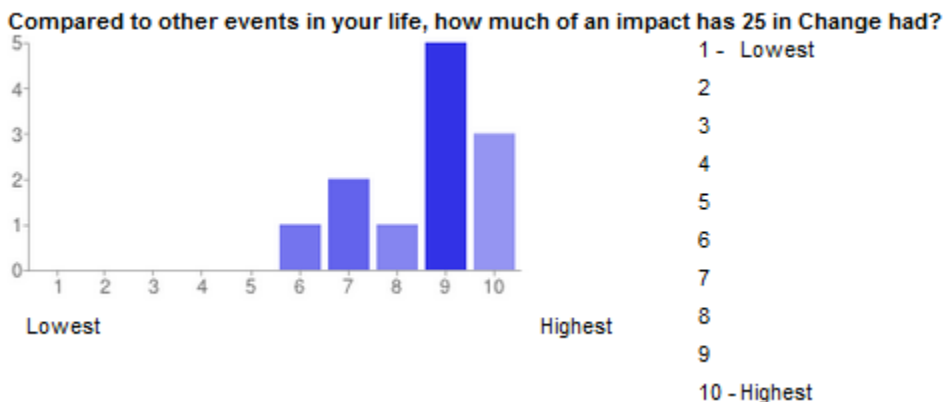


## 25 Facts from our 25 in Change Exit Interviews

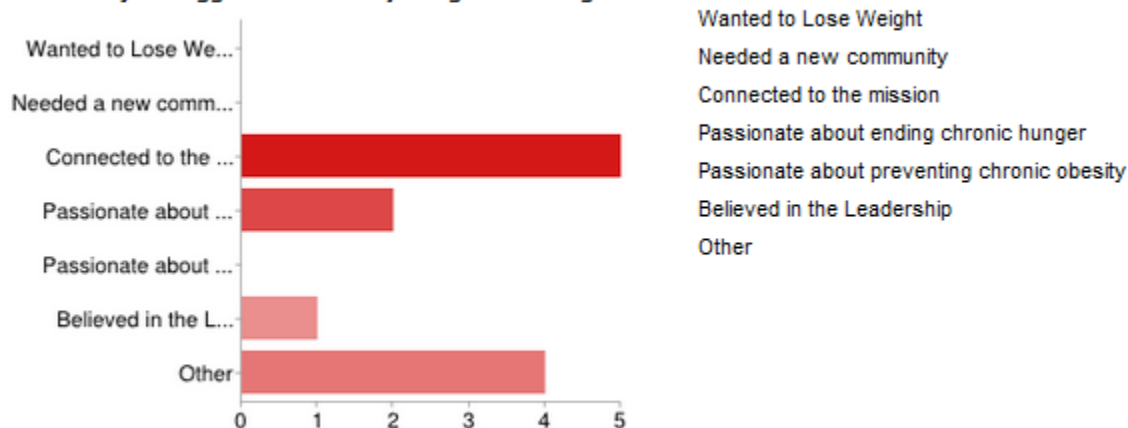
### Impact and Reasons for Involvement

One of the last things we asked advocates to do was to fill out an anonymous survey after they completed 25 days of eating only rice and beans. The primary leadership of 25 in Change did not fill out the form so as to keep it as impartial as possible. Here are 25 of the results and some small comments about some of them.

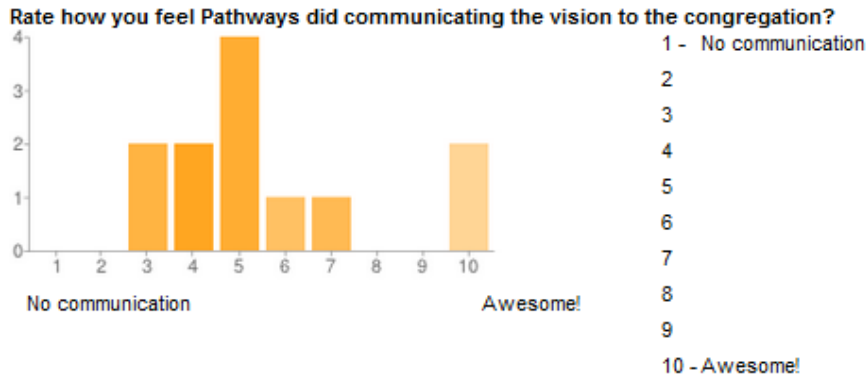


That the average impact of 25 in Change on advocates was around a “9” is something which blew us all away. Our group of advocates was composed of people who have been engaged, married, pregnant, have children, have lost parents, started careers, moved around the world, and graduated college. Our group was weathered and had experienced the world, and for them to see that this ranks amongst such monumental moments is a very big deal to us. Most of these advocates met each other on Day 1, and only saw each other once a week over the course of 25 days, and yet 25 in Change made an enormous impact on their lives.

