

KAYA COLLABORATIVE

FELLOWSHIP 2015
INTERNSHIP LISTING

ANAKBAYAN

CHILDREN OF THE NATION

Anakbayan is the comprehensive, national democratic mass organization of the Filipino youth. Established on the 30th of November 1998 – the anniversary of Andres' Bonifacio and pre-Martial Law organization, Kabataang Makabayan – it seeks to unite the youth from different sectors of society to advance the cause of national democracy: workers, peasants, fisherfolk, urban poor, students, out-of-school youth, women, professionals, migrants, Moros, Christians, etc.

PROJECT: COMMUNITY INTEGRATION & MULTIMEDIA

Since its inception and for the coming months ahead, Anakbayan's focus is to strengthen grassroots education, organizing, and mobilization in basic sector communities. They aim to conduct strong propaganda and organizing efforts among students and professionals to link them up with the basic sectors. The Kaya fellow will support this through a set of projects that include:

- Community integration with urban and rural poor communities, which includes research, organizing, training, and propaganda/multimedia work
- Strengthening Anakbayan media through various media forms that include PSAs, video documentaries, radio broadcasting, podcasts, and social media
- Connecting both of the above (community integration and media capacity-building) to bring issues of communities and Filipino youth to light.

Value: linking youth, students, and professionals with grassroots efforts; building AB's capacity for mobilization

Skills: strong community leadership; social justice background; community-based research

ASHOKA PHILIPPINES

INNOVATORS FOR THE PUBLIC

With over 3,000 fellows in more than 70 countries worldwide, Ashoka is the global association of the world's leading social entrepreneurs – individuals with system-changing solutions for today's most pressing challenges.

In partnership with the Ateneo School of Government, Ashoka Philippines continues to be a catalyst in the national social entrepreneurship space. Their work centers on building powerful and consistent mechanisms to identify and support leading Filipino social entrepreneurs each year.

PROJECT: GLOBAL FELLOWSHIP SEARCH

With Ashoka's annual fellowship search just underway during early summer, the Kaya fellow will enter into the research, due diligence, and selection process in order to find the most passionate, innovative candidates by:

- Researching candidates in-depth to help determine qualification for further interview
- Organizing Global Innovator Series events for visiting Ashoka fellows
- Expanding both the Nominator Network set up to identify and nominate potential fellows from within, as well as the Ashoka Support Network of corporate supporters outside the Philippines

Value: building the foundations of the next Ashoka fellows; powering Philippine social entrepreneurship

Skills: research experience; analytical capability; interpersonal EQ; networking passion; event planning

PROJECT: STORYTELLER IN RESIDENCE

The fields of social innovation and social entrepreneurship are rife with stories – of those who have made their mark, those who are at the cusp, and the countless voices still waiting to be heard. These stories hold the seeds for a greater cultural shift towards a world where everyone can be a changemaker. The Kaya fellow will:

- Explore ways to select engaging stories out of the masses and help them reach a broad audience
- Contribute stories through online media to highlight Philippine social innovation
- Devise a program to search for a well-positioned resident storyteller

Value: spotlighting global Philippine innovators; inspiring aspiring entrepreneurs with success models

Skills: strong writing and voice; journalism; experience with social media; broad network access

PROJECT: HEALTH INNOVATION ECOSYSTEMS

Ashoka's partnership with the international pharmaceutical company Boehringer Ingelheim intended to identify additional fellow candidates in the global health sector. Both have experienced certain difficulty in locating health entrepreneurs. The Kaya fellow will undertake a capstone to this partnership,

- Assessing the social innovation scene in the Philippines, with an emphasis on the health sector
- Exploring the lack of global health innovation or potential barriers to finding entrepreneurs
- Innovating ways to support health entrepreneurship in the future, as well as outside Ashoka itself

Value: identifying needs in the health entrepreneurship sector; increasing participation in health innovation

Skills: research and investigative experience; assessment experience; interest in health and innovation

BANTAY.PH

CROWDSOURCING GOVERNMENT ACCOUNTABILITY

Through educational tools and online resources, Bantay - meaning 'to watch over' in Tagalog - works toward an informed citizenry and a high standard of Philippine government service. Their advocacy reaches to students, general citizens, and most importantly, local government itself.

Underlying their work is the basic desire for public trust. Bantay's flagship monitoring campaign involves all these networks to create a more accountable public atmosphere, especially around the National Capital Region. By utilizing volunteer networks, they set a precedent for people's personal investment in government.

