



Engaging Coaching for
Humanity and the Planet



Ignite Road Map

Empowering meaningful social impact on a global scale.

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Let's collaborate!

We invite you and your coach colleagues to be the spark.
Through social impact on community levels,
we can ignite global change.



What is the Ignite Initiative?

The ICF Foundation envisions a world in which coaching accelerates and amplifies positive impact on humanity and the planet. The Ignite Initiative supports this mission using the collective power of ICF chapters, members, and credential-holders.

Ignite is a call for individual coaches to work as a team to provide reduced-rate coaching to a partner organization whose mission is aligned with a [United Nations 2030 Sustainable Development Goals](#). With specific parameters in place for the coaching projects, Ignite is designed to support the work, provide tools and best practices, and allow coaches to focus on achieving the greatest impact.

Together, we will engage through the power of coaching to meet local and global challenges.

History of Ignite

The Ignite Initiative launched in 2017 with a specific focus on Goal #4: Education – ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. From 2017 to 2022, more than 3,571 hours of professional coaching have been donated to education-focused organizations, non-profits and NGOs.

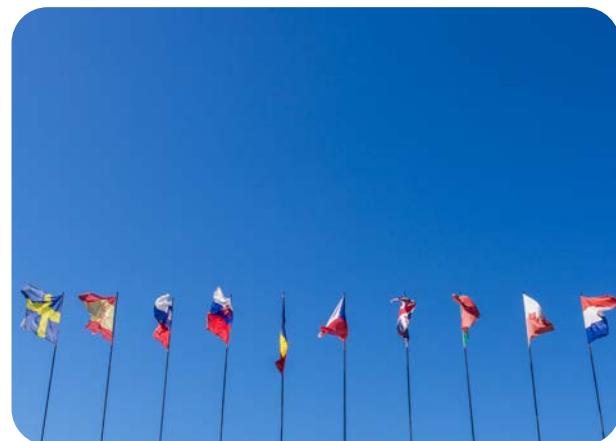
For 2024, the UN Sustainable Development Goals that Ignite focused on were #5: Gender Equality, #13: Climate Action, and #16: Peace and Justice.

UN Sustainable Development Goals



Adopted by all UN Member States in 2015, the Sustainable Development Goals are a blueprint to achieve a better, more sustainable future for all. They address global challenges, including those related to poverty, inequality, climate change, education, peace, and justice.

The 17 Goals are all interconnected.



2024 Social Impact Report

REACH

48
ICF chapters

1,217
ICF-credentialed coaches

1,169
coaching clients

63
projects/organizations

5,335
coaching hours completed

Regional Breakdown of Projects



IMPACT



70%
said they were able to apply their learnings from their coaching sessions to



96%
said coaching helped improve their well-being



98%
would recommend coaching to others.

Social Impact Through Coaching

Key areas of improvement on the selected coaching goals include:

Personal Growth (86.8%) • Communication (80.7%)
Leadership (68.3%) • Managing Teams and Relationships (77.9%)

Increases in operational efficiency, teamwork and engagement lead to organizations that are serving their missions more fully—transforming humanity and the planet.

How do ICF Chapters and ICF Credentialled Coaches Benefit from Creating Ignite Projects?

- Volunteer coaching hours for members seeking PCC and MCC credentials.
- ICF Foundation Ignite certificate issued to chapters and coaches who complete Ignite Projects.
- Develop, launch, and implement social impact projects.
- Opportunity to build up eligibility for ICF chapter recognition awards.
- Opportunity to promote member and volunteer engagement.
- Support social impact organizations in your community.



Structuring Your Project

The ICF Foundation knows that ICF coaches, chapters, and members do great work in their communities all the time. Through Ignite, we are coming together to achieve the greatest possible impact. By creating an Ignite Project, you must use the following parameters:



Partner with an organization whose mission and work supports a UN Sustainable Development Goal.



Recruit **ICF-credentialed coaches** (ACC, PCC, or MCC).



Coach leaders, employees, students, or beneficiaries of the partner organization to build capacity and create social impact.



Coaching for a minimum of **6 sessions** within 6 months.



Submit project and impact **data** to the ICF Foundation at the beginning and end.

Reduced-Rate or Free Coaching

Your Ignite Project may offer free or reduced-rate coaching to leaders of your partner organization. The Ignite Project Manager will work directly with the partner organization to determine the rate for your coaching engagement. The ICF Foundation is not involved in any monetary exchanges or payments for this program.



“This makes me feel like I am part of something bigger than myself. And because coaching can be a solitary profession, feeling that you are part of something bigger than yourself is an important motivator.”

Ignite Coach

Ignite Initiative Timeline

Application Timeline for the Ignite Program

4–5 Months Prior to Cohort Start Date:

See website for exact dates.

Submit your application for the Ignite Program at foundationoficf.org.

1 Week Before Cohort Start Date:

Applicants will be notified of their application status.



