

Project: Community Angel

A new paradigm for helping communities tackle their problems

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THE SITUATION

Throughout the world, many communities face intractable problems, some immediate and life threatening; others, longer term. Both threaten people's quality of life and the viability of their communities. Traditional approaches to solving these problems are apparently not working. Australians are acknowledged as amongst the world's highest donors to charitable causes with about 25% of us giving regularly. Those who give and many of those who don't are concerned about the 'leakage' of donations to cover administration and other overhead costs. They worry about disconnect between their donations, the projects they are used for and the poor transparency of the outcomes. Our client's challenge was to find ways to offset these issues so that every dollar donated could be used for life-saving projects whilst ensuring that donors have a much clearer connection with the projects they support.

THE APPROACH

[toughproblem] worked with our client to clarify their strategy and develop a business model that could be prototyped and tested with stakeholders. We facilitated a series of strategic dialogue sessions using the [toughproblem] 'AtwoB' approach to explore the problem, develop a vision and create an innovative solution concept. By asking the question, "How might we engage all Australians in helping solve tough community problems" we were hoping to (1) Design a process that supports the "self" design and delivery of innovative solutions to tough problems communities are facing (2) Create a way to connect with the whole population of Australia so that, in principle, \$1 per week is given by each citizen. Funds from (2) will be used for the community projects in (1)

THE DESIGN

We produced a Strategic Summary package for our client comprising a **Strategy on a Page** and a **Strategy Storybook**. The Strategy on a Page provided them with a concise snapshot of the problem, vision, strategy and action plan. The Storybook provided a virtual tour of the dialogue allowing stakeholders an opportunity to reflect on the key thinking and interactions that took place. The purpose of this package is to help our client facilitate a series of conversations with stakeholders, benefactors, investors and suppliers.

[Learn more about Strategic Dialogues and the ATWOB process](#)