This report has been authored by Rana Kotan, Sabancı Foundation Director of Programs and International Relations; Deniz Başkan, Program Specialist; and Özen Pulat, Program Officer, to include the evaluation of Changemakers program from October 2013 to May 2014.
EXECUTIVE SUMMARY

Changemakers project was kicked off by Sabancı Foundation in October 2009 with a view to make visible the stories and work of those that contribute to social progress in Turkey, and create awareness across the society, while encouraging people to become more sensitive and active citizens.

This evaluation report covers the basic activities, outputs, and assessments regarding Season 5 of Changemakers from October 2013 to May 2014.

Sabancı Foundation Changemakers Project was designed upon sharing the stories and work of people who contributed to society through videos over social media and various web sites. Through www.farkyaratanlar.org, which was founded to serve the purpose, people were invited to self-nominate or nominate Changemakers in the categories of Environment, Education, Economic Development, Culture and Arts, Health, Social Justice and Civic Participation. By way of announcements across all media, 500 people in Season 1, 300 in Season 2, 150 in Season 3, 125 in Season 4, and 130 in Season 5 were nominated as Changemakers, totting up to 1,205 people and institutions.

Pursuing a set of predetermined criteria, the Program Team conducted a preliminary evaluation and submitted the list of nominees to the Advisory Board. Composed of experts in civil society, media, communication, and academy, the Board that convened regularly assessed the nominees to select those to take part in the program.


Differently from past seasons, in Season 5, for the first time Changemakers Grant Program was put to life. Heeding the needs of Changemakers, a total of 38 Changemakers applied to the grant program exclusively initiated for Changemakers. As a result of comprehensive assessments, 7 Changemakers were entitled to grants. The projects that are to last for a maximum of 12 months are to receive a minimum of 10,000 TL and a maximum of 40,000 TL grant support.

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**Season 5 of Changemakers**

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
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<tbody>
<tr>
<td>• Enhance visibility of those engaged in social change</td>
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<tr>
<td>• Attract media attention regarding social responsibility issues</td>
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<tr>
<td>• Encourage and reward innovative and successful “civil” practices</td>
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<tr>
<td>• Inject confidence in civil society initiatives</td>
</tr>
<tr>
<td>• Influence decision-makers by promoting model projects</td>
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</tbody>
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<table>
<thead>
<tr>
<th>ACTIVITIES</th>
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</thead>
<tbody>
<tr>
<td>Applications</td>
</tr>
<tr>
<td>130 applicants from 34 provinces</td>
</tr>
<tr>
<td>Selection of Candidates</td>
</tr>
<tr>
<td>15 Changemakers were featured in the program with their projects in 10 provinces</td>
</tr>
<tr>
<td>Production and Communication of Programs</td>
</tr>
<tr>
<td>80,000+ followers were reached via Internet and social media leading to a tally of 2.5 million+ access</td>
</tr>
<tr>
<td>182 people participated in the end-of-season event</td>
</tr>
<tr>
<td>89 news clips appeared in the press</td>
</tr>
<tr>
<td>9 special interviews were held with Changemakers</td>
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</tbody>
</table>

**OUTCOMES**

182 people participated in the end-of-season event
89 news clips appeared in the press
9 special interviews were held with Changemakers
Program Production Process was as follows:

**OUTCOMES:**

- **Sabancı Foundation** contributed to **higher coverage of civil society initiatives in the media** owing to Changemakers program.

- **Changemakers earned trust** as the name of Sabancı Foundation provided a significant reference. Following the program, they developed **positive impact on relations with decision-makers** in particular.

- **Sabancı Foundation** gained experience regarding program production for the Internet and social media. It acquired more than 60,000 followers in social media, and reached a video viewership of 2.5 million+.

- With a view to expand the scope of communication support for Changemakers, **Changemakers Grant Program** was initiated. As part of the Program, **7 Changemakers** received grant support to realize their projects.

- By including certain projects supported within the framework of Sabancı Foundation Social Development Grant Program, **Changemakers enabled awareness regarding the projects across a wider audience**.

- The Program revealed the **important work teachers, academicians and civil society organizations run in their respective context in Turkey**.

