

KAYA COLLABORATIVE

SUMMER 2014 INTERNSHIP LISTING

ASHOKA PHILIPPINES

INNOVATORS FOR THE PUBLIC

With over 3,000 Ashoka Fellows in more than 70 countries, **Ashoka** is the global association of the world's leading social entrepreneurs – individuals with system-changing solutions for the world's most urgent social problems.

Through its informal presence in the Philippines since 2008 and its partnership with the Ateneo School of Government, Ashoka Philippines has been a catalyst for social entrepreneurship activities around the country. They are now entering an exciting phase where they aim to solidify Ashoka's local presence in order **to build a powerful and consistent mechanism to identify and support leading Filipino social entrepreneurs each year.**

OPPORTUNITIES

PROJECT: NOMINATOR NETWORK

The intern will focus on helping to build Ashoka's "metro strategy" for a specific region in the Philippines. The main idea behind the "metro strategy" is to build social innovation hubs in key regional cities outside of Metro Manila (e.g. Davao, Cebu, Baguio). This work would include:

- Mapping and research of key members of the local business community, citizen sector, and academic institutions who constitute the local ecosystem for social entrepreneurs in that specific region.
- Field visits to the communities of leading social innovators in the region. Building a pipeline of Ashoka Fellow candidates based in that area.

Value of Project - Creating a truly grassroots support system for social entrepreneurs in the city level (particularly crucial outside of Metro Manila).

PROJECT: MARKETING & COMMUNICATIONS

The intern will help design and manage the digital campaign for Ashoka's national search for leading social entrepreneurs. This work would include:

- Managing the relationship and working closely with a partner design agency to create the campaign.
- Collaborating with Ashoka's partners from media, nominator networks and major citizen sector organizations to spread the campaign.

Value of the Project - By further refining the message of systemic change, this campaign will increase national awareness of Ashoka as a resource for local social innovators and also encourage more Filipinos to engage in social change.

PROJECT: ASHOKA SUPPORT NETWORK (FUNDRAISING)

The intern will work closely with the Ashoka Support Network (ASN) members -- these are local business leaders who support Ashoka Fellows and Ashoka's mission in the Philippines. The intern will help create a more formalized ASN engagement strategy to maximize the impact of the relationship for Fellows, ASN members & Ashoka. The intern will also explore how to engage more Filipino diaspora community members to join the ASN.

Value of the Project - Building long-term connections for business leaders and Filipino diaspora members to support local social innovators. Continuing to build bridges between the business & social sectors, we can continue to push the quality & nature of engagements beyond traditional CSR models.

EXPECTATIONS

GENERAL ASHOKA CRITERIA:

- Entrepreneurial spirit. A self-starter. Someone who is comfortable working in an environment with less structure and a high level of responsibility.
- Ethical Fiber & Passion for Solving Social Problems
- Self-Definition, Emotional and Social Intelligence
- Strong Leadership, Project, and Process Management Skills

SKILLS:

Project Nominator Network:

- Comfortable engaging with a diverse set of stakeholders, Relationship management, Strong Analytical Skills, Strong interest in Social Innovation, Willing to travel to rural areas, Some level of Filipino language competency preferred.

Project Marketing & Comms:

- Social Media management / Design background / Strong Writing Skills, Strong interest in social innovation.

Project Ashoka Support Network:

- Combined experience of working with both business/corporate and social sector-related groups. Relationship management. Strong interest in social innovation.

SOCIALPROJECT.PH

CROWDFUNDING A BETTER PHILIPPINES

SocialProject.PH is a crowdfunding platform that connects inspiring initiatives for communities in the Philippines to supporters around the world who want to increase the impact of social good projects. Created in 2012, it advocates responsible giving that promotes sustainability, empowerment and creativity for a better future.

OPPORTUNITIES

PROJECT: OPERATIONS STRATEGY

The Operations Strategy Intern will make recommendations on overall strategic direction and internal operations based on our two-sided platform to ease giving and identify future partners whether it is a CSR partnership strategy, media partnership strategy, etc.

This project will set the future strategic direction of our platform with the mission to grow, develop, and support social entrepreneurship in the Philippines as a more sustainable means to poverty alleviation and nation-building.

PROJECT: MARKETING STRATEGY

The Marketing Intern will take recommendations on marketing strategy and promotions activities regarding Filipino diaspora engagement as well as reaching friends of the Philippines. For example, Kiva.org (our inspiration for SocialProjectPH), is a U.S. platform working in developing countries globally with no specific strategy to engage Filipinos, yet based on their 2011 annual report, the Philippines has the most number of funded micro recipients out of all the partner countries.

Value: Engaging the Filipino diaspora as well as friends of the Philippines, developing strategies and partnerships with diaspora and global groups for social development in the Philippines.

EXPECTATIONS

Looking for students passionate about pursuing innovative and tangible ways to create social good in the Philippines.

Junior level or above college student already taking classes in major. Flexible to major but interested in those with an interest in areas of business, social development, sociology, digital and overall marketing. Experience a plus in those areas a plus but certainly not expected.

Looking for student who is self-motivated, positive attitude open to constructive criticism, interested in an entrepreneurial work environment, social media savvy, and overall looking to have fun.

BANTAY.PH

HOLDING YOUR GOVERNMENT ACCOUNTABLE

Bantay.PH is an educational and volunteer tool for good governance. Through this website and our advocacy projects, they educate citizens about their rights to good government services and how they can avail of these services without paying bribes. Bantay.PH also partners with universities and send student volunteers, deputized by the Civil Service Commission, to government agencies to monitor if they comply with the service standards stipulated by the law.

Mission: to uplift the standard of frontline government service, and to increase government accountability through citizen monitoring

Vision: an informed citizenry that demands good governance in the area of frontline government service.

OPPORTUNITIES

PROJECT: DESIGN & COMMUNICATIONS

The intern will design programs, products, and informational material to help low-income families understand their rights with government services (CCT, PhilHealth, free education).

PROJECT: WEB DEVELOPMENT

The intern will work with app and mobile developers to create a transferable app / online system allowing Bantay's volunteer work with schools to be replicable by any university in the country. For now, Bantay is working with UP, Ateneo and LaSalle, but would like to expand with other universities.

PROJECT: PROGRAM DESIGN

The intern will design Bantay's new "ease of doing business" module. For now, Bantay.PH has focused on basic government services (Philhealth, LTO, PAg-Ibig) and have done a fair amount of work that could be relevant to entrepreneurs (DTI, BIR). But they want to take it further and create a separate program that targets entrepreneurs -- helping with them holistically with legally setting up a business, registering it with SEC / DTI, setting up Pag-Ibig / Philhealth / SSS for employees etc.

EXPECTATIONS

Professional skills: organized, diligent, and entrepreneurial – Bantay.PH is a small organization, so expect to get your hands dirty (with hard work, not corruption).

Experiences: leadership at undergraduate level (club position) is a good indicator of organizational capacity and desire to get involved.

Language competencies: Proficiency in Tagalog would be required for project 1, and desirable for projects 2 and 3. Having said that, Bantay.PH maintains a flexible and open approach as talent can manifest itself in very different personalities / skillsets.

TEACH FOR THE PHILIPPINES

BUILDING LEADERS TO END EDUCATIONAL INEQUITY

Teach for the Philippines works to provide all Filipino children with an inclusive, relevant, and excellent education. TFP enlists the country's most promising young leaders to teach for two years in high-need public schools throughout the Philippines. Through their experiences in the classroom, Teach for the Philippines transforms Philippine leaders into lifelong advocates for education equity.

OPPORTUNITIES

PROJECT: RESEARCH

Teach for the Philippines is committed to designing a Fellowship program that is well-informed and grounded by the data they gather from their work. As a Research Intern you help do that through the following:

- Testing whether predetermined standards for achievement based on the Transformational Teaching model are supported by the experiences of Fellows on the ground
- Researching education policies and teaching strategies that work within and outside the Teach For All network to use as testable models locally
- Building an electronic resource library and organizing it to maximize utility for support staff and Fellows

PROJECT: MARKETING AND COMMUNICATIONS

We're proud of what we do, and our story's one we'd love you to help them tell, but we believe in doing it in a smart and systematic manner. As a Marketing and Communications Intern, you'll be working on the following:

- Designing our core Marketing and Communications Strategy by helping develop a framework for mapping out our brand's key messages and utilizing the best indicators to measure their reach
- Creating an integrated marketing communications campaign which you'll get the chance to see go live!

EXPECTATIONS

Minimum Qualifications:

- You possess or are in the process of obtaining a bachelor's degree
- You have a current GPA of at least 3.0/4.0 or equivalent

General Expectations:

- You have a passion for community service and/or education
- You possess a strong sense of civic responsibility and entrepreneurial drive

Research Expectations:

- You have prior research experience in the field
- You are thorough and meticulous in data gathering and synthesis

Marketing & Comm. Expectations:

- You are driven by a need to tell great stories
- You have an appreciation for understanding audiences and user experiences

HOPE IN A BOTTLE

DRINK HOPE, GIVE HOPE

Hope In A Bottle is the cause-oriented brainchild of Friends of Hope, Inc., which works to improve access to public education through a market-driven model centered around the creation and distribution of bottled water.

Friends of Hope has committed 100 percent of its profits — meaning whatever is left after all the expenses needed to manufacture, market and deliver Hope In A Bottle have been met — to the building of public school classrooms nationwide.

OPPORTUNITIES

PROJECT: FUNDRAISING

Fundraising might take the form of developing an online and social media solution to effectively communicate to the international community ways to work with Friends of Hope to build "dedicated" or "commemorative" public school classrooms. (Example: Raise \$12,000 from your graduating class and HOPE will build a public school classroom dedicated to your class, etc.)

PROJECT: BUSINESS DEVELOPMENT

Another option would be for the intern to take on a business development opportunity and spearhead a co-branding partnership campaign for Hope.

PROJECT: MARKETING STRATEGY

The intern will identify opportunities for the international expansion of Hope in a Bottle, targeting Filipino migrant communities and Filipino-run businesses around the globe, and potentially engaging with prolific Filipinos (and supporters of the Philippines) internationally to act as ambassadors of the brand.

EXPECTATIONS

Above all, the HOPE intern will need to be very entrepreneurial as the organization is very small and flat. They will need to know how to pull in resources to get the job done and ideally improve Friends of Hope so that they have made their mark on the organization by the end of 10 weeks.

EDUKASYON.PH

CREATING BETTER FUTURES THROUGH EDUCATIONAL INFORMATION AND PARTNERSHIPS

Edukasyon.ph is a social enterprise that utilizes the latest in Internet-based technology to provide a comprehensive source of useful, relevant, and up-to-date information on scholarships for degree and certificate programs, as well as for technical/vocational training. These scholarships cover Philippine and foreign colleges, universities, and technical schools and institutions.

Its partnerships with various Philippine and foreign higher learning institutions, technical and training organizations (such as the Technical Education and Skills Development Authority or TESDA), foundations, as well as private individuals have resulted in an extensive database of more than 10,000 sets of information on scholarships, academic programs, and skills training.

OPPORTUNITIES

PROJECT: PROGRAM DESIGN

The intern will work in partnership with DOLE (the Department of Labor and Employment) and Kalibrr, a job access training enterprise, to design a Jobs for Good program that facilitates the return and reintegration of Overseas Filipino Workers to the Philippine labor market.

Edukasyon.PH will need an intern from Kaya Co. who can help create a Return Education curriculum with Kalibrr: developing skills assessments that will direct OFWs to appropriate jobs and “re-educating” them for a smooth transition back home.

PROJECT: RESEARCH & STRATEGY

The intern will author a concept note, a strategy paper, and corresponding databases/presentations around a combination of the following questions:

- *Diaspora Scholarship.* How can you convince the public to create/sponsor more scholarships for OFW kids through Edukasyon.PH?
- *Comparative Study on Filipino Scholarships.* How will you categorize the existing scholarship programs for Filipinos? What other types of scholarships can be offered but have not yet been implemented?
- *Educational Innovation.* What are existing innovations on education and how can they be applied to the current status of Philippine education? Which of these can Edukasyon implement?

EXPECTATIONS

Edukasyon.PH is flexible about skills and background, but is especially interested in students specializing in **labor, education access, migration & development or software-based innovations.**

ROUTE +63 TRAVELS

DISCOVERING & ENRICHING THE PHILIPPINE EXPERIENCE THROUGH SUSTAINABLE TRAVEL

Route +63 is a social enterprise that aims to contribute to local economic development and other development initiatives in the Philippines through tourism, promoting ecotourism and sustainable tourism in partnership with social enterprises, government units and other development organizations. By joining our trips, travelers are given the opportunity to get to know the Philippines and contribute to a cause which they believe in.

OPPORTUNITIES

PROJECT: MARKET STRATEGY

Route +63 wishes to partner with interns from Kaya Co. in developing a market expansion strategy focused on Filipinos abroad. In line with Kaya Co.'s goal of linking overseas Filipino communities to homeland development, we would like to create travel programs for Filipinos who wish to reconnect with the Philippines either for vacation, business, exchange programs, or other reasons.

The desired output is a program design and a marketing plan focused on the needs and demands of the international Filipino community. Over 10 weeks, the intern will:

- conduct a market study for target market segments to be identified together with the management team
- identify competitors, best practices and possible partner organizations through industry research
- organize a *balikbayan* trip that will serve as a prototype for future diaspora-focused travels

The internship program will be valuable for Route +63, our partner communities, and the interns.

The final outputs will contribute both to our social impact and financial sustainability. At the same time, our partner communities will also benefit through increased income, exposure, and networking opportunities. The interns will also learn a lot about the Philippines and how they can contribute further to local economic development.

EXPECTATIONS

Our minimum requirements are competency in the English language, **basic computer skills and good communication skills.** Interns with background on marketing, tourism planning, and intercultural studies are preferred.

UNLAD KABAYAN

MOBILIZING MIGRANT WORKERS FOR A SUSTAINABLE ECONOMY

'Unlad' is to develop, progress, or prosper. 'Kabayan' are fellow Filipinos abroad.

Unlad Kabayan Migrant Services Foundation is a social entrepreneurship NGO linking migration to community development in the homeland. We pioneered the approach of managing migratory workers' resources to bear on local economy development. We arm migrants with the business knowledge, skills, and support they need to successfully reintegrate when they return to the Philippines. Locally, we aim to build sustainable communities, economies, jobs, livelihoods, and enterprises for migrants to invest their money in.

OPPORTUNITIES

PROJECT: RESEARCH

The organization views the internship as integral to its core program of Migration and Development (M&D) that would produce results with immediate output and results with strategic value, beyond a ten-week period.

The intern will conduct an assessment of existing and potential businesses with forward (marketing) or backward (technology) linkage in the US. The results will be used to mobilize migrant/immigrant communities and engage them as investors, marketing partners and/or technology providers. Existing business assisted include coir production, fruit processing, rice mill and allied business, livestock production, furniture. Potential business: coffee and cacao, eco-tourism.

PROJECT: FUNDRAISING STRATEGY

The landscape of philanthropy and social finance has advanced and evolved considerably over the course of Unlad Kabayan's existence. So has the balance of attention and interest in social issues and models of change.

In order to help Unlad Kabayan stay sustainable, **the fundraising strategy intern will conduct research on new sources and types of social impact capital** that may serve as opportunities for future funding. The intern will end the summer by presenting a summary of their findings, suggesting sources to target, and identifying best practices for successful fundraising.

EXPECTATIONS

The needs of the organization are varied. **Professional skills or experience in research, business management or entrepreneurship, engineering (mechanical, chemical).** Functional Cebuano would be helpful but this is negotiable.

We are a flexible organization. If there are interns with skills and experiences other than the above, there is room to negotiate.

RAGS2RICHES

A STYLISH SOCIAL STATEMENT

Rags2Riches Inc. is a for-profit social enterprise based in Manila, Philippines, creating eco-ethical fashion and home accessories out of upcycled scrap cloth, organic materials and indigenous fabrics by working with artisans (mostly women) living in the poor communities across the country. Rags2Riches' philosophy stands upon its four bottom lines: People, Profit, Planet and Positive Influence.

Rags2Riches Inc. was created to provide artisans with fair access to the market and the formal economy, as well as with additional skills-based, financial and health training so that they can maximize their career potential and take steps towards long-term financial and personal well-being. **After four years, R2R has already trained 800 artisans across 21 communities in the Metro Manila area and continues to expand its social impact and eco-ethical footprint in the country.**

OPPORTUNITIES

PROJECT: SOCIAL IMPACT MEASUREMENT

As Rags2Riches continues to grow its work, its profile, and its influence, rigor and reflection become ever more crucial to its understanding of success and the evolution of its model. **R2R is looking for an intern to create a social impact measurement system that reflects the organization's values, produces actionable insights, and facilitates constant updating.**

PROJECT: COMMUNITY RESEARCH

R2R wants to know more about the communities it works with outside the Metro Manila area. The community research intern will help R2R understand the physical and cultural dimensions of these diverse populations, collecting data to **inform the creation of empowering designs that integrate the cultural and material value present in the communities R2R works to sustain.**

PROJECT: ECO-ETHICAL DESIGN

The Eco-Ethical Design intern will work to harmonize R2R's revenue stream with its mission of environmental responsibility. The intern will perform due diligence on Rags2Riches' current suppliers, measuring their willingness to act in an eco-ethical manner while strategizing with the R2R team about how to engage more intentionally with suppliers who share this environmental commitment.

EXPECTATIONS

Rags2Riches is looking for undergraduates and recent grads with experience in the social sciences, business, and/or design.

For the social impact measurement project in particular, an understanding of social innovation and economic development is highly desirable, as is technological capacity to create a data input system that is convenient, intuitive, and reliable. Training in disciplines like anthropology, sociology, and human geography are particularly valuable for the community research project.