PROJECT: COMMUNITY ENGAGEMENT FOR GOOD GOVERNANCE

Bantay partners directly with universities to engage youth in understanding their stake in local government. Together with the Civil Service Commission, Bantay's student volunteers are officially deputized to audit and survey government offices, along with their customers and services. The Kaya fellow will focus on:

- Creating a transferable model to implement community engagement in cities around Manila
- Coordinating volunteers and thinking of innovative ways to make governance real for students
- Identifying and reaching out to local communities with potential interest in the monitoring campaign
- Supporting Bantay in their joint promotion of government programs to impoverished communities

Value: ability to effectively implement good governance models in all 17 of Manila's cities; inspiring and educating the next generation of citizens; outreach to widen awareness of government service benchmarks

Skills: people management; out-of-the-box thinking; strong passion and advocacy; community participation

PROJECT: SOCIAL MEDIA & ADVOCACY DESIGN

With such a broad constituency, Bantay is constantly seeking ways to involve citizenry in good governance, working to counter the popular mindset that public corruption is unavoidable. The fellow will aid this by:

- Designing marketing and promotional materials for Bantay's events and ongoing campaigns
- Conducting outreach & promotion, and sustaining the Bantay brand via social media outlets
- Expanding online services and revamping website design to accommodate survey feedback
- Looking for ways to consistently involve young citizens in good governance

Value: inspiring and educating the next generation of citizens; building networks for accountability

Skills: marketing experience; information-savvy; familiarity with social media as a tool; website design

BATIS CENTER FOR WOMEN

EMPOWERING WOMEN MIGRANT WORKERS

Since 1988, the Batis Center has developed support networks and programs for women migrant workers returning from abroad, helping with issues of reintegration and raising transnational families. Generally, their advocacy also focuses on broader root causes of exploitative social structures, forced migration, and gender-inclusive equal opportunity. By supporting community organizing efforts and aiding in enterprise or livelihood development for women, Batis has extended direct assistance to over 3,000 women and their families.

PROJECT: **WOMEN EMPOWERMENT PROGRAM (WEP)**

Batis' main strength lies in their community network. The WEP has been able to hold educational awareness seminars, skills training workshops, and leadership development activities in order to strengthen their existing bonds and raise the collective voice of community. The fellow will support WEP through:

- Organizing training and leadership sessions to build collective capability for women
- Forming support groups of peer mentors within Batis' networks
- Assisting the center in holding reintegration activities for Overseas Filipina Worker (OFW) returnees
- General advocacy for gender inclusivity, migration policy, and human rights

Value: empowering women as individuals with integral community role; build collective capability for women

Skills: project management; strong empathy; understanding of gender inclusivity; interest in human rights

PROJECT: **EMPOWERING TRANSNATIONAL CHILDREN & YOUTH**

This is a joint program with TIGRA, an organization that works with transnational migrant communities. In supporting migrant women, an all-important aspect is the challenge of raising a family between cultures. Many returnees involved with Batis have worked in Japan, some raising children abroad for years. Still in the developmental stage, this program seeks a fellow to engage youth directly and be able to meet their needs in strengthening individual rights and the family unit as part of a broader picture of migration:

- Facilitate dialogue sessions, incorporating the central role of transition and identity
- Engage youth in order to identify their needs as a community
- Conduct participatory action research through interviews and interactivity
- See transnational youth as an asset for the Philippines and a bridge for similar networks worldwide

Value: empowering transnational children and families; establishing multinational links; advocating for individual rights through the framework of identity; forming a tight-knit community with leadership potential

Skills: community-based research; multicultural competency; oral communication; youth leadership

EDUKASYON.PH

LEVELING THE PLAYING FIELD

The Edukasyon team serves as a connector for high school students in the Philippines, inspiring them to pursue higher education and providing them resources to make that a reality. Their partnerships with various Philippine and foreign higher learning educational, technical, and vocational institutions, foundations, and private individuals have resulted in an extensive database of more than 10,000 sources of information on scholarships, degree or certificate programs, and academic advisors.

PROJECT: STUDENT OUTREACH

Edukasyon's work provides a human face between graduating high school students and the looming prospect of higher education. The sheer volume of public schools alone provides a challenge for the message to reach thousands of students. In order to inspire these students and debunk their imagined roadblocks to studying abroad or at a university in the Philippines, the Kaya fellow will:

- Organize scheduled campus tours at science magnet high schools throughout Metro Manila
- Communicate through the Philippine Department of Education to reach public high schools and connect them with university, technical, and vocational institutions in the Philippines
- Coordinate with College Admissions Mentors for Peers (CAMP) Philippines in implementing a day-long study abroad conference directed toward high school students

Value: connect graduating students with higher education possibilities; develop cross-sector partnerships

Skills: passion for education; youth leadership experience; oral communication; event planning experience

FOOD FOR HUNGRY MINDS

AN EDUCATION THAT FEEDS THE NATION

Food for Hungry Minds bridges global divides to provide high performance educational initiatives for disadvantaged children, empowering and inspiring them to succeed in life.