- **Through regular announcements and communication**, the Program enabled the promotion of Sabancı Foundation’s civil society initiatives.
CHANGEMAKERS PROGRAM
SEASON 5- EVALUATION REPORT
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  o Screening of Nominees
  o Program Production and Communication
  o Experience-Sharing Meeting

● Views of Stakeholders about the Program
● Gains of Sabancı Foundation throughout the Changemakers Process
● Efforts to Maximize Exponential Effect Following Changemakers
● Quantitative Analyses
  o Application of Nominees
  o Screening of Nominees
  o Communication Activities

● Areas for Improvement, Suggestions

ABBREVIATIONS IN THE REPORT:

● UNJP: United Nations Joint Program for Promoting the Rights of Women and Girls
● NGO: Non-Governmental Organization
● SDGP: Social Development Grant Program
● Programs Team: Sabancı Foundation and Dipnot Production team
**CANDIDATE APPLICATIONS**

**Completed Activities**
- Changemakers made regular calls of application via Facebook and Twitter pages.
- Sabancı Foundation made calls to mail groups comprised of supported project representatives within the scope of NGOs, SDGP, and UNJP, seeking potential Changemakers.
- Changemakers meeting the criteria were directed to the program web site for applications by the Programs Team that closely monitored current news and events.

**Outcomes**
- The total of 5 seasons equals 1,205 candidates from 71 provinces of Turkey. Season 1 accommodated 500 applications from 54 provinces; Season 2, 300 from 48 provinces; Season 3, 150 from 46 provinces; Season 4, 125 from 34 provinces; and Season 5, 130 from 34 provinces.
- In Season 5:
  - The highest number of applications (49) on a regional basis came from Marmara Region, followed by the Aegean Region (26).
  - The lowest number of applications (3) came from Southeast Anatolia Region.
  - The highest number of applications on a province basis was from İstanbul, İzmir and Ankara, that is to say, the most socioeconomically developed provinces of Turkey. İstanbul ranked at the top with 28 applications, followed by İzmir (16) and Ankara (11).
  - The applications concentrated mainly in the education category, while culture and arts applications ranked at the bottom of the list.

**Changemakers Map**

Changemakers selected from 2009 to 2014
Activities

- The nominees underwent a **pre-screening** process by the **Programs Team** (Dipnot Production and Sabancı Foundation) in accordance with the **main screening criteria**:
  - **Personal Profile**: Sensitivity towards pressing problems, choosing to be part of the solution when faced with problems, inspiring people with their story, and exhibiting model citizenship
  - **Quality of the Work**: Embracing a creative approach, bringing a "new solution to an old problem" through their work, coming up with solutions that can be disseminated
  - **Themes**: Environment, education, economic development, culture and art, health, social justice, civic participation

- At the end of pre-screening process, a **candidate pool** and **candidates’ profile information** were put together to be submitted to the Advisory Board. Through regular meetings, the Advisory Board used the same criteria to evaluate the candidates and **identified those to appear on the program**. The Board members were meticulously selected from among **representatives of civil society, media, communication, and academy**:
  - Ayşen Özyeğin, The Mother & Child Education Foundation
  - Hülya Denizalp, Açık Radio
  - İtr Erhart, Adım Adım
  - İsmet Berkan, Hürriyet
  - Korel Göymen, Sabancı University
  - Melih Özsöz, IKV (Economic Development Foundation)
  - Yörük Kurtaran, TOG (Community Volunteers Foundation)
  - Zerrin Koyunsağan, Sabancı Foundation

Changemakers, Season 5, Advisory Board

Outcomes

- **In Season 5**:
  - The program hosted **15 Changemakers** selected from among **130 candidates** with their work in **10 provinces**.
  - The selected candidates were mainly from Marmara Region, followed by the Aegean Region.
  - The **breakdown by themes** revealed **civic participation and social justice** as the reigning themes. No candidates were selected from culture and art or health categories.
  - The **breakdown by gender** indicated that 5 out of 15 candidates were women, 4 were men, and 6 were projects and institutions.
  - The **breakdown by profession** indicated an increase of candidates from NGO sector differently from previous seasons. The percentage breakdown by profession is depicted below:
    - 47% NGO staff (Employee, founder or president of associations, foundations, cooperative)
    - 13% educators (Faculty members and teachers)
    - 13% local government employees
    - 27% from other professional groups
## Changemakers Selected in Season 5

