



ASHOKA

Everyone A Changemaker™

MEDIA KIT
FIGHTING THE NEW INEQUALITY
**ASHOKA YOUNG
CHANGEMAKERS**
JUNE 2019

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ABOUT ASHOKA:

Ashoka identifies and supports the world's leading social entrepreneurs, learns from the patterns in their innovations, and mobilizes a global community that embraces these new frameworks to build an “everyone a changemaker world.”



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Press Opportunity: STOPPING THE GLOBAL SPREAD OF “US VERSUS THEM” DIVISION



Why is income inequality increasing everywhere? Why is the division of “us versus them” politics also fast spreading across the globe?

Value now comes from contributing to and adapting to change, not from repetitively applying a skill. The game has changed. If you’re ready to play baseball but the game is now chess, you are out.

The “*everyone a changemaker*” movement Ashoka helps lead takes on this “the new inequality”. This June 22 and 23 is the public launch of this global movement in the U.S. Powerful movement partners (education unions, universities, publishers, and others) ally with powerful changemaker young people (teen) co-leaders to help everyone move to a new definition of what constitutes success in growing up (and therefore in parenting and education).

“In any century, the ability of young people to make change is the greatest gift to humanity. Changemakers will be tremendous contributors in a fourth industrial revolution era” commented Siva Kumari, the Director General of the International Baccalaureate.

“Every community needs changemakers to lead us to our higher angels” said Randi Weingarten, President of the American Federation of Teachers (AFT).

On Saturday, the following highly experienced panelists will choose a cohort of U.S. Ashoka Young Changemakers to help lead the movement. (The candidates have already passed several prior reviews, including by Ashoka Young Changemakers from Brazil, India, and Indonesia). The panel members are:

- Tom Edsall, New York Times Columnist
- Al From, Founder and former CEO of the Democratic Leadership Council
- Bill Galston, Chair in Governance Studies at the Brookings Institution; columnist at The Wall Street Journal; and former White House leader for Education Reform
- Siva Kumari, Director General of the International Baccalaureate
- Randi Weingarten, President of the American Federation of Teachers (AFT)

If you would like more information or are interested in attending, please contact Mentor Dida (mdida@ashoka.org) or Claire Fallender (cfallender@ashoka.org).

The big story

WHY THE EVERYONE A CHANGEMAKER MOVEMENT?

We all sense that society is at a profound, indeed historic turning point. Turning points like this are one time, life-defining opportunities. Missing such a turning point is a big mistake. In an everything-changing (faster and faster) world, everyone must be a changemaker to be able to contribute, to be needed/wanted by society.

We all know many, many of those around us who do not have the abilities now needed to play. Their futures are grim. They are going out onto the playing field prepared to play soccer -- but the game is now chess.

The result is a world increasingly divided between those who have the power to contribute in what is the world's new reality and hundreds of millions who can't. Everywhere in the world, not just the United States, income inequality is getting worse. That is simply a fact. Why is this happening? Because what organization can succeed if its people are not changemakers? Therefore, there is a bidding war for those who have even some of the changemaker's superpower, which drives those incomes up. At the same time, there is disappearing demand for those who can't play.

The result is "the new inequality". It divides those who can contribute to changemaking, and those who cannot. Moreover, unlike the old inequalities, as the pace of change continues to accelerate, this divide grows deeper and deeper every year.

To deny anyone the life opportunity to contribute is unfair, cruel, and deeply hurtful. Doing so is also the root cause that explains the rapid global spread of destructive "us versus them" politics.

Now, value comes from contributing to and adapting to change. In an everything-changing (and thereby causing all around to change) world, one must be a changemaker to play. However, being a changemaker requires sophisticated skills that are almost the opposite of those required in the disappearing world of repetition. What are changemaking's critical skills? Cognitive empathy, sophisticated teamwork, new leadership, and changemaking for the good of all.

The world's most urgent task — and therefore Ashoka's core strategic focus — then is to help everyone "see" the new reality and grasp how they all can be contributors, and all be powerful, i.e., all be changemakers. This is why Ashoka is leading the "**everyone a changemaker**" movement. Let us help you break this story, to help everyone "see" the new reality from whatever perspective you like. We:

- Would be happy to introduce you to such young changemakers. They are from all across the globe and country. We may also be able to find links in your area.
- Could also bring you together with well-known business and social entrepreneurs who first found their changemaking power in their teens.
- Would happily discuss the full transformation from a world defined by repetition to "everyone a changemaker" and introduce you to top education unions, education schools, community leaders, and others who are committed to this movement.

