

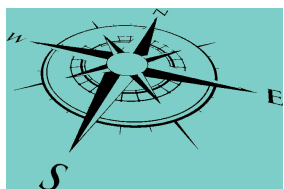
About Foundations for Social Change

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Foundations for Social Change (F4SC)

Description:

Foundations for Social Change is a Vancouver-based charitable organization that develops innovative programs helping vulnerable populations in our communities. We seek solutions to ongoing social issues, such as homelessness, with a bold entrepreneurial mindset using data and evidence to evaluate our work and measure impact. We stand for an inclusive society where everyone has the opportunity to achieve their full potential.

Stakeholder(s):

F4SC Team :

Foundations for Social Change is led by a team with combined expertise in social impact, partnership development, research and policy, behavioural sustainability, organizational management and finance. Our team is small and strong, and is made up of staff, a board of directors and a lived experience advisory panel.

Claire Elizabeth Williams :

Co-Founder and CEO — Claire Elizabeth Williams is the Co-Founder and CEO of Foundations for Social Change (FSC). Inspired to be a positive force for change, she is the driving force behind the New Leaf Project - North America's first direct giving project with people experiencing homelessness. Claire has directed the organization's growth and development and built a culture of courage, compassion and impact. Under her inspired leadership, she has executed a fruitful partnership program of community stakeholders and raised the profile of the New Leaf Project with donors, securing significant funds for operations and disbursements. She was recently placed on the 21 Founders-To-Watch list prepared by "The Future of Good" – Canada's leading digital publication covering the world of social impact. Prior to Foundations for Social Change, Claire worked as an environmental consultant where she collaborated with Indigenous Peoples, the private sector, and government to promote environmental protection, corporate responsibility and sustainable land-use. During this time, she honed her skills in relationship building, strategic planning and project management. Claire holds a BA (High Distinction) in Environmental Studies and Economics from Carleton University and Master of Planning with Distinction from Dalhousie University.

Heather Hay :

Senior Consultant / Transitional COO — Heather Hay, RN, M. A., MSC (A) is a health care executive with extensive senior leadership experience across the health care system in Canada. She has vast experience in innovative program planning, evaluation, and development. With a passion for working with marginalized client populations and adapting systems to meet their needs, Heather led the development of ground-breaking harm reduction programs including North America's first Supervised Injection Site, Canada's only Community Court, and British Columbia's first Drug Treatment Court. As part of

the Olympic legacy projects, she developed a strategy to support complex homeless mental health and addiction clients and implemented a forward-thinking 100-bed treatment centre (Burnaby Centre for Mental Health and Addiction) and an 80-bed facility at the Crossing at Keremeos, a long-term treatment program, for youth. Heather is the recipient of the National Deloitte Public Service Award and twice awarded the Premier's Public Service award for Innovation and Collaboration. She has been recognized by the BC Business Association and is the recipient of Innovator of the Year Award. She is an experienced consultant who has provided services to a variety of clients both nationally and internationally and is a sought-after guest speaker. Heather has a strong interest in the Arts and is currently enrolled at SFU in the liberal studies program. She holds a Master of Science (Applied) from Montreal's McGill University and a Master's in Leadership from Royal Roads University in British Columbia.

Alice Hopkins :

Program Manager — Alice Hopkins is the Program Manager at Foundations for Social Change and is passionate about using qualitative research to tell bold and compelling stories about complex social issues. Alice has worked in a range of roles in the charity and non-profit sector, both in the UK and internationally, and holds a Master's with Distinction in Social and Cultural Anthropology from University College London. Prior to joining Foundations for Social Change, Alice worked with a leading social research agency in London, specializing in qualitative research and engaging marginalized populations. As Project Manager and Researcher, she helped deliver bold and honest insights to public sector organizations on topics including long-term health conditions, physical impairments, gambling and homelessness. Alice also gained expertise in the charity fundraising sector, working as a Development Associate for an innovative UK fundraising consultancy that specialized in helping organizations to diversify their funding bases and improve financial resilience. Since joining the Foundation, she has played a key role in overseeing project operations and data collection, and is developing new ways to bring insight from qualitative data into an understanding of impact.

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Stakeholders (continued)

Hani Lee :

Program Coordinator and Community Engagement Lead — Hani Lee is a Program Coordinator and Community Engagement Lead at Foundations for Social Change (FSC). Driven by principles of equity and empowerment, she joined the organization seeking to inspire positive change in individuals living on the margins of society. She played a key role in overseeing frontline operations of the FSC’s New Leaf Project and is now working with participants from the pilot project to establish the Lived Experience Advisory Panel (LEAP). Prior to joining Foundations for Social Change, Hani worked as a Shelter Resource Worker at Lookout Housing and Health Society where she gained first-hand knowledge of the socio-economic issues concerning the residents of Vancouver’s Downtown Eastside. She worked closely with vulnerable populations during this time and developed her skills in advanced problem solving, trauma informed communication, and relationship building. She earned her Bachelor of Arts degree in Psychology at the University of British Columbia in 2017.