<table>
<thead>
<tr>
<th>Changemakers of Season 5</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ergin Erenuluğ</td>
<td>Education</td>
</tr>
<tr>
<td>2. Özlem Arman</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>3. Selma Yildiz</td>
<td>Education</td>
</tr>
<tr>
<td>4. İrfan Neziroğlu</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>5. Engin Yılmaz</td>
<td>Social Justice</td>
</tr>
<tr>
<td>6. Ödemiş Women’s Cooperative</td>
<td>Economic Development</td>
</tr>
<tr>
<td>7. Karabiga Women’s Cooperative</td>
<td>Economic Development</td>
</tr>
<tr>
<td>8. Cansu Akarsu</td>
<td>Economic Development</td>
</tr>
<tr>
<td>9. Good Smells From The Kitchen</td>
<td>Social Justice</td>
</tr>
<tr>
<td>10. BuradaEngellendim.com</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>11. Umut Koşan</td>
<td>Social Justice</td>
</tr>
<tr>
<td>12. Ümniye Koçak</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>13. Hülya Aydin</td>
<td>Social Justice</td>
</tr>
<tr>
<td>14. Seferihisar Cittaslow</td>
<td>Environment</td>
</tr>
<tr>
<td>15. Another School Is Possible</td>
<td>Education</td>
</tr>
</tbody>
</table>
Activities

Program Production

- Throughout Season 5, a total of 15 pages of script were written, 16,000 km distance was covered, 50 people were interviewed and 15 new programs were filmed. The total number of Changemakers reached 115 by the end of the season.

- Differently from other seasons, in Season 5, a special grant program was developed for the first time for Changemakers. In order to announce the grant program, develop new project ideas, and encourage cooperation with Changemakers, in January 2014, a 2-day “Project Cycle Training” was held. In the aftermath of the program, a grant program was initiated, and applications were received.

- 38 Changemakers applied to this exclusive grant program for Changemakers. As a result of comprehensive assessments, 7 Changemakers were entitled to grants. The projects are to last for a maximum of 12 months are to receive a minimum of 10,000 TL and a maximum of 40,000 TL grant support.

- The closing event for Season 5 was held on June 25, 2014. Prior to the program, which was broadcast live on 5N1K TV show with host Cüneyt Özdemir, Changemakers convened for an introduction meeting.

- As in last year, special certificates for Changemakers were issued both in Turkish and in English, and presented to Changemakers at the closing event.


Communication Activities

- The program web site (www.farkyaratanlar.org) was renewed to become more user-friendly and rich in visuals.

- The broadcast videos were shared in mail groups comprising Sabancı Foundation staff, NGO staff, project representatives supported within the framework of SDGP and UNJP. Further information about the program was announced through Sabancı Holding’s internal web page.

- Differently from previous seasons, Season 5 videos were collected in a special USB memory to be shared with approximately 300 people, including representatives from the public sector, civil society, media, and the private sector during the events.

- Sabancı Foundation carried out a banner project to be broadcast on the Hürriyet Daily News web site. During the project that kicked off on 28 October 2013 and ended on 11 December 2014, the banner was displayed for a total of 2.9 million (2,902,585) times.
A total of 16 press bulletins were released regarding Season 5 of Changemakers, while the press released 136 news articles featuring Sabancı Foundation and Changemakers.

The 6 exclusive interviews in the national press reached out to a total of 1,243,260 readers.

The closing event was realized with the participation of 151 people on June 25, 2014. During the event, Güler Sabancı and 15 Changemakers appeared live on Cüneyt Özdemir’s 5N1K program.

The advertisement about the program was issued in English in the March edition of Alliance Magazine.

Social Media Work:

In the beginning of Season 5, a new design project was carried out in the social media accounts.

15-day content plans were put together, and one content per day (photo, video or inspirational quote) was shared via Twitter and Facebook accounts. The content was selected to be particularly inspiring and intriguing. Video clips were kept brief for ease of viewing and sharing.

