This report has been authored by Rana Kotan, Sabancı Foundation Director of Programs and International Relations; and Deniz Başkan, Program Specialist to include the evaluation of Turkey’s Changemakers program from October 2014 to May 2015.
Turkey's Changemakers project was launched 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 encourage people to become more sensitive and active citizens.

This evaluation report covers the basic activities, outcomes, and assessments regarding Season 6 of Changemakers from October 2014 to May 2015.

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 website, people were invited to self-nominate or nominate others 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, 130 in Season 5 and 268 people in Season 6 were nominated as Changemakers, totting up to 1,741 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.


Changemakers Grant Program continued in Season 6. 33 Changemakers applied to the grant program exclusive to Changemakers which was established considering the needs of the Changemakers. After comprehensive assessments, 4 Changemakers were entitled to grants. The projects that are to last for a maximum of 12 months are to receive a minimum of TL 10,000 and a maximum of TL 40,000 grant support.

Changemakers Program, Season 6

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>ACTIVITIES</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance visibility of those engaged in social change</td>
<td>Applications</td>
<td>268 applicants from 48 provinces</td>
</tr>
<tr>
<td>Attract media attention regarding social responsibility issues</td>
<td>Selection of Candidates</td>
<td>15 Changemakers were featured in the program with their projects in 8 provinces</td>
</tr>
<tr>
<td>Encourage and reward innovative and successful “civil” practices</td>
<td>Production and Communication of Programs</td>
<td>117,000+ followers were reached via Internet and social media leading to a tally of 3.5 million+ views</td>
</tr>
<tr>
<td>Inject confidence in civil society initiatives</td>
<td></td>
<td>122 news stories appeared in the press</td>
</tr>
<tr>
<td>Influence decision-makers by promoting model projects</td>
<td>4 special interviews were held with Changemakers.</td>
<td></td>
</tr>
</tbody>
</table>
Program Production Process was as follows:

1. Receiving online applications
2. Preliminary assessment for preparation of candidate list
3. Advisory Committee Selects the Nominees to Appear on the Program
4. Filming, Scriptwriting and Preparation of Program Video
5. Sharing and Communication of the Program

**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 117,000 followers in social media, and reached a video viewership of 3.5 million+.

- Sabancı Foundation received Grand Prize in 14th Golden Compass (Altın Pusula) Awards for the communication of the Changemakers Program.

- Changemakers Grant Program continued to expand the scope of the support to Changemakers. As part of the Program, 4 Changemakers received grant support to realize their projects.

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

- Through regular announcements and communication work, the Program enabled the promotion of Sabancı Foundation’s civil society initiatives.
CHANGEMAKERS PROGRAM
SEASON 6 EVALUATION REPORT
CONTENTS

● Program Activities and Outcomes:
  o Application of Nominees
  o Screening of Nominees
  o Program Production and Communication
  o Experience-Sharing Meeting
  o Changemakers Grant Program

● Views of Stakeholders about the Program

● Gains of Sabancı Foundation throughout the Changemakers Process

● Efforts to Maximize Exponential Effect Following Changemakers

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
CANDIDATE APPLICATIONS

Completed Activities

- Changemakers made regular **calls for applications** via Facebook and Twitter pages.
- 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 6 seasons equals 1,473 candidates from 73 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, Season 5, 130 from 34 provinces and **Season 6, 268 participants from 48 provinces**.
- In Season 6:
  - **The highest number of applications** (110) on a regional basis came from **Marmara Region**, followed by the **Central Anatolia Region** (52).
  - The lowest number of applications (6) 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 66 applications, followed by Ankara (38) and İzmir (20).
  - The applications concentrated mainly in the **education** category, while **environment** applications ranked at the bottom of the list.

Changemakers Map
SCREENING OF NOMINEES

Completed Activities

- The nominees underwent a **pre-screening process** by the Sabancı Foundation Programs Team in accordance with the **main screening criteria**:
  - **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 the **Changemakers**. The Board members were meticulously selected from among representatives of **civil society, media, communication, and academy**:

Changemakers, Season 6, Advisory Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpay Filiztekin</td>
<td>Sabancı University</td>
</tr>
<tr>
<td>Ayşen Özyeğin</td>
<td>AÇEV</td>
</tr>
<tr>
<td>Hülya Denizalp</td>
<td>Açık Radyo</td>
</tr>
<tr>
<td>Itır Erhart</td>
<td>Bilgi University/Adım Adım Initiative</td>
</tr>
<tr>
<td>Serra Titiz</td>
<td>Mikado Consultancy</td>
</tr>
<tr>
<td>Suat Özçağdaş</td>
<td>Center for Social Innovation Turkey</td>
</tr>
<tr>
<td>Yasemin Salih</td>
<td>Sabah Daily</td>
</tr>
<tr>
<td>Yörük Kurtaran</td>
<td>Bilgi University</td>
</tr>
<tr>
<td>Zerrin Koyunsağan</td>
<td>Sabancı Foundation</td>
</tr>
</tbody>
</table>

Outcomes

In Season 6:

- **15 Changemakers** selected among **268 candidates** were featured in the program with their projects in **8 provinces**.
- **Selected candidates mostly** undertook work in **Marmara Region** and different from previous seasons, Marmara was followed by **Black Sea Region**.
- **The breakdown by themes** revealed **civic participation** and **social justice** as the overarching themes. No candidates were selected from environment or health categories.
- **The breakdown by gender** indicated that 5 out of 15 candidates were men, 4 were women, and 6 were projects and institutions.
- **The breakdown by profession** indicated that the percentage of candidates from NGO sector was the highest thus far. The percentage breakdown by profession is depicted below:
  - 60% NGO staff (Employee, founder or president of associations, foundations, cooperative)
  - 27% educators (Faculty members and teachers)
  - 13% businesspeople
## Changemakers Selected in Season 6

<table>
<thead>
<tr>
<th>Changemakers of Season 6</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 SineMASAL</td>
<td>Social Justice</td>
</tr>
<tr>
<td>2 LİSTAG</td>
<td>Social Justice</td>
</tr>
<tr>
<td>3 Nusratlı Village Association</td>
<td>Economic Development</td>
</tr>
<tr>
<td>4 Architecture for All Association</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>5 Şenol Yıldız</td>
<td>Education</td>
</tr>
<tr>
<td>6 Different Melodies of the Same Land</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>7 Engelsizkariyer.com</td>
<td>Social Justice</td>
</tr>
<tr>
<td>8 Mustafa Bektaş</td>
<td>Economic Development</td>
</tr>
<tr>
<td>9 Duygu Kayaman</td>
<td>Social Justice</td>
</tr>
<tr>
<td>10 Süleyman Akbulut</td>
<td>Social Justice</td>
</tr>
<tr>
<td>11 Abdullah Oskay</td>
<td>Social Justice</td>
</tr>
<tr>
<td>12 Leyla Karabulut</td>
<td>Economic Development</td>
</tr>
<tr>
<td>13 Ayfer Doğan</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>14 Dilek Livaneli</td>
<td>Education</td>
</tr>
<tr>
<td>15 Emre Dayıoğlu</td>
<td>Civic Participation</td>
</tr>
</tbody>
</table>

![Changemakers of Season 6](image-url)
Completed Activities

Program Production

- Throughout Season 6, a total of **30 pages of script** were written, **12,000 km distance** was covered, **40 people were interviewed** and **15 new programs were filmed**. The total number of Changemakers reached **130** by the end of the season.

- **Changemakers Grant Program** continued in Season 6. A two day “Fundraising Workshop” was held in March 2015 in order to discuss alternative fundraising methods other than the grant program and to encourage Changemakers to cooperate.

- **33 Changemakers** applied to the special grant program exclusive to Changemakers. As a result of comprehensive assessments, **4 Changemakers were entitled to grants**. The projects that are to last for a maximum of 12 months are to receive a **minimum of TL 10,000** and a **maximum of TL 40,000** grant support.

- The closing event for Season 6 was held on **June 22, 2015**. Prior to the program, which was broadcast on **5N1K TV show** with host Cüneyt Özdemir, Changemakers convened for an introduction meeting. 5N1K show’s special episode on Changemakers aired on **Kanal D** at 01:00 on 25 June 2015 and on **CNNTürk** on 27 June 2015 at 21:45.

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

- All scripts throughout the program were translated into English, videos were captioned and broadcast in Turkish and English every two weeks on **www.farkyaratanlar.org**, **www.sabancivakfi.org**, **www.hurriyetdailynews.com**, **www.hurriyet.com.tr**, **www.dipnot.tv**, Facebook, Twitter and YouTube pages.

Communication Activities

- Program videos were shared on the program website (**www.farkyaratanlar.org**) which was renewed in the previous season to become more user-friendly and rich in visuals.