During the Cohort

Coaching Structure and Flexibility

Over a six-month period, clients will participate in a minimum of six (6) and up to ten (10) coaching sessions. The scheduling is designed to be flexible and responsive to each client's needs.

Participants may choose a monthly cadence—one session per month throughout the cohort—or opt for a more accelerated pace, with sessions every two (2) to three (3) weeks. This flexibility ensures that the coaching experience aligns with individual goals, availability, and desired outcomes. Coaching client and organizational leader to submit a pre-coaching survey.

Project Manager will track and submit coaching hours to ICF Foundation.



End of Coaching

Coaching client and organizational leader to submit a post-coaching survey.

ICF Credentialed coach to submit an end of coaching survey.

Managing Your Project

So, you've decided to join us on the Ignite Initiative journey. How do you make sure to remain engaged, active, and ready to make a difference? Great project management!

Though the specific time commitment will depend upon the size of your project, there are certain project functions that always need to be considered.



- ✓ **Project Management:** Communicate about the Ignite initiative; help lead the development of the initiative and liaise with the ICF Foundation. It is recommended that the person responsible for this function commit to one year of service.
- ✓ **Liaise with the Partner Organization:** Ensure a positive partner experience through the coaching project.
- ✓ **Liaise with Coaches and Coaching Clients:** Manage the pairing of coaches and coaching clients, and communicate what everyone can expect from the coaching engagements.
- ✓ **Liaise with Coaches:** Communicate consistently to ensure a positive coach experience throughout the project.
- ✓ **Administrative Support:** Support the overall project and committee; ensure all deadlines are met, necessary paperwork maintained, and reports submitted to ICF Foundation.
- ✓ **Measurement Liaison:** Manage the session tracking and measurement process to collect and report coaching client and partner impact.
- ✓ **Accounting:** If your project includes a reduced-rate coaching structure, be sure to track, collect, and distribute funds appropriately. The ICF Foundation is not involved in any monetary exchanges or payments for this program.

You can share these roles in a way that works best for your team, but be sure to include the key functions as responsibilities to be covered. Each will impact the overall success of your Ignite Project. Teams of all sizes are welcome to participate.

Administering Your Project

Six to Twelve Months Prior to Cohort Start Date

- Identify the potential partner organization.
- Pitch reduced-rate coaching services to a corporation, non-profit, NGO, or conference. Once confirmed, obtain a signed copy of an agreement between you and the partner organization.
- Determine budget.

Four to Five Months Prior to Cohort Start Date

- Submit application at foundationoficf.org.
- Invite ICF credentialed coaches (ACC, PCC, or MCC) to volunteer as coaches or project coordinators/liaisons.
- Create and print collateral and signage for program, if needed.
- Establish a primary point of contact at the partner organization.
- Work with organization to identify potential coaching recipients.

During the Cohort

- Provide training call for volunteer coaches, and distribute worksheets they can use during coaching sessions.
- Communicate with coaching clients about logistics, what they can expect from the coaching process and send the coaching agreement to complete.
- Send media alert to local news outlets and post on your website to promote partnership with non-profit organization.
- Send reminder communication to coaching clients containing the pre-coaching questionnaire.
- Develop a measurement tool to send to coachees following completion of the program.
- Connect with volunteer coaches to provide support and oversight on progress.
- Connect with primary point of contact at the partner organization for feedback.

After Cohort Ends

- Send follow-up email to coaching clients with additional information and next steps (including a survey/measurement tool).
- Email the ICF Foundation Program Manager to share your initiative and outcomes.

Finding the Right Partner

When selecting a partner organization, it is recommended you seek organizations that will:

- Identify an individual who will serve as the primary point of contact.
- Commit to a project with a minimum of six (6) sessions per person, concluding the engagement in no more than six (6) months.
- Participate in coaching client measurement evaluations.
- Provide organizational impact metrics pre- and post-coaching project.
- Be open to exploring how coaching can build capacity in their leadership.
- Work with your team to achieve success in support of the organization's mission and vision.
- Allow you and the ICF Foundation to share a case study on the project and its impact data.

It is important that the partner organization's mission supports a UN Sustainable Development Goal. Also, ensure that the timing is right for the organization to commit to professional coaching. Top leadership buy-in and advocacy of the Ignite Project will lead to greater coaching client participation and impact.



“The need for what coaching offers is everywhere and in every institution, every corporation, every school, and every social structure. Coaches are midwives at the birth of a new social order, one in which compassion for all people and caring for all nature and our only home form the core theme. What more rewarding challenge could there be?”

Sir John Whitmore

Potential Partner Letter

Dear Potential Partner,

We are excited to share an opportunity with you! We are participating in a global project in partnership with the International Coaching Federation (ICF) Foundation called Ignite: Engaging Coaching for Humanity and the Planet. This initiative is a professional coaching program that focuses on the UN 2030 Sustainable Development Goals.

