

# World of Difference Evaluation

**2017** Summary  
Report

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Vodafone  
New Zealand  
Foundation



# World of Difference Evaluation

In 2017 the Vodafone New Zealand Foundation contracted Point Research to show what difference the WoD Awards programme has made since it started in 2002, what can be celebrated and what could have been better.

“Obviously the money is awesome but without a shadow of a doubt it’s the amazing awesome people you meet. You know there are a good core of 15 or 20 of them who are in my thoughts all the time. We’re not colleagues, we’re not friends, we are like whānau. It creates a very high level of trust and understanding.  
[WoD Recipient]

## THE EVALUATION:

This report is based on in-depth document reviews of 44 recipient projects, 32 recipient interviews and 8 stakeholder interviews, WoD recipient leadership research and 2 previous evaluations of the WoD programme.

The WoD programme was launched with a vision to inspire passionate New Zealanders to make a real difference to causes dear to their hearts, anywhere in the world. In 2017, the programme was still funding and supporting inspiring individuals and building community capacity, but its purpose was focused on positive youth development, especially for young people not in employment, education or training (YNEET).

VNZF can celebrate that the WoD programme:

- Has an outstanding reputation in the philanthropic and youth development sectors.
- Is considered to be truly innovative.
- Is recognised as an important channel for developing youth development leaders and workforce.
- Put corporate philanthropy on the map in NZ and brought youth into philanthropy’s focus.
- Has a uniquely strong, supportive and close knit community of recipients and alumni.
- Has created a huge amount of goodwill amongst its recipient and alumni network.



# Our community change



# Community partners

## Partnering for Change

The Foundation can celebrate that 25 out of the 28 recipients we interviewed thought getting a WoD award was at least part of the reason why they managed to obtain further funding, became self-sustaining and/or were able to remain in a paid position.

We also heard that the WoD delivered huge benefits for the recipients' personal development, including their leadership abilities. These self-assessed impacts of the WoD year support findings in the Leadership research involving WoD recipients.<sup>1</sup>

- Recipients learnt more about themselves as a person and how they can be effective as a leader.
- Some recipients' said their belief in their potential to have a positive impact on their community grew.
- Some felt more willing and able to stand up for what they believe in and influence decision-makers after their WoD year.
- Some spoke about learning personal effectiveness skills such as resilience and self-efficacy to cope with the challenges brought about by receiving their WoD award.

<sup>1</sup> Hayhurst, J., 2017. The Vodafone Foundation Leadership Research Project. University of Otago.

In addition to the regional partners listed on page 3, the Vodafone Foundation has supported:

### Nationwide partners

**Ursula Thynne:** Deaf Aotearoa (2013)  
**Rachael McKay:** Open Home Foundation (2013)  
**Haimona Waititi:** Tuia (2013)  
**Jackson Darlow:** Youthline (2012)  
**Victoria Carpenter:** MDA (2004)  
**Tracey Napa:** Deaf Mental Health Service (2004)  
**Tracey Richardson:** Breath for CF (2005)  
**Dr Debbie Fewtrell:** ASD Kids (2005)  
**Joanne Thorne:** The Bushy Park Trust (2005)  
**Vicki Culling:** SANDS (2006)  
**Deborah Morris-Travers:** Every Child Counts (2007)  
**Tiffany Harkness:** Youthline (2009)

### International partners

**Annette Culpan:** Bali Community Health (2003)  
**Graham Hobbs:** ACROSS (2003)  
**Paul Jeffries:** Malakula medical relief (2004)  
**Sue van Schreven:** Orphans Aid intl (2006)  
**Kylie Bentham:** Mercy Ships (2006)

### Fellowship partners

Aniva Lawrence (2011)  
 Vicki Shaw (2012)  
 Bernie Heteraka (2012)  
 Pat Bullen & Kelsey Deane (2014)  
 Adrian Schoone (2015)  
 Mark Stephenson (2016)  
 Diedra Otene (2016)  
 Stace Robertson (2016)

## INVESTING IN CHANGE



Over time, the WoD awards programme has developed a common agenda, initially developing a focus on youth wellbeing in 2005, and then sharpening the focus again in 2013 to YNEET.

