GU Impacts
2019 Partner Descriptions
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The 2019 GU Impacts Fellowship Program provides students with experiential learning opportunities in the public, not-for-profit, and private sectors.

Fellows participate in 6 weeks of orientation workshops from March-May, work 10-12 weeks completing a project/projects on the ground with one of our impact partners from June-August, and reflect through programming upon their return to campus that includes debrief, presentations, and career development.

This year's 2019 program includes placements with impact partners, both national and international, focusing on various ways to deliver social impact. We expect to offer between 23 and 30 fellowships.

**Academic Integration:** Fellows work closely with faculty whose expertise and research relates to their projects and/or the geographies in which they are working during their summer fellowship project. Students may also consider complementary credit-bearing options such as the CSJ’s Intersections course.

**Financial Framework:** The Beeck Center covers all administrative costs associated with the program, including orientation and the yearlong maintenance of all program activities.

Costs for the summer project with partners can range from $4,000-6,000 per fellow, depending on the partnership and location. Opportunity to learn and grow should not have a financial barrier. The Beeck Center is committed to ensure students’ summer projects are financed. Airfare, housing, transportation, and day-to-day expenses are covered through a combination of University grants/scholarships, partner contributions, and the Beeck center. Applicants should take responsibility in financing their journeys by communicating with their advising deans regarding funding options through their school. Additional guidance and remaining support will be provided by the Beeck Center.

**Security Protocols:** Safety and security protocols for travel and arrangements are coordinated with Office of Global Services. Travel approval is obtained through OGS individually upon accepting a fellowship.

**Partner Descriptions:** Below students can learn more about the partnerships GU Impacts has in place for the 2019. This serves as a living document and is subject to changes. Students are urged to focus primarily on the partners’ missions. The projects are listed as “potentials” and some serve merely as past projects and are widely open to change. We provide a list of GU Impacts alumni still on campus for interested students to connect with and get a better picture of the day-to-day experiences of working with a specific partner.

Please review our website, including our FAQ, for more details.

**Website:** [http://impact.georgetown.edu/gu-impacts/](http://impact.georgetown.edu/gu-impacts/)

For additional questions and support, please contact the GU Impacts Manager.

**Contact:** Franchesca Rybar, franchesca.rybar@georgetown.edu
# PROGRAM REQUIREMENTS

| Fellowship Orientation  | • Attendance and participation in GU Impacts Orientations, including workshops and project planning activities.  
| (March 11th - April 30th) | • Complete all required paperwork from Georgetown and the partner organization, including visa applications.  
| | • Complete pre-departure impact evaluation survey.  
| | • Maintain good academic standing and conduct with the University.  
| Project Implementation | • Maintain weekly communication with GU Impacts Program Manager and/or in-country Program Coordinator.  
| (May 27 - August 23rd)* | • Develop S.M.A.R.T. goals with your project supervisor and participate in a mid-project evaluation.  
| | • Write 3-4 reflections and develop 1-2 media rich content pieces related directly to your impact partner and project  
| | * Actively participate for the full duration of the summer project for ten (10 - 12) weeks, start dates and end dates vary slightly depending on project length.  
| Reflection and Presentation | • Participate in post-program debrief and reflection sessions, including impact evaluation survey.  
| (Fall 2019) | • Present on the project(s) completed that will provide strategic value to your client. Examples include a marketing strategy, a business plan, a fundraising strategy, a suite of info graphics or a promotional video.  
| | • Presentations will be delivered on campus.  

Note: All fellows accepting a fellowship will sign a GU Impacts commitment form agreeing to all of the above.
MISSION:

Agora Partnerships strives to accelerate the shift to a more sustainable, equitable, and abundant world that supports entrepreneurs intentionally working to create social impact.

We work to establish a dynamic, global ecosystem of investment and support that enables all entrepreneurs to reach their potential and contribute to solving the world’s toughest challenges. We empower small and growing businesses through access to investment capital, strategic consulting and a global community of support.

Agora Partnerships believes that entrepreneurs are key to solving the world’s toughest challenges, such as climate change, poverty, inequality and others as outlined in the SDGs. We need social entrepreneurs actively working to address global issues, yet too many entrepreneurs, especially those working in low income communities, are unable to reach their potential due to unequal access to financing and support. We need to level the playing field for entrepreneurs who are building truly inclusive business models that can move whole communities forward.

POTENTIAL PROJECTS

2-5 Undergrad Fellows, *locations pending

1
STORYTELLING + COMMUNICATIONS

2
ALUMNI COMMUNITY + NETWORK ENGAGEMENT

Santiago, Chile

Mexico City, Mexico*

Washington, D.C., USA*
THE ACCELERATOR, OUR FLAGSHIP PROGRAM:

We have built an industry-leading accelerator that increases the chances of success and accelerates the growth and impact of entrepreneurs working to address critical social and environmental problems in Latin America.