All videos were broadcast on the Changemakers channel on YouTube as well as www.farkyaratlanlar.org site, and archived. Playlists were crafted for each program category, and the videos were categorized on that basis. Furthermore, upon temporary shutdown of YouTube channel in Turkey, the videos were directly uploaded on Facebook. Direct sharing of videos on Facebook significantly increased the interaction rates on the page.

So as to increase the interaction of Changemakers Facebook account and disseminate it to broader masses, a Facebook advertising project was held from 24 June to 24 July 2014. The low-budget advertising campaign targeting a particular audience was quite successful, bringing approximately 20,000 new followers at the end of a 1-month period.

Outcomes

At the end of all the activities, the tally for Internet and social media access reached some 2.5 million+.

In Season 5, carrying out an effective social media campaign for Changemakers boosted the number of news articles in traditional media. In Season 4, the total number of news pieces about Changemakers, featuring the name of Sabancı Foundation totaled 89, while the total hit 136 in Season 5.

In Season 5, Changemakers program gained crucial power in social media. As suggested by the graph and tables below, Season 5 yielded positive and regular outcomes in social media follower and interaction figures:
EXPERIENCE SHARING MEETING

Activities

- Another closing event for Season 5 of Sabancı Foundation Changemakers program was a meeting held at Şişli the Marmara Hotel on June 25, 2014 for Changemakers to get to know each other, share developments, experiences and program development suggestions, and build partnerships.

- **Experience Sharing:** An Experience-Sharing meeting was held upon the participation of Season 5 Changemakers. The event started off with opening speeches and ice-breaking games. Later, information regarding Season 5 of Changemakers was shared, receiving feedback from the Changemakers about the process.

  Finally, the participants were given information about the Grant Program of Changemakers that started off this year. Following the meeting where constructive advice was shared, General Manager of Sabancı Foundation Zerrin Koyunsağan offered Changemakers their certificates and a USB memory comprising all episodes of Season 5. The event culminated with a group photo and dinner.

- Since the experience-sharing meeting presented an opportunity for Changemakers to mingle, the coffee breaks were kept long to allow burgeoning of new partnerships.

CHANGEMAKERS GRANT PROGRAM

Activities

- Season 5 of the Program took into account the needs of Changemakers. Building on that view, it was decided to provide them with grant support in addition to communication support. As a first step to serve that end, a **Project Cycle Training** was held for Changemakers in Istanbul from **9 to 11 January 2014**.
Following the Project Cycle Training, applications for the recent Changemakers Grant Program were filed from 13 January to 10 February 2014. The institutions entitled to grant upon selection of the Advisory Board and the Board of Trustees are as follows:

<table>
<thead>
<tr>
<th>Changemakers</th>
<th>Project Title</th>
<th>Project Goal</th>
<th>Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbas Türnüklü – Conflict Resolution Research Association</td>
<td>Polatlı Raises Student Negotiators- Mediators- Leaders</td>
<td>Reduce student violence at high schools and resolve conflicts between students through the implementation of the “peer-mediation” model</td>
<td>Ankara</td>
</tr>
<tr>
<td>Alper Kaya - ALS MND Association</td>
<td>Not Only Live but Let Live</td>
<td>Offering theoretical and practical training to ALS patients and families regarding at-home intensive care conditions</td>
<td>Istanbul, İzmir</td>
</tr>
<tr>
<td>Cavidan Yilmaz – Woman Life Center</td>
<td>Women in Trabzon Monitor Women’s Cooperatives</td>
<td>Informing women producers in Trabzon about women’s cooperatives and initiating a women’s cooperative setup process in Trabzon</td>
<td>Trabzon</td>
</tr>
<tr>
<td>Celal Karadoğan – Youth and Sports Club for Youth with Disabilities</td>
<td>One Thing Changes, Everything Changes</td>
<td>Involving women with disabilities more in athletics branches, encouraging people with disabilities to participate in social life and playing a role in breaking social prejudices against disability</td>
<td>Adana</td>
</tr>
<tr>
<td>Hayat Sende Youth Academy Association</td>
<td>YUGLA – Young Leaders of the Dorm Academy</td>
<td>Combating against social exclusion of youth raised under government protection</td>
<td>Ankara, İzmir</td>
</tr>
<tr>
<td>Association to Support Tarlabası Community</td>
<td>I Have a Say!</td>
<td>Strengthening 10-13-year-old disadvantaged children to enable their access to tools allowing self-expression</td>
<td>İstanbul</td>
</tr>
<tr>
<td>Vefa Demirkıran - Kazım Demirel Youth Association</td>
<td>Dissemination of the Down Cafe Model</td>
<td>An application of Down Cafe model and dissemination of the model through the creation of an educational guide</td>
<td>Konya</td>
</tr>
</tbody>
</table>
Views of Changemakers

“Changemakers program allowed our project to be recognized across Turkey. Having a video in Turkish and attending the 5N1K program helped us a great deal.”

