



Community Internship Collaboration Business Proposal  
Spring, 2019

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| <b>Organization name</b>  | The Family YMCA  |
| <b>Mentor/Contact name</b>  | Diana Martinez and Jocelyn Chapman   |
| <b>Address</b>  | 1450 Iris St.  |
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| <b>Organization website</b>   | www.laymca.org   |
| <b>Describe your organization</b>   | The Y is a charitable nonprofit, established in 1955, dedicated to building community health by focusing on youth development, healthy living and social responsibility. Through fundraising we ensure that no one is turned away for inability to pay, which ensures that all have access to programs to help them have healthy spirit, mind and body.  |
| <b>Internship title</b>   | Staff Photographer   |
| <b>Specific days/hours (if applicable)</b>                                      | Flexible to work with student; preferably M-F at times between 8am-5pm; however some assignments will be beyond those hours as mutually agreed upon.   |
| <b>What will the student learn from the internship?</b>                         | The student will learn the concepts of using photographs to create powerful stories and messages for marketing purposes; basic marketing concepts; branding compliance; team work and cooperation.   |
| <b>What does your business need that a student intern can impact?</b>           | We need to create a cache of photographs of our program that will impart the benefits of healthy activities including sports, recreation and health and wellness programs. We need help telling our story of how the Y connects community to each other and to health.   |
| <b>What project(s) will the intern work on?</b>                                 | The student will create a cache of excellent photographs of all our programs in action to be used as in a wide variety of marketing activities.  |
| <b>What skills are required for this internship?</b>                            | Excellent photography skills; photography organizational skills; photography editing skills; computer and digital aptitude to efficiently manage cache. While the Y has photography waivers and will provide notice to participants, and the student will be given a Y Staff shirt, the photographer will need confidence and patience in order to view and document people engaged in programs. |
| <b>What final deliverables will the student produce?</b>                        | The student will deliver a cache of excellent photographs to be used in by the Y in various communication mediums-website, Facebook, advertisements, fliers and for press releases.  |
| <b>How would you describe the primary purpose of this project? (Select one)</b> | <input type="checkbox"/> Computer Science/IT<br><input type="checkbox"/> Science (Biology, Chemistry, Environmental)<br><input checked="" type="checkbox"/> Marketing/Communications<br><input type="checkbox"/> Project Management<br><input type="checkbox"/> Accounting/Finance   |

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|  | __Other  |
| <b>If "Other", please specify</b>                          | <a href="#">Click here to enter text.</a>  |
| <b>Any additional information you would like to share?</b> | We desire a highly motivated (someone who wants to do this!), committed (someone who will show up and engage!); and confident (someone who wants to learn and DO!) individual. |