Food for Hungry Minds schools are established to serve children living in poor communities. The goal of creating an education system, serving children from grades 4 through 6, is to provide less privileged children with an intensive three-year, bilingual education that prepares them to succeed in high school and serve in life.

PROJECT: YOUTH LEADERSHIP DEVELOPMENT

The Hungry Minds alumni network – high schoolers, college students, and adults who've been through its elementary program – grows faster every year. Hungry Minds is now exploring how to mobilize this network for leadership and action.

The Kaya fellow, together with Hungry Minds Program Coordinators, will work with High School and College scholars of Hungry Minds to:

- facilitate the selection of organizational leadership and officers
- create and implement programs for the development of leadership and organizational skills
- integrate community service projects into the educational experience

Aside from school-based work, community immersion and interaction with people from different walks of life will be integral components of the fellowship.

Value: directly to the personal development of underprivileged youth, with the potential to leave long-term positive impact in the lives of both the scholars and the fellow.

Skills: experience or interest in education and leadership development; empathy and social intelligence; creativity; proactive attitude; respect for communities

FULL SUITE

EXTENDING AN ARM TO ENTREPRENEURS

Full Suite provides back-end business and consulting services to entrepreneurs in the Philippines at any stage of company development. An internationally-seasoned team of professionals with a wealth of experience navigate procedures and guidelines unique to the Philippine business environment.

Full Suite encourages a culture of entrepreneurship in the country, ensuring that business owners, from start-up to medium enterprise, can concentrate on creating value, customer service, and growing their company.

PROJECT: MARKETING & ENTREPRENEURSHIP ASSOCIATE

Full Suite helps even the smallest enterprise to flourish in the Philippines – to realize their potential while freeing their passion and ideas. As an intern, the Kaya fellow will:

- Document and analyze company client and lead database in order to form a conducive service offering
- Conduct research and report on the ever-changing entrepreneurial landscape in the Philippines
- Classify and standardize essential departmental functions

Value: jump-starting Philippine entrepreneurship; creating value opportunity in the business economy

Skills: marketing courses or experience; eager to absorb new knowledge; collaborative team worker

HABI EDUCATION LAB

CATALYSTS FOR CREATIVE EDUCATION

Habi is the Filipino act of weaving indigenous fabrics, valued for their intricate patterns and sturdy craftsmanship. Likewise, Habi Education Lab strives for projects that are synergistic in nature, locally inspired, intentionally designed, sustainable, and ambitiously innovative.

Through research, education, and collaboration, Habi empowers students and educators alike with the skills not only to solve problems, but to find the right problems, and approach them. True to its name, they seek to weave together a new education sector in which solutions are found and tested at the grassroots level, and success is purposefully scaled across different systems.

PROJECT: CURRICULAR DESIGN CHALLENGE

Habi currently partners with educators and students through 1. 'open lab' sessions that bring together educators and professionals from different backgrounds to prototype new models of learning, 2. interactive design workshops at schools to promote deeper learning, and 3. innovative faculty development programs that are tailored to a school's unique context and needs. The fellow will:

- Contribute to and observe school design workshops, conducting interviews among participants
- Identify challenges to educational workshop implementation and ideate toward potential solutions
- Research funding and potential for a teacher fellowship to encourage design thinking in education

Value: transforming the Philippine education scene; inspiring people to approach problems differently

Skills: design-thinking experience; passion for education; youth leadership; oral communication

HOMEGROWN.PH

CULTIVATING SUCCESS

Homegrown has evolved from an online publication to serve as a business resource and community for entrepreneurs in the Philippines. It showcases articles that run the gamut of 'how-to', financial planning tips, and local success stories. They also plan events that foster community-building and promote approaches that synergize homegrown brands with social enterprise.

