2017 Impact Report



A more inclusive society - one relation at a time



Moving a youth from a path of unemployment to employment has a net present value of 12.2 million NOK in savings for society

Based on Research by the Norwegian Crown Prince **Couple Fund**

Healthy relationships are a vital component of health and well-being. There is compelling evidence that strong relationships contribute to a long healthy and happy life University of Minnesota, 2010

Young Adults Who Were At-Risk for Falling Off Track But Had a Mentor, Are:

- 55% more likely to enroll in college
- 78% more likely to volunteer regularly
- 130% more likely to hold leadership positions.

The Mentoring Effect, 2014

Catalysts was

created to address high drop-out rates, exclusion and unemployment among immigrant and refugee youth



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Table of Contents

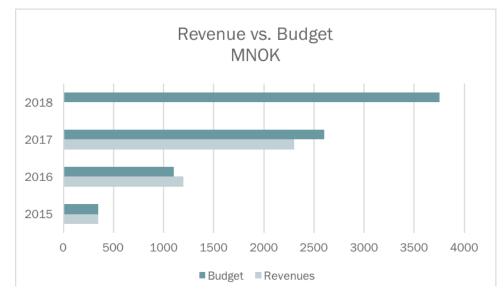
ExecutiveSummary	4
Words from Our Founder	6
Organizational Structure	
We're Going Digital	9
The Team	
Performance	
Impact Stories	14
Career Fair	16
External Recognition	
Profit and Loss	18
To our Partners and Funders	19

Executive Summary

RESULTS

More than ever, knowing the impact of our work is key in maintaining and evolving quality mentoring programs. In our measurements, our participants report an overall increase in self-esteem and hopes for the future after developing a Catalysts mentoring relationship, and we are committed to increasing that effect and the number of youth who experience it. In 2017, Catalysts reached 277 youth, and enabled 80 one-to-one mentoring connections and had 3 different activities. While our main office is located at MESH in Oslo we also opened an office in Bergen at the Impact Hub.

Our revenues increased 92% over 2016 demonstrating our ability to deliver quality programs in broader scope and attract donors.



Our total number of employees has also increased from 2016 to 2017

	2015	2016	2017	2018
Employees	1	1,5	5	6

SCALING

After two years of working on the content of our programs, we determined that we were ready to scale up, not just in numbers, but also in geographic reach. At the end of 2017, Catalysts started collaborations with local community actors in Bergen (our new program manager Leïla Rossow and our new program ambassador Marco Elsafadi) and Skien (the volunteer organisation Der Du Bor). These collaborations allow us to build on local competence and expand our mentor programs to two new counties, bringing our activities and impact to five of 18 counties nationwide. In addition, we are scaling our impact to work more closely with businesses. Our corporate program has had a successful launch in a collaboration with Storebrand, and we are working closely with other businesses to start new programs. Our corporate programs allow not only the youth to see the world of business more closely, but it also has an increased focus on the workplace benefits of participating in a mentor program. As our current program with Storebrand is coming to an end, we are excited to onboard the next set of Storebrand mentors, and to learn from our experiences in the implementation of future corporate programs.

CATALYSTS TECHNOLOGIES

Our collaboration with Oslo University Hospital (OUS) is well on its way. Based on user groups and talented designers, we have created a prototype of our digital platform, and we are excited to bring it into use to strengthen the effect of our mentoring programs. Catalysts has worked hard to create design principles we can stand by; principles which reflect our respect for youth and their autonomy, our belief that they best can identify what is important to them, and the importance of informed and consensual use. Digital technology can be a tool for good, and Catalysts strives to fulfil that ideal.

Headed by scientists at UNI Research Rokkan Centre, a post-doctoral fellow funded by OUS will research the impact of our programs in a pilot study that will use our digital platform. In this cost-effectiveness analysis the research aims to identify whether a digital platform contributes to an increased social capital for the youth participants in our mentoring programs.

Heading into the field of technological development we were inspired by the the Companization governance model by Plantagon. This model is built on an "advanced societal approach to ensure a long-term approach to maximize profit and meet societal challenges.

Catalysts has as such formed two legal entities in one organization working for the same cause: One profit-driven, commercial organization (Catalysts Technologies) and one non-profit organization (Catalysts Forening). The former is responsible for the development of our digital platform in collaboration with Oslo University Hospital. The latter is the organization it always has been: a non-profit mentoring organization for minority youth.

The two entities share a vision: To create a more healthy and inclusive society, one relationship at a time.

