

make_sense

re_action

Online engagement
that fosters real-life solidarity



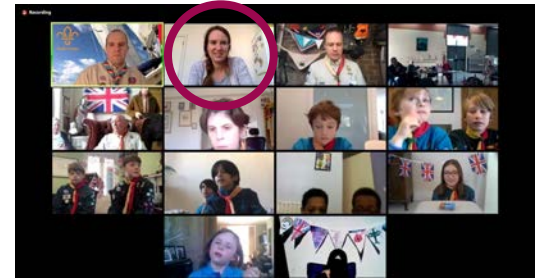
**makesense re_action
program at a glance**

Meet our worldwide everyday heroes



Jeanne, a 21 year old medical student in Manila who alongside a group of 40 volunteers provided access to water and food for 1,200 low income families in Manila for a month.

Alice, a volunteer in the UK who organized a Zoom call between a retirement home and a local Scout troop to strengthen human connection and is seeing this model replicated nationally by the Boy Scouts and retirement homes in the UK.



These individuals represent just **two of many stories** makesense sees everyday.

From **50 in week 1** to **6,500 in week 10**, our everyday heroes helped people in acute crisis

Supported **15 000** elderly with calls of conviviality

Distributed hygiene kits to **4 000** homeless people in needs

Provided healthcare professionals with **8 000** equipments and **3 500** meals
(masks, blouses, ...)

Provided **8 500** members of low-income families with basic need services (water, food, medicines, ...)

Bridging the solidarity gap to address the crisis

 *We are only as strong as the weakest link* 

In a moment where the COVID-19 crisis **revealed and fostered social vulnerabilities** ...

... conventional solidarity structures and national institutions **struggled to address basic needs.**

Many citizens were willing to help, but didn't **how to do and where to start.**

In **re_action**

We provide citizens with **the skills, tools and collective guidance** to **organise their local actions** and **be useful together**, to **support frontliners** and **help the most vulnerable stay on their feet.**



Addressing key priorities identified by experts

Social distancing

challenges associated with social distancing, including mental health issues

Education

challenges (and opportunities!) for providing effective access to education to people of all ages during this time

Healthcare

helping to mitigate an overwhelmed healthcare system — including support for caregivers in our communities;

Marginalized groups

particular challenges faced by certain groups who are often marginalized in our communities as a consequence of the crisis, such as the homeless, the disabled, and migrants;

Seniors

challenges faced by those who are particularly vulnerable to the virus, such as seniors and those with existing preconditions;

Economic tsunami

ways to mitigate against some of the worst, likely impacts of the economic tsunami we are facing

Listen to them!



Discover the re_action program,
from our volunteers perspective



Discover the re_action program, by Christian
Vanizette, makesense co-founder, on Columbia
University TV

How was it organised?

We made it possible by capitalizing on our ten-years of experience bringing together **engaged citizens, passionate community-organizers** and **forward-looking entrepreneurs and organizations** to work collectively for an inclusive, sustainable and resilient world.

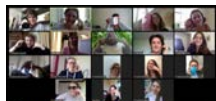


Our recipe to foster citizen mobilization

01 Partner with experts to propose relevant actions

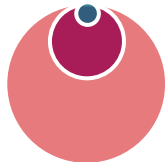


02 Foster action with turnkey, collective solutions



Online, user-friendly **toolkits & trainings**

03 Think impact at scale & depth



Trained **Community-organizers**

Guiding **Local communities of citizens**

Into **Concrete solidarity action**

04 Automate with tech tools



zapier*



Partner with experts to propose relevant actions

The crisis revealed macro-challenges:

marginalization, healthcare system weaknesses, mental health issues, food security challenges....

Thanks to the ground expertise of our partners, we designed key actions that citizens could take to support people in acute crisis.

Homeless and vulnerable people

- 👉 collect hygiene kits by mobilizing shops and neighbors
- 👉 get in touch with local NGOs for distribution
- 👉 provide food and water to vulnerable people in slums

Medical staff

- 👉 help a relative who works in hospitals (flat children, food, shop, ...)
- 👉 trace the needs of the hospital itself and mobilize your community to respond to them: masks, ...