PROJECT: MARKETING & NETWORK WEAVING

The Homegrown team, above all, places value on the experience of entrepreneurs – ensuring that this theme is at the center of all its activities, from content creation to community building. Looking to retain the entrepreneurial backbone of the Homegrown brand while employing its main theme, the Kaya fellow will:

- Create and implement the infrastructure for a network and community building program that can work both locally (physical) and internationally (digital)
- Contribute content through the online publication and social media

Value: supporting local entrepreneurs; network business leaders together; expand a growing organization

Skills: marketing courses or experience; network-oriented; interest in entrepreneurship; strong writing

HOPE IN A BOTTLE

DRINK HOPE – GIVE HOPE

Hope in a Bottle, the cause-oriented project run by Friends of Hope, Inc., is working to correct the drastic classroom shortage in the Philippines – estimated to hover around 100,000 units in the next five years – by selling bottled water. A simple design with a simple message, Friends of Hope commits 100% of its bottled water profits to building public classrooms nationwide for communities most in need of educational facilities.

PROJECT: MARKETING & COMMUNICATIONS

Hope enjoys celebrity endorsement and a large following, having been able to sell 2.5 million bottles and construct 17 dedicated public classrooms around the Philippines. Aside from simply being sold in department stores and highly frequented outlets like Starbucks, sales must be complemented by a campaign designed to reach a wider audience and to spread awareness of Hope's work. The Kaya fellow / team will accomplish this by:

- Creating and editing Hope's online presence, especially through a website and social media outlets
- Plan and execute digital activations for the company's brand
- Establishing a long-term communications plan and sales marketing campaign

Value: rapidly expanding an organization addressing drastic public education shortfalls; creating long-term plans for awareness and setting foundations for future publicity campaigns

Skills: familiarity with social media as a tool; web design; marketing and design experience; information-savvy

PROJECT: CO-BRANDING FOR SOCIAL GOOD

With its sights set on larger markets, Hope in a Bottle seeks to inspire partners and social advocates alike with their mission. Many causes' efforts, such as the (RED) campaign, have effectively been multiplied through a combination of efforts on the part of corporations and citizens. By conducting outreach and market research, the Kaya fellow will develop and secure a co-branding opportunity abroad in order to secure this mutual benefit.

Value: inspiring people worldwide with a pressing social issue; creating avenues for international expansion

Skills: excellent oral and written communication; research experience; marketing courses or experience

PROJECT: CREATE YOUR OWN PROJECT (POSSIBLE SCHOOL CREDIT)

Being such a flexible organization with dedicated teams and great resources, Hope offers the possibility for an intern to custom-design a project. This may be done in conjunction with a university professor or advisor, in order to realize an independent study course. Some areas of focus and potential ideas to start:

- *Offshore Hope:* mirror the model of Hope in a Bottle abroad, creating a sales, marketing, and distribution plan for a location outside of the Philippines, as well as identifying a beneficiary for a portion of the proceeds to go toward local public education
- *Hope Drive:* coordinate with the Philippines office to sell Hope bottled water at your school campus or in your community; setting up a receiving and sales system, promotion strategy, and remittance plan.
- *Team Up for Hope:* form a team of dedicated individuals in order to take on a self-designed project. This may take place entirely overseas, or with one team member in the Philippines.

Value: creating avenues for international expansion; implementing shared value with overseas communities

Skills: entrepreneurial spirit; marketing and sales experience; operations or food service experience

IBON INTERNATIONAL

DEVELOPMENT JUSTICE FROM THE GRASSROOTS

IBON International shares a worldwide vision of a world of prosperity, democracy, and freedom from inequality, oppression, and war. With offices in Kenya, Bolivia, and Belgium, the Philippines field concentrates on research, advocacy, and community organizing. The IBON Foundation in the Philippines provides direct, capacity-building support to communities through consultancies, centralized issue response, and educational training modules, in order to lift the voices of the Global South.

PROJECT: GRASSROOTS RESEARCH & COMMUNITY ADVOCACY

In light of the expiry of UN Millennium Development Goals set to be accomplished by 2015, IBON International has been collaborating with other organizations at the international and local levels to put together a post-2015 'people's campaign' for sustainable development analogous to that of the United Nations, calling for more structural and grassroots change. IBON's centrality in the struggle for human rights and development justice is relevant as ever, and will guide the Kaya fellow through:

- Community-based research around the grassroots struggle for human rights
- Researching transnational corporations' role in preventing economic and redistributive justice
- Exploring how to expand the existing climate justice program through a solidarity framework

Some important times to consider, relevant to IBON's work: the *League of People's Struggles* annual congregation in Manila, June/July 2015; and the *Counter-APEC Conference* held in conjunction with the APEC Conference to be hosted by the Philippines in November 2015.

