



# Social Impact Organization Growth & Results Case Study

**VOICE**

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## About VOICE

VOICE is a non-profit that partners with Alberta schools, universities, sports, and community organizations to deliver unique and impactful peer-led learning experiences that promote anti-violence, equity, social justice, mental health, and wellbeing.

## Amplifying systems change through grassroots, athlete leaders and students across the country.

As mentorship and prevention organization, VOICE is looking to become the go-to platform for Canadian young leaders to amplify voices for social justice, mental health, anti-violence working in school and sports settings.

## Challenge

No infrastructure capacity to capture and analyze data to define and quantify impact, and Social Return on Investment

Mismatched brand and marketing activities to organization's vision and value proposition

Small budgets, limited staff capacity and time in light of ambitions=

## Our Approach

- Leveraged datasets to power up growth marketing strategies, new direction and continuous improvement cycle using Karto product and insights on business requirements from VOICE team
- Set up end to end data pipeline to automate collection of insights and visualization of data to meet team internal and funder requirement, but also to ensure useful information is generated to advance the vision of the organization

## Impact & Results

- VOICE has renewed, clear direction and brand identity aligned with their vision that is being tracked in real time workflows to create transparency and accountability across stakeholders
- Amped up internal capacity to scale out quickly and effectively leveraging range of growth technologies
- With data rework, organization has capacity to generate smarter social media, SEO, survey insights to reposition VOICE as a go-to platform for social change

## Partnership Highlights

Supporting VOICE secure revenue to operate and scale their innovation across Alberta from the provincial government.

Associate Minister of Status of Women announces government support for the Valuable Opportunities to Inspire Change through Empowerment (VOICE) program.

Video Launch

News Release

**VOICE** Home Contact

Be the  
**VOICE**

**Amplifying Athlete Voices &  
Leveraging Sport as the Platform for Change**

VOICE helps young people in Canada take a stand against violence, social injustice, and discrimination by amplifying the voices of athlete leaders to bring awareness of these issues.

VOICE is a non-profit that partners with Alberta schools, universities, sports, and community organizations to deliver **unique and impactful peer-led learning experiences that promote anti-violence, equity, social justice, mental health, and wellbeing.**

Our hand-picked and trained Athlete Ambassadors lead students through a series of facilitated discussions on a diversity of topics.

- Gender-based Violence
- Mental Health
- Bullying & Hazing
- Diversity, Inclusion

## Why We Love Working with VOICE

We are extremely proud of this effort VOICE is advancing. The founding vision is compelling, and aligns with what we see in our work across Canada.

We appreciate how the executive team started with a data and technology lens from the start - and are most interested in how they might leverage tech from workflow innovation, to impact assessment, to performance benchmarking. Keep your eyes on this one.

Find out how we can put solutions like these to work for you.

Get in Touch