In 2018 we will work further on this model where the steering documents and reward systems will regulate the activities and responsibilities of the management and Board Members of both organizations to execute their work according to a balance between commercial and ideological driving forces.

This report is for the activities of Catalysts Association.

Word from Our Founder

2017 has been another year of growth and expansion for Catalysts!

We have grown in scope and depth. We have increased our footprint and are now in five different regions in Norway. We have worked hard to ensure that we follow best practices and deliver high-quality and high impact program. Our growth gives inspiration and motivation to expand further.

Our goal is to have 1000 mentor connections by 2020!

Given our amazing team in Oslo and Bergen, local coordinators and our rate of growth, we strongly believe that we will achieve this goal.

We realize more than ever the importance of relationships in our work. According to the Mental Health Foundation, **relationships** are one of the most important aspects of our lives, yet we can often forget just how crucial our connections with other people are for our physical and mental health and wellbeing.

We see the transformative power in the relationships that we are forging. Relationships across cultures, ages, backgrounds, dreams and passions. Relationships that strengthen understanding and respect for different cultures and relationships that we guide on a path for youth to fulfill their dreams. The relationships that we help facilitate and build between mentor and mentee are acting as catalysts on individual and societal levels. Our development onto the digital platform will give Catalysts a unique vehicle to further strengthen relationships.

We will also use our knowledge and passion for building relationships to bridge into the healthcare sector in the 2018. Therapeutic relationships, between service users and health providers in mental health care have repeatedly been found to be of significance for outcomes across a range of diagnoses and treatment settings (Strand, Gammon, Eng and Ruland). Our offering in this area will be consolidated under Catalysts Technologies and although separate from our work in Catalysts, synergistic with our focus of strengthening relationships.

Our future vision is to build a research based digital platform that strengthens relationships to build a healthy and inclusive society.

Aun

Lisa Ann Cooper CEO and Founder og Catalysts

Organization Overview

History

Catalysts began as a pilot in 2011 with Somali youth. Given the tremendously positive feedback from both the youth and mentors, Lisa Cooper decided to scale it up thanks in part to a grant from the American Embassy in Norway.

Catalysts was chosen by Reach for Change to be part of their incubator for social entrepreneurs in 2015 and officially established as an independent association in November of that year.

The content of Catalysts was developed in collaboration with Fretex, which has resources and expertise in career counseling and Appreciative Inquiry; the key elements of Catalysts.

The first Catalysts program was launched on December 15, 2015, with 10 mentors and 10 mentees in its pilot group. Mentors come from all disciplines and industries in Norwegian business and society, and mentees were 80% Somali 1st generation immigrants and 20% Nepali immigrants.

Vision

Our mission is to help all youth, regardless of background and nationality, to feel a sense of belonging, to finish their studies and build a solid path to employment through our mentoring program, which provides a caring adult, contact, and an anchor to their local community.

The long-term aims of Catalysts are to ensure a sense of belonging, achieve better integration into society, and contribute to lowering high school dropout rates for refugee, immigrant, and multicultural youth, and that all youth, regardless of background, achieve relevant employment.

Mission

Our mission is to help youth with multicultural background to succeed in school by strengthen their social capital and self-esteem.

		Target Groups
1	Multicultural youth aged 15-30 to to decrease	
	±	potential drop-out
2	Unaccompanied minor asylum seekers and	
	refugee youth aged 13-18	
3	Masters students with multicultural	
	backgrounds	

Solution

Catalysts offers appropriate and tailored support through a six-month mentoring and appreciative coaching program targeting youth with minority backgrounds, and unaccompanied minor refugees, which connects them to a personal and trained mentor.

Mentors receive important training on mentoring and appreciative coaching. They also, together with the mentees, participate in training and workshops on diversity, intercultural communication and career counseling. There are many key benefits to the mentors on participating in the program. Our program is skills based and the mentors not only build skills and insight into mentoring and appreciative inquiry but also an understanding of diversity and managing diversity.

Why mentoring?

American research (The Mentoring Effect, 2014) shows us that mentoring have a great impact on youths life. Young adults who had mentors, particularly those at-risk, are more likely to report engaging in productive and beneficial activities than youth without a mentor. These activities leads to higher self-esteem and self-confidence that are necessary traits for youth to engage in teamwork and community work, and to be successful in life. • At-risk young adults with a mentor are more likely to report participating regularly in sports or extracurricular activities (67 percent of at-risk youth with mentors compared to 37 percent of those without them).

• At-risk young adults with a mentor are more likely to hold a leadership position in a club, sports team, school council, or another group (51 percent versus 22).

