

Small and Medium Organizations Impact Journey

Scaling impact: growth through partnership

About the SMO Impact Journey series

Over the next few months, Spur Change is convening the sector for international cooperation to learn from small and medium organizations (SMOs) supported through the three windows of Global Affairs Canada's [SMOs for impact and innovation initiative](#) ([the Development Impact Window \(DIW\)](#), [the Fund for Innovation and Transformation \(FIT\)](#), and [the Spur Change program](#)).

This is an opportunity to celebrate and recognize the unique value and contribution of SMO's work in Canada and abroad. [Learn more about the series here.](#)

This second session will be focused on scaling impact and organizational growth. It will highlight the work of organizations and some of their successes and challenges while scaling their program and tested innovation. They will share their personal experiences around their impact journey through the lens of scale for sustainable growth and the importance of building key collaborations and ongoing relations with local partners and authorities.



Sané Demba N'Diaye
Coalition des OSC-PF

About the speaker

Sané Demba N'Diaye, born in Sikasso, Mali, is a specialist in reproductive health communication. She is currently the Regional Coordinator of the Coalition des organisations de la Société Civile pour le Repositionnement de la Planification Familiale (La Coalition des OSC-PF) in the 9 countries of the Ouagadougou Partnership. She is also a consultant and trainer of media professionals on reproductive health issues. She was a key player in the implementation of the FIT-funded project: Promoting Access to Sexual and Reproductive Health and Rights in Mali (more information below).

About the organization

The Coalition des organisations de la Société Civile pour le Repositionnement de la Planification Familiale (Coalition des OSC-PF) is a group of CSOs, made up of national and international NGOs, networks, associations and the private sector operating in Mali, who have decided to join forces to promote reproductive health and family planning.

About the project

Supported by FIT, the Coalition des organisations de la Société Civile pour le Repositionnement de la Planification Familiale along with [Journalists for Human Rights](#) (Canadian SMO) and Women in Law and Development in Africa/Femmes tested an approach to train, network and coordinate media, government officials and civil society organizations (CSOs) on sexual and reproductive health rights (SRHR), a subject that is not widely discussed or understood. The aim of the innovation was to make SRHR a priority item on the public agenda, raise awareness about services, provide direct SRH services to the public (through a mobile clinic), and increase government responsiveness to SRHR issues. [Learn more.](#)

- 37 journalists (21 women and 16 men) were trained in SRHR concepts and their ability to produce credible, gender-sensitive reports on the subject. They produced 158 reports and reached around 7 million people. As a result, a large media network has been set up and made available to various strategic partners such as UNFPA, WHO, ONASR and government ministries.
- Government commitment through the National Office of Reproductive Health (ONASR) to train 300 journalists in Mali in the production of sensitive sexual and reproductive health topics.
- Strengthen the capacity of the Coalition des OSC-PF to design and implement effective communication strategies and build sustainable relationships with the media to increase the effectiveness of their advocacy campaigns for SRHR rights.





About the speaker

Anne has over 10 years of experience in sustainable fashion, partnership development and social entrepreneurship. In 2010 Anne co-founded Local Buttons, an eco-friendly and ethical fashion line working with tailors in Port-au-Prince, Haiti to create up-cycled fashion for young professionals. In 2016 Anne joined Ryerson to manage the Social Ventures Zone to help grow the next generation of changemakers and social innovators. Anne currently works with Lucky Iron Life as their Programs & Impact Director to develop nutrition training programs with organizations working in women's health. Anne has a Diploma in Modern Dance, a BA in International Development and a MaSC in Environmental Applied Science.

About the organization

[Lucky Iron Life](#) (formerly Lucky Iron Fish) is a Canadian social enterprise and certified BCorp working to address iron deficiency anemia using innovative solutions. Our core product, the Lucky Iron Fish, is a scientifically proven innovation to fortify meals with natural iron and reduce the prevalence of anemia in women and children. Clinical work on the Fish has been [published](#) by independent academic institutions to demonstrate its safety, efficacy and impact. The ingots are designed to appeal to the end-user to improve compliance. Cooking with the iron ingots can be used by a family of up to 5 for 5 years.

About the project

Through a 15-month project funded by FIT, Lucky Iron Fish Enterprise (LIFE) and CARE Benin/Togo tested an innovative solution aimed at reducing micronutrient deficiencies in women using digital tools (WhatsApp, texts or calls), Speaking Books (books that have recorded audio activated by pushing a button) and radio programming. Leading up to this testing period, these organizations had been working to address anemia in Benin by promoting the use of the Lucky Iron Fish, a scientifically proven tool used to fortify meals with natural iron and reduce the prevalence of anemia in women and children. Training on how to use the Fish was typically conducted in large group settings and included cooking demonstrations. This innovation sought to continue this work while mitigating the effects of COVID-19 by providing an alternative to face-to-face interactions. The innovation also sought to empower women to make nutritional and economic decisions in their household through messaging aimed at both men and women. [Learn more.](#)





Tony Llorente
Bosawas Rep.



