



Frequently Asked Questions

How can I join the Ignite Initiative?

We are pleased to offer this initiative to our ICF Chapters, ICF members, and ICF Credentialed Coaches. Ignite projects can be implemented by any of the mentioned groups listed above but will need to agree to the outlined criteria and register your project globally with the ICF Foundation. We recommend working within an ICF Chapter in your region. Should that not be an option, members and credential-holders can form an Ignite project group.

The Ignite Initiative is a call for individual coaches to work as a team to provide pro bono coaching to a partner whose mission is aligned with the United Nations 2030 Sustainable Development Goal. Ignite is designed to support the work, provide tools and best practices, and allow coaches to focus on achieving the greatest impact.

Who Can Coach?

ICF Credentialed members (ACC, PCC, MCC).

How is this different than what I am doing personally?

Through the power of pro bono coaching projects, the Ignite initiative accelerates the United Nations' 2030 [Sustainable Development Goals \(SDG\)](#).

Projects associated with the Ignite initiative will concentrate the attention and efforts of ICF coaches so that a powerful global contribution is made toward the SDG by ICF. Individuals who sign up for this initiative will establish short-term pro bono coaching projects that serve the leaders of social change organizations whose purpose is to create social impact in their communities and around the globe.

Project success will be measured locally, and that data will be shared 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.



What is the benefit to me?

By engaging in pro bono coaching, you will spark positive change in your community and strengthen engagement with the modality of coaching. As we grow together in the Ignite Initiative, we will share your story with other ICF coaches and nonprofit partners. Additionally, we will create a community of Ignite coaches 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 impact?

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 reflective of pro bono coaching best practices and data collected from prior programs. We will collect demographic data about who received coaching services, and quantitative and qualitative impact of coaching data. Ideally, projects will collect Social Return on Investment (SROI) data. However, not all organizations will provide these metrics. Contact Information@FoundationofICF.org if your partner organization is open to sharing social impact data.

How will we be supported with tools and resources?

Through the Resource Suite of Tools, Ignite will support you with tools and resources that reflect best practice processes along with the Ignite Road Map to get you started. You will be 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 the project be about?

The Ignite Initiative will focus on aligning with the 17 United Nations Sustainable Development Goals. 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 social impact through social development organizations.

Who is responsible for what?

You will be responsible for signing up, organizing, creating, and maintaining one or more Ignite projects. Please reference the recommended functions on page six 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 you connect to the resources that we have available to support your effort.

How do I scale an Ignite project to match my Chapter's or group'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 SDGs – 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 forward in a great way, and we will share a global story of impact. Locally, we know that individuals working with a nonprofit will continue to share the positive impact of coaching in your community, and in particular, social progress in your community aligned with the SDGs. 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. Great success is seen with organizational impact, where coaching aligns with organizational goals and metrics.

How can I be a part of this community?

If you are interested in participating in the Ignite Initiative, contact information@foundationoficf.org or sign up today through the Project Initiation Form on the ICFF website!