Isolated seniors

- 👉 spend time on the phone with an isolated elderly person
- 👉 help them with their daily shopping and administrative tasks

Local farmers

- 👉 promote a sustainable local food system
- 👉 encourage citizens to consumer local and seasonal products
- 👉 work for a local farmer on your free time

Women suffering violence

- 👉 raise awareness on this topic around you
- 👉 support local non-profit already engaged in this issue
- 👉 volunteer for a network of psychologists that provide support to women in this situation





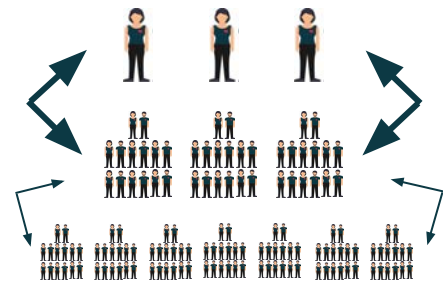
Foster action with turnkey, collective solutions



We gather volunteer in **groups of 15**, thus creating **collective emulation**, regarded by 51% of them as critical action lever



They have a **step-by-step guidance** relying on **toolkits, trainings** and **regular zoom meetings with their peers**



Each group is coached by a **community-organizer**, who also encourages participants to become community-organizers after the program, to create **virtuous, organic growth**.

03 Think impact at scale...

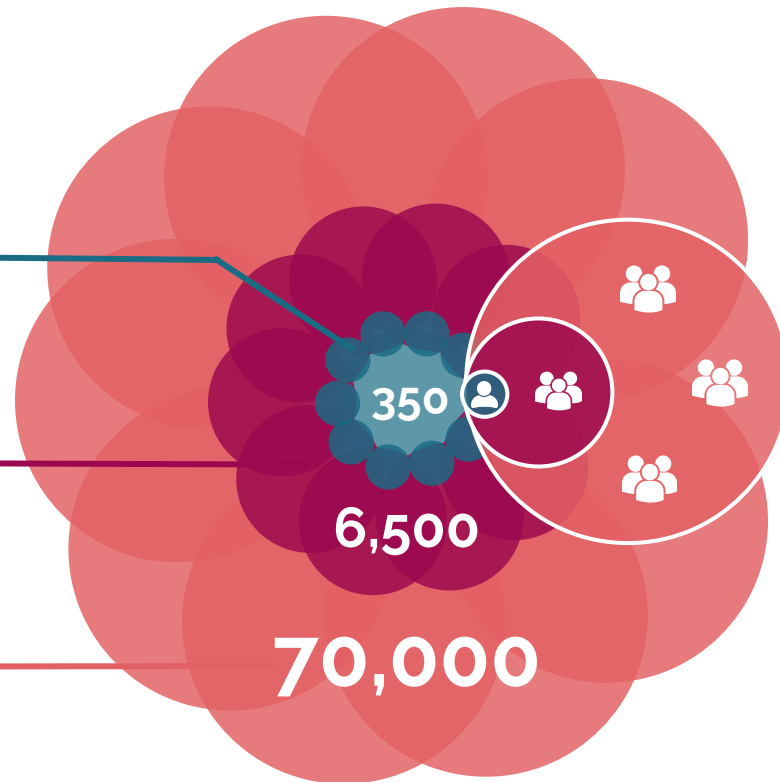


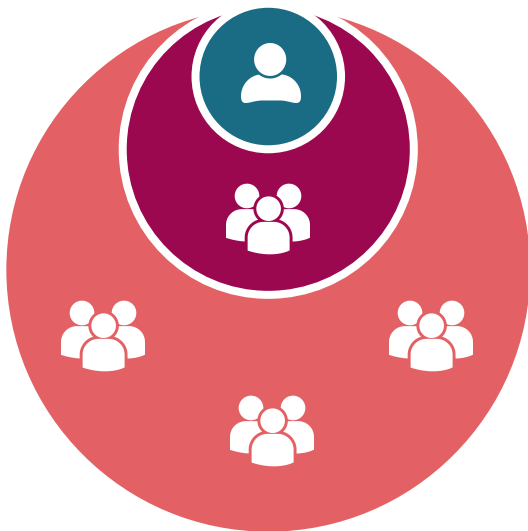
Within **10 weeks...**

...we have trained
350 Community-organizers...

...who have mobilized
6,500 volunteer citizens...

...who have helped
70,000 vulnerable people.





Community-organizers develop community-building and leadership skills.

