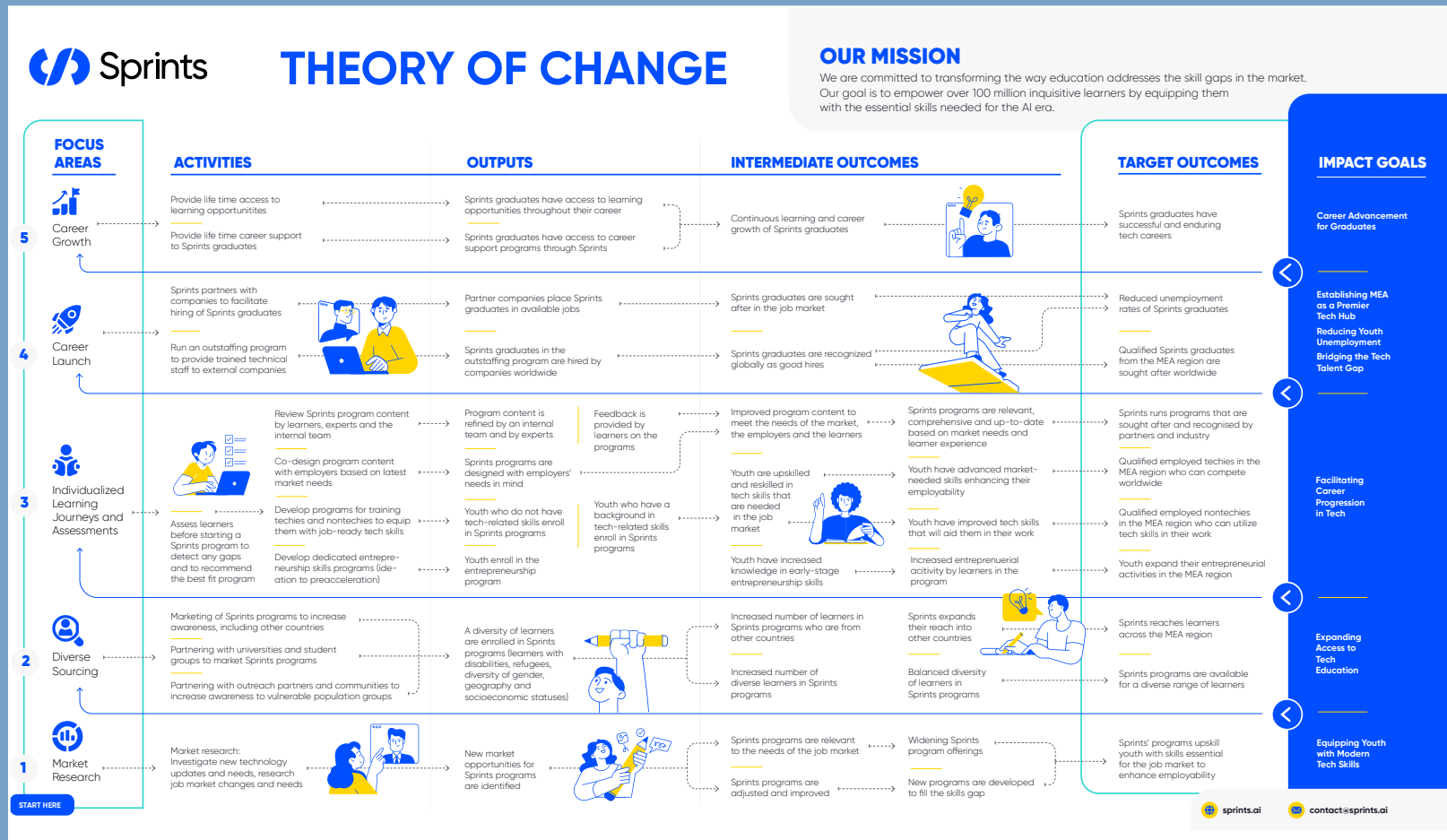


ROOTS OF IMPACT

IMPACT MANAGEMENT & MEASUREMENT

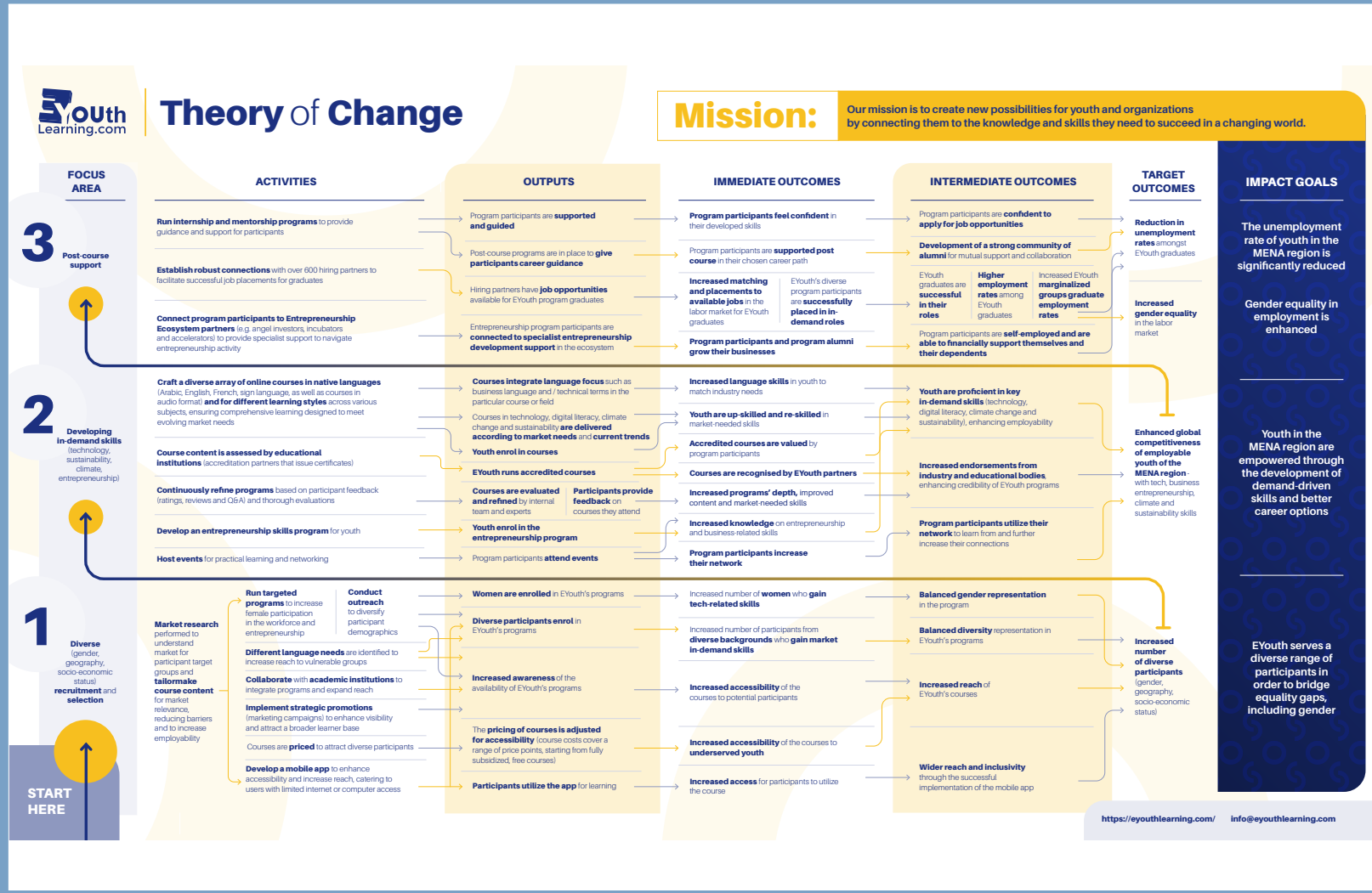


OVERVIEW

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

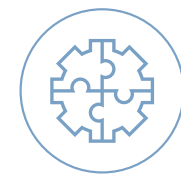


RESULTS

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

