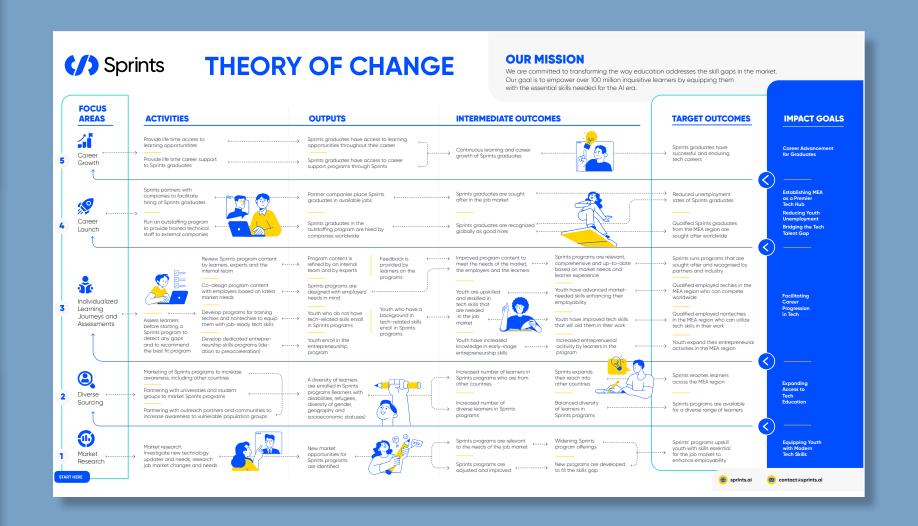


ROOTS OF IMPACT



OUth earning.com	Theory of Chang	ge		on is to create new possibilities for youth an cting them to the knowledge and skills they		changing world.
FOCUS AREA	ACTIVITIES	OUTPUTS	IMMEDIATE OUTCOMES	INTERMEDIATE OUTCOMES	TARGET OUTCOMES	IMPACT GOA
	Run internship and mentorship programs to provide guidance and support for participants	Program participants are supported and guided	Program participants feel confident in their developed skills	Program participants are confident to apply for job opportunities Development of a strong community of	Reduction in unemployment rates amongst	The unemployr
Post-course support	Establish robust connections with over 600 hiring partners to facilitate successful job placements for graduates	Post-course programs are in place to give participants career guidance Hiring partners have job opportunities	Program participants are supported post course in their chosen career path Increased matching and placements to program participants	alumni for mutual support and collaboration EYouth Higher Increased EYouth marginalized marginalized marginalized groups graduate are	→ EYouth graduates	MENA region significantly red
	Connect program participants to Entrepreneurship Ecosystem partners is a angel investors, incubations and the partners is a significant to the program of the entrepreneurship activity	available for EYouth program graduates Entrepreneurship program participants are connected to specialist entrepreneurship development support in the ecosystem	are successfully placed in in- graduates are successfully placed in in- demand roles Program participants and program alumni grow their businesses	in their EYouth roles graduates employment rates Program participants are self-employed and are able to financially support themselves and their dependents	gender equality empl	Gender equalit employment enhanced
Developing	Craft a diverse array of online courses in native languages (Anabo, English, French, sign language, as well as courses in audio formal and for different learning styles cross various subjects, ensuring comprehensive learning disegned to meet evolving market needs	Courses integrate language focus such as business language and / technical terms in the particular course or field Courses in technology, digital literacy, climate change and sustanability are delivered	Increased language skills in youth to match industry needs Youth are up-skilled and re-skilled in market-needed skills	Youth are proficient in key in-demand skills (exchnology, digital literacy, climate change and sustainability), enhancing employability	Enhanced global	Youth in the
in-demand skills (technology, sustainability, climate, entrepreneurship)	Course content is assessed by educational institutions (accreditation partners that issue certificates) Continuously refine programs based on participant feedback	according to market needs and current trends Youth enrol in courses EYouth runs accredited courses Courses are evaluated Participants provide	Accredited courses are valued by program participants Courses are recognised by EYouth partners Increased programs' depth, improved	Increased endorsements from industry and educational bodies enhancing credibility of EYouth programs	competitiveness of employable youth of the MENA region with tech, business entreoreneurship.	MENA region empowered thr the developme demand-driv
1	(ratings, reviews and O.6A) and thorough evaluations Develop an entrepreneurship skills program for youth Host events for practical learning and networking	and refined by internal feedback on courses they attend Youth enrol in the entrepreneurship program Program participants attend events	content and market-needed skills Increased knowledge on entrepreneurship and business-related skills Program participants increase	Program participants utilize their network to learn from and further increase their connections	climate and sustainability skills	skills and bet career option
	Run targeted Conduct Outreach female participation to diversify	→ Women are enrolled in EYouth's programs	their network horressed number of women who gain tech-related skills	Balanced gender representation in the program		
Diverse (gender,	Market research performed to understand market for participant target Different language needs are identified to participant target in the worldrore and entrepreneurship demographics Different language needs reliable groups	Diverse participants enrol in EYouth's programs	Increased number of participants from diverse backgrounds who gain market in-demand skills	Balanced diversity representation in EYouth's programs	Increased number of diverse range	
geography, socio-economic status) recruitment and selection	groups and tallormake Collaborate with academic institutions to integrate programs and expand reach for market relevance, Implement strategic promotions	Increased awareness of the availability of EYouth's programs	increased accessibility of the courses to potential participants	Increased reach of EYouth's courses	or diverse participants (gender, geography, socio-economic status)	participants order to bride equality gap including gen
1	reducing barriers and to increase employability and attract a broader learner base employability and attract a broader learner base employability Courses are priced to attract diverse participants —	The pricing of courses is adjusted for accessibility (course costs cover a range of price points, starting from fully subsidized, free courses)	increased accessibility of the courses to underserved youth	Wider reach and inclusivity		