- **51%** experience new forms of **horizontal governance**
- **40%** develop their **leadership & network**

Volunteer citizens take action and want to continue

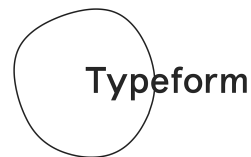
- **54%** learn how to take **rapid, concrete action**
- **51%** regard **collective emulation** as critical action lever
- **57%** continue to take action **independently**

Vulnerable people are supported to get back on their feet, especially in developing crisis

- **Elderly, homeless, women, caregivers, farmers...**
- **Massive, direct, local & relevant support**
- **x3 more persons helped per volunteer** in countries in acute crisis.

04

Automate with digital tools



For community-organizers

- **Accessing** resources and trainers' trainings
- **Encouraging** volunteers
- **Reducing** the workload

For volunteers

- **Receiving** information
- **Connecting** themselves with each others
- **Enhancing** peer-to-peer support

For makesense's team

- **Monitoring** hundreds of groups: inscriptions, grouping, support
- **Optimizing** processes
- **Tracking** impact

What's next ?



"We witness how a predictable event can completely disrupt everything in a month"

The covid-19 lockdown highlighted and accelerated vulnerabilities. Its aftermath remain uncertain, as well as **other crises ahead.**

⇒ **There is an urgent need to increase solidarity on the short-term and build global resiliency structures on the long-term.**

To answers those challenges, building and organising local communities will be key.

On our way to meet the moment



What we have done

We've organised **our covid19 rapid citizen community response program** and **proven its effectiveness in time of lockdown**

1. Mobilised our partners to define the needs from the crisis and the relevant actions and built the tools for our community to take action
2. Trained our community-organisers and recruited thousand of volunteers

Example:

Enable **vulnerable people** to get back on their feet

Help reduce the **education gap** that is increasing

Create long-term **solidarity bonds** at the neighbor level

Develop **local food production** system

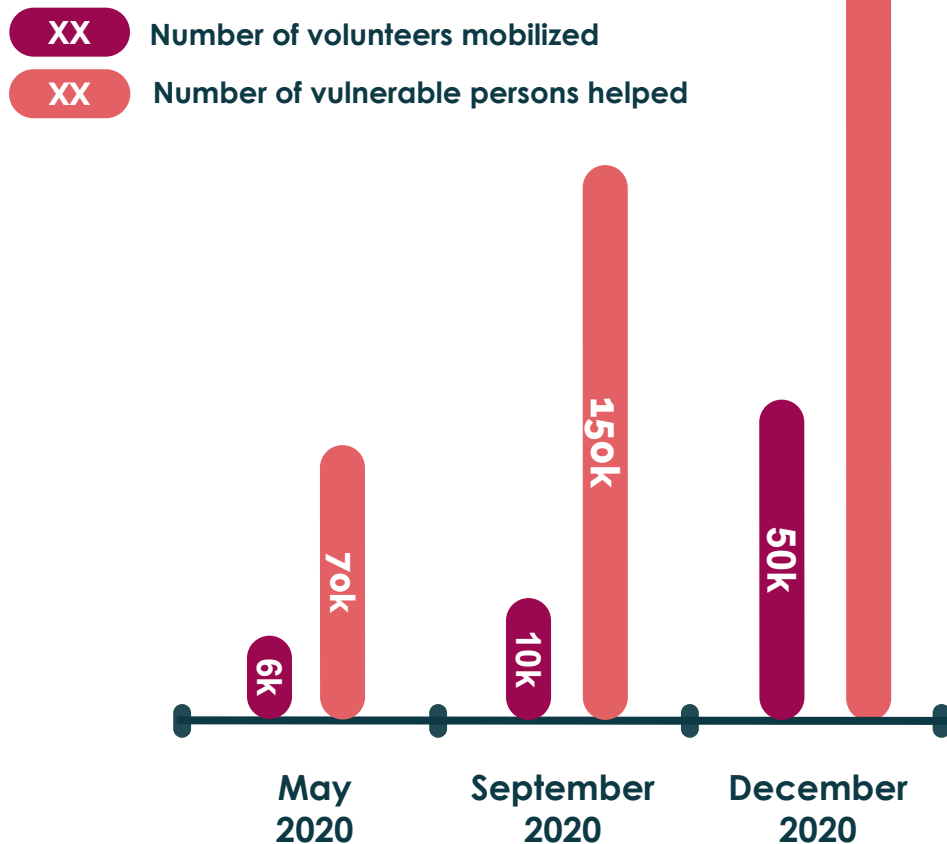


What we will do next

We now need to accelerate the **roll-out of midterm community response programs to face the crisis**, its aftermath and prepare for future crises.