The New York Times

EVERYONE A CHANGEMAKER

By **DAVID BROOKS, COLUMNIST**

February 9, 2018



(Photo by Damon Winter/The New York Times)

BILL DRAYTON INVENTED the term “social entrepreneur” and founded Ashoka, the organization that supports 3,500 of them in 93 countries. He’s a legend in the nonprofit world, so I went to him this week to see if he could offer some clarity and hope in discouraging times. He did not disappoint.

Drayton believes we’re in the middle of a necessary but painful historical transition. For millennia most people’s lives had a certain pattern. You went to school to learn a trade or a skill — baking, farming or accounting. Then you could go into the work force and make a good living repeating the same skill over the course of your career.

But these days machines can do pretty much anything that’s repetitive. The new world requires a different sort of person. Drayton calls this new sort of person a changemaker.

Changemakers are people who can see the patterns around them, identify the problems in any situation, figure out ways to solve the problem,

organize fluid teams, lead collective action and then continually adapt as situations change.

For example, Ashoka fellow Andrés Gallardo is a Mexican who lived in a high crime neighborhood. He created an app, called Haus, that allows people to network with their neighbors. The app has a panic button that alerts everybody in the neighborhood when a crime is happening. It allows neighbors to organize, chat, share crime statistics and work together.

To form and lead this community of communities, Gallardo had to possess what Drayton calls “cognitive empathy-based living for the good of all.” Cognitive empathy is the ability to perceive how people are feel-

The New York Times

ing in evolving circumstances. “For the good of all” is the capacity to build teams.

It doesn’t matter if you are working in the cafeteria or the inspection line of a plant, companies will now only hire people who can see problems and organize responses.

Millions of people already live with this mind-set. But a lot of people still inhabit the world of following rules and repetitive skills. They hear society telling them: “We don’t need you. We don’t need your kids, either.” Of course, those people go into reactionary mode and strike back.

The central challenge of our time, Drayton says, is to make everyone a changemaker. To do that you start young. Your kid is 12. She tells you about some problem — the other kids at school are systematically mean to special-needs students. This is a big moment. You pause what you are doing and ask her if there’s anything she thinks she can do to solve the problem, not just for this kid but for the next time it happens, too.

Very few kids take action to solve the first problem they see, but eventually they come back having conceived and owning an idea. They organize their friends and do something. The adult job now is to get out of the way. Put the kids in charge.

Once a kid has had an idea, built a team and changed her world, she’s a changemaker. She has the power. She’ll go on to organize more teams. She will always be needed.

Drayton asks parents: “Does your daughter know that she is a changemaker? Is she practicing changemaking?” He tells them: “If you can’t answer ‘yes’ to these questions, you have urgent work to do.”

In an earlier era, he says, society realized it needed universal literacy. Today, schools have to develop the

curriculums and assessments to make the changemaking mentality universal. They have to understand this is their criteria for success.

Ashoka has studied social movements to find out how this kind of mental shift can be promoted. It turns out that successful movements take similar steps.

First, they gather a group of powerful and hungry co-leading organizations. (Ashoka is working with Arizona State and George Mason University.) Second, the group is opened to everybody. (You never know who is going to come up with the crucial idea.) Third, the movement creates soap operas with daily episodes. (The civil rights movement created televised dramas with good guys and bad guys, like the march from Selma.)

I wonder if everybody wants to be a changemaker in the Drayton mold. I wonder about any social vision that isn’t fundamentally political. You can have a nation filled with local changemakers, but if the government is rotten their work comes to little. The social sector has never fully grappled with the permanent presence of sin.

But Drayton’s genius is his capacity to identify new social categories. Since he invented the social entrepreneur category 36 years ago, hundreds of thousands of people have said, “Yes, that’s what I want to be.” The changemaker is an expansion of that social type.

Social transformation flows from personal transformation. You change the world when you hold up a new and more attractive way to live. And Drayton wants to make universal a quality many people don’t even see: agency.

Millions of people don’t feel that they can take control of their own lives. If we could give everyone the chance to experience an agency moment, to express love and respect in action, the ramifications really would change the world.

Your team, your dream, your changed world



Ashoka Young Changemaker

MAHIKA HALEPETE

SAN JOSE, CALIFORNIA

After school and homework, 15-year-old Mahika gets online in her San Jose home and connects with changemakers across the world. These teens are, like her and others in the network she created and leads, solving social problems in their schools and communities.

“Really caring about a problem is what sets you apart, not your age or whether you have a college degree,” she says. At 13, she signed up as a virtual tutor for girls in Africa. This volunteer experience led her to explore development issues and read all she could. Further investigation kicked up complexity – she learned, for example, that pouring aid into countries without addressing systemic problems like poverty can sometimes make things worse.