Developing a common agenda has helped develop a network of change leaders with common interests and mutually reinforcing activities.

# Key Insights

## Stages of Change

### CHANGE READINESS

The difference WoD recipients were able to make varied, partly due to how well defined and ready they were to implement their idea when they started their WoD year.

### INITIATING CHANGE

Some WoD recipients struggled to get the support they needed from their host organisation. Those people tended to be in relatively junior roles, whereas recipients in more senior leadership roles faced fewer roadblocks.

### ENABLING CHANGE

Recipients said WoD's made a difference for them and their organisations by:

- Freeing them up to spend time on developing their new initiative.
- Accelerating the pace of the organisation's growth.
- Acknowledging the credibility of their vision, which made stakeholders and funders see the merit in their ideas, and the value in what they have to offer [Words used mana, respectability, profile, taking me seriously, belief, influence].

### SUSTAINING CHANGE

Everyone felt they learnt a lot about how to make a difference during their WoD year. Some felt "even more ready" to effect change at the end of their year.

*"I had a much better idea of how to make things work, given my year. Now I know how and have the confidence to make a bigger impact. I can add that now having worked with youth for 3 years I feel more confident and very secure in myself working and guiding them."*

[WoD Award and Alumni Grant Recipient]

A few people would have loved to continue but weren't able to secure the resources they need, which means the skills, relationships and experience they gained has been lost to youth development.

*"There was a perception like 'Wow, these guys must be the real deal'. 12 or 13 local businesses call us now. Some call to see if we have anyone ready for employment and we get offers of work experience too".*

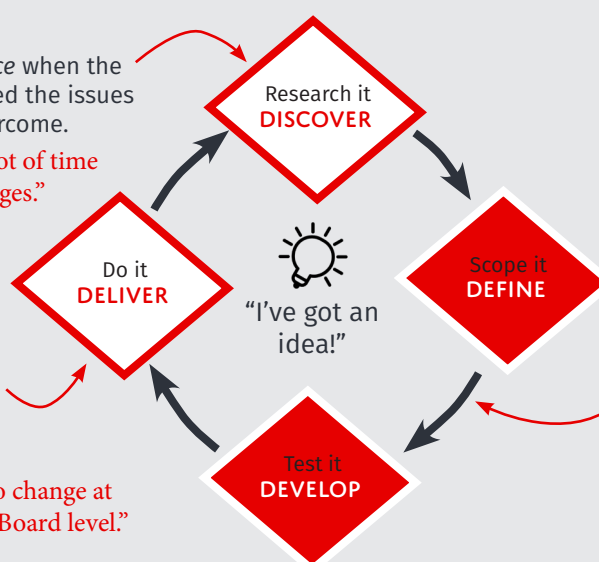
## INVESTING FOR IMPACT

WOD made *less of a difference* when the recipient hadn't already scoped the issues they would need to overcome.

*"I had a few assumptions. A lot of time focused on these challenges."*

WOD didn't make as much of a difference when the recipient couldn't in the end deliver the required change.

*"There was resistance to change at senior management and Board level."*



WOD made the **most difference** when the recipient had stakeholders on board, knew that young people were keen on their idea and were ready *and able* to pull together everything they needed to deliver it.

*"WoD gave me space to develop the organisation. I had done as much as I could without financial support"*



# Making a difference

## For young people

We spoke to 32 recipients of WoD awards since 2012. Thousands of young people have participated in activity supported by their awards.

