Beeck Center for Social Impact + Innovation
2018 GU Impacts Fellowship Program
Georgetown University

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Beeck Center for Social Impact + Innovation’s
2018 GU Impacts Fellowship Program

The 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 in the spring, 10-12 weeks working on the ground with one of our impact partners in the summer, and fall programming that includes capstone presentations, reflections, and career development.

This year’s 2018 program includes placements with our impact partners in India, Nicaragua, Peru, the Philippines, Rwanda, Bosnia and Herzegovina, and the U.S. (DC and Atlanta). We expect to offer between 20 and 25 fellowships in 2018.

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 10-week fellowship project. Students are also encouraged to 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.

The Beeck Center is committed to maintaining GU Impacts as a need-blind program, but does not guarantee coverage of costs directly associated with the 10-week project, including airfare, housing, local transportation, and day-to-day living expenses such as food. These costs typically range between $3,000-$5,000 per person, depending on the impact partner and project location. To cover these direct costs, students are encouraged to apply for scholarships through the Beeck Center, through their schools, and across the University. Applicants are encouraged to talk to their advising deans regarding funding options through their school and finalists will receive guidance and support from 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 by the Beeck Center.

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

Contact: Matt Fortier, Matthew.Fortier@georgetown.edu

Website: http://impact.georgetown.edu/gu-impacts/
Program Requirements

Fellowship Orientation (March 12 – April 30)

• Attendance and participation in GU Impacts Orientations, including workshops and project planning activities.
• 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 (May 14 – July 27*)

• Maintain weekly communication with GU Impacts Program Manager and/or in-country Program Coordinator.
• 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.

Capstone and Reflection (Fall 2018)

• Participate in post-program debrief and reflection sessions, including impact evaluation survey.
• Complete a capstone project that will provide strategic value to your client, such as a marketing strategy, a business plan, a fundraising strategy, a suite of info graphics or a promotional video.
• Present your capstone project on campus.

All fellows accepting a fellowship will sign a GU Impacts commitment form agreeing to all of the above.
Agora Partnerships:
Managua, Nicaragua

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.

The Accelerator, which is 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.

**Project Areas:** Storytelling & Communications, Alumni Community & Network Engagement

**Number of Fellows:** 2 undergraduate students

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

A GU Impact Fellow will pursue the work started in 2017 on case studies, by helping better communicate lessons learned and the impact created by social entrepreneurs who participated in Agora’s Accelerator.

The fellow will conduct interviews, as well as develop 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 will create 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 new stories
- 10 additional smaller collateral (social networks posts, visuals, etc...)

**Desired Skills & Qualifications:**

- Excellent story-telling and written communication
- 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**

A GU Impact Fellow will develop 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 will tap into low-resource solutions to build, maintain and grow Agora’s community of entrepreneurs. The fellow will also explore methods to engage the Agora community by cultivating a culture around the companies’ products and services, as well as distributing the collaterals already available.
The objective of this project is 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.

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
Akazi Kanoze Access (AKA):
Kigali, Rwanda

Mission, Vision, & Bottom Lines:

AKA's 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.

Currently AKA runs three projects in the target area of improving youth employability through skills development:

1. **Huguka Dukore** (HD) a USAID funded project targeting 40,000 youth in five years. The project 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. **YOUMATCH** aims at developing and piloting job profile assessment guidelines that will facilitate alignment of employer expectation with job seeker portfolio to minimize and mismatch and reduce unemployment.

**Project Areas:** Business development, marketing, and communications
Number of Fellows: 2 undergraduate students

1. Project Area: Business Development

Description: 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
- Help AKA to integrate into the social entrepreneurship ecosystem
- 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 within an NGO
- Special interest in social entrepreneurship and youth
- Flexible and creative
- Team working spirit
- Display AKA values (Professionalism, Integrity, Excellence and Innovation)

2. Project Area: Communication

Description: Communication interns will monitor and evaluate the projects by providing case studies, success story highlights, and general public relations communications. They will 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

Desired 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)
The Center for Civic Innovation:
Atlanta, Georgia

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.

