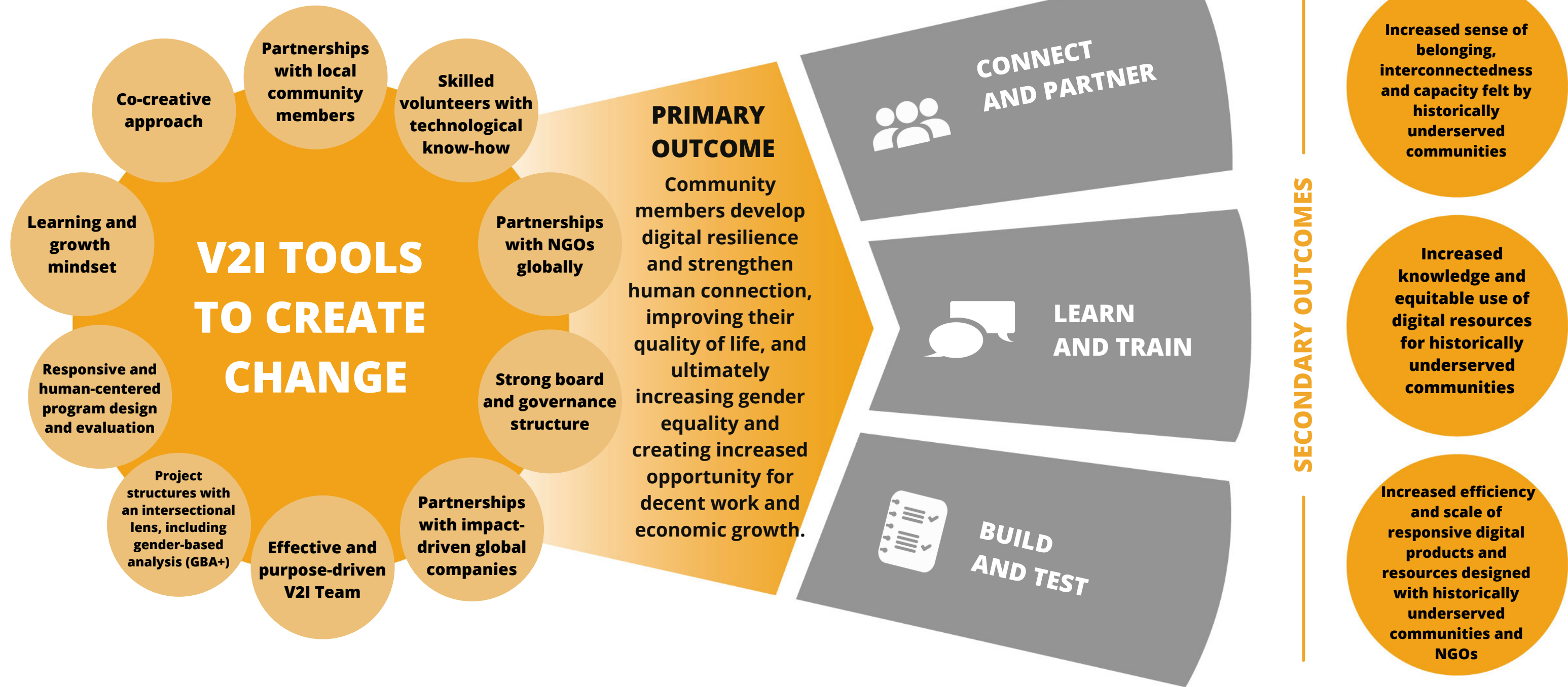# VENTURE2 IMP*CT

THEORY OF CHANGE

WHERE ARE WE NOW?

There is a widening gap between people who have access & the skills to use technology and those who do not. This is amplifying challenges of poverty, disconnection, and access to resources.

V2I is in a position to partner with communities to strengthen human connection and develop the digital resilience necessary to adapt and thrive in the midst of these growing challenges.