“The work we carried out after being selected by Changemakers program was recognized at a higher level across the province. When I applied to other institutions for aid, it was easier for me to secure the support of people and institutions. After being selected as a Changemaker, especially in the month after the filming of the video, I received really nice and meaningful congratulations messages in person from social media sites.”

“Complete strangers from other provinces called my institution and conveyed their congratulatory remarks.”

“Following Changemakers, we received congratulations messages from our followers on social media and on the phone. They said they watched and truly appreciated the program. We received so much praise.”

“Thanks to Changemakers, my work received recognition, I received messages congratulating my success. I felt very happy. There was higher participation of volunteers in our association.”

“In the aftermath of the program, there was an increase of partnerships and offers for project partnerships. The people who funded us had a more reliable perspective of us.”

“It was a great promotion for me and my association and I got to meet people with great hearts.”

“Changemakers program helped people to reach out to our project for offering volunteer support for the sustainability of the project. After the broadcasting of the video, 150 people joined our fan page on Facebook.”

“Being the serious, institutionalized structure with solid principles, Sabancı Foundation has empowered me vis-à-vis some negativities I experienced. It made me feel that my work is precious, and that I am not alone, that I am seen and appreciated by others.”

“I see the Changemakers document as an important reference letter.”

“Our work was underestimated by our local people but after the program there was higher level of attention and appreciation by the people in the town. A woman said, “I cried watching the video, and felt proud of you. You really voiced our problems so well.”

“Thank you messages and welcome mails by other Changemakers made us feel happy and that we were part of a big family.”

“The other Changemakers are truly special people… And since the first time I joined the training, every person I met inspired me to reinforce my faith that our project will continue for several years to come.”

“People used to tell me that my work was great… Changemakers helped me to view myself from the outside; they were doing great work, I admired them and did not feel alone. Now I know that I have a door to knock in every city where there is a Changemaker.”

“The fact that our project is featured in Changemakers marks a first in Turkey and it proved that our work was of great impact. It acted as a big motivator and a driving source for our future work.”
Public Opinion about the Program

- I would like to take the opportunity to thank the Changemakers program team and dear Cüneyt Özdemir, for giving the chance to meet such precious people and empowering people that have the potential to make a difference. (Facebook/farkyaratanlar)

- The great people of my land … (Facebook/farkyaratanlar)

- I follow your page with great interest. I congratulate you and appreciate that you offer such helpful work for the society, craft very important projects, and support people who make a change with creative ideas. (Facebook/farkyaratanlar)

- I watched with admiration. I individually congratulate everyone who put an effort into it. (Facebook/farkyaratanlar)

- Sometimes watching those who turn impossible into possible harbingers that our dream of a world filled with peace and love and allowing a humane way of living is ahead. It inspires hopes for the future. (Facebook/farkyaratanlar)

- Thank you to Sabancı Foundation that enables our values to arise from impossibilities. (Facebook/farkyaratanlar)

- We should never lose our hopes, there is nothing one cannot achieve unless one is determined. Congratulations. I felt so emotional as I watched it. It is the best example to prove that one needs to be determined, in any field. (Facebook/farkyaratanlar)

- There is so much treasure that is invisible to us in this land, however they were able to show who they are. Wholehearted congratulations a thousand times. I wish them the best of success, and kiss their hands. (Facebook/farkyaratanlar)

- How great it is to see the big results born out of small steps! (Facebook/farkyaratanlar)

- It is great to see that there is not only saddening news all the time, but also such nice developments too in our society. (Hürriyet.com.tr)

- It is a huge difference and an achievement of 2.5 million. (Hürriyet.com.tr)