Value: empower the continuing peoples' movement; conduct valuable research toward future publications

Skills: research experience; social justice background; community leadership; Tagalog proficiency preferred

JEEPNEED

THE MAGIC SCHOOL BUS OF THE PHILIPPINES

Jeepneed has grown in the past three years to more than just a science and technology education lab on wheels. Initially crowdfunded as a Jeepney redesigned, it would travel to rural schools outfitted with hands-on learning tools for children. Now developing educational tools and learning modules for children, they bring science labs, trained teachers, and active learning to the table for educational equality around the Philippines.

PROJECT: LEARNING MODULE DEVELOPMENT

The Kaya fellow will assist the Jeepneed team with educational module development and product testing for launch in rural schools. Individuals with strong interest in education are encouraged to apply.

Value: creating equal opportunity to education in geographically and socioeconomically disadvantaged areas

Skills: passion for education; design-thinking experience; science / technology interest

KALSADA COFFEE ROASTERS

BREWING A GLOBAL FILIPINO COFFEE EXPERIENCE

Kalsada champions Philippine specialty coffee, creating conditions for ethically-produced and locally-sourced beans. High-quality coffee requires dynamic growing methods, and special partnerships within dedicated farming communities encourage growers and producers to invest in organic inputs and precise processing solutions.

Current partner communities are located in the Benguet and mountain regions. Kalsada reinvests in agriculture and processing enhancement initiatives, as well as through financial incentives to continually improve the quality of their coffee.

PROJECT: IMPACT FUNDRAISING

Kalsada is seeking out funding opportunities that will help scale their impact in communities with whom they work. The fellow will support Kalsada in raising the requisite funds by:

- Identifying, networking with, and reaching out to private impact investors around the Philippines
- Profiling Kalsada's general impact and immediate future plans for presentation to donors
- Setting off a crowdfunding campaign for capital expenditure or long-term capacity building

Value: gathering initial capital to expand operations; capacity-building for farmers in time for harvest season

Skills: fundraising experience; deal-closer; network-building experience; business background

PROJECT: BUSINESS MODEL ANALYSIS

The business model used by Kalsada and other social ventures is a hybrid for-profit and social-good mechanism, emphasizing working through the value chain while generating capital for reinvestment. The Kaya fellow will:

- Analyze components of the existing logic model and make actionable recommendations
- Ensure Kalsada meets internal expectations for eco-ethical practices and fair-trade standards
- Enable visibility and reach in more areas for potential sales

Value: increased efficacy for business practices; higher market visibility; sustainable internal standards

Skills: economics and business analysis experience; familiarity with logic processes

PROJECT: CONTENT CURATOR

It all started with an online blog, sharing thoughts and practices about coffee farmers and producers in the Philippines, and around the world. The Kaya fellow will concentrate on content curation and production by:

- Compiling, organizing, and scheduling content production
- Devising strategies and developing digital marketing campaigns to drive online traffic and increase brand visibility
- Researching comparable specialty coffee scenes around the world to gather experiences and ideas

Value: increasing Kalsada's brand visibility; spotlighting specialty coffee scenes; building outside collaboration

Skills: collaborative project work; strong writing; people management; digital marketing and analytics; journalism

KYTHE FOUNDATION

INSPIRING HOPE THROUGH THE CHILD LIFE PROGRAM

Founded in 1994, Kythe began over two years starting with a Master's research project at Ateneo de Manila, uncovering overwhelmingly positive effects of psycho-social support and play therapy among children battling chronic illnesses. In partnership with medical partners, volunteers, and above all families, they build a hospital environment conducive to addressing children's fears, pain, and sadness while allowing them to play, grow and develop at the same time they receive appropriate medical care.

PROJECT: IMPACT EVALUATION & COMMUNICATIONS

Kythe's Child Life Program focuses on fostering growth and development for children who suffer from chronic illnesses such as cancer, kidney disease, blood disorders, and heart conditions. Now with 12 partner-hospitals and over 500 volunteers, their network continues to grow. The Kaya fellow will work within this network to:

- Conduct research on the impact of the Child Life Program through observation and interviews
- Create infographics, videos, and presentations from existing data and research
- Participate in the grant writing and application process

Value: sustain and expand the Child Life Program; identify program areas for improvement

Skills: interest in health; research experience; previous design or multimedia work; strong writing

MOVE.ORG FOUNDATION

MOLDING OPTIMISM AND VALUES THROUGH EDUCATION

The MovEd program began by looking beyond existing structures: at the lack of early childhood education. Not everyone can afford to send their child to preschool, or even to a day care facility. By providing early childhood care and development programs, they cater to a child's holistic development. A child is at his or her learning peak during the ages of 3-6, around the same time that their moral compass begins to take shape; thus, MovEd aims to shape positive values and lead mindsets toward the importance of education during this time.