The faster these social entrepreneurs achieve success, the faster they become role models, the faster we show that investing in them can be profitable and meaningful, and the faster our economy will shift to one that more effectively addresses our shared challenges.

The Accelerator is an intensive 4 months consulting-based program designed to provide high-potential entrepreneurs with the knowledge, networks, and capital necessary to grow their businesses, their impact, and their leadership skills. Since 2011, we have worked with 182 entrepreneurs in 20 countries across Latin America and the Caribbean. More details on the program [HERE](#) and [HERE](#).

1. **Project Area: Storytelling + Communications**

Past fellows were involved in helping to better communicate lessons learned and the impact created by social entrepreneurs who participated in Agora's Accelerator. These fellows conducted interviews, as well as developed new individual success stories and profiles of current and/or alumni entrepreneurs (including topics of impact, company development and capital raised by Agora entrepreneurs) around the region who are either post-Accelerator or currently completing the program.

The Fellow created the collateral keeping in mind the objective to promote the entrepreneurs’ work to potential candidates, potential partners, investors as well as potential funders, while also helping to build awareness – and therefore recruit – for Agora Partnerships’ flagship program.

**KEY DELIVERABLES:**

- 6 news stories
- 10 additional smaller collateral (social networks posts, visuals, etc...)

**DESIRED SKILLS + QUALIFICATIONS:**

- Excellent story-telling and written communications.
- Financial knowledge & understanding of financial vocabulary and concepts.
- Organizing data and creating reports; knowledge of Salesforce would be a plus.
- Solid project management skills, including ability to work on and deliver projects independently and proactively.
- Fully bilingual; otherwise, excellent Spanish understanding in order to capture all spoken ideas and then write in both English and Spanish for reporting purposes.
2. **Project Area: Alumni Community + Network Engagement**

The objective of this project was to identify creative content, promote and distribute those materials within the Agora network to increase the visibility of Agora and of the social enterprises, ultimately contributing to Agora’s Accelerator brand awareness and recognition.

A GU Impact Fellow developed a strategy and implementation plan on communications about and with the community of alumni entrepreneurs, as well as with Agora’s broader network. The fellow would tap into low-resource solutions to build, maintain and grow Agora’s community of entrepreneurs. The fellow explored methods to engage the Agora community by cultivating a culture around the companies’ products and services, as well as by distributing the collaterals already available.

**KEY DELIVERABLES:**
- 1 outreach strategy
- 1 implementation plan
- Compilation of materials for a minimum of 3 “outreaches”

**DESIRED SKILLS + QUALIFICATIONS:**
- Excellent written communication.
- Commercial awareness, strong analytical & creative skills.
- Organizing data and creating reports; knowledge of Salesforce would be a plus.
- Solid project management skills, including ability to work on and deliver projects independently and proactively.
- Fully bilingual; otherwise, excellent Spanish understanding in order to capture all spoken ideas and then write in both English and Spanish for reporting purposes.
MISSION, VISION, AND BOTTOM LINE:

Aka Kanoze Access (AKA) serves to provide Rwandan youth with the employability skills, capital, and support necessary to take advantage of economic opportunities. AKA's vision is to empower Rwandans with employment-oriented skills and services, enabling access to economic opportunities.

Akazi Kanoze’s flagship employability skills development program provides youth with the foundational skills and knowledge necessary to become healthy, productive workers and participants in civic and community affairs. The curriculum employs hands-on application of the soft skills most demanded by Rwandan employers.

KIGALI, RWANDA

POTENTIAL PROJECTS

1. BUSINESS DEVELOPMENT

2. COMMUNICATION

2 Undergrad Fellows
1. **Project Area: Business Development**

Business Development, including grant writing, donor cultivation, donor management, strategic & business planning in order to diversify AKA’s resources, help secure their programming for the future. Beneficiaries are vulnerable youth for which employability skills will be developed once the organization receives more funding.

**KEY DELIVERABLES:**

- Helping AKA social entrepreneurship wing to create high quality business proposals.
- Support AKA to design and or shape and implement business development strategy.
- Support in designing marketing and sales plans tailored to the needs of each project.
- Help organizing marketing campaign both physical and online.

**DESIRED SKILLS + QUALIFICATIONS:**

- A student in Finance, Economics or Business, or a related field, with substantial experience with an NGO.
- Special interest in social entrepreneurship and youth.
- Flexible and creative.
- Team working spirit.
- Display AKA values (Professionalism, Integrity, Excellence, and Innovation)

**CURRENT AKA PROJECTS IN IMPROVING YOUTH EMPLOYABILITY THROUGH SKILLS DEVELOPMENT:**

(1) **Huguka Dukore (HD)** a USAID funded project targeting 40,000 youth in five years. The project’s purpose is to prepare Rwandan youth with improved employability skills to engage in the nation’s economic growth through employment and self-employment.