- Sabancı Foundation carried out a **banner** project to be broadcast on the Hüriyet Daily News web site. During the project that kicked off on 3 October 2014 and ended on 17 December 2014, the banner was displayed for a total of **1.8 million (1.811.566)** times.

- A total of **16 press bulletins** were released regarding Season 6 of Changemakers, while the **press** released **122 news articles** featuring Sabancı Foundation and Changemakers.

- The **4 exclusive interviews** in the national press reached out to a total of **1.1 million readers**.
The closing event was held on **June 22, 2015**. During the event, Güler Sabancı and **15 Changemakers** appeared on Cüneyt Özdemir’s **5N1K program**. The program aired on Kanal D and CNNTürk TV channels.

Sabancı Foundation received **Grand Prize in 14th Golden Compass (Altın Pusula) Awards**, a reputable award in the field of communication, organized by Public Relations Association of Turkey (TÜHİD) for the communication of the Changemakers 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 6, 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.farkyaratanlar.org](http://www.farkyaratanlar.org) site, and archived. Playlists were crafted for each program category, and the videos were categorized on that basis. The videos were also 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 every time a new video was published throughout Season 6. Apart from the video ads, low-budget home page advertising campaigns targeting a particular audience was quite successful and the total number of Facebook followers hit **105,000**.

**Outcomes**

- At the end of all the activities, the tally for Internet and social media access reached some **3.5 million**.
- In Season 6, carrying out an effective social media campaign for Changemakers boosted the number of news articles in traditional media. In Season 5, the total number of news pieces about Changemakers, featuring the name of Sabancı Foundation totaled **118**, while the **total hit 122** in Season 6.
- In Season 6, Changemakers program gained crucial power in social media. As suggested by the graph and tables below, **Season 6 yielded positive and regular outcomes in social media follower and interaction figures**:

![Followers in Social Media](https://via.placeholder.com/150)

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Followers in Social Media</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>20,000</td>
<td>9,500</td>
</tr>
<tr>
<td>1.1.2014</td>
<td>40,000</td>
<td>11,500</td>
</tr>
<tr>
<td>1.1.2015</td>
<td>60,000</td>
<td>12,000</td>
</tr>
<tr>
<td>1.2.2015</td>
<td>80,000</td>
<td>12,500</td>
</tr>
<tr>
<td>1.2.2015</td>
<td>100,000</td>
<td></td>
</tr>
<tr>
<td>1.2.2015</td>
<td>120,000</td>
<td></td>
</tr>
</tbody>
</table>

![Diagram](https://via.placeholder.com/150)
EXPERIENCE-SHARING MEETING

Completed Activities

- The closing event started with the dinner held in Hilton ParkSA on June 21, 2015. Following the dinner, General Manager of Sabancı Foundation, Ms Zerrin Koyunsağan offered Changemakers their certificates and a USB memory comprising all episodes of Season 6.

- In the closing event for Season 6 of Sabancı Foundation Changemakers program, a meeting was held at Sabancı Center on June 22, 2015 for Changemakers to get to know each other, share developments, experiences and program development suggestions, and build partnerships. The event started off with opening speeches and ice-breaking games. Later, information regarding Season 6 of Changemakers was shared, receiving feedback from the Changemakers about the process.

- After the meeting, where constructive feedback was shared, the filming of 5N1K started.

CHANGEMAKERS GRANT PROGRAM

Completed Activities

- In Season 6, grant support for Changemakers continued. On the other hand, based on Changemakers desire to be informed about various fundraising methods, a Fundraising Workshop was held in Istanbul on 6-7 March 2015.
23 Changemakers attended the Fundraising Workshop that took place in Martı İstanbul Hotel.