### What was your biggest reason for joining 25 in Change?

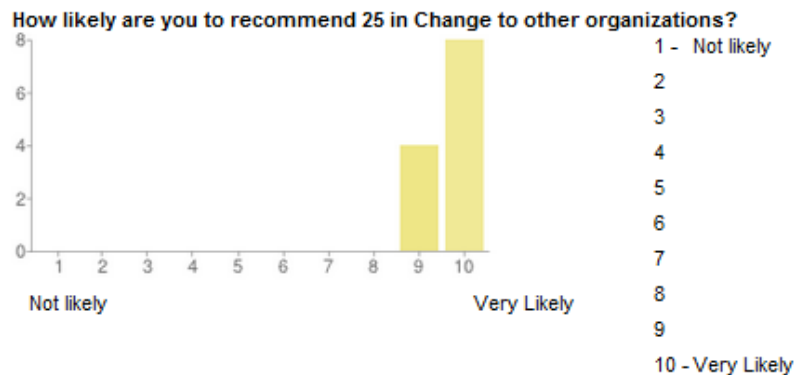
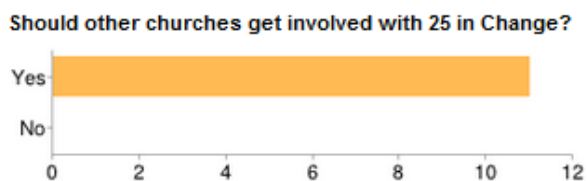


## Church Involvement



Advocates expressed that Pathways Church's communication to its members was a 5 on a scale of 10 (it's less if we factor out the obvious statistical outliers). Almost all advocates expressed that 25 in Change was not given enough of a role on Sundays, and Pathways Church failed to communicate effectively about the progress of advocates over 25 days. Most advocates expressed disappointment that the leadership of 25 in Change was not given an opportunity to speak about 25 in Change to the whole church.

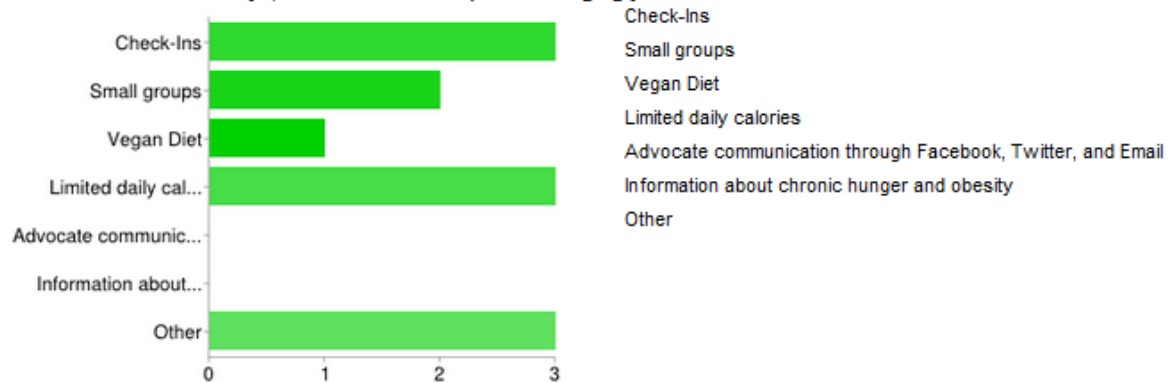
While the leadership of Pathways Church expressed that 25 in Change was one of the best programs in the church's history, most advocates felt that the leadership of Pathways did not respond appropriately to the impact 25 in Change was having within the church community. With the majority of contributions coming from outside of Pathways Church, advocates expressed that better communication by a church's leadership about 25 in Change would allow members to participate at a greater level.



