

April 2022



IMPACT REPORT

How we have released the
power of data to everyone



CIVITA

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Letter from our founder

Civita is proud to introduce its first social impact report. While the organisation has always been impact-focused, we took the chance this year to reflect on the impact we have had so far, as an emerging not-for-profit, and how we wanted to evolve to increase that impact.

At our core lie the Sustainable Development Goals (SDGs) from the United Nations, where the #17 goal - "the partnerships for the goals" - is the founding principle of Civita: supporting organisations increasing their impact with data-driven solutions.

Since the beginning, we have found multiple ways to support this impact. COVID has impacted our operations, but has also given us the opportunity to reimagine how we deliver projects and to examine data-driven processes, which are at the heart of survival for impactful organisations.

This report was made possible by the incredible work of our team, volunteers and organisations that have supported us. Thank you for your incredible work in these difficult times and looking forward to our next projects.

Sincerely,

Ethel Karskens
CEO & Founder



**Civita
supports
organisations
increasing
their impact
through data-
driven
solutions.**

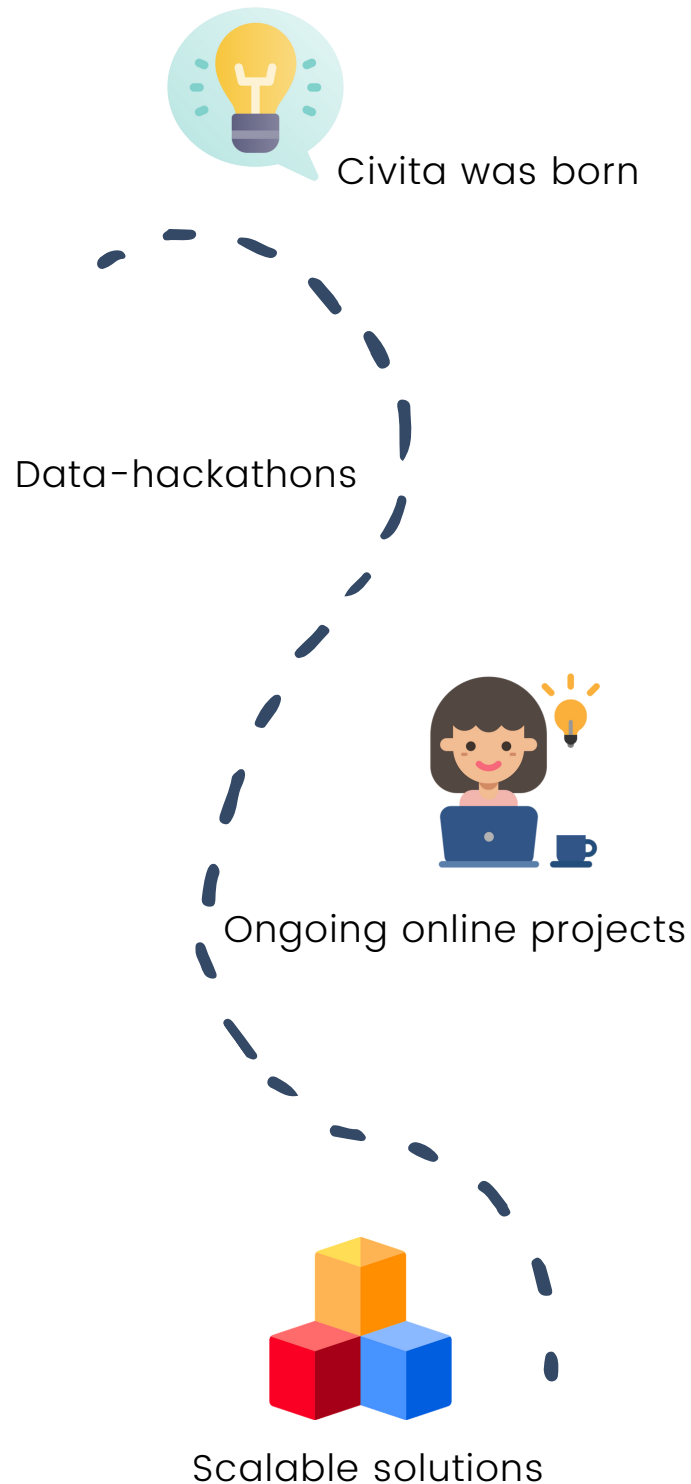
Journey

It all began in 2017 when Ethel (founder & CEO) worked with several not-for-profit organisations. She then realised that there was (and still is) a large disparity in the data technologies used between not-for-profit organisations and for-profit organisations. Determined to remediate this gap, she took the initiative to create the Sydney Data for Democracy community; a space for like-minded, talented, and passionate people working in data to organise, discuss and solve some of the most pressing issues using data as their tool.