(2) **Educate! Exchange Programme** aims at supporting the implementation of the new Competence Based Curriculum (CBC) for the entrepreneurship subject in secondary schools.

(3) **Save the Children**: a partnership to train refugee youth with necessary skills and competencies to find and keep work.

(4) **German Society for International Cooperation (GIZ)**: a collaborative effort to provide youth with technical skills. Support provided to find relevant internships, jobs, and self-employment opportunities.
2. **Project Area: Communication**

Communication interns monitor and evaluate projects by writing case studies, success story highlights, and general public relations communications. They also grow AKA’s capacity more generally in terms of its public relations and marketing by designing communication materials and enhancing AKA’s information technology capacity for search engine optimization.

**KEY DELIVERABLES:**
- Maintain and update AKA website.
- Assist in creating, writing, and managing the AKA E-Newsletter.
- Maintaining AKA social media websites by posting local housing news, success stories, resources, updates, etc.
- Assist with creating videos and writing new releases about AKA programs and success stories.
- Work with staff to develop new ideas for marketing & disseminating information about AKA.

**DESIZED SKILLS + QUALIFICATIONS:**
- Bachelor’s Degree in Communications or related field.
- Proficient user of social media (Facebook, Twitter, Instagram, Snapchat).
- Multimedia proficiency and videography experience.
- Proficient at using Microsoft computer software.
- Strong writing skills, ability to communicate effectively to different audiences through various mediums.
- Good communicator both up and down
- Display AKA values (Professionalism, Integrity, Excellence, and Innovation)
MISSION:

The Center for Civic Innovation (CCI) is a community-driven research and development lab for local governments, nonprofits, and social entrepreneurs. Our mission is to push Atlanta to be a smart, equitable, and engaged city by investing in community-driven ideas, supporting social enterprises, and engaging people in dialogue and action.

Over the past two years, we have held over 50 programs and workshops with over 1,500 entrepreneurs and have helped facilitate over $100,000 in early stage investments. The Center for Civic Innovation is also home to 25 social ventures and over 50 individual social entrepreneurs.
1. **Project Team: Policy & Research**

The Policy and Research Team serves as CCI’s civic research arm, bringing information, data, and learnings in through project work and relationship-building with Atlanta’s decision-makers. They ensure that all CCI programs, trainings, and activities are well-informed.

Project Description: TBD

**KEY DELIVERABLES:**

**DESIRED SKILLS + QUALIFICATIONS:**

- Strong writing skills (formal and informal).
- Qualitative research skills.
- Interest in social entrepreneurship.
- People person (comfortable interacting with new people).

2. **Project Area: Civic Enterprise & Fellowship**

This team is responsible for the growth and support of Atlanta’s civic entrepreneurs. They handle this through a number of different resources, including entrepreneur trainings and events and the Civic Innovation Fellowship and Residency Programs.

Project Description: TBD

**KEY DELIVERABLES:**

**DESIRED SKILLS + QUALIFICATIONS:**

- Familiarity/background in community engagement work.
- Willingness to attend community meetings.
- Qualitative and quantitative research skills.
- Strong interviewing skills.
3. **Project Team: People, Happiness, and Experience**

The PHE Team is responsible for creating and maintaining CCI’s culture, and operating CCI’s physical spaces, including event production. This team also makes sure that everyone who interfaces with the Center has a good experience, from donors and investors to fellowship applicants and program attendees.

Project Description: TBD

**DESIRED SKILLS + QUALIFICATIONS:**
- Comfortable meeting new people and starting conversations with strangers.
- Familiarity with Squarespace, Mailchimp, Twitter, Facebook, Instagram, Google Drive, MS Office Programs
- Quick learner when it comes to new apps and tech in general.
- Likes being part of a team and works flexibly.
- Attention to detail
- Creative problem solver

**KEY DELIVERABLES:**
- 

4. **Project Team: Communications & Marketing**

The Communications Team is responsible for telling the story of CCI and our impact to the general public. This team is responsible for keeping CCI’s look and feel fresh in writing, print, and digital.

Project Description: TBD

**DESIRED SKILLS + QUALIFICATIONS:**
- Strong understanding of social media.
- Proactive person
- Likes being part of a team and works flexibly.
- Attention to detail
- Creative problem solver

**KEY DELIVERABLES:**
- 


HISTORY AND VISION:

Capacity Building for our partners at the Local Government of El Nido TKDC opened its first El Nido Resort at Miniloc Island in December 1981. It grew from one island resort to four resorts on different islands in the same general area (Northern Palawan). In spite of the changes in ownership, it consistently promotes sustainable tourism in the Philippines.

Ten Knots Development Corporation will be a leading developer, operator, and manager of distinctive island resorts in Southeast Asia. We will be guided by the following principles:

- Excellence
- Local community partnership
- Nature protection
- Individual development
- Development of the organization
- Operational efficiency and profitability
**Project Area: Rapid Tourism Assessment of El Nido**

Two students, likely one undergraduate and one graduate, will conduct surveys that will reflect the current tourism challenges here in El Nido, including but not limited to assessment of services from tourism providers, local community, tourists, and other stakeholders.