Despite most advocates reporting that their own church was not as supportive as it should have been, all respondents expressed a significant interest in seeing 25 in Change at other churches, and did not believe that issues experienced at Pathways Church would hinder future churches from being involved. Instead, advocates expressed a significant belief that 25 in Change can be extremely successful at a church if the leadership of the church will allow its members, who are advocates, to briefly share their experience with members of the church.

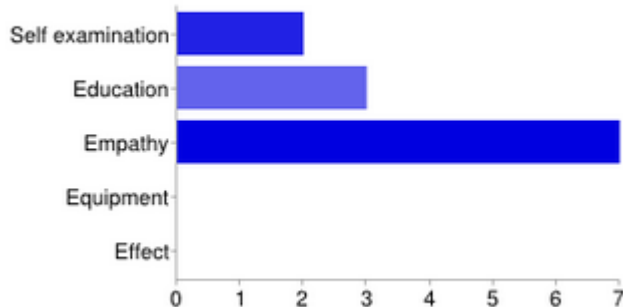
## A Holisitic Approach to increase levels of Empathy

Over the course of 25 days, what was most helpful in changing your life?

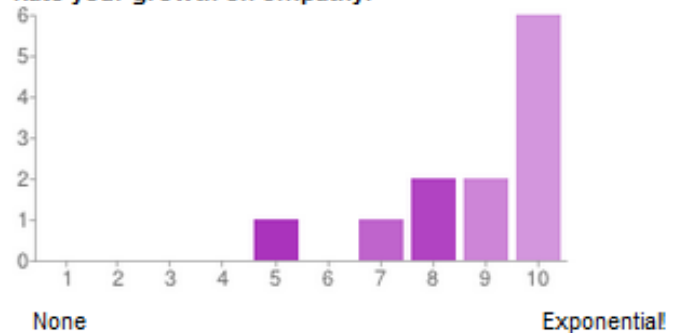


This statistic confirms what we believed from the very beginning: Check-Ins, and the curriculum, are as impactful as the diet which advocates undertake. The group setting of Check-Ins is an essential part of 25 in Change, in that it gives content and meaning to the sacrifices advocates make for 25 days. The limited calorie diet makes an internal application of the external information from Check-Ins. Added to this, Check-Ins functioned as a form of group therapy for the hard work required by the limited calorie diet. It let advocates know the importance of not being alone, and internalized an understanding of the need people have to experience empathy from others, thereby helping advocates to understand the need for empathy from their own experience.

Which check-in was most impactful?

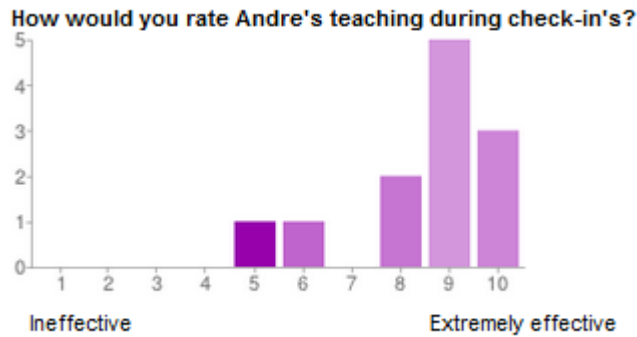
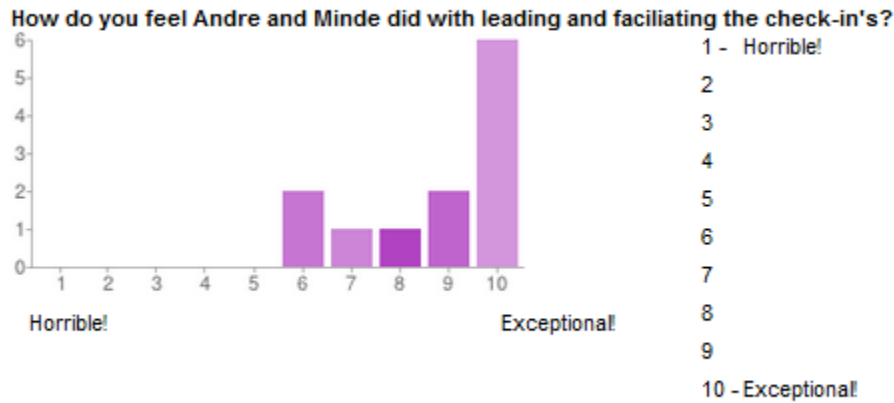


Rate your growth on empathy.



