



**Collective Impact (CI)** is a framework to address complex social problems. It is an innovative and structured approach to making collaboration work across government, business, philanthropy, non-profit organizations and citizens to achieve significant and lasting social change.

According to the **Stanford Social Innovation Review**, CI requires a systemic approach to social impact that focuses on the relationships between organizations and the progress toward shared objectives. They identify five key conditions that produce true collaboration and alignment, leading to powerful results:

- **Common Agenda** All participants have a shared vision for change, including an understanding of the problem and joint approach to solving it through agreed upon actions.
- **Shared Measurements** Collecting data and measuring results consistently to ensure alignment and accountability.
- **Mutually Reinforcing Activities** CI initiatives rely on a diverse group of stakeholders working together, not all doing the same thing, but undertaking specific activities that support and coordinate with the actions of others towards the common agenda.
- **Continuous Communication** Open and continuous communication with all partners is critical to build trust, assure mutual objectives, and create common motivation.
- **Backbone Organization** CI requires a separate organization and staff with a very specific set of skills who plan, manage and support the initiative. The expectation that collaboration can occur without a supporting infrastructure is one of the most frequent reason why CI fails, according to the Stanford Social Innovation Review.



United Way of Erie County