VALENTINE FOUNDATION | FUNDING SOCIAL CHANGE FOR WOMEN & GIRLS

The Social Change Indicators Matrix[1]

Indicator of Social Change Impact	Definition of Shift	Typical Strategies/Activities Linked to the Shift	Potential Impact and Required Resources
Shifts in Definitions The issue is defined differently in the community or larger society.	An issue or idea is given new meaning. The community or society sees the issue differently as a result of the work (*i.e.* rape is understood as an act of violence with legal and civil consequences, not a sexual transgression).	Documentation of actual experiences exposing root causes and articulating re-framing concepts through writing, podcasts and/or presentations. Example: Ark Republic's Podcast interviewing women formerly incarcerated to bring awareness to the multiple barriers facing them upon reentry.	Potential to be large and profound. Sometimes small resources can spark a change. Combining with Shift in Engagement can be effective for accomplishing "buy-in" of new definitions
Shifts in Engagement Collectively, people in the community or larger society are more engaged about making change.	More people are engaged in an idea of action as a result of the work. Ideally, enough people get involved that they are noticed, voices are heard, *i.e.* a critical mass is reached, *e.g.* individuals from groups coalesce for regional impact and numbers of people and organizations make a difference.	Community-based organizing and public education. It is important that the people affected lead their own change. Example: The Organizing Center's program supporting continued engagement of community organizers.	Potential to be large and profound, especially when "critical mass" is reached. Usually requires large financial resources and multiple years of attention to assist organizing efforts and coalition networking.
Shifts in Policies An institutional, organizational or legislative policy or practice has changed.	Organizational, local, regional, state, national or international policy or practice has changed to better serve social change ideals (e.g. specific laws change and/or institutional systems change, or practices change).	Public policy reform, education and interaction with policy and system level decision makers. Example: Education Law Center's project to promote innovative policies and practices that decrease Black girls' disproportionate presence in the school-to-prison pipeline.	Potential to be large-scale if policy change occurs at city, state or national policy levels. Usually requires multiple years of investments and a variety of approaches.
Current Position Maintained or Restored Past gains have been maintained or regained.	Earlier progress on issues is maintained or regained in the face of opposition (e.g. reproductive rights).	Strengthen organizations and leaders and their ability to withstand backlash and resistance to change. Example: Women's Law Project work to regain reproductive rights.	Often the work is complex and requires the interactions of people from many levels. Resources needed depend on the scale of the resistance effort.

[1] Adapted by The Valentine Foundation from the tool developed by Stephanie Clohesy of Clohesy Consulting, based on WFN's Making the Case tool. Updated in November 2019.