The goal of 25 in Change is to impact the level of empathy advocates experience and are capable of expressing to others. Empathy is the most essential tool for fighting chronic hunger and obesity. We are delighted that advocates felt that the Empathy Check-In was the most impactful, and that the majority of advocates experienced feelings of exponential growth of empathy.

## The Leadership of 25 in Change

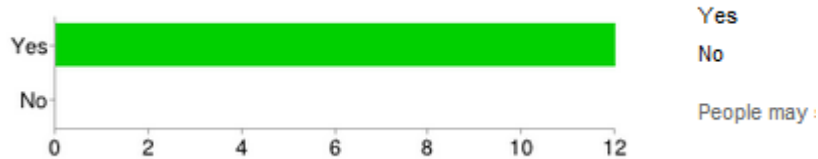


As one of the people being rated here, I'm both humbled by people's responses, and receptive to scores showing that we need to improve. During the 25 days, advocates were overwhelmingly supportive of the leadership of 25 in Change, and this is also reflected in their exit interview.

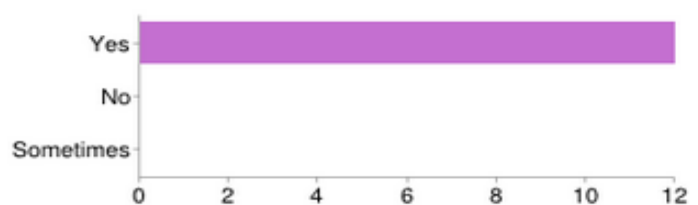
Some of the comments in the exit interview expressed that the lectures were a bit too long. From even my own standpoint, this is definitely true. This group of advocates was exposed to the very rough draft form of the curriculum and lectures, with most of it being communicated as the idea behind 25 in Change. Having now seen which parts of the lectures and group discussion questions were most effective, we can now dedicate our time to rewriting the curriculum to be more relevant, concise, and informative.

## The Group Dynamic

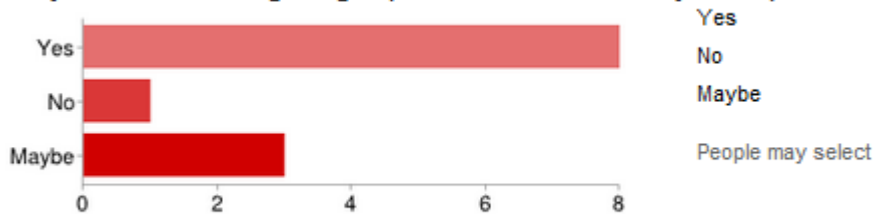
Did you experience a sense of connection with others during check-in's?



Did you look forward to check-in's?



Will you consider making this group an intentional community or campfire?

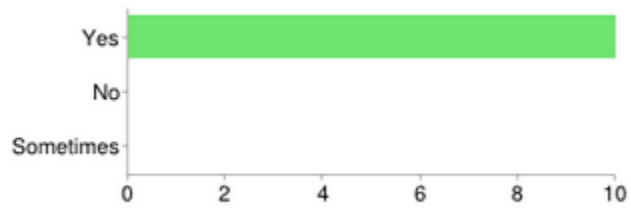


Most advocates did not know each other before 25 in Change, and over the course of 25 days, they only met five times. Despite the small amount of face to face interaction, advocates expressed a deep sense of community and looked forward to future moments with other advocates. A large online community was formed as advocates shared their success stories, pictures, and emotional trials with one another through facebook, email, and twitter.