<table>
<thead>
<tr>
<th><strong>BOTTOM LINES OF EL NIDO:</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>Financial Profitability $</strong></td>
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<tr>
<td>- Consistently maintain growth trajectory of the company.</td>
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<tr>
<td>- Ensure optimization of capital.</td>
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<tr>
<td>- Introduce efficiencies to improve margins.</td>
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<tr>
<td>- Ensure controls are in place to manage risks.</td>
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<tr>
<td><strong>Environmental Stewardship</strong></td>
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<tr>
<td>- Ensure compliance with all environmental laws.</td>
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<tr>
<td>- Ensure an environmentally-responsible workforce.</td>
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<tr>
<td>- Constantly work at mitigating environmental impacts of development and operations.</td>
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<tr>
<td>- Introduce and innovate ways to enhance El Nido guest experience through nature-based activities.</td>
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<tr>
<td><strong>Community Engagement</strong></td>
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<tr>
<td>- Articulate corporate objectives to key local stakeholders frequently.</td>
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<tr>
<td>- Promote mutually beneficial livelihood programs to the company and the local community.</td>
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<tr>
<td>- Support local endeavors that promote environmental stewardship, education, health, and sustainable livelihoods.</td>
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<tr>
<td><strong>Organizational Development</strong></td>
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<tr>
<td>- Strengthen employer branding for improved employee engagement and commitment.</td>
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<tr>
<td>- Fully embrace and be united in our vision, mission, and corporate culture to attain business objectives.</td>
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<tr>
<td>- Nurture employees by providing continuous training, career opportunities, and recognition for outstanding performance.</td>
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**1. Project Area: Rapid Tourism Assessment of El Nido**

Two students, likely one undergraduate and one graduate, will conduct surveys that will reflect the current tourism challenges here in El Nido, including but not limited to assessment of services from tourism providers, local community, tourists, and other stakeholders.

**KEY DELIVERABLES:**
- An assessment of the El Nido tourism system (flowchart)
- Tourism Profile (service providers, arrivals, etc.)

**DESIRED SKILLS + QUALIFICATIONS:**
- Understanding of tourism systems.
- Research design and implementation.
- Highly-developed communication and diplomacy skills.
- Ability to translate and share findings with a wide variety of people (including highly educated and those with limited education)
- Patient, flexible, and resourceful
2. **Project Area: Information, Education, and Communication (IEC) Program**

El Nido is experiencing an unprecedented influx of tourists. With its growing popularity, adverse impacts brought by tourism have been exponential. Although projects and programs have been identified, there is huge gap when it comes to disseminating information to local community, business owners, and tourists. This Project aims to bridge this gap by providing two (2) Fellows who will work with the Information Office of the Local Government of El Nido. In line with ENR’s initiative for sustainable tourism, students will produce IEC materials to highlight the rich biodiversity of El Nido and the need to protect it, as well as guidelines on how to practice responsible tourism. Information materials may be in the form of videos, stills, posters, and must be easily interfaced with various platforms of social and traditional media.

Moreover, the LGU and Tourism sector needs to be more knowledgeable regarding the many facets of tourism. Students will design Sustainable Tourism Planning and Management modules for policy makers, program implementers, and other tourism industry partners.

**KEY DELIVERABLES:**
- IEC materials including but not limited to informational videos, updated maps, posters, signage and other information collaterals to be reproduced by the LGU.
- Management of El Nido website (content and layout)
- Social media plan for El Nido social media accounts.

**DESIRED SKILLS + QUALIFICATIONS:**
- Creative skills, including but not limited to photo and video editing, module design.
- Knowledge on sustainable tourism practices.

3. **Project Area: Plans & Policies**

Many of El Nido’s current tourist policies do not reflect current tourism demands and needs. Moreover, the El Nido Tourism Code needs to be revisited before it gets adopted by the local council.

Building on GUI x ENR 2017’s Sustainable Tourism Summit results, this program will require a “deeper dive” into the policies that were reviewed and shared with the local stakeholders this year.

**KEY DELIVERABLES:**
- Review of relevant policies, including but not limited to Municipal.
- Ordinances and annual plans

**DESIRED SKILLS + QUALIFICATIONS:**
- Background on policies.
- Understanding of local and national tourism-related policies.
- Highly-developed communication and diplomacy skills.
- Patient and positive approach.
MISSION:

Established in 1954, the Federal City Council (FC2 or "Council") is a non-profit, non-partisan organization dedicated to the improvement of the District of Columbia. Since its founding, the FC2 has a rich history of achievement, having played a critical role in the creation of Metro, the renovation of Union Station, the establishment of the Verizon Center, and the redevelopment of Pennsylvania Avenue. Comprised of the area’s top business, professional, education and civic leaders, the Council works with the District and federal governments to develop and implement solutions to important community problems. By serving as a trusted partner for civic improvement, and by bringing to bear the knowledge, experience, access, and resources of its members, the Council plays a critical role in the advancement of the District of Columbia.