Following the success of the community, Ethel founded Civita, an organisation whose sole mission is to **bring data equity for all organisations and help them use the power of data to drive innovations and solutions.**

Since Civita's inception, we have completed over 20 data projects ranging from reducing poverty, healthcare to climate change. Civita has run more than 5 data **hackts** (data-hackathons) with organisations such as Atlassian, City of Sydney and Altis, supporting the Sustainable Development Goals by collaborating organisations that already are making an impact.

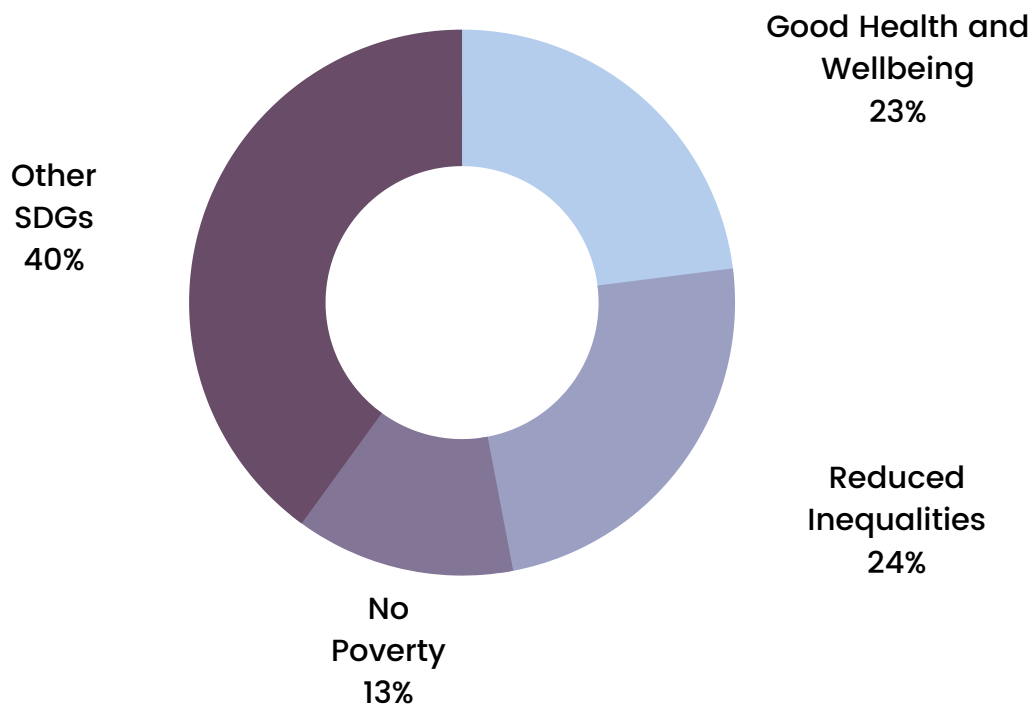
These projects help for-purpose organisations along their journey of becoming more innovative and data-centric in their operations and support the incredible work they already do.



Impact

Our mission is to empower organisations carrying their own goals with the power of data.

The diversity of our impact is directly connected to the diversity of organisations we work with. By mapping each project with 2 or 3 SDGs, we have created an overview of where our impact has been focused on over the last few years.



100%
of our projects were supporting the
#17 goal:
partnership for the goals

Civita & SDGs

There are 17 SDGs and 169 targets in total. Each organisation is creating impact across one or multiple SDGs. While Civita has supported more than 10 SDGs over the past three years, a majority of the projects are related to inequalities reductions overall (gender inequalities, social justice, etc.) and improving wellbeing.

10
distinct SDGs
were supported
through Civita



01. Reduced Inequalities

As an organisation led by women, gender equality has always been a key focus area we aim for. Inequalities we have worked on include gender, social justice, and other initiatives that are creating equal opportunities between groups of people across society. Two prominent projects were completed: one for Insights exchange on domestic violence and Women in Products to reduce the gender gap in STEM.



02. Good Health and Wellbeing

Organisations supporting physical and mental health are, more data-centric, due to the sensitive nature of the information they process. These organisations typically offered a more diverse and complete range of data where volunteers could learn new methods and tools. Civita has worked with leading organisations in the space: the Garvan Institute and Blackdog Institute.