Applications for Changemakers Grant Program in Season 6 were accepted in two separate periods. After applications in September-October 2014 and March-April 2015, the Changemakers deemed eligible for grants with the selection of the Advisory Board and the approval of the Board of Trustees are as follows:

<table>
<thead>
<tr>
<th>CHANGEMAKERS</th>
<th>PROJECT</th>
<th>PROJECT GOAL</th>
<th>PROVINCE</th>
<th>START-END DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Ufuk Gökcan - Different Melodies of the Same Land</td>
<td>Different Melodies of the Same Land</td>
<td>Encouraging social participation of youth by using art</td>
<td>Samsun</td>
<td>10 September 2015 - 10 June 2016</td>
</tr>
<tr>
<td>3 Another School is Possible Association</td>
<td>Another Teacher is Possible!</td>
<td>Training teachers according to the &quot;Another School is Possible (BBOM) model&quot;</td>
<td>Ankara, Çanakkale, İzmir, Muğla</td>
<td>5 January 2015 - 30 September 2015</td>
</tr>
<tr>
<td>4 Hülya Aydın - Mardin Women Cooperation Association</td>
<td>Mesopotamian Dolls</td>
<td>Helping women in Mardin to learn their rights, overcome their trauma caused by domestic violence and social pressure by organizing trainings and doll-making workshops</td>
<td>Mardin</td>
<td>5 January 2015 - 2 June 2015</td>
</tr>
</tbody>
</table>
Views of Changemakers

“Changemakers program helped us increase our visibility across the nation. Many people sent us messages about how brave and successful works we have done via our social media channels.”

“After we were selected as a Changemaker and our video was shared, we received requests from individuals to attend to our projects and volunteer. Our video instilled hope in those who wanted to do a similar project.”

“Our selection as a Changemaker helped us create joint projects with previous and new Changemakers (individuals & institutions). We received cooperation offers from NGOs and public institutions. We have realized some of them, and some others are recorded on our agenda for the upcoming term.”

“At after we were selected as a Changemaker, our work received more respect. There were those who tried to encourage and help us. The municipality with which we carried out the project contacted us to cooperate on a TUBITAK project. We have already started it…”

“Being selected as a Changemaker increased the recognition of our work considerably and the name of Sabancı Foundation added value to our project. The public institutions in our district paid a lot of attention to our selection as a Changemaker and we believe that their trust in our project increased.”

“At after having been selected as a Changemaker, I had the opportunity to talk about my work in a radio program and an economy magazine. A person who watched my video requested help from me to implement a similar project in Hatay.”

“The most fundamental impact of having been selected as a Changemaker was creating awareness about my work in people who were not aware of my work. Some experts from the public institution responsible for the area I work in contacted me after watching my video.”

“Having been selected as a Changemakers expanded our vision and helped us reach new networks. All of my colleagues at work and my managers started to consider the topic I work with differently and encouraged me. Emphasizing that we are a Changemaker in projects we carry out with public institutions and in official correspondence is an important factor that increases the seriousness of our correspondence…”

“People’s perceptions about us changed after we were selected a Changemaker. Being appreciated motivated me and the workers of the association greatly. The number of people who wanted to become a member of our association increased after we were selected a Changemaker.”

“At after having been selected a Changemaker, my belief and strength in my work increased; now I have courage for new projects.”

“Those who watched my video requested help in establishing associations in different cities: Aydın, Kocaeli, Elazığ are among these cities to name a few.”

“At after having been selected a Changemaker, many journalists contacted me for an interview. When I asked them how they learned about me, they told me that they watched my Changemaker video.”
Public Opinion about the Program

- I watched the heroes who made a change in different areas with appreciation. Some people only babble and make excuses, some others produce such beautiful work. I congratulate those who made these exemplary works, who supported them and who disseminated them. (Facebook/farkyaratlanlar)

- I watched you on 5N1K. I loved it, I am proud of you. You are all wonderful... Many thanks to Sabancı family and Sabancı Foundation for their support... Thanks to Cüneyt Özdemir and his team for introducing you to us... (Facebook/farkyaratlanlar)

- Thanks to everyone, especially the Sabancı family, for making a difference... (Facebook/farkyaratlanlar)

- A wonderful project. I think it should be implemented all around Turkey and the government should provide a lot of support to it. (Facebook/farkyaratlanlar)

- So glad I have you. I congratulate this great success... (Facebook/farkyaratlanlar)

- I am proud of you, congratulations... (Facebook/farkyaratlanlar)

- A superb work. Congratulations. (Facebook/farkyaratlanlar)

- Thanks to Sabancı Foundation for making these efforts visible. (Facebook/farkyaratlanlar)

- We need more and more of this. The path of Changemakers should be opened and barriers should be removed. (Facebook/farkyaratlanlar)

- I watch with great admiration, interest and curiosity. (Facebook/farkyaratlanlar)

- Thanks to the whole team and Ms. Güler Sabancı. I have space for super projects in my mind now. (Twitter/farkyaratlanlar)