### Creative expression

About 20% of those young people have been helped to express themselves, their worries and their dreams creatively through music, poetry and other performing art forms (musicianship, poetry, dance)

"He announces to the class, 'I don't have a poem. I have a rap'. His fellow students are either shocked or amused in their response. It begins as a slow start and uncertain. But then a flow starts to emerge and he is actually rapping, he begins putting insanely good words, phrases and ideas together. Finally he finishes, and the entire class erupts in excitement. It was a priceless moment, a young man who is the least likely, most awkward student in the class and probably the entire school, literally finding his voice right in front of our eyes and being celebrated by his peers. Now THAT is spoken word poetry."



### Education / employment

About 70% of those young people have been helped transition from school into further education, training or employment (work-readiness, hospitality skills, mentoring, peer-support)



### Development

About 50% have engaged in personal and community cultural development programmes and activities (words: tikanga, kaupapa Maori, hapu, iwi, parenting, self-esteem)

"We didn't scale up massively. We worked with about 16 per year, got up to 60, and are now at about 20 but we are working further into whanau. We're working deeper. We're getting better service for the kids by working with their whanau."



### Personal growth

About 50% of those young people have been helped to develop greater physical fitness and wellbeing (self-esteem, boxing, discipline)

"Now it's a team, mostly volunteer men who are good quality role models. We work on the basis of 3 Bs: Belonging, Belief and Becoming. We work with our YP to give them a sense of belonging, belief in themselves and help the become what they want to be, whether its head-boy or an engineer. The flow-on effects we hear about are they're doing better at school and they're helpful at home."



### Youth leadership

About 30% have been given opportunities to influence or lead civic, private or non-government organisations (Council, Board, governance, programme and service development)



### Youth-designed services

About 20% have helped develop or have participated in new services, tailored to better meet the needs of young people (therapeutic foster care, youth justice)

"We've co-designed the project with young people. ... They've become really involved and are talking about the business like they're part of it "when it opens I think it would be a really good idea that you look at this", for example. ... Now they really speak up for themselves, sharing ideas, asking questions and telling us what they need to achieve their goals and what they want to do. A massive change!

## WHAT COULD HAVE BEEN BETTER?

There is a lot to celebrate about the WoD programme, but some things could have been better too.

### Measurement

- The Foundation could have had a framework to show how each project's activity contributed to the overall WoD programme's vision, and identified performance indicators relevant to both the programme and projects.
- Using information about the projects' performance to reflect on each project's success and support the WoD and wider youth development sector's learning and improvement.
- Been more methodical about making sure recipients could, and were, collecting information about the difference they were making.

### Engagement

- The Foundation could have more closely engaged the host organisations' leadership to be sure they understood what the WoD award would mean for both the recipient and the organisation, and that the organisation was both willing and able to support to recipient to drive change.

### Change-abilities

- The mentoring, professional and personal development support provided to the recipients could have better meet their needs and aspirations.
- The mentors were often not the right person, didn't have enough time and/or the right skillset, including knowledge of youth development.
- Some recipients struggled with the additional responsibilities that arose during their WoD year, especially those that already had full-time employment and family commitments.
- Some recipients felt overwhelmed the pressures of the WoD year, and a few burnt-out.

### Sustainability

- The programme could have had built-in processes to help successful and/or promising recipients transition through to longer-term sustainability.

# Summing-Up

**Over 17 years, the WoD programme has developed an excellent reputation for nurturing inspiring individuals, building community and youth sector capacity and making positive change.**

Our evaluation findings show that the development of a common agenda – youth wellbeing – helped create a network of mutually reinforcing activities and relationships. Connections to the Foundation, to the youth development and philanthropic sectors and across the alumni and recipient network benefited the recipients enormously. These relationships built the recipients capability to make a positive difference to young people's lives. By far most of the people we interviewed were still active in the youth development space and still connected to people and organisations they met through the WoD. The recipients' network was motivated by a shared purpose, caring for each other and has enormous potential to do more.

The programme could have been strengthened with a shared approach to impact measurement, better communication with the leaders of host organisations and better support infrastructure. But despite these shortcomings, we found that the programme has a lot to celebrate about how it has enabled and supported talented, emerging leaders to make a positive difference to young people throughout New Zealand.