Proposed Project Areas: NPU (Neighborhood Planning Unit) Data Collection and Assessment, Social Ventures in Atlanta, Event & Communication Support

All Fellows: While Fellows will be assigned to one of the first two specific projects detailed above, all Fellows will engage in the following areas of CCI’s work:

1. Communications support: we produce content and information on a weekly basis to the public that covers relevant topics and events in the city. All GU Impacts fellows will help curate reading lists and conduct interviews of cool people doing cool things in the city.

2. Event support: the Center for Civic Innovation hosts a number of events every month that are open to the public and cover topics like race, gender, equity, transportation and more. Fellows are expected to take part in some of these and provide support for set up, during the event, and breakdown.
3. Summer Fundraiser: every year, the Center for Civic Innovation hosts a Summer Fundraiser, which is a ton of fun. Last year, we did a comedy show. Interns will be involved in helping pull off the big event and will have the opportunity to meet some civic rockstars from across the city.

Number of Fellows: 4 undergraduate students

1. Project Area: Social Ventures in Atlanta

Description: Telling their story: we want to capture profiles of social ventures in Atlanta and develop an asset map of who they are, what they do, where they are located, and ways that the public can engage.

Key Deliverables: A series of written reports/stories and/or a presentation

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: Neighborhood Planning Unit (NPU) Data Collection & Assessment

Description: For this project, we will need help from our interns to gather qualitative and quantitative data about the NPU system in Atlanta. Interns will be going to NPU meetings, researching and interviewing community participants, and participating in general civic engagement related to NPUs.

Key Deliverables: Gather evidence and data to create a campaign to reform the NPU system in Atlanta

Desired Skills & Qualifications:
- familiarity/background in community engagement work
- willingness to attend community & NPU meetings
- qualitative and quantitative research skills
- strong interviewing skills

3. Project Area: Events & Communications Support

Description: Communications support: we put out content and information on a weekly basis to the public that covers relevant topics and events in the city. All GU Impacts fellows will help curate reading lists and conduct interviews of cool people doing cool things in the city.

Event support: the Center for Civic Innovation hosts a number of events every month that are open to the public and cover topics like race, gender, equity, transportation and more. Fellows are expected to take part in some of these and provide support during set up and breakdown.
Key Deliverables:
• Printed materials & collateral
• Social Media Posts
• Ongoing support to CCI Team

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
• Proactive person.
• Likes being part of a team and works flexibly
• Attention to detail
• Creative problem solver

4. Project Area: CCI-University

Description: CCI is looking to formalize its relationships with colleges and universities in the Atlanta area. We have found that students are increasingly interested in what it means to be a social entrepreneur, and that universities are consistently looking to connect students interested in social entrepreneurship and engagement work. CCI wants to host a series of events for university students to get exposure to this type of work.

Key Deliverables:
• Plan events for college students in the Fall of 2018
• Connecting and talking to University Administrators (to formalize the logistics of programs)
• Create promotional material to attract students to participate in the Fall 2018

Desired Skills & Qualifications:
• Marketing to students/ strong understanding of social media
• Event Planning
• Communication Skills
El Nido Resorts:
El Nido, Philippines:

History & 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

Bottom lines:

1. Financial Profitability
   - Consistently maintain growth trajectory for the company
   - Ensure optimization of capital
   - Introduce efficiencies to improve margins
   - Ensure controls are in place to manage risks
2. Environmental Stewardship
- Ensure compliance with all environmental laws
- Ensure an environmentally-responsible workforce
- Constantly work at mitigating environmental impacts of development and operations
- Introduce and innovate ways to enhance the El Nido guest experience through nature-based activities

3. Community Engagement
- Articulate corporate objectives to key local stakeholders frequently
- Promote mutually beneficial livelihood programs to the company and the local community
- Support local endeavors that promote environmental stewardship, education, health, and sustainable livelihoods

4. Organizational Development
- Strengthen employer branding for improved employee engagement and commitment
- Fully embrace and be united in our vision, mission, and corporate culture to attain business objectives
- Nurture employees by providing continuous training, career opportunities, and recognition for outstanding performance

Project areas: Ecotourism, Business, Policy, Civic Engagement, and Communications

Number of Fellows: 3 - 4 undergraduate students and 1 graduate student. The cohort will also be joined by 1-2 local university students, either from the Ateneo de Manila University, the University of the Philippines, or both.