• At-risk young adults with a mentor are more likely to volunteer regularly in their communities (48 percent versus 27).

*All numbers from The Mentoring Effect, 2014 http:// www.mentoring.org/program-resources/mentor-resources-and-publications/the-mentoring-effect

We are Going Digital

A research-based digital platform that strengthens relationship

At their best, digital tools can enhance our lives, simplify our work and provide fun and learning experiences. The desire to go digital has also impacted the world of mentoring, and we see many great organizations creating digital tools. Catalysts has joined the club and in a project and in a project called Resiliency @ Work we have partnered with Oslo University Hospital's Center for Shared Decision Making and Collaboration. Led by dr. Deede Gammon, and with a team of researchers, developers, psychologists, mentor practitioners and most importantly, the youth, we are creating a digital platform aimed to improve the impact of mentoring.

"With widespread use of digital and electronic communication being fairly new, however, it is not surprising that e-mentoring is a relatively under-investigated area."

Johns Hopkins University for the National Mentoring Resource Center(NMRC)

Through extensive user groups and interviews, we work to create a platform that the youth want and need. Based on user consent, secure technology, and innovative tools, our digital platform aims to empower the youth, improve communication in mentoring relationships, remove barriers to participation and find better ways to match participants.

The Team



Lisa Cooper is Catalysts founder and CEO. Lisa has founded several organisations and projects with social purposes with focus on diversity, inclusion, art, culture and youth. Lisa has a passion for designing and implementing projects with high social impact. Formerly an Executive in both the private and public sector she has lived in six countries, has over 35 years of international experience, and sits on several boards in the private, public and humanitarian sectors.



Magne Jakobsen is the project manager of Catalysts-corporate. He has worked for many years to increase refugees' possibilities to participate in same way as the majority population in society, and is passionate about how people can enact their social impact on society. He has a bachelor degree in Political Science from the University of Oslo and is currently working with his masters degree in Human Resource Management.



Sarah M. Przedpelska is the project manager of Catalysts' digitization. Before Sarah joined Catalysts, she worked as a researcher at the University of British Columbia and as a teacher at an alternative school in Vancouver, Canada. As a teacher, she worked for everyone to identify their strengths and to have a school day that fulfilled their unique needs. Sarah has a MA in Human Geography from University of British Columbia and a BA from the University of Oslo.





Trine M Lindset is passionate about her fellow human beings and believes that it doesn't really take that much to make another person's life a little better. Prior to joining Catalysts, Trine worked as a project and activity leader with refugee youth and vulnerable children for 13 years. Her experience comes from organizations such as the Red Cross, Save the Children, YMCA, with expertise from drug health and psychiatry services.Trine has a BA in International Crises and Conflict Management from the University of Umeå, and is a trained project leader, personal trainer and coach.



Anna Maria Aune More and **Marianne Kofoed** are no longer part of the Catalysts Team, but were an integral part of our operations in 2017.

Viktoriia Vlasenko is a trained psychologist from Ukraine with an additional MA in cultural and social psychology from the University of Oslo. She has been a mentee in the OXLO mentor program, which she is now the program leader of. Viktoriia has worked in both municipal and volunteer organizations with people in different life circumstances. Viktoriia believes in people and their inner resources, and that when you share your knowledge and experience with others, everyone can grow. She is convinced that a good mentor relation benefits both parties.

Leïla Rossow (Bergen office) is a nurse by training, though she also has extensive experience from multicultural work with children and youth through sports and interest organisations for women. She has a French-Moroccan origins and her own multicultural background is an important resource to her. It strengthens her identity and her genuine belief in each human being and their unique resources.

Jacob Svendsen (Bergen office) sees a large potential in the relations we build in Catalysts and believes firmly in how mutual openness, humility and curiosity can develop us as individuals and fellow humans. Jacob is studying for his Master of Science in Psychology at the University of Bergen, specializing in Organizational Psychology and Appreciative Inquiry. Jacob works with Leila to implement the programs in Bergen.

Marco Elsafadi is our Ambassador and well known in Norway as a top-level basketball player representing the Norwegian national team for 12 years and sought after motivational speaker. For over 20 years Marco has also worked with youth and young adults to help them find their own way an their strengths.