IMPACT MANAGEMENT & MEASUREMENT



OVERVIEW

Roots of Impact is an Impact-Linked Finance pioneer, who believes in aligning capital with incentives to drive change for people and the planet. Their mission is to empower entrepreneurs to achieve impact at scale. This is accomplished through managing innovative funds, providing quality advisory and education, and building the field for Impact-Linked Finance. Through Roots of Impact, we assisted two edtech organisations named EYouth and Sprints with developing their Theories of Change.

EYouth is an edtech platform that provides online interactive learning and career development programmes for youth. Founded in 2016, EYouth is headquartered in Egypt, and active in Egypt, Saudi Arabia, UAE, Sudan, Jordan and Lebanon. They implement various programmes that connect youth and organisations to the skills and knowledge they need in the changing job market, creating new possibilities for advancement.

Sprints is an end-to-end solution to bridge the tech talent gap in MENA, starting by assessing the tech talent, then delivering a customized tech learning journey (through content they have created), guaranteeing a top-paying job, and supporting their alumni's career growth. Sprints was established in 2019 in Egypt (HQ) and is also active in (although to a lesser extent at present) Saudi Arabia, UAE and Palestine. Their aim is to transform the way education addresses the skills gap in the job market by offering relevant youth training programmes.



THE CHALLENGE

The aim of the project was to provide technical assistance to EYouth and Sprints in developing their Theories of Change. The process was intentionally collaborative, aiming to assist both organisations with understanding their impact and practically envisioning its achievement.

"Sprints shared with me that it was a really positive process and that they're already putting it into use with fundraising and employee onboarding."

Steve McCallum; Manager, Transaction Management & Consulting; Roots of Impact













WHAT WE DELIVERED

- > Theories of Change decks in the organisations' branding, which included organisation stakeholder maps
- > Theories of Change user guides
- > Designed Theories of Change



RESULTS

EYouth and Sprints benefitted through the process of developing their Theories of Change and stakeholder maps by understanding what their organisations' outcomes are, the type of impact they are having, and the type of impact they want to have. They have also been able to identify and understand the roles of their stakeholders and how they work together.

Through the impact pathways developed in the Theories of Change, both organisations were able to showcase and understand how their activities are contributing to their ultimate impact goals. It has also assisted them in identifying how they need to proceed and improve their processes in order to ensure progress is made towards their goals.

Sprints have already used their Theory of Change within their fundraising strategy, and have integrated it into their employee onboarding process.



IMPACTS

EYouth and Sprints both have goals to reach more students and to connect their skilled students to other parts of the world. The stakeholder maps will enable these organisations to understand who their stakeholders are and who will be able to assist in making progress towards their goals. The Theories of Change provide the map and guidance of the paths EYouth and Sprints will need to take in order for their goals to be achieved.

"Thank you for the amazing work."

Laura Marras - Structuring and Modelling Manager, Roots of Impact