In 2016, FC2 founded Infrastructure DC (IDC), an infrastructure development catalyst that seeks to funnel private investment into infrastructure through public-private partnerships. IDC selects opportunities that address one or more of the region’s critical infrastructure needs and support investments in transportation infrastructure, public facilities, green infrastructure, and technology/connectivity. By utilizing an innovative deal structure, IDC facilitates strategic investments in an efficient and market-driven manner.

POTENTIAL PROJECTS
1-2 Undergrad Fellow(s)

1 LANGSTON INITIATIVE

2 ACCESSORY DWELLING UNITS FUND
1. **Project Area: Langston Initiative**

The National Park Service owns three golf courses in Washington, D.C. – Rock Creek Park Golf Course, East Potomac Park Golf Course and Langston Golf Course. All of which are in a state of disrepair and/or underinvestment. The National Park Service has released a Request for Information (RFI) in search for partners to take over operations and rehabilitate these national and local assets.

Infrastructure DC hopes to lease the golf courses and reinvest in them for the benefit of local communities. IDC has chosen to pursue this project to highlight and leverage the historic importance of these courses as well as their potential for catalyzing community development. If successful, investments will be made to reposition the facilities to be more accessible and attractive to the adjacent communities (for uses beyond golf) while generating revenue to underwrite improvements that will attract lucrative outings and golf events.

In parallel, local stakeholders would be mobilized to realize community development by leveraging improvement to the course. The community development strategy will incorporate lessons learned from efforts in the East Lake Community in Atlanta and at City Park (led by the Bayou District Foundation) in New Orleans.

**KEY DELIVERABLES:**

- **Investment Strategy:** FC2/IDC is developing a prospectus to bring private investment to the recreational assets and facilities related to the golf course. The fellow will contribute to this work.

- **Response to RFI and RFP:** The fellow will contribute to FC2’s Request for Proposal to the NPS, outlining IDC’s plan to improve the golf courses in a way that is inclusive to the community around it.

**DESIRED SKILLS + QUALIFICATIONS:**

- Writing
- Community/ partner outreach and engagement
- Research
2. Project Area: Accessory Dwelling Units Fund

Accessory Dwelling Units (ADUs) are secondary housing units constructed on the lot of a primary home. In 2016, the District of Columbia Zoning Commission adopted a new zoning code that included a provision that allows for the by-right development of ADUs in DC’s residential zones. ADUs have the potential to have a significant impact on the District’s housing needs by increasing housing supply and providing homeowners with additional income streams.

However, limited options for financing ADU present significant barriers for homeowners who wish to develop ADUs, especially for low- and moderate-income homeowners, and homeowners on a fixed income. Because of the benefits related to housing stability, these populations may stand to benefit the most from the development of an ADU, especially in the context of DC’s changing economic environment and aging population.

Federal City Council is seeking to develop a pilot program that would help homeowners develop ADUs. The pilot would deliver ADUs by more effectively connecting homeowners to the capital and technical assistance needed to develop these units.

**KEY DELIVERABLES:**

- **Pipeline Development:** The fellow will be involved with the implementation and development of the fund’s pipeline, such as developing a database of homeowners, facilitating the completion, and developing education of outreach materials.

**DESIRED SKILLS + QUALIFICATIONS:**

- Research
- Writing
- Knowledge of DC’s economic environment
MISSION AND VISION:

The Gashora Girls Academy for Science & Technology, of the Rwanda Girls Initiative, is a secondary boarding school for 270 girls. Our vision for our students is that they will graduate as inspired young leaders filled with confidence, a love of learning, and a sense of economic empowerment to strengthen their communities and foster Rwanda’s growth. In addition to offering high quality college-prep academics, the Gashora Girls Academy is focused on addressing the needs of the “whole girl” and eliminating the impediments that exist to her receiving an education. The girls are provided nutritious meals, mental and emotional support, access to healthcare, and a supportive learning environment with optimal conditions for assuring their future success.

While only one project is listed, there is flexibility to open new projects for fellows depending on their interests and backgrounds.
1. **Project Area: Storytelling, Fundraising, and Communications**

Rwanda Girls Initiative (RGI) is an NGO based out of Seattle that works to supports and provide funding and scholarships for Gashora Girls Academy. The project is to be at the school to gather storytelling & communications content for fundraising. As a result, fellows will work together with the Executive Director of RGI and the Administration at the school. 80% of our funding for the school comes from the initiatives and work of RGI, so this project has significant impact on the success of the school and access to education for girls in Rwanda and Africa.

