



Frequently Asked Questions

How is this different than what I am doing in my Chapter currently?

Ignite is a collective project of multiple ICF Chapters working to accelerate the United Nations' 2030 [Sustainable Development Goal \(SDG\) 4](#): Ensure inclusive and quality education for all and promote lifelong learning.

Projects associated with the Ignite initiative will concentrate the attention and effort of multiple Chapters so that a powerful global contribution is made toward the SDG by ICF. Chapters that sign up for this initiative will establish short-term pro bono coaching projects that serve the leaders of educational organizations whose purpose is to ensure inclusive and quality education for all and promote lifelong learning.

Chapters will measure project success locally and then share that data with the ICF Foundation. Data will be transformed into case studies and collated to determine the cumulative effect of our efforts. Through these methods, the ICF Foundation will demonstrate the positive impact of coaching for igniting social progress, and specifically for this year, progress toward the objectives of SDG #4.

What is the benefit to the Chapter?

By engaging your ICF Chapter in pro bono coaching, you will spark positive change in your community and strengthen member engagement and satisfaction in your Chapter at the same time. As we grow together in the Ignite Initiative, we will share your story with other ICF Chapters and nonprofit partners. Additionally, we will create a community of Ignite Chapters for you and your peers around the globe to share best practices, brainstorm new ideas, access tools and resources and celebrate successes. As the initiative demonstrates the positive impact of coaching, organizations will evolve to add coaching as a future budget line item.

How will this move the needle on social progress?

This initiative will collectively measure project outcomes around the world so that we demonstrate the business case for coaching as an accelerator of results produced by participating NGO/Not-for-profit organizations. The case studies will showcase why coaching is an effective solution for leader development in organizations dedicated to social progress. Our measurement tools are currently in development. We will collect demographic data about who received coaching services, what the qualitative impact of the coaching was (Return on Expectations, or ROE), as well as quantitative results that will illustrate the monetary impact (Return on Investment, or ROI) of the initiative.

How will we be supported with tools and resources?

Ignite will support your chapter with tools and resources that reflect best practice processes along with a road map to get you started. Your Chapter is supported by the ICF Foundation staff and Council of Ambassadors who will guide you at each step of your project. Our Ignite community will answer questions, brainstorm ideas and help you navigate your projects over time.

What can our project be about?

The Ignite Initiative will focus on schools, educational nonprofits, nongovernmental organizations (NGOs) and associations that focus on education. The language of the [SDG](#) is broad and this allows for a range of organizations to approach and suggest projects. The focus of the coaching is with the leaders of organizations who are working to ensure inclusive and quality education for all and promote lifelong learning.

Who is responsible for what?

Your Chapter will be responsible for signing up for, organizing, creating and maintaining one or more Ignite projects. Please reference the recommended functions for your team on page five of the Ignite Road Map.

Members of the ICF Foundation Council of Ambassadors are your liaisons with the Foundation and can provide implementation assistance. This could include connecting you to resources, aligning you to the right partner and helping your Chapter connect to the resources that we have available to support your effort.

How do I scale an Ignite project to match my Chapter's size and resources?

No project is too big or too small. Are you a new Chapter that has members available to support a small, local nonprofit? That works! Perhaps your chapter is more mature and already has a portfolio of pro bono projects. Why not incorporate Ignite into this portfolio? You might already be conducting a pro bono initiative that meets the criteria and aligns with SDG #4—that works too!

What is success?

Our success covers many areas. As we measure projects collectively, we know that our projects will move the UN SDG efforts in education forward in a great way, and we will share a global story of impact. Locally, we know that your Chapter working with a nonprofit will continue to share the positive impact of coaching in your community, and in particular, social progress in your community for education. Success occurs when you change the life of the leaders inside your nonprofit partner. By offering our coaching excellence we strengthen the leaders' excellence, supporting those



organizations to be more efficient in improving lives and impacting people for generations to come through access to quality education.

How can I be a part of this community?

If your Chapter is interested in participation in the Ignite Initiative, or you would like more information along the project, contact Program Director, Stephanie Keally at Stephanie.Keally@FoundationofICF.org. You will then be added to a Basecamp group and connected with a Council Ambassador.