F4SC RESEARCH TEAM

Dr. Jiaying Zhao :

Principal Investigator and Professor, UBC — Dr. Jiaying Zhao is a Canada Research Chair and Professor in the Department of Psychology and the Institute for Resources, Environment and Sustainability at the University of British Columbia. She uses psychological principles to design behavioural solutions to address financial and environmental sustainability challenges. Her paper “Poverty Impedes Cognitive Function”, published along with several colleagues in Science, drew significant attention from such media outlets at the New York Times, Associated Press, Washington Post, NBC, and TIME magazine. Dr. Zhao earned her PhD from Princeton University in Cognitive Psychology and has a master’s in Cognitive Psychology (Princeton) and a master’s in Cognitive Science (University College Dublin). She is the current Canada Research Chair in Behavioural Sustainability and is a Researcher with the Centre for Interactive Research on Sustainability. In 2015, she received the BX Award for Outstanding Research which recog-

nizes outstanding research in the behavioural sciences and policy combining originality, rigour, a demonstrated or potential practical application, and the potential for lasting impact. Most recently, Dr. Zhao has received research grants in the areas of climate change, sustainability in US forestry, and COVID-19. Dr. Zhao led the research portion of the New Leaf Project. She became interested in studying how direct cash transfers can contribute to individual development in people experiencing homelessness in developed countries and recognized the high likelihood of success from this innovative approach.

Anita Palepu :

Co-Investigator — Anita Palepu, MD, MPH, FRCPC, MACP is the Providence Health Care Head of Medicine and a Professor and Eric Hamber Chair of Medicine at the University of British Columbia. She is a General Internal Medicine Specialist and conducts her research at the Centre for Health Evaluation and Outcome Sciences. Dr. Palepu has a research program that falls under the broad umbrella of urban health research with particular interest in populations who are vulnerable to poor health outcomes such as individuals who experience homelessness and persons who use substances. She is passionate about health advocacy and is an associate editor for the Annals of Internal Medicine.

Ryan Dwyer :

PhD Candidate, Department of Psychology, UBC — Ryan Dwyer is a PhD candidate in social psychology at the University of British Columbia, and a Vanier Scholar. His academic research focuses on applying behavioral insights to improve human well-being. In his current streams of research, he is investigating the impacts of technology in social life and the impacts of direct cash transfers for marginalized groups. His work has been featured in media outlets such as TIME magazine, National Geographic, and the CBC. Previously, he conducted research on consumer and organizational behaviour as a research assistant at the Stanford Graduate School of Busin

Vision

An inclusive society where everyone has the opportunity to achieve their fullest potential

Mission

To work with people living on the margins — to develop measurable solutions that are scientifically based and informed by lived experience

Values

Courage

Compassion

Creation

Impact

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1. Social Issues

Seek solutions to ongoing social issues

We seek solutions to ongoing social issues, like homelessness, with an entrepreneurial mindset. Our flagship undertaking is the New Leaf project.

1.1. Cash Transfers

Distribute one-time cash transfers of \$7,500 to people experiencing recent homelessness in the Vancouver area

ABOUT THE NEW LEAF PROJECT — In partnership with the University of British Columbia, Foundations for Social Change launched the world's first direct cash transfer program to empower people to move beyond homelessness in Canada. Specifically, our New Leaf project (NLP) distributed a one-time cash transfer of \$7,500 to people experiencing recent homelessness in the Vancouver area. While many would balk at the thought of disbursing large sums of cash to people living in homelessness, our approach was based upon scientific evidence and our bold action has paid off. By preventing people from becoming entrenched as homeless, NLP helps individuals to maintain dignity and regain hope. At the same time, community resources can be spent in other urgent areas. Cash transfers provide choice, control and purchasing power at a critical time in people's lives. This is not merely a gesture of help, it is a signal that society believes in them. Project participants have seen measurable improvements in their lives after receiving the cash transfer and we are passionate about expanding our work.

Stakeholder(s):

Homeless People :
in the Vancouver area

University of British Columbia

2. Giving

Empower individuals

Direct giving empowers individuals to find housing and purchase goods that improve their lives, while restoring dignity, confidence, and well-being.

2.1. New Leaf Project

Award one-time cash transfers to persons living in poverty

WHAT IS DIRECT GIVING? Direct giving is a simple idea that is proving to be powerful and transformative. A one-time cash transfer is awarded to a person who is living in poverty and can be spent according to individual needs. Growing evidence, including from our New Leaf project, demonstrates that money from cash transfers is well spent and that it can provide stability in a person's life. The direct giving model has been proven to empower recipients to find housing and purchase goods that improve their lives, while restoring dignity, confidence and a sense of well-being. Further, research has found that cash transfers do not increase spending on goods, such as alcohol, tobacco and drugs. Building on this work, we are the first program to provide cash transfers to people experiencing homelessness in the world. Our evidence to date suggests that we are making an impact, and that direct giving is an effective tool to quickly reintroduce stability into people's lives. The New Leaf project provides a one-time \$7,500 direct transfer to qualified recipients to spend and/or save as they deem appropriate. It applies advances in behavioural sciences, cognitive psychology, and behavioral economics to direct cash transfers in a way that has not been done before.

3. Impact

Create realistic and lasting impact

We believe in economic inclusion and that no one should be left behind. We strive to create realistic and lasting impact.

3.1. Evaluation

Evaluate the impact of the New Leaf project

METHODOLOGY — To evaluate the impact of the New Leaf project, we used scientifically validated measures to track participant outcomes for 12 months. Participants completed questionnaires at 1 month and then every 3 months. To better understand individual experiences, participants also completed open-ended qualitative interviews after 6 and 12 months.

Administrative Information

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End Date:

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