PROJECT: MARKET STRATEGY FOR FUNDRAISING

For the upcoming year, the MovEd team must address a P1.5 million education gap, not including capital for undertaking additional partner schools or providing additional scholarships for children. The Kaya fellow will develop a marketing strategy in order for this message to reach potential donors or investors.

Value: creating an outreach system for MovEd to follow; opening space for further educational opportunity

Skills: marketing experience; interest in early childhood education; research experience

PROJECT: TEACHER RECRUITMENT

In MovEd's five current schools, located through Bicol, Pasig, and Navotas, the teacher-student ratio stands at about 1:25, which must be lowered. Since teacher salaries make up one of MovEd's largest expenses, the Kaya fellow will establish a model for locating and recruiting volunteer teachers with early education experience.

Value: increasing classroom attention; open up funding for additional partner schools or student scholarships

Skills: research experience; community outreach experience; interest in early childhood education

PROJECT: STUDENT LEARNING ASSESSMENT

Being a relatively new program, MovEd must begin measuring its students' progress to determine changes that must be made in teaching styles or curricula. The Kaya fellow will help meet this need by:

- Creating an assessment model to measure entering competence levels and final learning outcomes
- Researching alternative education methods for supplementary programs and special education needs
- Researching localized drop-out rates in early education

Value: establish entrance and exit benchmarks; introduce innovative teaching and learning methods

Skills: research experience; interest or experience in psychology or early childhood education

PROJECT: PARENTAL INVOLVEMENT

Parents play a crucial role in shaping values and educational expectations. By involving them to commit to their child's early education process, they can become part of the movement to affect a positive national mindset around educational priorities. The Kaya fellow will:

- Help MovEd build relationships with parents in order to measure their students' benefits and progress
- Develop a model for skills training and a formal cooperative group for parent involvement
- Strategize around ways to informally involve and invest parents in their child's education

Value: create sustainable models for family involvement; affect the national mindset toward education

Skills: community participation or outreach experience; interpersonal EQ; out-of-the-box thinking

PULSE

WARRIORS FOR THE SOLIDARITY ECONOMY

PULSE (Pinoy United in Living the Solidarity Economy) envisions a future for Creative Manila that is accessible, prioritized and maximizes transnational, critically-developed collaboration. As residents of Manila, PULSE believes that supporting the local creative economy, by investing in arts, culture and innovation, is the heart of inclusive, sustainable development.

PULSE is revolutionizing the “social enterprise” with a hybrid business model, anchored by the cooperative spirit in which all members share ownership as partners, in order to provide opportunity for our underserved partners to build passion-driven creative careers in the Philippines.

On one side, PULSE provides creative consulting for local and international clients; on the other side, they support the development of creative communities through projects such as a creative community center and a creative residency in Manila.

PROJECT: COMMUNITY-BASED STORYTELLING

PULSE's work is built on a recognition of the artistic energy that buzzes in and around Manila: communities of artists, often unheard and often under-resourced, who are subtly defining the dreams and capacities of a city and a nation. The Kaya fellow will support these local communities by:

- Reaching out and engaging with artists, creatives, and entrepreneurs around Metro Manila
- Listening to their stories and crafting content to give voice to their lives and work
- Synthesizing insights into ideas for how PULSE can support these voices and narratives

Along the way, the Kaya Co. fellow will work in close conversation with PULSE's founder to understand their own diaspora story in relation to the Philippines.

Value: bridging local voices with a global audience; institutional knowledge to aid with long-term strategy

Skills: writing; empathy; independence; social and emotional intelligence; creativity; critical consciousness around issues of development and identity

RITMO LEARNING LAB

CREATIVE LEARNING SOLUTIONS

The team behind Ritmo comes from a consortium of creatively-inspired organizations, with a combined 35+ years of music production and instruction, 50 years of teaching experience, and another 35+ in legal experience. They provide creative educational tools through music to address:

1. a general lack of educational resources,
2. loss of either mother-tongue or English proficiency growing up, and
3. the disparity between technology addiction and relational conversation.

Through comprehensive product plans, teacher training, and music festivals, they intend to produce 22.5 million lifelong learners out of the current school-age population.