- The meaning of Changemakers is those who choose to produce wholeheartedly instead of ignoring issues. (Twitter/farkyaratlanlar)

- The contents of Changemakers in the past 6 seasons is successful. Congratulations @farkyaratlanlar (Twitter/farkyaratlanlar)

- A superb work.... I congratulate you wholeheartedly... (Hürriyet.com.tr)

- They first believed, then achieved. Congratulations. (Hürriyet.com.tr)

- I congratulate again and again. You are the best example to those who say that you cannot do this and that in this society. (Hürriyet.com.tr)

- How we missed seeing such people. Well done! (Hürriyet.com.tr)

- When I find news such as this, I feel as if I found a treasure... I ask myself if there are still such people. (Hürriyet.com.tr)
**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>Season 6</th>
<th>Total</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brought <strong>visibility</strong> to their work</td>
<td>%100</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 <strong>trustworthiness</strong> to their work</td>
<td>%81</td>
<td>%67</td>
<td>%100</td>
<td>%100</td>
<td>%100</td>
<td>%90</td>
<td>One of the most significant areas of impact on Changemakers was rendering them trustworthy.</td>
</tr>
<tr>
<td><strong>Increased media attention</strong> after the program</td>
<td>%49</td>
<td>%80</td>
<td>%82</td>
<td>%83</td>
<td>%67</td>
<td>%72</td>
<td>One of the notable impacts of the Changemakers Program is the exponential increase in communication through increased media attention.</td>
</tr>
<tr>
<td>Disseminated their work</td>
<td>%39</td>
<td>%33</td>
<td>%76</td>
<td>%67</td>
<td>%67</td>
<td>%56</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>%58</td>
<td>%55</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>%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>%58</td>
<td>%51</td>
<td>It was observed that communication between Changemakers of this season was stronger compared to the last two seasons.</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>%58</td>
<td>%48</td>
<td>More than half of the Changemakers selected in Season 6 gained 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 received Grand Prize in 14th Golden Compass Awards, a prestigious award in the field of communication, for its communication of the Changemakers Program over the Internet and social media.

- Synergy was created between the social media accounts of Changemakers and Sabancı Foundation. Followers of Changemakers were directed to Sabancı Foundation pages for joint content sharing. This synergy was strengthened due to the fact that the social media accounts of both Sabancı Foundation and Changemakers were managed by the same PR agency.

- It was emphasized in the work of Sabancı Foundation that social media presented a new communication opportunity for NGOs. Sabancı Foundation began to suggest social media work to the projects supported within the scope of Social Development Grant Program.

- In Season 6, an active social media initiative in which content that was suitable for social media and rich in visuals was carried out.

Conventional Media

- Media members who watched the program contacted directly to Changemakers for news coverage, allowing the Sabancı Foundation to present the best examples of social development in the media.

- Special interviews with Changemakers (individuals & institutions) appeared in conventional media.

- The broadcasting of the closing event of Changemakers on Kanal D in addition to CNNTürk helped the program reach greater masses.

- It became obvious that it is crucial to support social development work through a visual tool such as video.

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.

- 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.
Joint Work with Grant Programs

- Süleyman Akbulut, the president of Social Rights and Research Association and Abdullah Oskay, member of Hayat Sende Youth Academy Association’s board, who were both supported within the scope of Social Development Grant Program were selected as Changemakers in Season 6. This development reinforced the communication dimension of the projects.

- Out of 130 Changemakers featured in Changemakers Program for 6 seasons in a row, 18 project representatives were supported as part of Social Development Grant Program and 2 as part of United Nations Joint Program. Furthermore, among the institutions that applied to Social Development Grant Program in 2015, there were 11 Changemakers. Among these Changemakers, Tarlabası Community Center 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 6

‘Fark yaratan’ bir gençin hikayesi


Samsun’un Çarşamba İlçesi’ne bağlı Kuşkuyıl İlköğretim Okulu’nda öğretmenlik yapan ve ABD Eski Başkanı Bill Clinton’ın üstlendiği Varkey Gems

Ayfer Doğan, fark yarattı!

Toplumsal sorunlara çözüm üreten “sirası dışı kişilerin olgularını outcry etme” anlatan Sabancı Vakfı'nın "Fark Yaratanlar Programı" kapsamında koruyucu aile hizmet modellenin yaygınlaştırılmasında ilgi ulusal ve uluslararası düzeyde çalışan yurtiç Ayfer Doğan oldu.