Through Ignite, we believe our coaches can help build capacity in accelerating your organization's social impact, and in turn will generate impact for humanity and the planet. We believe that coaching is transformative for coaches and organizations whose work ignites societal progress in the world. We want to collaborate with you!

What is coaching?

ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Coaching is a process and partnership which allows you to accelerate forward, especially when you've been stuck. By realigning your momentum, your life becomes easier, more peaceful and fulfilling. A coach won't tell you what to do or give you all the answers. A coach is objective, non-judgmental, an excellent listener, and helps you to uncover the strategies and steps forward that work best for you. As a client, you are responsible for the commitment to achieve the agreed upon action steps and for your own success.

How will coaching benefit your organization?

Working with our coaches allows your team to:

- Achieve goals you had not thought possible – personally and professionally.
- Move organization's impact metrics forward.
- Gain new insights and expand possibilities.
- Become more balanced in their lives.
- Optimize trust, intuition, and self-worth.
- Achieve more with an accountability partner.

Through an Ignite partnership, your organization would receive coaching from our ICF-credentialed coaches. Would you be willing to meet with our Ignite Project Manager to discuss the possibility of partnership?

Sincerely,

Best Practices

Gathered from Ignite Project Managers, the following are takeaways that will lead to success. Utilize these tips in your Ignite coaching projects.

Vet potential partners

- Evaluate for organizational readiness.
- Ensure partner buy-in.
- Structure coaching to align with organizational priorities.
- Be patient... it takes time to get it right!

Communicate, communicate, communicate

- Clearly outline key points of the project for your partner organization up front.
- Set expectations for coaching engagements.
- Talk about the impact potential of coaching.
- Ensure coaching is viewed as a professional development opportunity, not mandated as disciplinary.
- Check-in throughout project with the partner organization, coaches and leaders.

Create buy-in

- Inspire, recruit, and engage volunteer leadership.
- Communicate updates regularly.
- Create a PR plan to share details of the project.

Build a project management team

- Include volunteers in a project management team to divide up the tasks.

Utilize Ignite resources

- Reference Ignite resources sent to you from the ICF Foundation staff.

Use surveys to match coaches with coaching clients

- Use the Coaching Questionnaire to gather more information about the needs of the coaching client.
- Request basic information, specialties, and CVs from coaches.

Host a launch meeting

- Before the coaching engagements begin, host a launch meeting to explain more about coaching and the expectations for the program.

Have a clearly communicated tracking process

- Be transparent and up-front about process and expectations.
- Check-in regularly with coaches to report completed sessions.
- Use the provided template to organize data.

Measurement

- Communicate the importance of participation with the organization at the beginning and throughout the project.
- Talk about the impact potential.
- Directly encourage coachees to participate in surveys through coordination with the ICF Foundation.



“This experience was engaging and challenging, and one that served my client well as she stepped into a senior leadership role.”

Ignite Coach

Tips for Matching Coaches and Coaching Clients

- Ask coaching clients to fill out the Coaching Questionnaire found [here](#).
 - What characteristics do I want in a coach (gender preference, language needs or area of focus)?
 - What is my experience with coaching?
 - What are my expectations for coaching?
- Create short introductory coach profiles that can be shared with coaching clients. The profiles can include resumes or a short bio that is submitted when they apply to be a part of your initiative. If you are tech savvy, have coaches submit a short one to two-minute video bio. These bios will provide the area of expertise the coach focuses on.
- Consider hosting a “meet and greet” event for the coaches and participating coaching clients. You will be able to observe in real time the chemistry between coaches and coaching clients.
- Look for areas of commonality and compatibility. It is also helpful to gain insight from your partner organization’s point of contact.
- It is important to be very transparent with coaching clients. Establishing a mindful process and sharing that with all parties will lead to successful coach pairings. There may be times that the chemistry is not working for the coach or the coaching client. Keeping the communication open is important to the success of the overall program.



Collecting Data and Measuring Impact

We will track the depth and reach of the Ignite Initiative through your reporting on each individual project to the ICF Foundation. To measure the impact on the coaching client and the potential ripple effect of their gains from coaching, all registered Ignite Projects should distribute a survey at the coaching engagement's completion.

Ignite Projects should consistently track and report quantitative and qualitative data including, but not limited to:

- Number of coaches and coaching clients involved.
- Partner organization's constituent reach.
- UN Sustainable Development Goals addressed through the coaching project.
- Number of coaching hours completed.
- Outcomes for the coaching client.
- Perceived ripple effect of coaching.
- Impact on the coaching client, their team, and the organization.

In addition to the measurement the ICF Foundation seeks to track during the process, Project Managers should work with the partner organization to define how coaching can support the organization's mission and goals. If a partner organization is interested in sharing their success metrics and tracking the Social Return on Investment (SROI) from the Ignite Project, contact the ICF Foundation for support.

Together, we will ignite social progress.