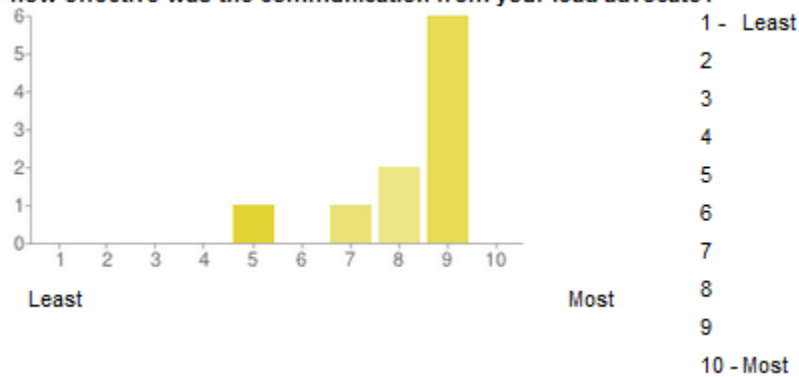
Since the completion of their 25 days, advocates have continued to get together as a group when possible. Most advocates have shown an interest in having a recurring monthly event to connect with one another—especially an event which is focused on service to the marginalized in their community.

## Lead Advocates

Was your lead advocate helpful during this process?

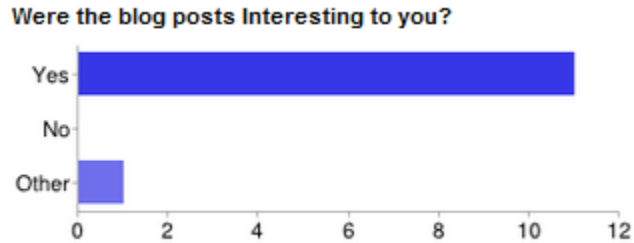


How effective was the communication from your lead advocate?

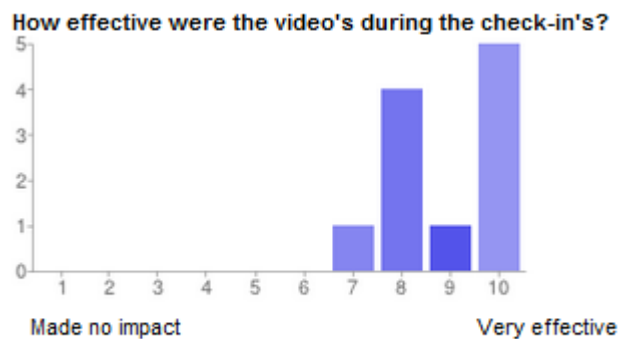


Lead Advocates were an essential part of the communication strategy of 25 in Change. They led weekly group discussions, monitored the health of advocates within their group, and served as supporting mentors for advocates. It is evident from these results that advocates responded favorably to the Lead Advocate strategy, and they will continue to be a part of the overall structure of 25 in Change at future organizations.

## Role of Media

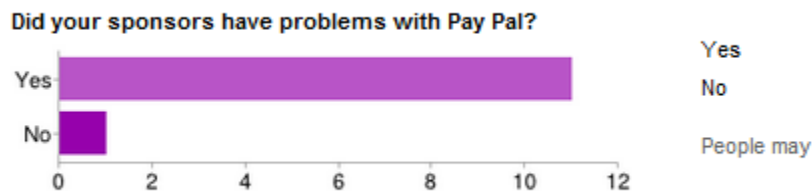


For 25 days, Lead Advocates blogged daily about topics concerning chronic hunger, obesity, nutrition, and empathy. Through online analytics we knew that each blog post had been read by hundreds of people, but not until this survey did we know if advocates found the blogs interesting (which they clearly did).