- That is it! I extend my deepest love and respect to all volunteers. What great news to get in the wee hours of morning! (Hürriyet.com.tr)

- It is not quixotic, it is a bunch of realistic, progressive people; hold your head up high and your conscience clear! Congratulations to each and every one of you. (Hürriyet.com.tr)

- Bravo. We need more of such smart and useful people and such great news. (Hürriyet.com.tr)

- It is one of the rare news programs I watched with such pride in recent years… Nothing can escape the clutches of determination… Congratulations. (Twitter/farkyaratanlar)

- Long live change-making! (Twitter/farkyaratanlar)

- Imagine a country chock full of such people. (Twitter/farkyaratanlar)

- A Changemaker is someone who reaches out a hand without worrying about their own circumstances. Difference is privilege. (Twitter/farkyaratanlar)

- Those who shed light on darkness… You should absolutely read their stories! (Twitter/farkyaratanlar)
Benefits for Changemakers

Sabancı Foundation’s interviews with Changemakers puts forth the fact that there was significantly heightened interest and support for the projects following the program. Changemakers shared their views about the program as follows:

<table>
<thead>
<tr>
<th>Achievements</th>
<th>First 2 seasons</th>
<th>Season 3</th>
<th>Season 4</th>
<th>Season 5</th>
<th>Total</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brought visibility to their work</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>Changemakers program had an incessant contribution to the visibility of the selected names.</td>
</tr>
<tr>
<td>Brought trustworthiness to their work</td>
<td>81%</td>
<td>67%</td>
<td>100%</td>
<td>100%</td>
<td>87%</td>
<td>One of the most significant areas of impact on Changemakers was rendering them trustworthy.</td>
</tr>
<tr>
<td>Increased media attention after the program</td>
<td>49%</td>
<td>80%</td>
<td>82%</td>
<td>%83</td>
<td>74%</td>
<td>As the seasons progress, the number of news articles in the media also increases.</td>
</tr>
<tr>
<td>Disseminated their work</td>
<td>39%</td>
<td>33%</td>
<td>76%</td>
<td>67%</td>
<td>54%</td>
<td>In parallel with the increase of civil society perception in public, Changemakers disseminate their work at a higher rate.</td>
</tr>
<tr>
<td>Increased number of volunteers and donations at the institution they work for</td>
<td>49%</td>
<td>40%</td>
<td>76%</td>
<td>50%</td>
<td>54%</td>
<td>Some projects by Changemakers are not very suitable for volunteers or donation support. Yet, there is an increased number of volunteers and donations for projects that are suitable.</td>
</tr>
<tr>
<td>Invited to partnerships by public, civil society, private sector and individuals</td>
<td>48%</td>
<td>60%</td>
<td>47%</td>
<td>50%</td>
<td>51%</td>
<td>In the aftermath of the program, individuals, public sector, civil society, and private sector contacted Changemakers for cooperation, at rates that are quite stable across all seasons of the program.</td>
</tr>
<tr>
<td>Communication with the other Changemakers</td>
<td>49%</td>
<td>80%</td>
<td>35%</td>
<td>33%</td>
<td>50%</td>
<td>Since the survey is held right after the program was over, there is not enough time for Changemakers to get in touch with one another. With events held throughout the year, this kind of communication will further increase.</td>
</tr>
<tr>
<td>Influenced decision-makers in the respective field of work</td>
<td>14%</td>
<td>33%</td>
<td>53%</td>
<td>83%</td>
<td>46%</td>
<td>Differently from other seasons, in Season 5, we see that the work of Changemakers gained more trust vis-à-vis decision-makers.</td>
</tr>
</tbody>
</table>
BENEFITS FOR THE SABANCI FOUNDATION THROUGHOUT THE CHANGEMAKERS PROCESS

Internet and Social Media

- Sabancı Foundation gained experience on program production, social media content management and banner work shared via Internet and social media.
- Changemakers’ experience and gain from social media was shared through Sabancı Foundation’s pages. Followers of Changemakers were directed to Sabancı Foundation pages for joint content sharing.
- It was seen that social media presented a new communication opportunity for NGO’s. Sabancı Foundation began to suggest social media work to the projects supported within the scope of Social Development Grant Program.
- Sabancı Foundation took the first step for brand awareness in the rapidly developing social media channels also known as the new media, as well as among users of the social media.
- An active social media initiative was carried out, with content that is rich in visuals and exclusively designed and shared for social media.

