



# Hello



Founded by Annie Moon, Be The Difference helps you embrace your values to identify the positive difference that you wish to see. We partner with **you**★ to shape this into something which is achievable and measurable in terms of social impact. However, this is just the starting point.

We do business development for social good – taking the good bits of business, adding our hallmark **#GoodSynergy** (and, whenever possible, advocating for an inclusive approach) and supercharging philanthropists' social impact and businesses' impactful partnerships. We believe that the key to creating **#GoodSynergy** is to develop, build and nurture the ecosystem around your chosen signature cause(s) or approaches.

# Our Approach

## Building and Nurturing the Ecosystem

Applying an ecosystem lens means acknowledging the starting point as accepting that no single individual or organisation working in isolation has all the answers - all the players hold different parts of the solution - be that funders, policy makers, those with lived experience (and their advocates), campaigners, companies, thought leaders, etc.

Bring these people together in a facilitated and planned collaboration(s), and the #GoodSynergy will soon be unlocked, creating and elevating social impact around the issue(s) that you're passionate about solving. The key elements are connections, relationships, partnerships and networks.

## The UN's Sustainable Development Goals

It's possible to amplify impact even further through aligning social good with the United Nation's Sustainable Development Goals (UN's SDGs).

The UN's SDGs are "the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice".

Be The Difference's absolute North Star is SDG17 - Partnerships for Development - which is fundamental for maximising impact when contributing to the SDGs.



Our Approach for Unlocking #GoodSynergy to Elevate Social Impact

*white labelling options available too!*

PASSION LED US HERE

# Philanthropists - Our Services

## *1:1 bespoke*



May include one or more of the following:

- landscape review and a deepdive into chosen cause(s),
- options presentation and recommendations,
- coaching/mentoring the philanthropist (and his/her team)
- strategy development, identifying key stakeholders (including conducting due diligence) and implementation,
- key relationship and partnership development (always included),
- monitoring and evaluation of impact (including recommendations for learning, improvement and way forward - this will be sustainable, be it Phase Two of the strategy or a planned exit strategy and handover).

## *ecosystem building*



Our ecosystem building service is centred around your passion(s) - the signature cause(s) that you care about, together with the impact that you wish to create in the world.

It takes the fundamentals outlined in the 1:1 bespoke service and enhances them by applying a holistic, 360 degree approach of placing the cause(s) in their wider context and highlighting the many inter-relationships which are related to the causes - these may be part of the issue, the solution or, on occasion, a mixture of both. The scale at which this is done, can vary, depending on the client brief. The strategy evolves to work in partnership to build both the ecosystem AND the infrastructure.

## *social impact co-pilot*

We also offer bolt-on Social Impact Co-Pilot Services. These are services either delivered directly by us or outsourced and still co-ordinated by us which are essential to the delivery of any part of the 1:1 Bespoke or Ecosystem Building Services. Examples could include (but are not limited to): end-to-end project management, social media administration and content creation, research, producing white papers based on case studies, assessing grants.

*white labelling options available too!*

# *Companies - Our Services*

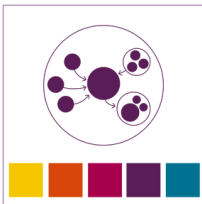
## *impactful partnerships*



Be The Difference offers a range of services to companies aided by Susie Steyn, corporate lawyer and business sustainability consultant, helping you to achieve your purpose, while balancing your impact on people and the planet.

Services include business consulting, partnering for purpose and overall impact. With a focus on the overall impact of your business, often structured around the Sustainable Development Goals (SDGs), or Corporate Social Responsibility (CSR) we create meaningful partnerships based on shared value creation.

## *ecosystem building*



Some companies may wish to scale their social good beyond the Impactful Partnerships by helping build the broader ecosystems, thus creating longer lasting, sustainable positive impact, e.g. through disrupting systems and structural change.

This approach takes the fundamentals outlined in the Impactful Partnerships service and enhances them by applying a holistic, 360 degree view to place the cause(s) in their wider context and highlighting the many cross cutting themes and relationships which are related to the causes - these may be part of the issue, the solution or, on occasion, a mixture of both. The scale at which this is done, can vary, depending on the client brief. The strategy evolves to work in partnership to build both the ecosystem AND the infrastructure.

## *social impact co-pilot*

We also offer bolt-on Social Impact Co-Pilot Services. These are services either delivered directly by us or outsourced to trusted specialists and still co-ordinated by us which are essential to the delivery of any part of the Impactful Partnerships. Please see 'Philanthropists - Our Services' for examples.



# Learning: training, research & impact

## Our Services

We offer 3 core learning services: research, measuring impact and training. We're always open to new ideas and challenges, so do get in touch if you've got an inspirational spark ready to ignite and are looking for a bespoke package - perhaps a learning event, authoring a white paper...the possibilities are endless.



### research

Varies from short term desk-top research projects around a particular theme through to complex projects designing a research methodology, encompassing a hybrid approach of conventional and participatory consultation techniques as appropriate, all delivered remotely or in-person as required..



### measuring impact

Options include developing a theory of change, baseline assessments, evaluation and monitoring and measuring impact.



### training

We offer a range of learning experiences from practical first steps on your impact journey, knowledge sharing webinars through to high level master classes. Most courses are delivered remotely (please get in touch if you'd like to discuss in-person options).