What solution made the most sense to Mahika? Enabling young people to dream of the world they want and take steps to make it a reality.

She set up a 5-day curriculum that takes people through the stages of identifying a problem to investigating and testing solutions to forming a team and getting started. She learned from and partnered with local development groups with broad experience on the design.

So far, 10 groups of young people (age 12-22) in Kenya, Tanzania, South Africa and Cameroon are implementing their ideas with support from AYANA, the organization Mahika created.

Mahika says that she sees many 12- and 13-year-olds leading positive changes and responding quickly to problems as they appear – more quickly and fluidly than many adults. Very often, young people are seen to be less capable but Mahika points out a key advantage of being young: “You haven’t been told “no” so many times.”





Ashoka Young Changemaker

MALCOLM ASHER

PORTLAND, OREGON

When Malcolm Asher began volunteering in his local hematology/oncology outpatient clinic, he sensed the anxiety and fear within the hospital environment among pediatric patients. In response, Malcolm decided to set up art supplies to offer a simple joy for young patients undergoing treatment.

He expected the children to draw pictures for themselves or their parents, but was surprised to see one of the patients draw a picture for her friend in the clinic who wasn't painting with them. This sincere interaction illustrated to Malcolm the power in sharing art and how art fosters "a great sense of positivity and confidence" for all involved.

Malcolm and his friends co-founded ArtPass to facilitate the creation and sharing of art between hospitalized children. After starting the venture, Malcolm realized that there are so many other issues surrounding pediatric hospitalization around the world. Specifically, the team wanted to address what they considered to be an inadequate attention to the emotional wellbeing of pediatric patients.

Malcolm's goal changed from distributing art supplies to a local hospital to shifting how patients think about hospitals on an international scale.

ArtPass is now a youth-led international nonprofit that seeks to remold and reimagine how kids experience and perceive hospitals through the power of art and art therapy domestically and internationally. In 2018, ArtPass had 75 registered chapters globally and impacted over 9,000 children as well as expected to sponsor over 100 chapters registered by the end of the year.

As an Ashoka Young Changemaker, Malcolm contributes to a world where every individual can pursue and scale their idea for societal change. He acknowledges that doing so can be "intimidating at times," and that "young people are so frequently disregarded, but offer so many fresh, new perspectives and offer a drive and passion that is incredibly strong." That is why Malcolm believes in the importance of stepping into your power because "everyone has the potential to be a changemaker."

Everyone a Changemaker





HAVE YOU TACKLED AN ISSUE YOU
CARE DEEPLY ABOUT?

HAVE YOU CHANGED YOUR SCHOOL
OR COMMUNITY FOR THE BETTER?

HAVE YOU DRAWN IN OTHER PEOPLE
AND HELPED THEM LEAD?

ARE YOU YOUNGER THAN 20?

**IF SO, YOU ARE A
CHANGEMAKER.
YOU HAVE A
SUPERPOWER.**

You know that whatever life throws your way, whatever problems or challenges arise, you can handle it. And even better, you can solve it and make things better for everyone around you.

What if everyone felt this power? There would be: more solutions so fewer problems, more caring so less hurt, more respect so less discrimination, and more love so less violence. That is an *Everyone a Changemaker World*.

Most schools and many parents remain focused on the old idea that you should learn a skill, that “success” is being ready for a job. But in today’s everything changing world, no one can build a life around repeating anything. To be a contributor, a player, everyone must learn to be a changemaker. That means that young changemaking must be the new norm in growing up. It is time for a big change.

Ashoka needs young people like you to co-lead this movement along with the world’s top social entrepreneurs. You have changed your world.

Learn more about Ashoka Young Changemakers at
www.ashoka.org/en-US/program/ashoka-young-changemakers

IF YOUR 12 OR 16-YEAR-OLD HAS
A DREAM, BUILDS A TEAM, AND
CHANGES HER WORLD, SHE WILL
ALMOST CERTAINLY BE
POWERFUL AND A GIVER – AND
THEREFORE UNAFRAID, HAPPY,
AND HEALTHY – ACROSS HER LIFE.

That's why almost all the over 1,000
Ashoka Fellows focused on kids
put them in charge. That's why the
majority of the Ashoka Fellows first
started something in their teens.
That's why those on LinkedIn who
report starting something in their
teens are four times as likely to be
C-level leaders, four times as likely to
be entrepreneurs, and five times as
likely to be founders or co-founders.

***Ashoka is working to help the
world grasp that success in
this world requires one to be a
changemaker. And that it's critical
to start in one's teens.***



#LeadYoung stories