**KEY DELIVERABLES:**

- Interview current students and alumni to create a database of stories, with a focus on the transformation of the student. Includes written and video deliverables.
- Work independently or with students to photograph events and programs at the school.
- Assist in grant writing and fundraising proposals.

**KEY SKILLS + QUALIFICATIONS:**

- Strong written communication, storytelling, as well as interview skills.
- Experience or interest with social media marketing
- Photography and/or filmmaking skills an asset
- Initiative and creativity a must
- Adaptability and flexible in a highly interactive social environment with students and staff (extroverts will thrive!)
MISSION, VISION, AND BOTTOM LINE:

The Kunde Social Café was founded to combat the social stigma and isolation facing individuals with mental disabilities, (LLC “Best For People Foundation”). The organization trains and employs adults with mental disabilities while fostering a positive space for interaction with the public, including university student volunteers and families of people with special needs. In 2017, Kunde Cafe trained 115 individuals with disabilities. In 2018, Kunde Cafe employed 23 individuals with developmental and learning disabilities and 6 employees have “graduated” to be employed in other partner restaurants and cafes.

POTENTIAL PROJECTS

2 Undergraduate Fellows

1 MARKETING + COMMUNICATION

2 BUSINESS DEVELOPMENT + INVESTMENT
1. **Project Area: Marketing + Communication**

Upon opening, our initial strategy was not to show that our workers are special, but to prove that they can work well and offer competition. It did work, but sadly, we are constantly having guests who have no idea about our social impact and our mission and we have contributors who do not know how much we are impacting lives of our teammates. While on some level it feels good to know that we're proving disabilities do not mean people can't work well, in fact it turns out that we are only proving it to ourselves, while the public is left oblivious. We want to change our whole approach to communication and marketing.

There are two components to this project. First the cafe itself, where we have 60-100 guests per day. Fellows will help coordinate the media and the processes and experience at the cafe with the goal to be inviting conversation, raising awareness, and tapping into the goodwill of our guests. The second component is focused on our message to the Country, City, Families, and Community. Most of the problem is stigmatization and to combat that stigmatization, we already have so many great stories; so many people and lives worth books and movies. In the small effort we made on social media, we have already seen great returns in people feeling recognition and accountability: from the policymakers to the suppliers in the market. However we’ve been failing to use that capital to drive social change.

**KEY DELIVERABLES:**

- Develop a media and marketing plan
- Manage social media (and/or newsletter) channels
- Develop marketing materials (digital media, business cards, menu, posters, interior design, etc.)
- Increase impact through more public engagement and awareness
- Increase sustainability through more revenue in the cafe

**DESIRED SKILLS + QUALIFICATIONS:**

- Experience in driving change through media and communication
- Design, editing, montage, writing, storytelling, marketing, and social media management
2. **Project Area: Business Development + Investment**

We’ve launched and stabilized our pilot project, we paid off our debts, and the cafe sustains itself and the social impact work. However, we are able to help only 30 people and their families directly while there are many more in need, especially in other regions. We’ve been receiving calls and emails from various stakeholders asking or offering to partner to open a social cafe in their cities. We want to create a scalable model that will fit best in local market and will result in the best impact while also remaining sustainable for Kunde. There are many ways to go about this challenge and we identified three areas:

1. **Finance and Audit:** Having good and reliable financial papers and practices will help us attract investment, share our experience, and consult in the most efficient way.

2. **Business Development:** What would be the best model to be attractive and profitable for our partners in Kazakhstan and the CIS region? Operations management, planning, and lean startup practices to check and verify the market will be a cornerstone for creating a scalable model. In January, we will be testing a Smoothie Bar model, and then a model of a Pasta cafe.

3. **Investment and Partnerships:** A GU student might be in a unique position to access the resources that we do not see or cannot tap into. For example, the student may be able to tap into the international companies and foundations, funds, investors, crowdsourcing and corporate responsibility.

Moreover, we have a good number of contacts and partners with whom we’ve made initial contact but with whom we’ve failed to follow up, because it is mostly done unprofessionally and reactively.

**KEY DELIVERABLES:**

- Develop a financial model that is applicable in the context of the restaurant business and Kazakhstan's market.
- Attract investment (Angel investors, crowdfunding, individual and strategic investors)
- Identify and cultivate strategic partnerships (World Bank, Islamic Bank of Development, Eurasian Bank of Development, Fellowships and Foundations)
- Crowdsourcing and resources (KZ’s oil companies, banks, hotels and restaurants, Big Four, Consulting Companies)

**DESIRED SKILLS + QUALIFICATIONS:**

- Hard skills: experience in financial analysis, finance and audit, investment practices
- Hard and soft skills: operations management, implementation and optimization of processes.
- Soft skills: networking
- Experience of working with International companies, negotiations, follow ups, etc. preferred.
MISSION AND VISION:

The Mann Deshi Foundation is an NGO operating in India, specifically in a drought region of the state of Maharashtra in Western India. Mann Deshi is run by women and for women and promotes female empowerment through financial literacy, skills trainings, and community support. Since Mann Deshi’s inception in 1997 the organization has supported over 400,000 women, guiding them towards financial independence and professional success, and aims to reach 1 million women by 2022.

