



changemakers®



OUR VISION
IS TO AMPLIFY
THE RATE AT
WHICH SOCIAL
INNOVATIONS GO
TO SCALE

**CHANGEMAKERS
DRIVES:
INNOVATION,
SOCIAL IMPACT AND
SUSTAINABILITY**

WHAT IS CHANGEMAKERS?

Ashoka's Changemakers (www.changemakers.com) is an online community that connects people with a passion for a better world with those who are making a lasting difference in their communities.

Our 35 online competitions have attracted groundbreaking organizations, social entrepreneurs, corporate leaders, media, community organizers, and fans who want to be part of our collaborative process of finding solutions to community concerns.

WHAT WE DO

The Changemakers platform has focused on building and mobilizing networks, connecting them through our online community, and using the online competitions as a concrete tool to produce impact and create market transparency. To date, our impact has focused on accelerating the sourcing speed of innovations, enabling collaboration, seeding funding that goes directly to innovations, and the growth of our community.

Sourcing speed – The Changemakers collaborative competition has helped accelerate the sourcing rate of innovations by as much as 86%.

Funding to innovators – Changemakers has seeded more than \$40 million in funding directly to social innovators.

Online community – The Changemakers online community includes more than 10,000 innovations from the competitions from over 125 countries and more than 90,000 members.



Robert Wood Johnson Foundation



GE Foundation

BILL & MELINDA
GATES foundation



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The Changemakers open source competition model let us shorten our three-to four-year Call for Proposals process for identifying investment-grade opportunities to three or four months, while delivering an equivalent number of quality projects."

Nancy Barrand,
Pioneer Portfolio
Robert Wood Johnson Foundation.



Robert Wood Johnson Foundation

At my magazine, we spend enormous time and effort unearthing innovative approaches to providing consumers great travel programs, while preserving the power of the places themselves. I was stunned by the quality of the applications. They showcased great innovation that can be exported to other countries, terrific successes against long odds, and a far-reaching global distribution of projects."

Keith Bellows
Vice President of the National Geographic Society and Editor in Chief of National Geographic Traveler



CHANGEMAKERS HERALDED AS CUTTING EDGE OF INNOVATION



Judith Rodin, President of the Rockefeller Foundation, highlighted Ashoka's Changemakers, and our "Tapping Local Innovations" competition as a groundbreaking and "terrific example" of an effective process for sourcing and supporting innovation. "It gives innovators a line of site where the 'white spaces' may be so that you can start working while the competition is going on," she told hundreds of world leaders and thinkers gathered at CGI. "And it incentivizes collaboration."

WHERE WE'RE GOING

Changemakers is continuing to evolve, both increasing the effectiveness and volume of our current activities, while also launching new business units focused on software development, and knowledge mapping and analysis.

White label competition and matchmaking software: Launching in April 2010, this option will allow us to offer individualized online spaces that utilize the power of competitions while still meeting the flexible needs of geographies, themes, and brands. The first launch will be a Minnesota-specific website that is led by local foundations and corporations.

Online social innovation campaigns: Continuing the success we have built over the past four years, Changemakers will host ongoing online competitions and related activities such as SMS campaigns that find, connect, and promote the world's best social change ideas.

Knowledge mapping and analysis: Expanding on the analysis we do for each competition, Changemakers is creating innovation maps that cut across the silos of each competition. They reveal trends, insights, and actions that investors and innovators can take to accelerate the speed at which problems from around the world are solved. One-on-one services are now being rolled out and an online knowledge base is being developed for late 2010.

WE INVITE YOU TO BECOME PART OF OUR NETWORK OF CHANGE – BE A CHANGEMAKER



ASHOKA INNOVATORS FOR THE PUBLIC

www.Changemakers.com