1. Project Area: Information, Education, and Communication (IEC) Program

Description: 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 will serve as reminders for tourists and service providers on restrictions and regulations governing tourism activities in El Nido. 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:
- EC 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
• Patient, flexible, and resourceful

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

**Description:** 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

3. **Project Area: Rapid Tourism Assessment of El Nido**

**Description:** 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
Federal City Council - Infrastructure DC:
Washington, D.C.

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.

Project Areas: Community development, housing, transportation, infrastructure

Number of Fellows: 1 undergraduate student

1. Project Area: Langston Initiative

Description: 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 sought out partners to rehabilitate these national and local assets.

Infrastructure DC has branded this project as the Langston Initiative to highlight and leverage the historic importance of these courses as well as their potential for catalyzing community development. Investments will be made to reposition the facilities to be more accessible and attractive to the adjacent community (for uses beyond golf) while generating revenue to underwrite improvements that will attract lucrative outings and golf events.
In parallel, local stakeholders will 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:**
- **Community engagement:** 2018 will include a year-long effort to engage the community in the Langston/Carver neighborhoods of DC in discussions about a set of community benefits that will be developed as a part of the Langston Initiative. The 2018 fellow will have direct access to this process and will participate in community meetings and document outcomes.
- **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.

**Desired Skills & Qualifications:**
- Quantitative/analytical/financial skills
- Community outreach and engagement
- Research

2. **Project Area: Infrastructure DC**

**Description:** Infrastructure DC (IDC), the Washington Metropolitan Area Transit Authority (WMATA), the District Department of Transportation (DDOT), and Arlington County Department of Environmental Services (AC DES), are working collaboratively to develop and implement a pilot project for off-board fare payment (OBFP) on select transit corridors in the District of Columbia and Arlington County. Pilot partners will make availability payments, based upon the value of operating cost savings and incremental increases in fare revenue, to pay for the service and project financing costs.

**The goals of this project are to:**
- Improve travel times on select transit routes
- Reduce operating costs for transit service on selected corridors
- Confirm that OBFP provides a measurable improvement in transit performance
- Make improvements that will improve the passenger experience
- Develop a financial structure that will encourage private investment to assume the risk of up-front investment
- Inform WMATA’s P3 selection parameters

**Key Deliverables:**
In order to implement a pilot for off-board fare payment, FC2 will help WMATA address equity issues related to new payment options. The deliverable is a plan that will be implemented by WMATA.

**Desired Skills & Qualifications:**
- Research
- Mapping/GIS familiarity
Gashora Girls Academy for Science & Technology:
Gashora, Rwanda

Mission & Vision:

The Gashora Girls Academy for Science & Technology, of the Rwanda Girls Initiative, is an upper-secondary boarding school for 270 girls, which is located in the Gashora Sector of Rwanda. The school opened in February of 2011 with the first incoming class of 90 students. 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.

Project Areas: Business, accounting, market development, project management, and fundraising

Number of Fellows: 2 students, undergraduate & graduate students will be considered

1. Project Area: Business Development for the Gashora Farm

The Gashora Girls Academy is seeking to maximize profit generated by the various crops on their farm. This project will require data analysis to determine which crops are most
profitable to help Gashora focus its efforts on the crops that can best generate revenue for the school. Students will also work with business partners to improve supply chain process and further maximize profits, working to better understand where efficiencies in production and distribution can be gained and advising on new production and distribution strategies and investments. This will include setting up and developing accounting systems, managing market development of farm products, and managing existing business relationships.

The Gashora Farm was developed to provide nutritious food to the dining program, create an outdoor classroom, generate revenue for the school, and serve as a model to the community farmers. The Farm is located on the same parcel of land on which the campus resides.

The Farm is considered one of the nine model farms in Rwanda by the Rwanda Ministry of Agriculture, being one of the best demonstrations of small scale irrigation and crop management in Rwanda. Today more than 60 of our students are involved in sophisticated agriculture research and development projects.

