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 need

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, ...)

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.

130,000 engaged citizens

3,000 community-organizers

+200 Institutional partners
Our recipe to foster citizen mobilization

01 Partner with experts to propose relevant actions

02 Foster action with turnkey, collective solutions

03 Think impact at scale & depth

04 Automate with tech tools

01 Trained Community-organizers

Guiding Local communities of citizens

Into Concrete solidarity action

Automate with tech tools

Online, user-friendly toolkits & trainings
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, ...
- spend time on the phone with an isolated elderly person
- help them with their daily shopping and administrative tasks

**Isolated seniors**
- promote a sustainable local food system
- encourage citizens to consume local and seasonal products
- work for a local farmer on your free time
- spend time on the phone with an isolated elderly person
- help them with their daily shopping and administrative tasks

**Local farmers**
- 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
- work for a local farmer on your free time

**Women suffering violence**
- partner with experts to propose relevant actions
- 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 volunteers 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**.
we have trained 350 Community-organizers... who have mobilized 6,500 volunteer citizens... who have helped 70,000 vulnerable people.

Within 10 weeks...
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.
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.

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.

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.
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:

<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
<th>Team</th>
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</thead>
<tbody>
<tr>
<td>Develop our network of trained community-organizers.</td>
<td>Develop our <strong>training capacities</strong>, recruit more community-organisers and provide them ongoing support.</td>
<td>Operating team</td>
</tr>
<tr>
<td>Ease the engagement of any volunteer willing to contribute</td>
<td>Recruit <strong>more and more volunteers</strong> with campaigns and partners, ease each step of their engagement online and in their groups.</td>
<td>UX design and marketing</td>
</tr>
<tr>
<td>Increase the capacity of our team to support those communities</td>
<td>Develop our <strong>back-end management capacities</strong> to automatize 80% of our actions.</td>
<td>Tech development - back-end development</td>
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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/

Supporter
2-10k€

Advocate
10-20k€

Ambassador
20-50k€

Amplifier
+50k€

For french donor: 66% tax reduction possible.
Let's meet!

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