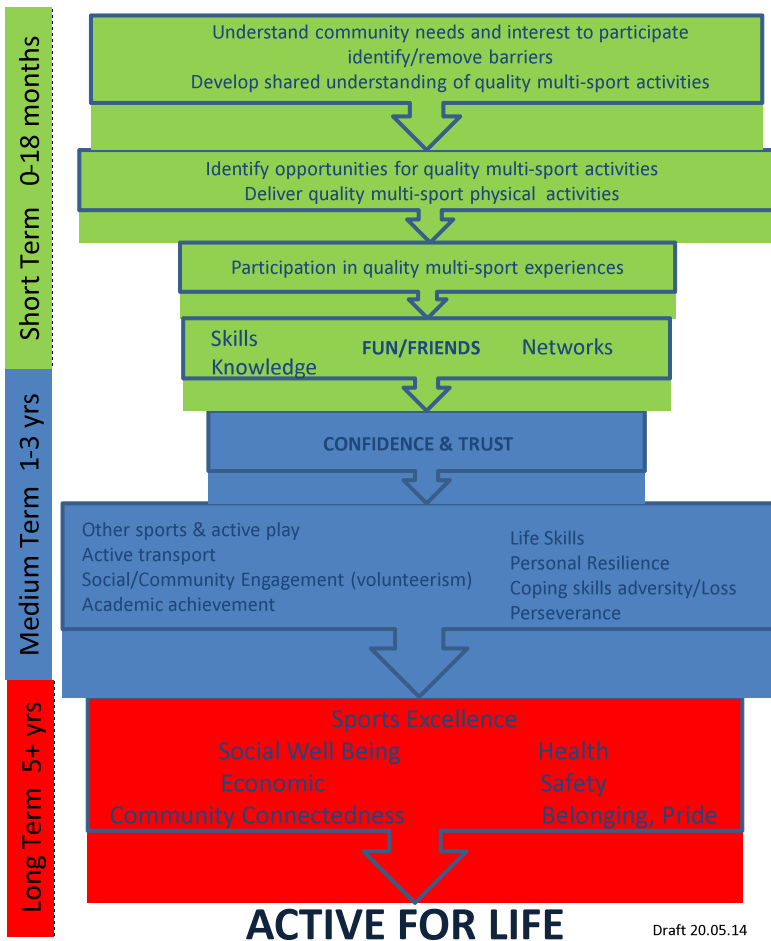
Additional Partners:

AFL Canada; Athletics Ontario; Basketball World Toronto ; BFCA Badminton ; Canadian Sport for Life ; Canadian Wongchun Fellowship; Coaches Association of Ontario; Council of Agencies Serving South Asians ; Environic Analytics ; Get Active N' Play; Heart and Stroke Foundation; Human Moves; Institute for Canadian Citizenship ; Made Basketball League; Native Child and Family Services of Toronto; Parks and Recreation Ontario ; Queens University; Royal Bank of Canada; RBC Office for Injury Prevention; Scarborough Softball Association; Scarborough Tennis Federation; Scarborough Titans Volleyball Club; Soccerworld Polson Pier; Sport4Ontario; Sports Walls; The Peer Project – Youth Assisting Youth; Toronto Catholic District School Board ; Toronto District School Board; Toronto Inner-City Rugby Foundation; Toronto Police Service 42 Division; Toronto Skateboarding Committee; West Hill Minor Hockey Association; Wilmington Tennis; YMCA of Greater Toronto; York University and more...