The Mann Deshi Foundation and Bank work together to develop women entrepreneurs in rural India by equipping them with knowledge, courage, and capital. Mann Deshi Foundation seeks to improve the quality of life of women and their families living in the rural areas of Maharashtra and Karnataka with the primary objective to empower rural women and fight injustices based on gender, caste, and class. Mann Deshi Foundation empowers female entrepreneurs, from management to accessing markets. Mann Deshi Mahila Bank is a bank run by and for women, providing loans, savings plans, pension, and insurance to 25,000 entrepreneurs every year. In addition to financial support services, Mann Deshi provides a Business School, Chambers of Commerce, Water Conservation Initiative, Champions sports program, Young Girls program, and Community Radio to further its mission of effectively elevating the role of women in their communities.

POTENTIAL PROJECTS

1. PRODUCTION OF VIDEO & PICTURE CONTENT
2. FUNDRAISING & MARKETING
3. MARKET RESEARCH ANALYSIS
1. **Project Area: Production of Video & Picture Content**

**KEY DELIVERABLES:**
- Produce, film and edit video content for a number of Mann Deshi’s current projects to be used as marketing material. Some projects include the Business School, Mann Deshi Champions, Water Das and the bicycle program.
- Produce photo content for a number of Mann Deshi’s current projects that will be used as marketing material.

**DESIRED SKILLS + QUALIFICATIONS:**
- Prior experience in film production and editing.
- Marketing background is preferred.
- Detail-oriented
- Experience in, and comfort and enthusiasm about working in the non-profit world.
- Empathy and patience for people and communities working in difficult circumstances.

2. **Project Area: Fundraising + Marketing**

**KEY DELIVERABLES:**
- Work on fundraising strategy for a number of Mann Deshi’s current projects.
- Improve Mann Deshi’s current position on crowdfunding platforms such as GlobalGiving & GoFundMe.
- Develop written content in the form of customer case studies and project success stories that will be used as marketing material.
- Develop and improve website content.

**DESIRED SKILLS + QUALIFICATIONS:**
- A professional background in social marketing and fundraising is preferred.
- Undergraduate degree (in progress) in Marketing, International Development, Management, or a related field.
- Excellent oral and written communication skills and a flare for storytelling.
- Experience in, and comfort and enthusiasm about working in the non-profit world.
- Empathy and patience for people and communities working in difficult circumstances.
- Detail-oriented
3. Project Area: Market Research Analysis - Mann Deshi Saharaki Bank

**KEY DELIVERABLES:**

- Conduct market research and measure the effectiveness of a number of products offered by Mann Deshi Bank such as the Cash-Credit Loan product.
- Devise methods and procedures to obtain data such as surveys, questionnaires.
- Analyze data and convert findings into understandable tables, graphs, and written reports.
- Prepare reports and present results to clients and management.

**DESIRED SKILLS + QUALIFICATIONS:**

- Background in market research, statistics, business administration, communications, or finance is preferred.
- A strong understanding of the NGO and micro finance space.
- Strong analytical skills.
- Excellent oral and written communication skills.
- Experience in and comfort and enthusiasm about, working in the non-profit world.
- Empathy and patience for people and communities working in difficult circumstances.
- Detail Oriented
MISSION, VISION, AND BOTTOM LINE:

Yanbal is a corporation with over 50 years of successful experience in beauty and fashion jewelry, with a presence in 10 countries including the United States and various countries throughout Latin America and Europe. They are committed to empowering women, giving them outstanding products and a business opportunity that allows for economic independence and personal fulfillment, enabling them to pursue their dreams and change their lives, while also having fun.

*Note: Spanish fluency is a requirement for those interested in fellowships with Yanbal.
1. **Project Area: Commercial Operations - The Customer Experience Map**

Commercial Operations is responsible for post-sale processes of Yanbal's products. It has 3 sub-areas: Customer Service, Billing and Processes, and Projects. This area directly interacts with Yanbal's Directors and Consultants, Yanbal's workforce, providing them support with product order process and solving customer inquiries.

**KEY DELIVERABLES:**
- Helping social entrepreneurship wing to create high quality business proposals.
- Support Yanbal to design and or shape and implement business development strategy.
- Design marketing and sales plans tailored to the needs of each project.
- Help organizing marketing campaign both physical and online.

**DESIRE SKILLS + QUALIFICATIONS:**
- A student in Finance, Economics or Business, or a related field; experience working with NGOs.
- Special interest in social entrepreneurship and youth.
- Flexible and creative.
- Team working spirit.