Conventional Media

- Media members who watched the program directly contacted Changemakers for news coverage, allowing the Sabancı Foundation to present the best examples of social development in the media.
- Instead of Changemakers being perceived as a TV program on CNN Turk, it was recognized as a program by Sabancı Foundation, which stands out as one of the most important gains out of the process.
- It became obvious that it is crucial to support social development work through video as a visual tool.
- Exclusive interviews with Changemakers, both individuals and institutions, enjoyed broad coverage in conventional media.

Reputation Management

- Changemakers who work on a local basis yet suffer trust issues with the regional decision-makers reported that after they were selected as a Changemaker the name of Sabancı Foundation facilitated their lives to a great extent, and that they could overcome the trust challenge with the decision-makers who now started to trust them. They experienced that the prestige of Sabancı Foundation that injected trust in everyone sometimes played a key role in a project, and brought about benefits of greater scale than grants or capacity building. Through Changemakers, Sabancı Foundation realized that it could act as a major driver of social progress by putting its name in front of numerous projects.
- Sabancı Foundation conducted a public perception research, which revealed that Changemakers was the most recognized program offered by the Sabancı Foundation.
Joint Work with Grant Programs

- Supported within the scope of social development, Karabiga Women's Cooperative, Mardin Women’s Collaboration Association (Hülya Aydın) and Ödemiş Women’s Cooperatives were selected as Changemakers in Season 5, which reinforced the communication dimension of projects. Out of 115 Changemakers featured in Changemakers program for 5 seasons in a row, 16 were project representatives supported as part of Social Development Grant Program and 2 in UNJP. Furthermore, among institutions that applied to Social Development Grant Program in 2014, there were 4 Changemakers: Ati Youth and Sports Club Association, Engin Yılmaz, Tarlabası Community Center and Sami Altunel. Led by Sami Altunel, the National Down Syndrome Association was the one to secure the grant. Thus, Sabancı Foundation fueled the formation of great synergy across the three projects in the field of social development.
Examples of Press Coverage for Season 5

Ipekle geleceğini dokuyan kadınlar “fark yarattı”

Ödenişli kadınların, ikincil dokunuşlarıyla melek becerileri arıtma hedefleyen Ödeniş Yöresi Kadın, Çevre, Kültür ve İletişim Kooperatifi, Sabancı Vakfı’nın hizmetleriyle Park Yarattan programının konusu oldu. Geleneksel ipek dokunuşlarıyla bim utandıran eğitim alan kadınlar, hem ürettikleri ürünlerle ekonomik çıkarlar elde ediyor, hem de soya hayata daha fazla katıyor.

Sabancı Vakfı’nın Toplumsal Geleme Hizmeti Programı kapsamında da desteklenen ‘İpekle Geleceğini Dokuyan Kadınlar’ projesi, bugün kadınlar 70 kadın ipek eşiği geçmiştir.


Karabiga kadın ve çocuk merkezi fark yaratıyor

Sabancı Vakfı’nun toplanışlı gesture altında bulunan “ara dalgası kadın ve çocuk merkezi” açılışı, ziyaret edilen “Park Yarattan” programı başını sarf etmemiş için devam ediyor. Fark Yarattan programı, yasal çalısmalarla ise video ve fotoğraflarla, Sabancı Vakfı merkezinde hazırlanan internet ortamında paylaşılmaya başlanmıştır.

Görme engelli için mutfağın güzel kokuları geliyor!

Turk tasarımcısı Canis Akarsu’nun “Mutlu Bebek” projesi Afrika’da

Canis Akarsu barındırılan “fark yaratan” programı altında bulunan “ara dalgası kadın ve çocuk merkezi” açılışı, ziyaret edilen “Park Yarattan” programı başını sarf etmemiş için devam ediyor. Fark Yarattan programı, yasal çalısmalarla ise video ve fotoğraflarla, Sabancı Vakfı merkezinde hazırlanan internet ortamında paylaşılmaya başlanmıştır.