Be The Difference is curious and inquisitive by nature, believing that a learning mindset is essential for driving more positive change. Through our work, we collaborate on developing best practice, sharing learning, building case studies, horizon scanning, trend spotting, communicating lived experience, exploring intersectional themes and more. When appropriate, we love showcasing our clients' work in the knowledge that others appreciate these takeaways and are oftentimes inspired to go on and do wonderful things on their own impact journey.

We know the key for elevating learning outcomes is through teaming up with others trailblazing in the space and then sharing and disseminating these insights. Indeed, we are deeply committed to building the philanthropy and impact space at every opportunity, knowing that through a strategic approach to strengthen the ecosystem and infrastructure, we can contribute to building the right foundations to facilitate others doing more.



# Expertise & Team

Our core in-house expertise is a trio of: [strategic philanthropy](#), [impact space](#) and [responsible business](#), providing seamless support for clients to embed their values and create positive impact across their personal and business assets.



*strategic philanthropy*



*impact space*



*responsible business*

As a team we also bring a wide variety of expertise, lived experience, understanding and qualifications in addition to our core expertise.

We also have a talented network to leverage with an extensive breadth and depth of thematic and practitioner knowledge, skills and expertise.

This means that we're able to work with a wide portfolio of clients around critical and oftentimes intersecting issues.



*Annie Moon*

Founder of Be The Difference, Annie helps philanthropists live their values, whilst becoming more strategic about their philanthropic efforts. As a professional youth & community development worker with three decades' experience in the impact space at both grassroots and strategic level, she's a much-needed conduit between the philanthropy world and the impact space. She loves nothing more than to 'join all the dots'.



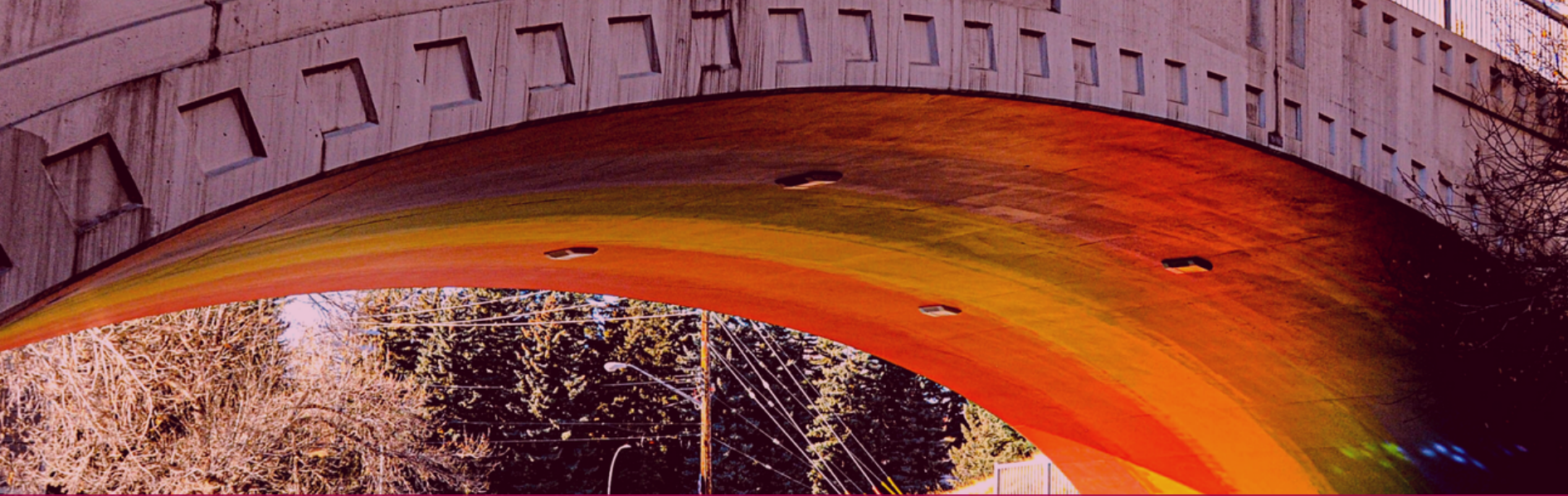
*Lisa Rose*

Lisa leads on philanthropy, international development & global sustainability and SMEs. She's the former Programmes Director at The Beacon Collaborative, encouraging more private assets to be used for public good. She also has over 20 years' experience in strategic design and implementation of global programmes.



*Susie Steyn*

Susie is an experienced consultant helping corporates to achieve their purpose, while balancing their impacts on people and the planet. She is a B Corp 'B Leader', as well as a corporate lawyer who went onto head up Social Investment CSR for an international bank and asset manager for 5 years.



# Be The Difference partnering- catalyst for positive impact

## Next Steps

We'd love to start a conversation with you and discover how we can walk with you on your impact journey.

Together, we can bring your values to life with your strategic philanthropy and impactful partnerships catalysing social good across your portfolio, be that personal or private assets.

## Get in touch...



[www.BeTheDifference.services](http://www.BeTheDifference.services)



@BeTheDifferenceServices



[hello@BeTheDifference.services](mailto:hello@BeTheDifference.services)



@GoodSynergy

## Testimonial



The Be The Difference team hit the ground running, quickly building relationships with key people at WINGS and demonstrating an intuitive understanding when working with our global membership, for whom many English is not their first language. Their approach ensured a seamless delivery of a dynamic project with many moving parts. We're delighted with their work.

- Tiziano Blasi, Senior Co-ordinator (Policy & Advocacy), WINGS