



CATALYSTS

2021 ANNUAL REPORT

A more inclusive society - one relationship at a time



What We Do





Catalysts is a non-profit organization working to strengthen young people in positive self-development.

Catalysts works across Norway designing and implementing mentoring programs to promote the strengths and well-being of young people to support them in finding and reaching their goals

With the help of trained volunteer mentors, Catalysts programs support positive relationships and the growth of social capital for hopeful futures, increased self-esteem and a more inclusive society.

Words from our founder



Lisa Ann Cooper

In 2021 we developed new concepts within mentoring, refined our systems change approach, engaged with new partners and began a journey in contributing to the social sustainability, and diversity agenda in Norway.

Mentoring remains our core competence and we ran programs in Oslo and Bergen for youth and adults with a multicultural background, continuing to facilitate building impactful and strong relationships despite interruptions due to the pandemic. Programs ran in hybrid mode, varying between in person and online meetings and our digital solutions were a useful complement to our offering.

Reverse mentoring was a concept we successfully introduced in 2021 together with Deloitte in Norway. A program that we have seen an increase in demand for going forward and one that will enable Catalysts to engage with corporate partners in contributing to shifts in mind sets. Engaging students with a multicultural background as mentors for top managers in a structured strength based program has shown to have potential long-term impact.

Adopting a Systems change approach remains our passion and in 2021 we refined our "school project"; a project that aims to introduce mentoring and a strength based focus in middle schools and high schools in Norway. In 2021 we worked closely with Designit and students from the Oslo school of Architecture and Design using design principles to refine the project which we aim to pilot in 2022.

Social sustainability and diversity has been in focus, thanks to our close collaboration with Catalysts Technologies. We have developed strategies, delivered workshops, designed toolkits and contributed to organizational change within Diversity, Equity and Inclusion for a growing number of customers. This collaboration has greatly contributed to our efforts to increase our income from the private sector.

For the third year in a row, together with Mitt Liv from Sweden and Startup Refugees from Finland, we produced the Nordic Mentoring Summit. A fully digital conference that engaged a wide audience from the Nordics on mentoring.

In 2021 we were yet again nominated as the Social Entrepreneur of the year and renewed our partnership with the Crown prince fund in Norway.

All in all a year where we have built key value for Catalysts going forward!

A handwritten signature in black ink, reading "Lisa Ann Gahr". The signature is fluid and cursive, with the first name "Lisa" and last name "Gahr" being more prominent than the middle name "Ann".



FELLES
JOBB, SPIS,
HENG, MOT

2021 Impact Numbers

Catalysts relies on research based data collection in order to assess the impact of our mentoring activities.

Self-Esteem and Social Capital

At the beginning and end of all programs Catalysts conducts a measure of social capital, self-esteem, hope for the future, trust in and knowledge about institutions such as school, religious communities and sports, and how the youth grow their network and self-efficacy.

Additionally, we track program fidelity and gather participants self-assessed learning in the program. These impact numbers allow us to validate our efforts and make improvements in our program delivery.

Covid-19 continued to affect the youth we serve and the quality of our program activities through parts of 2021. However, our numbers from 2021 show that we continue to have an impact.

Note

Our volunteer hours are based on our mentors commitment to a minimum of 15,5 hours throughout the program. Many give more. Not all programs were started or completed in 2021.



46%

of all participants in our 2021 adult mentoring program Powered for Work, landed a job during the program.

21
events



63
mentoring
couples

965,5
volunteer
hours




32 301
people
reached

8
mentor
programs



Increase in
social capital
relating to trust
and belonging



Impact Stories



Maria and Hassan

Maria is from Russia, and has an education in linguistics there. She wants a career in social work or as a teacher. Hassan is initially from Somalia, and has a master's degree in business management. He now works as a teacher.

Maria says:

“Hassan encouraged me to apply at PVS (a platform where you can register as a substitute teacher, red. anm.), and I have gotten a job as a substitute teacher. My goal is to get a permanent contract.”



Muzammil says:

“The reverse mentoring program has exceeded all my expectations. I feel I have become more confident in applying my multicultural background as a strength, and through the program I feel I have been listened to and understood.”



Trine says:

“After having participated in the reverse mentoring program I think a lot more about diversity and inclusion in everything I do. Both professionally, when leading project teams or in recruitment work, and in my personal life when it comes to meeting new parents in kindergarten or school settings. I still have a way to go when it comes to increasing my own cultural competence, by attending arenas I otherwise wouldn't have gone to, and to learn and experience something new.”

