Friends of Malia Children’s Home – USA

Based in Fort Collins, Friends of Malia Children’s Home-USA is a non-sectarian, 501c3 charity approved by the IRS to receive tax-exempt contributions and is registered with the Colorado Secretary of State as a non-profit corporation. It was formed to provide financial support and resources to help the Malia Children’s Home Orphanage in Machakos, Kenya reach its educational goals based on their own needs assessments. Our organization believes we should support and develop infrastructure, curriculum and learning materials which focus on the educational growth of the children living at the orphanage. Our current goal is to develop and implement a school media center housing electronic media, learning technology equipment, and print copies of children’s literature.

Run only by a very limited number of volunteers, we currently lack the resources and expertise to develop a marketing plan and tools for our fledgling organization. We would like to obtain the services of a student, who could help us creating a marketing plan and specific tools in the areas of print and electronic media to help us tell our story so we can effectively compete with the myriad of other charities in northern Colorado. The basic goal for the intern would be to have her or him develop a multifaceted marketing system for our organization where none currently exists.

A student who is mature, flexible, can identify priorities, work with a small Board of Directors, and is interested in international issues, especially, East Africa would find this placement challenging and interesting.

Identify a constituency and target group, develop a marketing plan, assist the Board with developing electronic media communications (ie, website, video, etc), print communications (ie, brochure), visual communications (ie, posters). The intern’s input concerning our marketing needs would be a helpful and necessary component

This is a for credit only with great experience with a non-profit.

The Chairperson of the organization, John Nystrom, would supervise the intern. John is a retired teacher and has supervised interns, several years ago, from a different department in the Business School. John was also the Chairperson, for several years, of a different non-profit that worked in southern Nigeria. Our other Board members include individuals with backgrounds in microbiology (PhD), electrical engineering, public health, speech therapy, and special education teaching.

For anyone interested in working with non-profit organizations, NGOs, international issues, and having an opportunity to start something from the “ground-up”, this placement would provide a valuable, hands-on learning experience.

Interested students should contact John by phone – 970-482-2667.