WHERE DO WE WANT TO BE?

Individuals, families, and communities worldwide are more interconnected and digitally resilient. This means that they have the access, capacity, skills, and connections to close the technology divide and achieve equity.

V2I TOOLS TO CREATE CHANGE

- Co-creative approach
- Partnerships with local community members
- Skilled volunteers with technological know-how
- Learning and growth mindset
- Partnerships with NGOs globally
- Responsive and human-centered program design and evaluation
- Strong board and governance structure
- Project structures with an intersectional lens, including gender-based analysis (GBA+)
- Effective and purpose-driven V2I Team
- Partnerships with impact-driven global companies

PRIMARY OUTCOME

Community members develop digital resilience and strengthen human connection, improving their quality of life, and ultimately increasing gender equality and creating increased opportunity for decent work and economic growth.

CONNECT AND PARTNER

LEARN AND TRAIN

BUILD AND TEST

SECONDARY OUTCOMES

- Increased sense of belonging, interconnectedness and capacity felt by historically underserved communities
- Increased knowledge and equitable use of digital resources for historically underserved communities
- Increased efficiency and scale of responsive digital products and resources designed with historically underserved communities and NGOs

VENTURE2 IMPACT

What are we doing and how are we doing it?

- We are partnering with communities across the world to strengthen human connection and develop digital resilience.
- We act as a point of connection between community members, skilled volunteers, innovative NGOs, and corporate leaders in the spirit of co-learning and co-creation.
  - We Connect and Partner to co-create opportunities for human connection and co-learning across the world.
  - We Learn and Train to harness collective intelligence.
  - We Build and Test to practice digital resilience.

Why are we doing this work?

Digital resilience and human connection are necessary for individuals, families, and communities to adapt and thrive in our every changing and evolving world.

What makes our approach unique?

- We connect people and resources from across the globe
- We partner with impact and purpose-driven participants, volunteers, NGOs, and corporate leaders
- We learn from our mistakes and understand the complexity of the work
- We train our team and partners on intersectionality
- We build programs through a co-creative process that is community validated and evidence-based
- We test our ideas with the understanding that there is no one right way of being, doing, and creating impact

CONNECT AND PARTNER

Connect local participants and volunteers from across the world and partner with NGOs and corporate leaders to co-create opportunities for human connection and co-learning.

LEARN AND TRAIN

Learn about the issue(s) and context with local leaders and provide training that harnesses collective intelligence.

BUILD AND TEST

Build tech and business programming or products with local partners, leveraging corporate and volunteer resources, and test tools and processes to practice and develop digital resilience.

VENTURE2 IMPACT

CONNECT AND PARTNER

In 2021, V2I partnered with the Nova Scotia Gambia Association and several corporate partners, including Salesforce, Netflix, and DocuSign, to address the lack of training, mentorship, and employment opportunities for youth in the Gambia, particularly around business and entrepreneurship. We connected local Gambian youth with skilled volunteers through training and mentorship over an 8-week period, and as a result they gained essential skills and knowledge around business and are prepared to move forward with their innovative ideas.

LEARN AND TRAIN

Like the rest of the world, many of our NGO partners faced major challenges in 2020 due to the COVID-19 pandemic. We listened to their needs, and by harnessing the collective intelligence of our many partners we created a virtual training series where we connected corporate mentors with nonprofit professionals to address the challenges exacerbated by the pandemic, specifically around branding, marketing, and fundraising.

BUILD AND TEST

ChildFund Uganda works with over 29,000 children, and relied on pen and paper to monitor and evaluate children's development, which limited their ability to make informed and time-sensitive decisions. V2I leveraged volunteers from Microsoft, Telus, and Salesforce to develop a digital data collection tool to support increased programming responsiveness and digital resilience by reducing the staff time and resources needed to make an impact. As a result, the time required to complete a child visitation was halved, and staff time required to complete a data collection and analysis cycle has been reduced by 44%.