Board of Directors

In 2017 we strengthened, expanded and split our Board with Catalysts Technologies:

The Board of Directors, Catalysts Association 2017

- 1 Ed Brown Expertise within NGOs and political processes
- 2 Cathrine Skaar Co-founder of Socentral, Nordic Incubator for Social Innovation

The Board of Directors, Catalysts Technologies 2017

- 1 Katharina Asting Angel investor, start-up background, IT sector
- 2 Thomas Anglero Head of Innovation at IBM
- 3 Kristine Laake Former Reach for Change Director for Norway, expertise in social impact









2017 Performance

Catalysts core activity is in delivering mentor programs. In 2017 we also held a 3 day Career Fair for our Catalysts youth, providing them with the tools they needed to start their job searching pursuits. Catalysts also ran Artbridge, a separate project focused on introducing a meeting place for youth who are "new in Norway" and interested in dance, music and photography. 73 youth were supported in mentor relationships. The additional youth were reached through activities and presentations in association with the mentorprogram.

The total number of youth reached in 2017 was 277 in 3 activities.

Our 80 mentors gave it their all, volunteering at least a total of 1440 hours.

Activity	Total number of youth reached		
Mentor programs	193		
Career Fair	20		
Artbridge	64		
Total	277		

Social Impact Indicators and Measurements

As a Changeleader in the Reach for Change program, Catalysts has long known the importance of measuring the impact of our work. We are constantly learning about ways to improve our understanding of impact measurement, though we are happy to share our current measures, from the Rosenberg Self Esteem Scale (RSES) and the Hopeful Future Expectations (HFE) survey.

The former, RSES, is more detailed in the questions it uses, and we found that it was a better measure for youth who have more experience with the Norwegian language. We therefore use it in the programs where our mentees have been in Norway at least one year. For the programs where we have worked with unaccompanied minors, we saw that the HFE was a better fit with language levels.

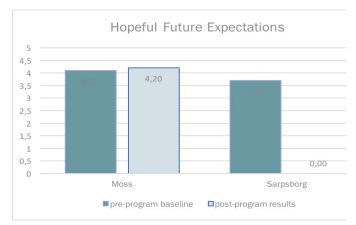
The Rosenberg Self-Esteem Scale (RSES)

Developed by sociologist Dr. Morris Rosenberg, the RSES is a self-esteem measure widely used in social-science research. It uses a scale of 0-30 where a score less than 15 may



Hopeful Future Expectations index (HFE)

Hopeful expectations for the future have been shown to play an important role in the positive development of youth, including youth contributions to society (Journal of Youth & Adolescence). The index (1-5) is created by a survey that measures a youth's hopefulness or positive expectations about their future (Institute for Applied Research in Youth Development, Tufts University).



Several of our programs are still in progress, which means that we have not received all post-program results. Still we can see some trends between our groups. For our Rosenberg Scale we see that all participants lie within the norm (15-25). However, variations between programs exist and may be attributed to the life situation the mentees are in at the time of measurement. For example, the participants in our OXLO mentor program are master students who even at the beginning of the mentor program have experienced a certain degree of accomplishment and validation. The majority of our other participants are younger, in high school or even preparing to enter high school, and some of them have uncertain status, which may be an explanatory factor to the lower Rosenberg score.

Some results from our survey with mentors in the Catalysts Youth program:

85% believe matching was successful

80% are satisfied with the quality of the program seminars and meetings

93% believe Appreciative Inquiry is a useful tool

Feedback from Mentors

from Storebrand:

"I will miss the program! I've truly looked forward to every meeting!"

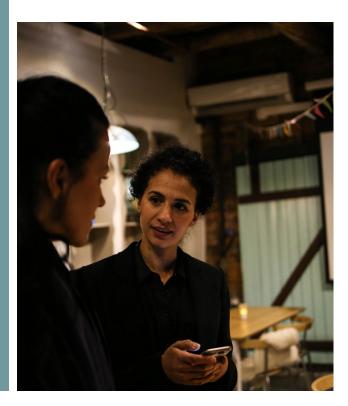
"It's exciting to gain more insight into young people's perspectives on school, careers and their goals for the future."

"So interesting to get to know someone with a completely different background from myself."

from Asker:

"I'm so pleased with this great guy as my mentee."

"I especially appreciated the meeting about diversity and cross-cultural communication. It was both fun and felt pretty great to sit with people from completely different backgrounds and talk about these topics."



Impact Stories



"Abir"and"Olav"

"Abir" is a 19 year old boy who came to Norway three years ago. He dreams about becoming a police-officer. To reach his goal, he felt that he needed to get to know the Norwegian society better and he wanted to know more about how it is to work as a police-officer in Norway. When he heard about Catalysts mentorship program, he saw the opportunity to get to know a person that he could reflect with and receive advices from.