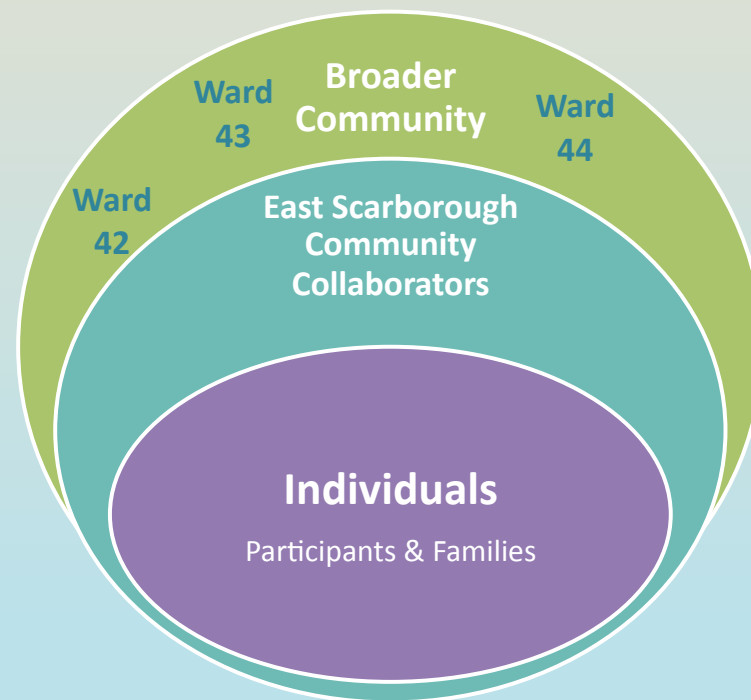
Theory of Change

East Scarborough Multi-Sport Collaborative

Journey From I Can't to I CAN



Draft 20.05.14



Input Requirements



Structure & Current Activities



Community Multi-Sport Leader Project

Outcome Goals

- increase the % of youth in Wards (42, 42 & 44) successfully applying their sport leadership and physical literacy skills beneficially in their lives and the lives of their community

Interim Goals

- increase the % of youth who have the skills, opportunities and pathways to lead quality multi-sport programs
- Establish connections between existing youth leadership, sport skills and coaching development opportunities to create sustained youth sport leadership program
- Reduce the barriers that prevent participation in quality sport leadership programming
- Establish a shared understanding by community program providers (sport and other) of community needs, interest and barriers to participating
- By 2016, 150 youth graduates leading multi-sport programs

Some Closing Thoughts

1. Adaptive Approach – Messy is Good
2. Learning in Action
3. Know the Players & Context - Seize Opportunities
4. Relationships and Process as Important as Evidence and Strategy
5. Develop alliances with “unusual bedfellows “
6. Grasstops & Grassroots
7. Share Credit & Celebrate Successes
8. Trust & Risk
9. There is No Silver Bullet
10. It Takes Time



UNIVERSITY OF
TORONTO
SCARBOROUGH

Community Partnerships and Engagement Model

January 29, 2015

CS4L Conference – January 27-29, 2015



Introduction

- Intellectual, cultural and sporting hub of the Eastern GTA
- Place of pride and an experience of positive change
- Community building is an integral part of the development of UTSC
- UTSC is a city building institution (anchor institution)
- Ability to collaboratively produce and co-create positive change in the community and university
- Decisions and knowledge are co-created and mobilized, and learning is reciprocal





Community Engagement & The Academic Enterprise

A working definition of community engagement:

Community engagement at UTSC is about the ways the university and communities within and beyond UTSC partner through:

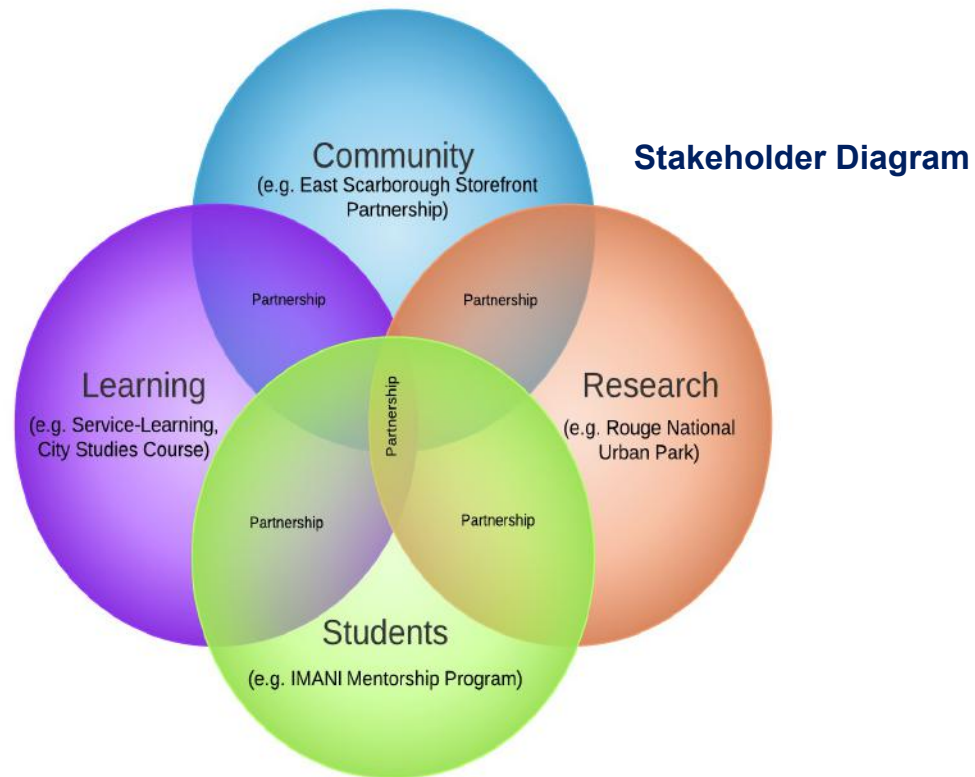
- i. *Research*
- ii. *Teaching & Learning*
- iii. *Collaboration, Action & Reflection*
- iv. *Public Engagement & Campus Development*