2. **Project Area: Marketing - Make-Up Workshop Design**

The Marketing department is responsible for the product portfolio management, including promotion and pricing strategies. The marketing department is tasked to create different types of product workshops for Yanbal’s Directors and Consultants, teaching Yanbal's salesforce about the benefits and uses of their products to increase sales.

**KEY DELIVERABLES:**
- Design & implement high-impact make-up workshop, developing model(s) for future.
- Develop a 360 degree view of the workshop, including structure and content, implementation methodology, and post-evaluation design.
- Design materials for print, in addition to audiovisual and demonstration tools.
- Increase sales growth and category penetration.
- Increase product knowledge of salesforce, along with their confidence in talking about and demonstrating product uses.

**DESIRE SKILLS + QUALIFICATIONS:**
- Interest and/or experience in marketing and sales.
- Business, economics, sales, marketing, or related background.
- Attention to detail; strong organizational skills.
- Interest and/or experience in Latin American culture.
- Adaptable; able to respond to a variety of tasks and navigate a large corporate environment with a social mission.
- Team player; able to navigate a complex environment.
- Commitment to Yanbal's mission.
MISSION, VISION, AND BOTTOM LINE:

Žene za Žene International/Women for Women International was founded in 1993 to offer financial and emotional support to women displaced by the war in Bosnia and Herzegovina (BiH). Since then, we have served more than 63,000 women directly in 50 different communities and provided support to 350,000 women through life skills, business, and vocational training, as well as conditional cash transfers.

As the demands of Bosnian women changed, we also kept evolving to meet their needs and realities. When we started working in 1993, Bosnia & Herzegovina was facing a war that lasted almost 4 years. Thus, our main priority was providing emotional and psychological support to women that were directly affected by the conflict. This also included the development of our core year-long training program in which thousands of women victims of war learned about women's rights and acquired skills for economic development in a reality shaped by war. The curriculum combined life skills and rights awareness education with market-based vocational training and small business start-up support.

Today, 23 years after the war ended, our main priority is promoting social and economic development among Bosnian women, by teaching them skills to increase their income and achieve economic independence, by bolstering civic engagement, and by providing them with the resources to develop new economic activities.

We have found that economic development and social development reinforce one another. As women invest in creating income and building businesses for themselves, they promote positive changes in their communities and families. Similarly, as women gather together to establish associations and address civic challenges in their communities, they develop creative ideas for new economic opportunities.
1. **Project Area: Communications + Storytelling**

Our office in Bosnia & Herzegovina wants to promote our brand internationally. In order to do so, we want to develop stories that show the impact that our programs have on the lives of our beneficiaries. These stories should then be spread to a broad audience, including potential funders, the other WfWi branches, and the general public.

**KEY DELIVERABLES:**
- Assist in creating a database of stories that show the impact of our program to the lives of the women that work with us.
- Create written material and videos on our success stories.
- Develop new mechanisms to spread and promote the material developed.

**DESIRED SKILLS + QUALIFICATIONS:**
- Experience and/or interest in working with women’s empowerment.
- Storytelling and excellent communication (interview) skills.
- Digital media experience.
- Video editing skills are a plus.
- Ability to develop case studies and individual profiles.
- Strong writing skills.
- Experience working with marketing and social media campaigns.

**SOCIAL DEVELOPMENT & CIVIC ENGAGEMENT:**

1. We engage women to help them increase their knowledge and understand their rights and to gain new skills and confidence to participate in civic affairs;

**ECONOMIC DEVELOPMENT:**

1. Training and Support focused on advanced income generation skills, business development, market linkages, and collaboration with micro-finance institutions and the government for capital and investment opportunities

2. Creation and manufacturing of a variety of products. For the last ten years, we have been supporting women and women’s associations to produce fashion accessories, including for the globally-recognized high fashion companies of Kate Spade and Anthropologie. Four years ago, we also started implementing educational projects for medicinal and aromatic plans. Our goal is to soon create a social enterprise that will expand the market to which our artisans sell their products.

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2. **Project Area: Fundraising + Marketing**

Our projects are financed by a variety of international organizations. In the past, we have already received grants to implement training, microcredit, and support activities from donors such as USAID, SIDA, the U.S. Department of State, Open Society Institute, European Union, UNHCR, International Office of Migration, among others. Our goal is to obtain sustainable financial support from international donors in order to keep developing our projects in Bosnia & Herzegovina.

**KEY DELIVERABLES:**
- Assist in writing funding proposals for new funders and reports for existing grants.
- Develop new strategies to increase fundraising, such as crowdfunding and auctions.
- Promote the Bosnian office of Women for Women International across the globe through the development of different social media and marketing campaigns.

**DESIRED SKILLS + QUALIFICATIONS:**
- Experience and/or interest in working with women’s empowerment.
- Strong communication skills, particularly written.
- Ability to use marketing devices to promote fundraising.
- Previous work experience with nonprofits (particularly with fundraising) is a plus.
- Creativity to develop new funding mechanisms.
- Digital media experience, including social media.