Lorraine Swift
CFC

About the speakers

Tony is from Tuburus, one of the remote Indigenous communities in Bosawas Biosphere Reserve in Nicaragua. Tony studied in Managua, at the high school and university level, since there were no options to study high school in his community at that time. His Bachelor's Degree from the Universidad Americana is in Political Science, Diplomacy, and International Relations. He is currently the Communication and Monitoring Coordinator for an innovative technological project for education implemented by Change for Children. Tony is also a Miskito youth, passionate about advocating for the education of his community

Lorraine is the Executive Director of Change for Children (CFC) where she has worked since 2002. She leads the organization's ambitious fundraising program as well as manages CFC's communications and overseas development programs. Over the past 20+ years, Lorraine has led the organization through a process of growth and specialization in themes such as technological innovation, sustainable resource management, gender equality and indigenous rights. Prior to joining CFC, Lorraine was a CUSO Cooperant and worked in the Bosawas Biosphere Reserve on development programs with the Miskito Indigenous People.

About the organization

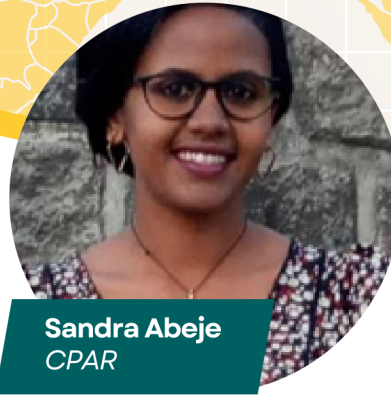
[Change for Children](#) (CFC) has been working in Nicaragua for more than 45 years and in the Bosawas Biosphere Reserve with the Miskito Indigenous peoples for more than 25. Working in direct partnership with local CSOs and the Indigenous Territorial Government, CFC has financed the construction of seven secondary schools, numerous scholarships and dozens of teacher training programs. CFC also funds gender equality, WASH and agriculture projects in the region, all designed to improve quality of life and opportunities for women and girls. They also operate a "five star" field house in the middle of the Bosawas jungle which has hosted more than 1000 Canadians on numerous brigades of teachers, dentists, optometrists, students and service groups over the last 20+ years.

About the project

CFC's Fit-funded innovation took place in the jungles of the Bosawas Biosphere Reserve in, in the country's most remote and marginalized Indigenous communities. Known as the lungs of Central America, this region forms the largest tropical rainforest north of the Amazon and is home to the Miskito and Mayagna Indigenous peoples. Their project deployed solar powered, off-line technology in classrooms and trained 200+ teachers and reached 4000+ students. Training focused on improving gender equality, teacher pedagogy and student learning in Bosawas - especially amongst women and girls.

[Learn more.](#)





Sandra Abeje
CPAR



Mark Loewenberger
CPAR

About the speakers

Sandra Abeje has been working with CPAR since 2019 taking on Project Manager Roles for several projects. She currently manages a Global Affairs Canada project in the domain of Sexual Reproductive Health and Rights (SRHR) across 4 offices in multiple regions of Ethiopia. Sandra comes from a public health background with a Masters in Public Health specializing in Sexual and Reproductive Health from Addis Ababa University.

Mark Loewenberger has been working as the Program Coordinator with Canadian Physicians for Aid and Relief since 2020 connecting with the local teams in Tanzania, Malawi, and Ethiopia to support their important work. Mark comes from a background of over 15 years studying and working as a paramedic with over 6 years as a critical care flight paramedic concurrently servicing Yukon, NWT, and the Kitikmeot Region of Nunavut.

About the organization

Since 1984, [Canadian Physicians for Aid and Relief](#) (CPAR) has worked to build stronger health systems in Africa. As a physician-founded charity, they work with their partners in Malawi, Ethiopia and Tanzania to deliver life-saving support for those who need it most.

About the project

In partnership with the University of Saskatchewan, Canadian Physicians for Aid and Relief (CPAR) designed and tested a Fit-funded capacity building program that aimed to increase access to obstetrical care in rural Ethiopia by bringing potentially life-saving prenatal ultrasound imaging – and associated diagnostic, preventative and therapeutic capacities – to pregnant women in remote areas of Ethiopia. The goal was to test the effectiveness of using synchronous ultrasound in supporting Antenatal Care services in remote Health Centers. Training of health officers, nurses and/or midwives to use synchronous ultrasound technology in consultation with an obstetrician located in a regional hospital was accomplished, including the pilot project and government continuation of services. There are over 6000 ANC with ultrasound appointments that have been done with the beneficiary population. Results of the pilot test have since been published. [Learn more.](#)