Community Development & Engagement Mission:

UTSC will engage with community groups, agencies, the public sector, businesses, students, alumni, donors and charities (through the methods previously stated) to **strengthen our position** as the **destination of choice** for teaching, learning and research and affirming our place as a vital community partner.



UTSC & Our Community - OVERVIEW





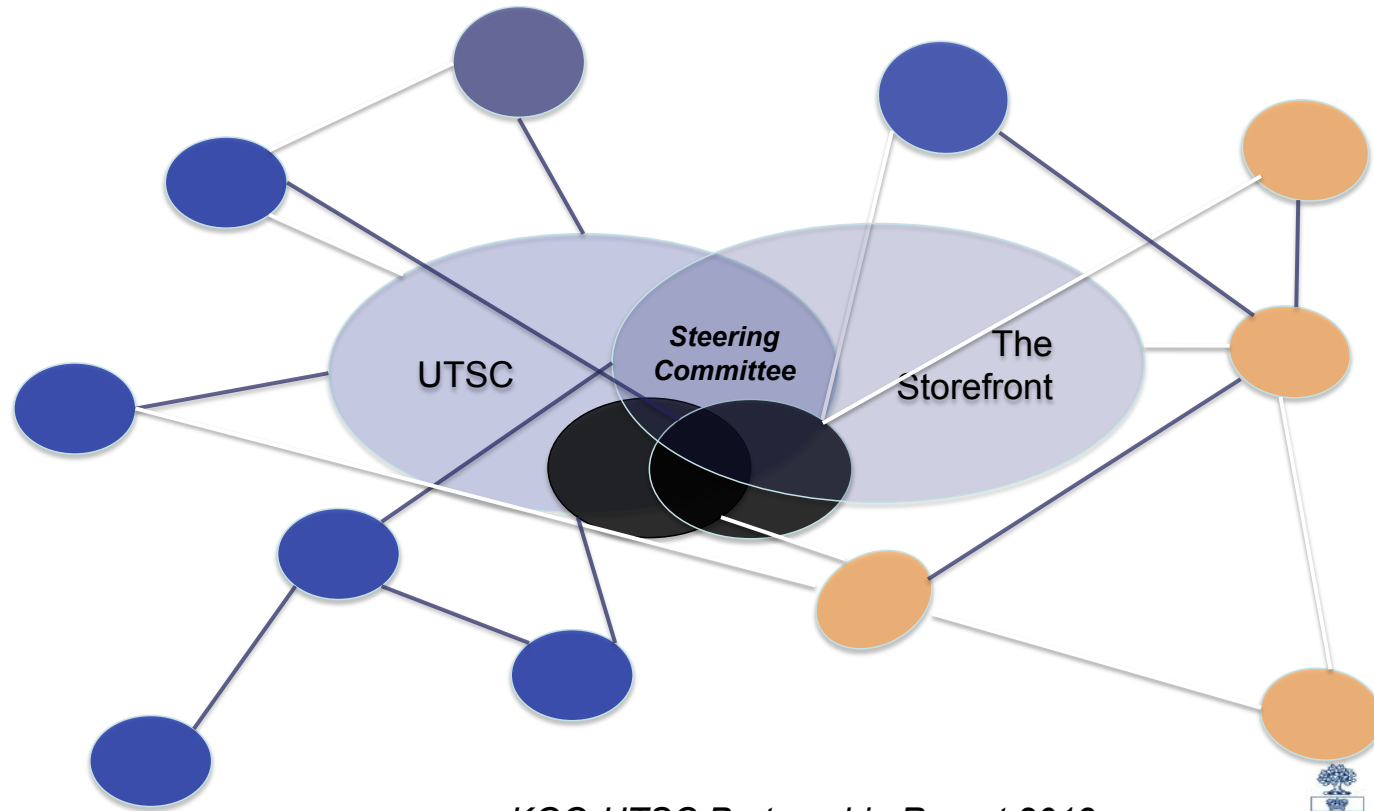
Process, Process, Process!!!

