

JustChange and E=MC² Collaborative Project – Logic Model

Project Goals and Objectives

- To build a collaborative relationship between a community partner and E=MC² (University of Ottawa)
- To mobilize and supplement existing data and provide an alternate viewpoint on how volunteering and giving takes place among millennials
- To create knowledge products that are useful for *JustChange* and the wider audience
- To contribute to an increase of public awareness of giving circles and alternate forms of giving
- To support *JustChange* in their effort to expand their giving circle model across Canada
- To contribute to an increase in giving among the millennial generation

Resources	Activities	Outputs	Outcomes
<p>Informational</p> <ul style="list-style-type: none"> - CSGVP data - Literature reviews and analyses <p>Human Resources</p> <ul style="list-style-type: none"> - E=MC² project team - Members of JustChange Ottawa (including program champion) - JustChange networks (i.e. GreatWork Systems Inc., The Hub, etc) - E=MC² project partners (PAC, etc) <p>Financial</p> <ul style="list-style-type: none"> - Funding (ESDC, University of Ottawa) - In-kind support 	<p>Knowledge Dissemination</p> <ul style="list-style-type: none"> - Disseminating of data (CSGVP findings) - Disseminating of academic research (literature reviews) <p>Knowledge Mobilization</p> <ul style="list-style-type: none"> - Undertaking ongoing consultation and liaising between E=MC² and JustChange teams (through meetings and PAC workshop attendance) - Conducting interviews with JustChange members - Adapting and translating existing data to meet community needs (i.e. survey co-development) - Co-presenting at academic functions (C2U Expo 2015, etc.) - Co-developing workshop guidelines - Co-developing knowledge products 	<ul style="list-style-type: none"> - Analysis of interview findings - Knowledge products (infographics; fact sheets; co-written blog posts) - academic presentations - academic articles - Workshops - Manual for giving circle start-up - Survey of 'millennials' - Social media analysis report 	<p>Short-term</p> <ul style="list-style-type: none"> - Translation and adaptation of existing data to community needs - Co-creation of new data on millennial engagement patterns - Increased understanding of the motivations, levers and barriers to community engagement among the millennial generation - Increase in organizational understanding of members' motivations and drivers for joining a giving circles - Strong collaborative relationship between JustChange and uOttawa - Increase in public awareness about JustChange and the E=MC² project <p>Intermediate</p> <ul style="list-style-type: none"> - Increase in number of giving circles in Canada - Increase in public awareness of alternative forms of volunteering and giving <p>Long-term</p> <ul style="list-style-type: none"> - Increase in funds donated to socioeconomic causes across Canadian cities - Increase in engagement among Canadians, particularly the millennial generation