3. Accelerate the number of community-organisers trained and volunteers engaged
4. Sustain local impact and resiliency, with new actions and tools for mid-term action and coalitions with partners

Our ambition



Scale :

from 6,500 to 50,000
volunteers mobilized by
makesense

Depth :

from 10 to 20 vulnerable
persons helped per volunteer

1 million vulnerable persons
supported by the end of 2020

To accelerate and roll-out of mid-term community response programs, we need to



Develop our network
of trained
community-organizers.

Develop our **training capacities**, recruit more community-organisers and provide them ongoing support

Operating team



Ease the engagement
of any volunteer
willing to contribute

Recruit **more and more volunteers** with campaigns and partners, ease each step of their engagement online and in their groups

UX design and marketing

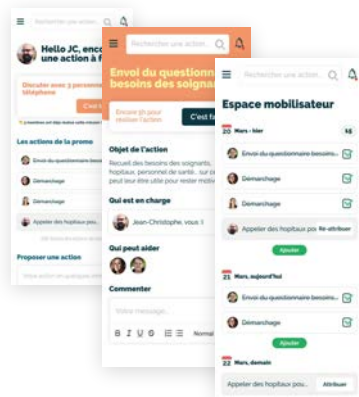


Increase the capacity
of our team to support
those communities

Develop our **back-end management capacities** to automatize 80% of our actions.

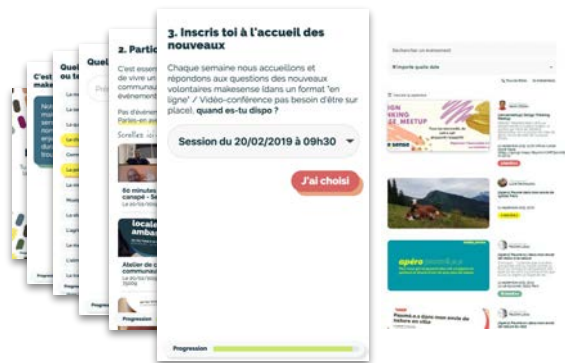
Tech development -
back-end development

Ex: ongoing investments to mainstream citizen mobilisation



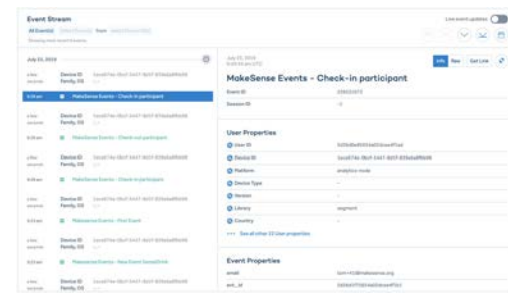
For community-organizers

A **mobile app** to manage their groups of volunteers, attend training and support from makesense team.



For volunteers

A webapp to organise and follow their actions, connect with their peers, attend trainings, ...



For makesense's team

A state-of-the-art back-end dashboard to automate mailing and whatsapp communication, support thousands of community-organisers simultaneously

We are currently fundraising €200k
to reach our initial 10,000 volunteers milestone
and focus on **exponential growth**.

Join our circle of donors to make it happen.

“Crises will go and come back... use time in between to prepare”

You can make it happen

“How we answer now the crisis will define the future we create”

Enable us to engage
**10,000 citizens and impact 150K people
by September**
in more than 10 countries

Join a community
of **forward-looking people.**

Access to exclusive update calls
and expert series
featuring a **range of leaders.**

<https://makesense.org/en/donor-circle/>



For french donor: 66% tax reduction possible.

Let's meet!



Christian Vanizette
Co-founder makesense
christian@makesense.org



Alizée Lozach'meur
Co-founder makesense
alizee@makesense.org



Léa Klein
Country development manager - Philippines
leak@makesense.org



Diego Reyerros
Country development manager - Mexico
diego@makesense.org



Victoria Peter
Country development manager - Senegal
diego@makesense.org