03. No Poverty

The first data project Civita organised was based on the first SDG, eradicating poverty. We partnered with Refugees Welcome Australia, their goal was to match asylum seekers with hosts in Sydney. Following the success of the project, Civita has developed multiple data projects with organisations supporting homelessness and reducing poverty domestically or internationally. We have partnered with Wayside Chappel, Mission Australia, and Opportunity International.

Projects

"I learned more about data visualisations, especially with Power BI".

RACP

+20 Projects

Were delivered in the past 3 years. These projects included data analysis, data visualisation or data collection tools setup. Each project involve one to five volunteers, and range between one week to three months. These projects have helped the organisations to get a step closer towards becoming more data-driven. All the projects were started by for-purpose organisations, wanting to become more data mature and do things differently.

Volunteers make it happen.

We have had over 40 volunteers completing projects with Civita. The Civita community believes in a world where learning and exchanges lead to progress and change. These volunteers spent hours communicating and exploring solutions with the organisations to provide the best support for their data projects.

"As a small not-for-profit charity, we did not have the coding skills in-house to do this work."

Rebecca, Insights Exchange Foundation

The bubble light is our symbol because Civita is all about the data "eureka" for organisations



Project: Insights exchange survey analysis

The Domestic Violence Service Management (DVSM) is a charity that provides support for people experiencing domestic and family violence (DFV) and homelessness. In 2019, the organisation distributed a survey to better understand victims' perception of workplace responses to DFV. As a small not-for-profit organisation, they lacked technical coding skills in-house and that's where Civita stepped in.



Domestic Violence

Domestic Violence
Service Management
(DVSM)



Data Analysis Data Visualisation

Survey was
completed by over
1,000 Australians



1 in 6 women

Have experienced
domestic violence
from their partner

The Challenge

A key challenge was that mid-way through the survey circulation, the question structure changed to ensure that only people with lived experiences of DVF proceeded to answer the bulk of the survey questions. It was a perfect match for our volunteer who was a Cognitive Psychology PhD student who used R to clean up, analyse and create data visualisations to accurately present the findings of the survey in a way that was consistent with the look and feel of DVSM.

Key Findings

1. Approximately half of the respondents didn't know if their employers had a DFV policy,
2. A majority (66%) of employees experiencing DFV did not choose to disclose it to their employer, and
3. Among the ones who did find the courage to share their experience at their workplace, 56% described the experience of sharing it as negative, mixed or neutral.

Project: Refugees Welcome Australia

Refugees Welcome Australia (RWA) is the Australian branch of a global community that seeks to provide safe and welcoming accommodation to refugees. Their mission focuses on the primary needs of asylum seekers. They aim to change the perception of refugees and create an environment where refugees are not marginalised or discriminated against.



Reduced Inequalities



**Data Collection
Data Mapping &
Matching**



**Refugee-Host
Matching &
Mapping Dwellings**

Tasks

1) Data collection

Gather valuable data for the best possible match between host and refugee

2) Measure Impact

What proxies should RWA use to assess the quality of their service

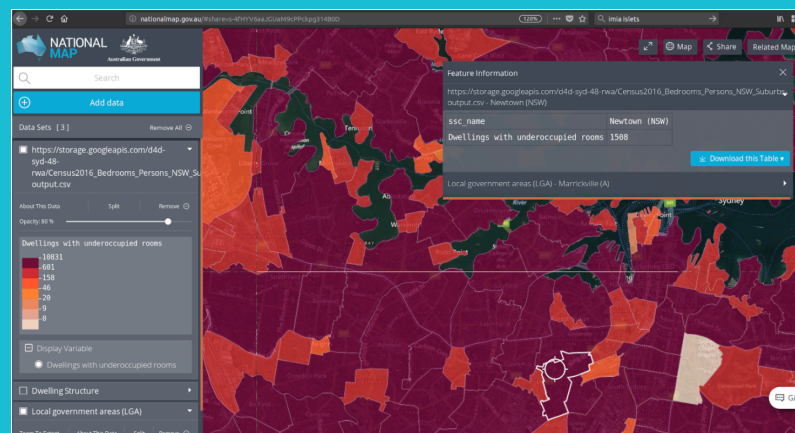
3) Domain Insights

What insights can RWA leverage to target the most relevant areas of their campaign

Mapping Potential Dwellings

The Australian Bureau of Statistics TableBuilder website was used, which allows free access to a subset of data from the 2016 Census. This enabled the team to find, by postcode, an approximate number of dwellings with the number of rooms greater than the number of usual occupants. The output was then visualised using Tableau's freely available mapping tool. The next step was to match refugees with hosts and to educate RWA on the tools developed.