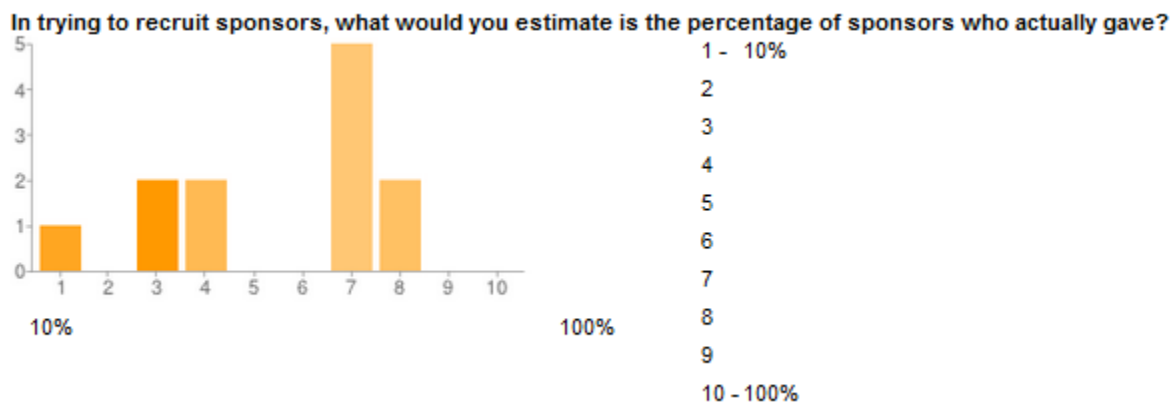


A video was shown as part of each Check-In to help advocates understand the bigger picture of 25 in Change, but to also lighten the mood for a group who was fairly hungry. Like the blogs, we did not know how well the videos were received, and we are delighted to see that advocates felt the videos were very effective for aiding their advocacy during 25 in Change.

## Sponsor Opportunities



For our first group of 25 in Change, we utilized the financial infrastructure of Pathways Church, and unfortunately ran into significant problems with PayPal. Since 25 in Change filed to be an independent 501(c)(3) organization, we have setup our own online contribution system, and have not experienced any problems with contributions being processed. We intend to partner with our first churches in September, and with all contributions to the UN World Food Programme going directly through us, we do not expect to have the same problems we did with PayPal and using another organization's financial structure.

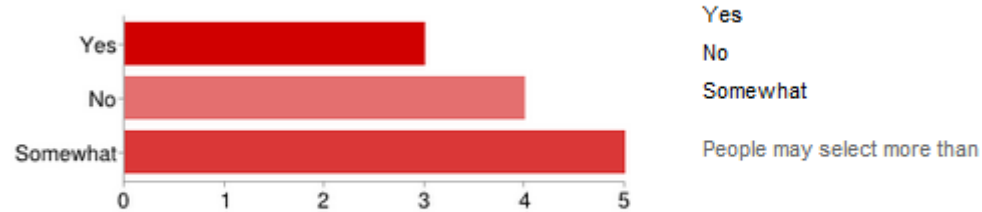


As 25 in Change is brand new, crafting the message to potential sponsors was a work in progress. Some advocates with networks with people familiar with giving to organizations responded very well, while some other advocates struggled. The majority of advocates' sponsors responded very well. The majority of advocates experienced above a 70% giving rate from people they asked to contribute. With future groups we intend to find out exactly which method was most effective, and to prepare advocates more fully for being able to communicate the needs of those who suffer from chronic hunger and obesity.