Muzammil and Trine

Muzammil and Trine were matched in Catalysts first Reverse Mentor program with Deloitte in the spring of 2021. Muzammil was curious about the mentor role, and had a strong engagement for diversity and inclusion. Trine wanted to attain some new perspectives and insight from a person who was younger and with a different background than herself. Of the mentor program,



Linda and Evina

Linda and Evina met in our mentoring program for youth. Evina, having lived in Norway only a few months, wanted to expand her social network, get a part time job and explore a path to working with graphic design. In their mentor meetings, Linda and Evina have discussed the importance of seizing the opportunities that are available, and reflected on how one can take the initiative to meet new people when you are new in a place.

Through family acquaintances, Evina was made aware of a job opportunity in web design. Remembering some of the reflections from the mentor meetings, she landed a part time job and made new friends with whom she explores the Oslo art and design scene.



Laurence and Jon

We matched Laurence and Jon based on their shared interest in, and experience from, electrical engineering and sales. With many years of international experience, Laurence (Philippines) found some obstacles when entering the job market in Norway. He joined the mentorprogram “Powered up for Work” (Styrket til Arbeid), to get some insights into the Norwegian labor market, the application process here, and to make some connections in his field. We paired him with Jon, and together they focused on practicing Norwegian and how to promote your strengths and competencies, and what recruiters may emphasize in the hiring process. Of the mentorprogram,

Laurence says:

“It has been amazing to be part of this program. I have strengthened my personal and professional competence, and become better prepared for the Norwegian labor market. My mentor Jon is a skilled engineer with a broad experience, and he is cooperative and very easy to get along with.”

2021 Highlights

Reverse Mentoring with **Deloitte**

2021 saw the launch of our concept Reverse Mentoring with Deloitte. 10 students with a multicultural background were paired as mentors with partners and directors in Deloitte in Oslo. The program was financed by Deloitte, where the aim was to create an inclusive environment where all can succeed. The program was designed to enhance competence of diversity and inclusion among Deloitte executives, and for youth with a multicultural background to expand their network, create change in a big organization and to attain leadership skills. After 8 months, the strength-based program was successfully completed in early March 2022, and two of the mentors had accepted job offers at Deloitte. In 2022 the demand for Reverse Mentoring is growing, and we are about to launch our second program with Storebrand in March 2022, having also signed a three year agreement with Deloitte.

Deloitte.



53 likerklikk

deloittenorge @nnoJnəm Jbnevmo / omvendt mentoring

-Del dine erfaringer med et av Norges største kompetansehus!

- ✓ Flerkulturell bakgrunn?
- ✓ Vil du bli bedre kjent med oss i Deloitte?

@catalystsnorway og Deloitte Norge har lansert et omvendt mentorprogram, der det er du som guider en leder i Deloitte! 🌟🌟 Sammen utforsker dere temaer som ubevisste holdninger, utfordringer og målsettinger innen mangfold.

School projects

DOGA-midler, AHO and Designit

One of the main social issues Catalysts is addressing is high school dropout rates and social exclusion. In 2021, with funding for inclusive design by DOGA, we teamed up with the design firm Designit, and the Oslo School of Architecture and Design (AHO), to map what influences youth' education and career choices. Our aim was to develop a new version of the mandatory middle school course "Education choice class" (Utdanningsvalg in Norwegian).

Our main findings from the mapping shows a great potential for the class to direct more focus to kids' personal strengths, bridging the gap between middle school and high school, and more exposure to different career paths and life choices. The mapping project lasted from August- December 2021, and laid the basis for an application for funding worth 8 mill. Kr. to Sparebankstiftelsen.

Once we receive funding for the project, we will implement a three year long pilot with Marienlyst, Fagerborg and Majorstuen skole, where we will test our strength cards in the classroom in a bigger scale than we have ever done before, and apply our experience from mentorship programs to build bridges between the school system and worklife



UNICEF and Catalysts Against Racism at Arendalsuka

For Arendalsuka 2021 Catalysts and UNICEF paired up and held a workshop for youth about how to tackle racism. In our daily work with our participants, especially young people, experience of racism, discrimination and hateful speech is repetatively addressed as a part of their lives. We train our mentors in acknowledging unconscious bias and concepts such as power and privilege. Listening and incorporating our participants' voices is always a priority for us, especially when it comes to tackling and preventing racism, discrimination and hateful speech





Oslo

Catalysts is eager to share the value of mentoring in new contexts, and our community in Oslo has grown as a consequence. We have started and completed the 8th version of our youth program, where we recruited youth with an immigrant background from Kuben Vgs., and matched them with volunteer mentors from our network. We also completed the second round of Powered up for Work (Styrket til Arbeid), a mentor program for highly skilled migrants. This program has been a collaboration with Fretex Pluss and Filippinsk Hjelpesamfunn (FHS), which we aim to continue in the coming year. A big focus area for Oslo has been to explore the potential for more corporate collaborations, both as a means by which to have an impact on a bigger target group that involves companies, and as a step in ensuring economic sustainability for Catalysts.