Key Deliverables:
- Analysis of crop profitability and recommendations for future crop production based on financial analysis
- Data collection and analysis on supply chain distribution, including recommendations on improvements to increase profitability based on feedback from business partners, including hotel vendors and other local businesses
- Analysis of production process and recommendations for improvement, including feasibility study on the mechanization of production process

Key Skills & Qualifications:
We need students who take initiative, are decisive, and can be business mentors in the farm business office. Students with financial and business backgrounds will be a strong fit for this project. Students need to be flexible, willing to adapt to challenges in a new (and different) environment. There also needs to be a high level of integrity and honesty as they will have access to business financial records. Students also need to be outgoing and enjoy living in a highly interactive environment of students and staff.

2. Project Area: Project development, Fundraising, and Communications

Gashora Girls Academy is interested in creating a space dedicated to technology - a dedicated technology center for students and staff. This project will require planning for the technology center, as well as fundraising through the cultivation of partnerships with local businesses and corporate social responsibility initiatives.

In November of 2016, Gashora Girls Academy of Science and Technology was recognized as a Microsoft Showcase School. A Showcase School is identified because it has demonstrated a whole-school approach to school improvement with a clearly articulated digital agenda. Showcase Schools are recognized in their communities as progressive innovators with a learning culture across the school. Our goal is to continue to expand our ability to integrate technology, while also creating a space that will foster
training, innovation, and leadership in the country for integration of technology in education.

**Key Deliverables:**
- Technology Center plan, including multiple proposals with different pricing options, and vendor analysis
- Identification of potential funders, including local businesses and corporate social responsibility initiatives
- Fundraising plan, which may include the writing and submission of grant proposals to fund the Technology Center
- Data collection and analysis around Gashora’s education outcomes for presentation in donor meetings and reports
- Development of media highlights for communication purposes, including written and possibly media based success stories to be used as part of donor packets. This deliverable will be completed in coordination with Gashora’s office in Seattle, WA

**Key Skills & Qualifications:**
We need students who take initiative, are creative, have excellent writing skills, and can develop a fundraising proposal and assist in development of the project. Students need to be flexible, willing to adapt to challenges in a new (and different) environment. Students also need to be outgoing and enjoy living in a highly interactive environment of students and staff. Experience or knowledge of technology, business, architecture, or fundraising is an asset.

3. Project Area: Education, Mentorship, and Capacity Building

Both fellows will be expected to contribute towards the tutoring, mentoring, and education of Gashora’s students, assisting them as they prepare their college essays and take their SATs. Fellows will work closely with the dean of students to directly assist students and develop sustainable practices and programs for student formation.
Mann Deshi Foundation & Bank:
Maharashtra, India

Mission:

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 325,000 women by guiding them towards financial independence and professional success.

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.

Project Areas: Filmmaking, Marketing, Fundraising, and Market Research
Number of Fellows: 3-4 undergraduate students

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 Sahakari 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
Yanbal International
Lima, Peru

Mission:

Yanbal is a corporation with almost 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:* The project with Yanbal will span 12 weeks, rather than 10 which is the standard format for GU Impacts. The project is set to run from May 21 - August 10.

**Project Areas:** Commercial Operations + Marketing,

**Number of Fellows:** 2 undergraduates

1. **Project Area: Commercial Operations - The Customer Experience Map**

Commercial Operations is responsible for the 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 the product order process and solving customer inquiries.
Key Deliverables:
• Propose a customer experience map for the management of Contacts, Services, Solutions, and Digital Transformation
• Proposal will include both a plan and structure for the customer experience map
• Ultimately, the goal is to improve the value proposition for Yanbal’s Directors and Consultants

Desired Skills & Qualifications:
• Fluent or advanced Spanish proficiency: must be able to communicate with Yanbal’s team and salesforce in Spanish, both written and verbal
• Interest and/or experience in commercial operations and the customer experience
• Business, economics, sales, management, 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

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

Desired Skills & Qualifications:
• Fluent or advanced Spanish proficiency: must be able to communicate with Yanbal’s team and salesforce in Spanish, both written and verbal
• 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
Women for Women International/ Zene za Zene International: 
Sarajevo, Bosnia & Herzegovinia

Mission:

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, 22 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.

**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.

**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;

2. We offer advanced leadership training to young women who are interested in leading associations or in participating in local politics;

**Project Areas:** Marketing, Communications and Storytelling, Civic Engagement, Impact Measurement, Fundraising

**Number of Fellows:** 2 undergraduate students

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

**Description:** 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

2. Project Area: Fundraising & Marketing

Description: 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