Catalysts connected him with the mentor "Olav", who have a broad network and knows a few police-officers. Together with "Olav", he reflects about his own career and the norwegian society.

"The techniques Catalysts have taught us have helped to identify what "Abir" is good at and how he can develop. Together, we have made a plan for his career and how he can reach his goal. I cheer him up, ask him questions and try to make him conscious about his choices and plans." - "Olav".

They have a lot in common, and when they meet, they talk about themes like politics, society and career. Nex time they meet, "Olav" wants to introduce "Abir" for a police-officer he knows. This is a great opportunity for "Abir" to ask some questions about the profession.

"It is very rewarding to hear his story and help him find out what he is good at. Participating in this program have probably had as good effect on myself as on him" - "Olav".



"Faner" and "Inger"

"Faner" was a shy 15-year old from Afghanistan when he met his mentor "Inger" in the Fredrikstad mentor program. The relationship started out slowly, because he didn't share much with "Inger" and she didn't push him.

"Inger" and her husband opened up their home to "Faner". He didn't respond at first but soon he felt comfortable enough to take them up on their offer. "Faner's" Norwegian language skills improved and he began to spend more time with "Inger" and her husband at their home, and met their children, who are close to his age.

At the program's closing ceremony at "Inger's" house, "Faner" was sitting and relaxing in her sofa after a day at school. His Norwegian is much better than it was just months earlier at the start of the program, and he speaks easily and confidently. He and "Inger" have an easy rapport and laugh and joke together, but she can also be tough and straight with him, and he respects that.

"Inger" has made it clear that she wants to continue fostering this mentoring relationship, and continue to meet with "Faner" and include him in her life. Faner feels more connection to his mentor and his community through Catalysts. He has become a part of "Inger's" family.

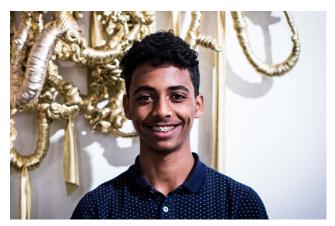


"Cecilie" and "Arash"

"Arash" is a shy and respectful 15-year old boy from Afghanistan with a dream to become the world's best football player. He also wants to do his high school studies, and find a job. That is why he joined the Catalysts program, where he met his mentor, "Cecilie". "Cecilie" had been hesitant about mentoring a young man. She has boys of her own, and had been hoping for a female mentee. But "Arash" immediately made a great impression on her and she never looked back. At their first meeting, he offered and brought her tea and then cleaned up and swept the floor afterwards.

"Cecilie" and her sons are all very active in soccer, which has been an encouragement for "Arash" in following his dreams. "Cecilie" goes to see his matches and supports him. She and "Arash" have built a strong, mutual, lasting relationship. "Cecilie" and "Arash" are still in contact and were recently together at her family cabin over the winter holidays.

"Arash" practices football and studies hard. He's applying to high school next year directly from grade school, which is pretty rare. "Cecilie" boasts about how well he is doing, and how comfortable he has become with her. She is happy to know that she plays an important role in his life and he clearly feels the same. When "Cecilie" had her birthday last year, "Arash" saved up all his money from the month in order to buy her a special gift, and insisted on giving it to her personally.



"Adnan" and "Marianne"

"Adnan" is 21 and from Syria. He was 18 when the war broke out and he had to quit his studies and his job in construction in Damascus. He left his country with his family and fled to Iraq to be safe. Finally, he chose to migrate to Europe on his own for a better life. He made the journey by foot and ended up in Norway, where he is making his home.

One of the hardest things for "Adnan" since leaving Damascus was not to be able to communicate and make himself understood. Getting a mentor through Catalysts was a great way for him to be able to work on his language skills, both English and Norwegian, as well as to get help with his studies, integrate in Norway and make new friends. He wants to finish his studies and become a healthcare worker.

"Marianne" is his mentor. She is his age and is a university student. He likes spending time with her, so they've met often. He is using his Norwegian and English, and he has gone from being a shy, careful young man to smiling and joking. He even offered to host the next mentor meeting at his apartment. When we agreed, he was so proud and happy to be able to contribute. "Marianne" says that he is doing well, has money and a job, and even invited her to coffee. In a short time, "Adnan" is already feeling a stronger sense of belonging to his new home.

Career Fair

We know that our mentor program yields results, and creating connections is valuable. Future careers is one of the topics we encourage mentoring matches to talk about. That is why Catalysts held a three day long career fair from the 11.-13. of November at Sentralen. Our goal for the fair was to motivate youth in our demographic, and provide them with the tools they needed to start their job searching pursuits.