Hva er det mest
positive som har
skjedd med deg
denne uken?

Snu deg til mentoren eller menteen
din og del



Bergen

Our department in Bergen underwent a restructuring as 2 employees moved to Oslo and our funding base decreased. We appointed a new program manager for the office in the fall. In 2021 we started two programs: the 7th edition of the mentor program for youth, and Powered up for Work (Styrket til Arbeid) for adults. The main target group for the youth program was unaccompanied minors, and we have continued our collaboration with the child services (Barnevernet). We have also continued to work with Fretex Pluss in the second round of Powered up for Work (Styrket til Arbeid). With our new program manager in Bergen, 2021 has also seen an increase in potential collaboration opportunities for the future that we are excited to explore in 2022.

2022 Focus

In 2022 we will continue our focus on **collaboration, systems change, quality and scaling.**

Our key strategic aims are grounded in economic sustainability, communication/marketing, and streamlining of processes. They are:

- To achieve sustainable scaling through corporate expansion and our efforts to get mentoring into schools, leveraging our expertise within mentoring, positive psychology and diversity.
- To strengthen our brand and digital presence while using our platforms more efficiently for sales and corporate partnerships
- To further conceptualize our systems change approach
- Standardizing key processes such as social media, GDPR and use of project planning tools, relevant for all programs and activities.

We also strive to have fun in all that we do!





Goal 1 No Poverty

Our goal is to reduce relative poverty in Norway by supporting multicultural youth into the labour market, by strengthening their social capital, self esteem, success at school and growing their network.



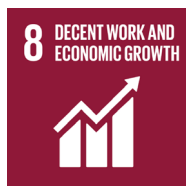
Goal 4 Quality Education

Together with the mentors, our mentees make a plan for the future. The plan is often focused on school and career. The mentor couple identifies the mentees strengths and how the strengths are applicable.



Goal 5 Gender Equality

Youth facing risk factors leading to school drop out have 130% greater chance of becoming a leader later in life if they have a mentor. This way we contribute to promoting girls and young women in leadership positions



Goal 8 Decent Work and Economic Growth

Our mentees are provided with mentors from the local community, who share knowledge and experiences from their career and support their future goals.



Goal 10 Reduced Inequalities

Our focus is on social and economic inclusion and we give people with multicultural background an opportunity to grow their network and get support to complete school or get a job.



Goal 11 Sustainable Cities and Communities

We are focused on social and economic inclusion and diversity in the labour market. Youth at a risk of dropping out of school are 78% more likely to participate voluntarily in the local community at a later point in life if they are connected to a mentor.



Goal 17 Partnerships for the Goals

What we are trying to accomplish, we cannot do alone. Luckily, people and organizations are ready, willing and able to collaborate to meet our shared goals.



Catalysts' Social Sustainability

Sustainable Development Goals are the United Nations' blueprint for achieving a better and more sustainable future for all. UNSDGs help guide and support the work of development operations addressing global challenges related to poverty, inequality, climate, environment, education, health, prosperity, peace and social justice. The target for the UNSDGs is 2030

Catalysts is aligned with seven United Nations Sustainable Development Goals. Our programs help create a sustainable society. Through workshops and conversations, we strengthen young people. Adults learn life skills to better support young people in their everyday lives. Strengthening individuals in supportive relationships and working for systems change is Catalysts' way to create a more sustainable future and society.

Financial Report

	2021	2020
INCOME (NOK)	2 830 977	2 666 612
EXPENDITURES (NOK)	3 012,933	4 454 931
Operating profit /loss	-181 966	-1 788 319

Note:

1. Catalysts is a non-profit organisation with no shareholders nor dividends payout.

2. In 2019 Catalysts used accrued income carried over from the previous year for operational expenses.



The Catalysts Team

Pictured from left to right: Lisa Cooper, Kristina Hallvik, Jacob Svendsen, Adam Moshî. (Karina Storeng Ikhsani is on maternity leave)

Board

Live Leer, Chair
Dana Teki
Aman Tesfamichael
Cathrine Skar

Thanks to our 2021 collaborators

FreteX Pluss
(Bergen and Oslo)
Designit
Oslo School of
Architecture and Design (AHO)
OHG, Kuben VGS
Nygård skole
Fillipinsk Hjelpesamfunn
(FHS)
Barnevernet Bergen

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BufDir
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The Crown Prince
Couple's Fund
Bergesenstifelsen

**And a big thank you
to all our mentors!**



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