GIFTS & GRACES

GIFTS THAT LIFT THE SPIRIT

Gifts and Graces is a fair trade brand of choice for quality handcrafted products made by artisans, craftsmen, and micro-entrepreneurs from society's marginalized. Our aim is to help our partners escape poverty and improve their quality of life by providing product development, technical training on enterprise management, and global market access to livelihood communities under the Gifts and Graces brand.

Through a strong partnership with other NGOs and non-profits, and with the help of committed and passionate board of trustees, staff, and supporters who believe in our cause, we help communities and individuals reach their full potential and break free from the cycle of poverty.

OPPORTUNITIES

PROJECT: BRANDING & MARKET STRATEGY

G&G will be relaunching with a sharper, more focused brand identity that will revolve around the general theme fashion with a cause. We want G&G to be seen as a fashion brand, not just a foundation or social enterprise although this story will remain important. We are in the process of working on this rebranding for launch in early 2014.

In line with this, the **Kaya Co. intern** will be tasked with creating a branding, communications, and community engagement strategy that will raise brand awareness; mobilize funds and other resources; engage clients, volunteers, and other stakeholders; and establish strategic partnerships with designers, bloggers, magazine editors and others in the fashion industry to sustain the new G&G brand proposition.

The value of this project will go beyond the internship period as it will help establish the G&G brand in the consciousness of our target market, will drive sales, and ultimately increase orders to G&G's partner communities.

EXPECTATIONS

- Marketing and Branding Skills
- Networking Skills
- Communication Skills
- People Skills
- Comfortable with Ambiguity
- Self-starter
- Open to Learning
- Positive Attitude

All these are necessary, especially the soft skills. The summer intern must believe in G&G's advocacy and in the project. Working in a non-profit and social enterprise requires resilience, adaptability, and passion.

MOVE.ORG FOUNDATION

MOLDING OPTIMISM AND VALUES THROUGH EDUCATION

Move.org Foundation, which stands for Molding Optimism and Values through Education, is a non-profit organization created by Habitat Youth Council founder Alex Eduque to help address the development needs of children in their early years by providing low cost day care and kindergarten education. It believes that by involving parents in their child's education and development, a caring environment is developed, critical to a child's holistic development. Move.org caters to support primarily children in Habitat communities and other vulnerable communities

OPPORTUNITIES

PROJECT: PROGRAM DESIGN & COMMUNITY ORGANIZING

Our foundation is currently organizing the parents of the students enrolled in our Pre-school. Among the top priorities next year is to set-up a cooperative for the parents. This cooperative aims to generate funds that will make the pre-school sustainable.

Setting up a cooperative has several layers, foremost would be to organize and empower the members of the community. This will involve skills and capacity training. e.g. financial literacy, org management, org structuring, etc.

PROJECT: COMMUNICATION DESIGN

The intern will learn about the model and the surrounding context of Move.org and distill the key elements into a short and compelling brochure or one-pager on the organization's work.

EXPECTATIONS

PROJECT: PROGRAM DESIGN & COMMUNITY ORGANIZING

It would help if the intern can do community organizing and conduct market or feasibility studies since the goal is to set-up a cooperative. It would also help if the intern knows about the education situation of the country since the foundation is focused on early childhood care and education. Language: Filipino and/or English.

KALSADA

BREWING A GLOBAL FILIPINO COFFEE EXPERIENCE

Kalsada champions Philippine artisanal coffee, helping to create the conditions for ethically and fairly growing and distributing locally sourced beans.

High quality coffee requires biodynamic growing methods, therefore we will only purchase coffee from dedicated farmers at a higher price per pound, encouraging producers and community partners to invest in organic inputs, precise processing solutions and better paid workers. By investing 100% of our profit in producers, we are investing in communities and future generations of farmers.

OPPORTUNITIES

PROJECT: OPERATIONS & COMMUNICATION

We anticipate that over 10 weeks the intern will deliver:

1. High-quality content for the Kalsada website and social media
2. Major assistance to the establishment of office operations (including SOPs)
3. Help the organization maintain relationships with crucial stakeholders

The intern will also compose a comprehensive and professional photobook summarizing farmer stories, in addition to Kalsada's journey, mission, and vision.

EXPECTATIONS

Preferred: Candidates should have a basic grasp of microeconomics. Would also have some experience in a developing country, farming communities, or Southeast Asian culture(s).

Our minimum qualifications:

- *strong writing and communication skills
- *basic web research and content management
- *Ability to use MS Suite (Word/PP/Excel)
- *Reasonable fluency in a relevant Philippine language (Filipino, Cebuano, Ilokano or Pangasinense).
- *an interest in agriculture, tasting methods, and/or the coffee industry