The three days were made possible with contributions from the National Council for Youth and Children's Organizations (LNU), local business-owners, experienced workers and a super team from Oslo-based JobbX, Liban and Awat. Day one was about finding motivation for work. day two consisted of the nitty gritty of actual resume and cover letter writing, and day three of our fair was a speed-interview session. We had invited 10 different local workplaces from stores, cafes, bars, research, kindergartens, embassies, photography, startups within finance, food, and logistics to share their knowledge and advice for the youth. The response was great and we look forward to repeating the success next year!

"I have learned about how I can write a CV and job application"

"I have learned a lot about how I can make a good impression in a job interview".

All participants answered "yes" to whether they would recommend the Career Workshop to others

90% answered that they learned "much" or "very much" about applying for jobs

90% answered that they feel more prepared and motivated to apply for work after the Catalysts Career Workshop





External Recognition

Catalysts was nominated to the following awards in 2017:

Nordic Startup Awards is part of the Global Startup Awards, providing an annual spotlight to those who dare to dream big and shape the way our future will look.



The Child 10 Award, funded by the The Sophie Stenbeck Family Foundation focuses on the situation for children on the run by selecting 10 social entrepreneurs who are helping the close to 28 million children on the run from war and conflict.



Askerposten featured and article on Catalysts on the front page to help recruit mentors.

Hjelper unge flykninger til økt tilhørighet

 Asker kan med enkle grep bli en av landets mest inkluderende og velfungerende kommuner - ved å fremme kontakt mellom mennesker fra ulike kulturer, sier Lisa Cooper, gründer av Catalysts.

Catalysts er et mentorprogram som kobler ungdommer med minoritetsbakgrunn og personer i lokalsamfunnet for å lære fra hverandre. Mentoren får opplæring i anerkjennende verktøy, som handler om å utløse og utvikle et individs potensiale. Over en seksmåneders periode møter mentoren en ungdom to ganger i måneden. Tanken er at mer kontakt mellom minoriteter og majoritetsbefolkningen skal hjelpe minoritetsungdom med å føle økt tilhørighet.

Bli mentor i september

I høst starter Catalysts et mentorprogram for en gruppe med ungdom i Asker som nylig har ankommet Norge. Oppstartsmøte er 5. september 2017 på Bleiker VGS, og du kan melde deg som mentor på catalysts.no, eller sende mail til info@catalysts.no

 Med kunnskap om det norske samfunnet kan mentorer bidra som døråpner for ungdom. Til gjengjeld vil de blant annet få økt kulturkunnskap og god erfaring med mangfold, sier Tone Bøckman, rådgiver for inkludering og mangfold i Asker kommune.

Les mer

Familier vil gi flyktningebarn er bagasje full av glede – se side 16.



MENTOR: – Du trenger ikke å ha erfaring med mentoring, bare ha et ønske om å gjøre en forskjell for en ungdom som trenger veiledning, støtte og inspirasjon, sier Lisa Cooper i Catalysts. Foto: Magne Jakobsen.

Profit and Loss

Catalysts has increased revenues over 90% from 2016 to 2017.

	2016		2017	
	Actual	Budget	Actual	Budget
Total operating income	1 203 424	1 255 000	2 842 670	2 675 000
Sum operating expenses	666 799	628 768	2 028 794	1 811 582
Operating profit/loss	536 624	626 232	813 876	863 418

Notes:

1. These figures are not certified by our accountants and reflect status in our accounting system as of March 23, 2018. Final confirmed profit and loss will be available on April 14, 2018.

2. Operating profit is carried over to cover expenses in January -March 2018.

To Our Partners and Funders

We are very grateful for the financial support we have received in 2017. We expanded our support base and received continued support from all existing funders.

In 2017 we continued our collaboration with Reach for Change and Sparebank1 Stiftelsen Østfold and owe a lot of our growth to their guidance and support.

NAV and Oslo Kommune continued and increased their support for our mentor programs. Grieg Foundation, Akershus Fylkeskommune and LNU were new supporters in 2017 and key to our expansion in Bergen and in implementing the career day program.

We look forward to continued partnership with all funders as we work to build bridges across cultures and generations, uncover the talents of our youth, and guide future graduates and employees in discovering their inner catalyst!



Contact Details

You can visit us at: MESH, Tordenskiolds gate 6, 0160 Oslo, Norway

www.catalysts.no

You can also find us on:

