

# Collective Impact

*Working Together to Improve Your Community*

United Way of  
Northern California



## Collective Impact Definition

At its simplest level, Collective Impact happens when a core group of people or organizations come together around a shared goal with a common set of strategies and metrics. No individual agendas. No duplication. Everyone bringing their strengths to the table to solve a community-wide social issue that cannot be solved alone.

## The Power of Collective Impact

The power of Collective Impact is that by working together, we drive measurable, lasting impact that none of us can achieve alone. One illustration of this is Collective Giving. When we each give a little, we lessen the financial burden to each individual, and we exponentially increase the impact that we make together.

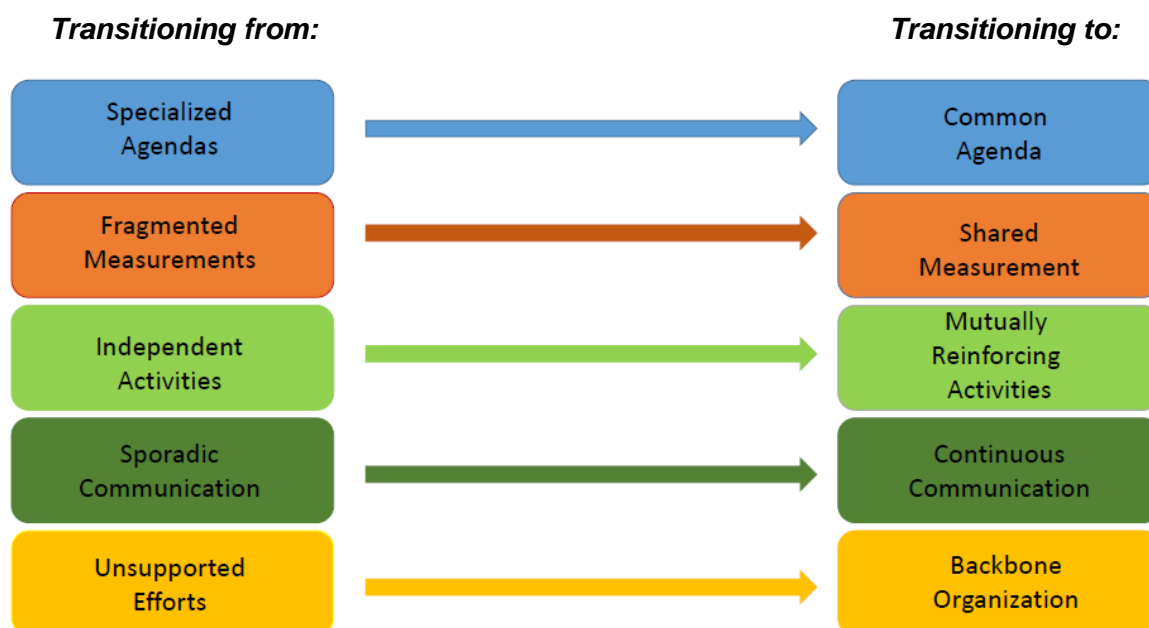
Consider this...if half the people in the 9 counties that United Way of Northern California serves gave just \$5 every two weeks (or \$130 annually), we would raise \$39.7 million per year. Imagine the lasting changes that would happen in our community with those resources!

The true power of Collective Impact happens when we then start working together across the community to coordinate, share, and align our resources and activities to accomplish shared community goals.

## Five Conditions for Collective Impact

Communities across the nation have been working together in a Collective Impact framework for nearly a decade now and they are producing measurable, replicable results and moving the needle on multi-generational social issues that prior to now have not been solved.

These communities have found that there are certain factors and frameworks that help to ensure the success of Collective Impact initiatives. One of these is the Five Conditions for Collective Impact. They are:



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## Collective Impact Tools and Resources

Additional Collective Impact information and resources can be found at [www.norcalunitedway.org](http://www.norcalunitedway.org), under Our Work, click Collective Impact, scroll to the bottom of the page. There you will find links to Collective Impact articles, videos, and resources, including organizations that specialize in this new way of bringing communities together for increased impact. Here are just some of the resources available there:

- United Way - Common Good Forecaster
- United Way Worldwide - Charting a Course for Change
- County Health Rankings & Roadmaps
- FSG
- Public Allies
- Stanford Social Innovation Review
- StriveTogether
- Tamarack Institute
- The Harwood Institute
- White House Council for Community Solutions
- Dr. Johnnetta B Cole Collective Impact Video
- And more...

There are 1800 United Ways across the world, many of them leading successful Collective Impact initiatives in their communities. Though each United Way is independent, autonomous and local, through our affiliation with United Way Worldwide, we are able to access the resources and best practices of these other United Ways. It's the best of both worlds – global resources that we can use to impact our local community.

## Inspiration

Here are a couple of quotes used throughout the Collective Impact Learning Community to describe the great importance of each of us participating in Collective Work.

*“Social change has only ever come from the leadership of the many.”*

*“We are who we have been waiting for.”*

## More Information or to Join a Collective Impact Collaborative

[www.norcalunitedway.org](http://www.norcalunitedway.org)

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