Matching Refugees & Hosts



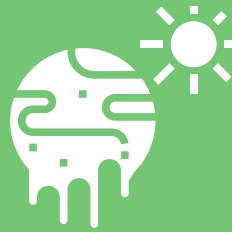
Climathon: Preparing for climate change



How can we leverage data and technology to develop new solutions that improve Sydney's resilience to heatwaves, by mitigating related impacts on economic, infrastructure, social and public health outcomes?

We choose to work on this Climathon, because the impact of extreme heat is deadly, is on the rise globally, and is preventable. Even with the best policies and prevention, cities also need to adapt to two effects of heatwaves:

1. Their frequency and intensity are expected to rise globally due to Global Warming
2. Growing cities - Urban areas are the most at risk because of the Urban Heat Island Effect. This effect is caused by higher human activity, the material (roads, roofs, etc.) that absorb the sun's heat, and the lack of vegetation. In Sydney, the Western part of the city is especially affected.



Civita partnered with Climate KIC Australia, to provide participants with historical and predictive GIS data from Munich RE of key measures such as the fire seasons, the rainfall, and the hottest days. We used an open-source software called QGIS, and held a training session for participants prior to the "climathon". We also shared a repo with multiple datasets and resources to help participants assess the risk areas and find new ways of preventing the indirect impact of heatwaves.

The Outcomes



Participants



Teams



Teams through to ClimateLaunchpad

Organisers & Partners

- Climate KIC Australia
- Munich Re (FUNDER)
- Resilient Sydney
- EIT Climate-KIC

Hackt: Gender Equity in STEM

Product Women community is an organisation helping to empower women in Tech especially Product Management. They encourage women speakers to take the stage, speak on different topics on Product management, provide a supportive network of peers and mentors. They came to Civita with one question:

How can we create a better tracking tool of our Meetup participants?

Measuring and tracking the attendees behaviours, the retention rate and their profiles would act as a proxy for their success measurement.

Using the Meetup API, they built a dashboard with Google Dashboard and help Product Women better understand the profiles of their members and who come to their events

"I was amazed to see the members take a genuine interest in understanding customer problems, creating role-play, and understanding different scenarios to provide better solutions. I think the team was a fantastic group of professionals who understood customers problems and were able to deliver an outstanding solution"

- Product Women

The Outcomes



Volunteers



Teams



Challenges

Who included data scientists, consultants, researchers, students and data enthusiasts

2022 and Beyond

Civita has supported dozens of charities in Australia to raise their data maturity, the projects our community of volunteers have been varied from creating reporting dashboards in Power BI or Tableau, data migrations, CRM set-ups, to developing data collection methods and carrying out survey analysis.

While the projects and experiences have all been distinct, our team have noticed a pattern in the needs that small to medium charities have when it comes to the insights they draw upon. Based on this we are strategically shifting gear to focus on building long-term solutions for small-medium size charities.

The Data Equity Suite – Insights at hand

We are building pre-packaged dashboards that offer a set of standard indicators designed to help small organisations make decisions around their fundraising or services offered.

Data journey with data equity

Our initial key area of focus will be; fundraising, web analytics/EDMs, and finances. These give an organisation a solid foundation to start its data journey. More topics will be explored such as social media campaigns/strategies, social impact, and operations.

Giving Ownership

As privacy policies have evolved over the last few years, it has become more difficult to share data with volunteers without a lot of constraints. These products allow these organisations to plug in their data without needing to share them with people outside their organisation.

Acknowledgements

Our impact report was only possible with the support of the project volunteers, organisations, and partners. Thank you for your valuable time and work.

We would also like to thank our advisors and the incredible insights they have shared to support our growth.

The Civita team itself has worked relentlessly to support the volunteers and projects, adapting to a challenging environment and documenting the impact. We thank current and past volunteers who have contributed to the impact we have created.

This impact report was driven by Binal Dodhia, our impact coordinator. Through her dedication, this report was brought to life. Wendy Doan, Sam Ovais, and Ethel Karskens provided valuable feedback and were instrumental producing this report.

**We thank you for your continued support
in our efforts to contribute to the SDGs**

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