PROJECT: SALES & TECHNICAL DEVELOPMENT

Ritmo's first major project, JoomaJam, combines music, animation, and progressive learning models to maximize learning potential for children K-3rd grade. Utilizing the five learning domains (physical, cognitive, creative, linguistic, and socio-emotional), JoomaJam is the only learning solution among dozens of early-age educational models that offers culturally-relevant and bilingual content, promoting at the same time a balance of online and offline conversational learning. The Kaya fellow will join the Ritmo team in:

- Creating a marketing plan based around JoomaJam's existing product and development timeline
- Devising strategies to get educational content in the hands of children who need it
- Participating with team members to think up creative ways for schoolchildren to learn
- Beginning to plan a kids' art and music festival, to be held in the summer and broadly advertised

Value: directly addressing the educational needs gap by improving access to creative learning material

Skills: work ethic and dedication; interest in education; product sales experience; app development experience

ROUTE +63 TRAVELS

SUSTAINABLE TRAVEL FOR A STRONGER PHILIPPINES

Named after the country code of the Philippines, Route +63 was born out of love for travel, the rich cultures, plus unique experiences the country has to offer. Their guided tours take place throughout the country, offering travelers a unique insight into the myriad windows of the Philippines. In conjunction, Route +63's focus on sustainable tourism emphasizes a relationship with the communities they visit, preserving cultural integrity, maintaining ecological balance, and promoting local economic activity wherever they go.

PROJECT: INTERNATIONAL MARKETING

Route +63 partners with many organizations and local communities where they host tour programs. These partner communities benefit from an influx of travellers through increased income, exposure, and networking opportunities. Route +63 is looking to expand their institutional partners, specifically in the United States, in order to create more opportunities for sustainable travel. The Kaya fellow will:

- Conduct specific tourism market research on his or her home region or location
- Utilize market research to craft a marketing plan or tour program, and develop marketing collateral
- Explore potential institutions and/or organizations in the US to facilitate transnational partnerships
- Contribute to website content and/or Route +63's online blog post

Value: creating opportunity for students and organizations; directly affecting awareness of sustainable tourism

Skills: marketing experience; strong written and oral communication; design experience; understanding of organizational structures; network-oriented; interest in tourism

SARI SOFTWARE SOLUTIONS

INNOVATIONS IN MICRO-ENTERPRISE

Sari-sari stores are home-based retail outlets found on every street corner in the Philippines. They define a large part of the micro-enterprise sector, making up almost 90% of all establishments in the country. Owned and operated by largely underserved sectors of society, sari-sari owners (the nanays, or mothers) run a basic business, from stock and sales all the way to debts and bookkeeping.

Sari empowers these micro-entrepreneurs by making business simple and easy to understand. Their new Sari Load app, the first digital application in an analog store, provides an affordable platform from which to start. Its built-in adaptability also sets the stage for further innovation: a line of future apps that harness community connections for job searching, disaster relief, and more.

PROJECT: FIELD RESEARCH SUPPORT

Sari-sari stores serve as information hubs in their communities, the go-to source for basically any necessity. Sari's next technology adaptation move banks on a network-oriented model, where the Kaya fellow comes in:

- Accompany Sari team members in the field, documenting interviews and conducting user tests
- Test shared value economic models for micro-enterprise, ideating ways to utilize community networks

Value: pilot first Sari Load adaptation; effective innovation around existing structures; community mobilization

Skills: interpersonal EQ; eye for detail; Tagalog fluency and business/economics background preferred

PROJECT: GRANT & FUNDRAISING STRATEGY

Sari's work is financed by investor capital, corporate partnerships, and revenue from their technology sales. While this has managed to sustain their work so far, there's a lot of work to do before full-scale launch – and a demand for capital alongside that. The Kaya fellow will assist in this process by exploring funding streams in the philanthropic sector:

- Creating a fundraising framework and adapting it to Sari's short- and long-term plans
- Exploring and testing community-based models such as crowdfunding
- Create a common model for future grant proposals

Value: supplement business revenue; create a grant template; compile feedback on fundraising strategies

Skills: fundraising or financial management; out-of-the-box thinking; strong writing

TEACH FOR THE PHILIPPINES

BUILDING LEADERS AGAINST EDUCATIONAL INEQUITY

Teach for the Philippines works to support a growing community of leaders with a commitment to end educational inequity nationwide. Founded in 2012 on the shoulders of the global Teach for All Network, TFP aims to provide all Filipino children with access to an excellent, relevant education by the year 2050.

Enlisting the country's most promising young leaders as fellows to teach for two years in high-need public schools throughout the Philippines, they reach thousands of 3rd graders at 18 public schools around Manila. TFP's integrity and steadfast value system hold promise in creating lifelong advocates for education equity.