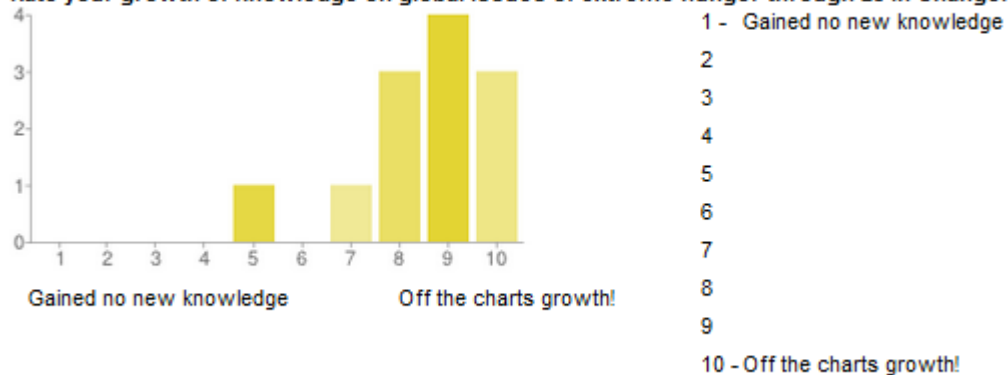


## Education about Chronic Hunger and Obesity

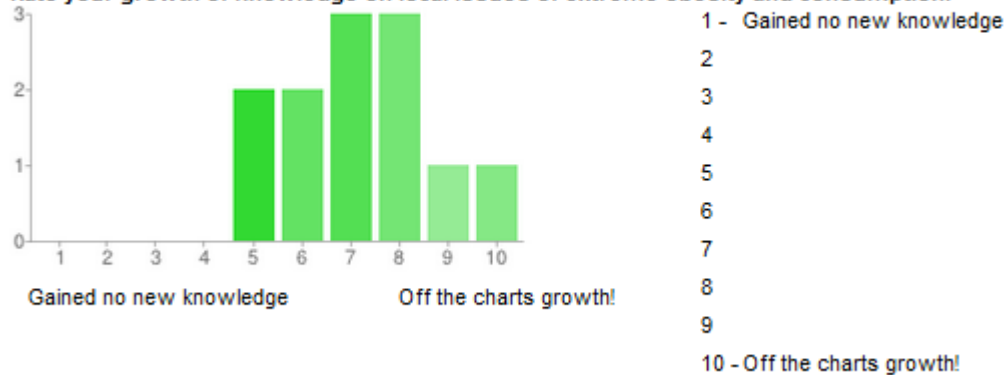
Before 25 in Change, were you aware of the issues of extreme hunger and obesity?



Rate your growth of knowledge on global issues of extreme hunger through 25 in Change.



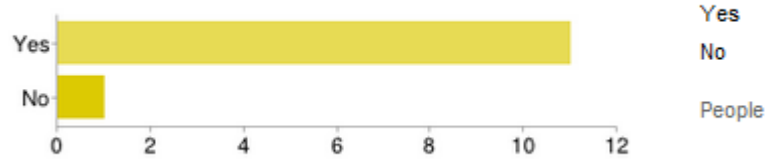
Rate your growth of knowledge on local issues of extreme obesity and consumption.



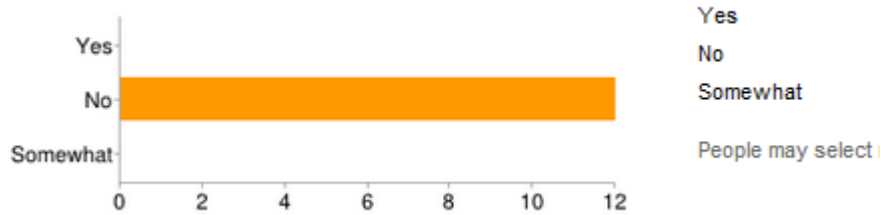
The majority of advocates expressed that they experienced a tremendous amount of growth concerning issues of extreme hunger and obesity. Despite that fact that the curriculum was concerned primarily with global hunger and obesity, advocates felt that it impacted their understanding of local problems as well. Future Check-Ins will find a middle ground between speaking of global and local issues, and will attempt to bridge the gap more fully.

## Life after 25 in Change

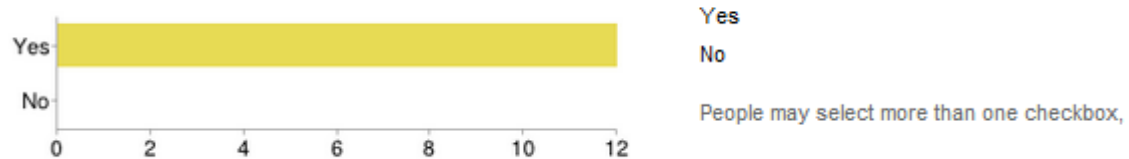
Has your personal growth been witnessed by others around you?



Do you go to fast food restaurants as often as you did before 25 in Change?



Would you consider giving financially to the administration and operation costs of 25 in Change?



While 25 advocates join in solidarity with the marginalized through 25 days of only eating rice and beans if hungry children in developing nations are offered similar meals, this is only one part of 25 in Change's mission. Chronic hunger and obesity are two sides of the same coin. Advocates are trained for 25 days to become lifelong advocates for the marginalized, isolated, and hurting, and those especially impacted by chronic hunger and obesity. If friends and family cannot see a significant change in an advocate's personal behavior, we believe we have failed in our overall efforts to prepare an advocate to change the way the global food system works.

The results of this survey in many ways speak for themselves. We are especially proud to have our first partnership with this amazing group of advocates. It's been an amazing blessing to see that all of our advocates have changed how they eat, think, and live in the world, so that they can become the change of a world revolution.