"It's not what we work on together, but how we work on these things together -- sharing expertise and promising practices -- that has enabled our partnerships to effect such positive change in such a short period of time."

KGO-UTSC Partnership Report 2013



KGO-UTSC Partnership



KGO-UTSC Partnership Report 2013



Success Factors

1. Governance Commitment to Co-created Process of Mutual Benefit
2. Reciprocal Learning
3. Building Capacity
4. Establishing Trusted Social Networks
5. Commitment to Funding Administrative Systems

Challenges

- Resources
- Managing Expectations
- Community Fatigue
- Backbone Organization



The Impacts (KGO-UTSC Model)

- Learning from each other, due to a focus on a **reciprocal learning framework**
- **Building on existing knowledge** and linking the work of our partnerships to community priorities has bolstered community **capacity**
- The **strong social networks**, relationships among people, that have been built are already catalyzing additional, collaborative projects
- **Community-wide and university-wide lenses** have been applied, thereby **engaging** diverse people in the community (children, adults, seniors, youth, from a wide range of backgrounds and (cultures) in programs and other initiatives
- Seizing the **opportunity**





Partnership Goals

Sharing, Leveraging and Networking

- Sharing insights gleaned through academic and community work
- Utilizing knowledge, opportunities and facilities available through UTSC to strengthen the community
- Utilizing community networks and collaborations to provide opportunities for meaningful engagement in the community to UTSC students, faculty and staff



UTSC Wide Community Initiatives

UTSC community partnerships and engagement take on many unique forms which benefit not only our students, faculty and staff but the community around us.

UTSC

- L.I.F.T.
- East Scarborough Multi-Sport Collaborative

UTSC Athletics and Recreation

- Midnight Madness Basketball
- KGO Kicks Soccer
- Henry Norrington Tennis Program
- Baseball





In Closing...

Community Engagement Model Is Not...

- A one way or one-time conversation
- Short-term
- A process to get people on one side of an argument or another
- A public relations exercise
- A delegation of authority or decision making

Community Engagement Model Is...

- Multiple conversations often
- Long-term
- Partnership, collaboration and co-creation (knowledge and process)
- Relationship building when decisions are not required
- Building trust

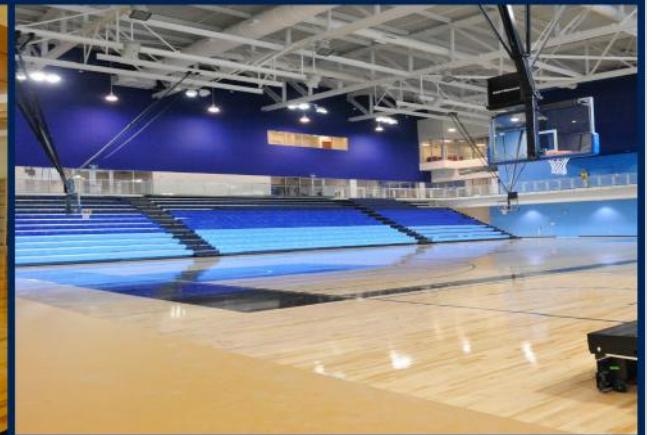




Department of Athletics & Recreation

CS4L Conference January 2015

January 29th, 2015



CONNECTIONS WITH THE COMMUNITY

- Henry Norrington Tennis Program
 - 350 youth in 3 years
 - Wheelchair Tennis
 - Rugby program to commence in 2015
- KGO Kicks
- East Scarborough Storefront
- East Scarborough Boys and Girls Club
- Native Child and Family Services of Toronto
 - Lacrosse, Baseball, Summer Camps



Supporting Details
Toronto Blue Jays Care Foundation
2200 youth, one day = organized chaos

Midnight Basketball

75 youth per evening, education, food
&
play/skill development

#YouBelongHere





WELL WHY?

- Student Experience, Learning, Employment and Self Development
- The Department of Athletics and Recreation at UTSC has a responsibility to its community
 - Most of our students are both our internal and external community
 - Opportunity to connect and experience a University setting
- Why Not?



HOW?

- Tremendous Collaboration and Communication
- Great People
- Grants and Transportation
- A Willingness
- A Need
- A Solution
- A Vision



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Q & A

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