PROJECT: PROGRAMMING & TRAINING – CIVIC ENGAGEMENT FOR EDUCATION

Although TFP takes on multiple interns during the summer, placement in the Programming and Training track is reserved only for those with demonstrated education background or experience. Committed to designing a well-informed fellowship program grounded in strong values and accurate data, the Kaya fellow will assist by:

- Testing predetermined standards for achievement based on the TFP fellows' teaching experience
- Gathering and synthesizing data to update student / teacher profiles
- Researching education policies and teaching strategies in order to build the electronic resource library
- Participating alongside the Programming and Training team in occasional field visits to schools

Value: ensure a well-founded fellowship program; spread transformational teaching model; inspire students

Skills: strong interest in education; empathy and respect; collaborative teamwork; innovative thinking

Additional requirements: the Kaya fellow must have a current GPA of at least 3.0 / 4.0; have a demonstrable foundation in basic education, psychology, or sociology; and have a professed interest in education.

TIGRA PHILIPPINES

LOCAL LEADERSHIP, TRANSNATIONAL ACTION

TIGRA, the Transnational Institute for Grassroots Research and Action, spearheads many programs from their Bay Area and New York-based branches, aiming to empower migrants through economic citizenship, most especially in migrant communities from Southeast Asia and Latin America.

TIGRA's Philippines office, in addition to support projects for transnational and migrant families, concentrates on building a robust, resilient, and just economic system through sustainable ecotourism. With projects on Bantayan Island, southeastern Luzon, and other coastal communities in the Philippines, they are currently working on a 'responsible tourism' strategy, manifested through their upcoming 'Kapwa Travel' network.

PROJECT: SOCIAL MARKETING FOR COMMUNITY-BASED ECOTOURISM

TIGRA's next step in establishing their 'Kapwa Travel' ecotourism network lies in making community realities accessible to travelers. Through challenges and triumphs, the Kaya fellow will lift community voices through:

- Organize the social media and marketing component of TIGRA's ecotourism strategy
- Collaborate with the team to establish and promote a responsible tourism and awareness campaign
- Contribute to ongoing educational curriculum development on environmental resilience

Value: directly affect awareness of sustainable tourism; share stories illustrating the challenges and triumphs of Philippine coastal communities

Skills: interest in environmental science, sustainability, and/or tourism; marketing experience; familiarity with social media as a tool; grassroots community organizing

UNLAD KABAYAN

ENRICHING LIVELIHOOD FOR MIGRANT WORKERS

'Unlad' means to develop, progress, and prosper. 'Kabayan' means countrymen. Unlad Kabayan supports social enterprise in the Philippines by harnessing the resources of the nation's migrants.

On one side, they work to arm migrants with the business knowledge, skills, and support they need to successfully reintegrate when they return to the Philippines. On the other, they aim to build sustainable communities and thriving economies for migrants to invest their money in locally.

Grounded in the roots of education and social enterprise, Unlad Kabayan pioneered a migrant savings program to mobilize these resources. With a national advocacy office in Manila, their communities in Lanao and Davao Oriental bear the fruit of their livelihood programs and entrepreneurship skills training initiatives.

PROJECT: COMMUNITY-BASED URBAN POOR RESEARCH

With much of its work based in rural migrant communities in Mindanao, Unlad Kabayan has always vested interest in Manila's urban poor communities. The Kaya fellow will take a first step toward researching this by:

- Comparing three selected urban poor communities within Manila's marginalized sectors
- Drawing a complete picture of the communities' history, trajectory, and economic activities
- Addressing findings and implications in a thoroughly developed research paper for potential submission to the Presidential Commission for the Urban Poor

Value: uncovering urban poor communities in-depth; potentially involving government in future action plan

Skills: strong research; poverty and development background; interest in economics and/or entrepreneurship; oral communication and interviewing; Tagalog fluency; interpersonal EQ

PROJECT: FOOD SECURITY & LIVELIHOOD RESEARCH

Unlad Kabayan maintains two livelihood communities: one in Lanao and the other in Davao Oriental. The producers are at a midway point between being able to grow enough for their family to eat, and utilizing the land for commercial production. The intern will be based in a field office in Mindanao:

- Researching around land reform and job creation in either agribusiness or manufacturing
- Exploring a balance between subsistence farming and land commercialization
- Utilizing local economic indicators as tools for further research implication

Value: provide livelihood communities with a balanced compromise; internationally relevant poverty research

Skills: strong research; interest in economics and/or entrepreneurship; poverty, agriculture, and/or development background; Cebuano/Bisaya proficiency preferred