

Yale University President's Public Service Fellowship
Summer 2021

Proposal for Fellow working remotely for organization

- Organization: Collab
- Full street address of organization: 28 Orange Street, New Haven, CT 06510
- Website: www.collabnewhaven.org
- Name and title of person who will be the Fellow's direct supervisor: Caroline Smith, Co-Director
- Phone number and e-mail address of proposed direct supervisor:

8595364791, caroline@collabnewhaven.org

- Placement dates:

Tuesday, June 1st – Tuesday, August 10th

- Are placement dates flexible? Are you able to accommodate a Fellow working in a different time zone?

Our placement dates can be flexible. We are able to accommodate a Fellow working in a different time zone, although we have a preference for the Fellow to be working in the EST or CST time zone.

- Proposed 37.5 hour per week work schedule:

Monday - 9am-5pm EST

Tuesday - 9am-5pm EST

Wednesday - 9am-5pm EST

Thursday - 9am-5pm EST

Friday - 9am-5pm EST

With a 30 minute break for lunch daily

- Organization description:

Collab is an organization that equips Connecticut entrepreneurs with the confidence, resources, and skills to build new ventures that contribute to economic vibrancy of our community.

We envision a Greater New Haven where civically activated businesses run by people of color and women entrepreneurs help create community wealth, livelihoods for families, and structural

change. We prioritize serving people of color — particularly Black and Latinx entrepreneurs — in order to help combat the structural racism, economic and otherwise, that has created and maintained the racial and gender wealth inequalities in our communities.

Over the past years, we've built a diverse, talented pipeline of over 500 entrepreneurs, and invested in 63 ventures across all cohorts. The 63 ventures that have graduated from our Accelerator have collectively raised over \$936,573 in follow-on funding through investment, loans, and grants, and have generated over \$1,085,947 in revenue.

- **Write a 1-2 sentence summary of the work that the Fellow would be conducting:**

Collab is seeking a dependable, energetic Collab Fellow to support in the design and implementation of our development strategy. Over the summer, we hope you will gain knowledge around multiple tools and strategies (including relationship-building, grant writing, and graphic design) to share a message and bring resources to an organization.

- Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

Collab is in an exciting phase of growth. After starting up three years ago, Collab has served hundreds of entrepreneurs with over 60 ventures graduating from our core Accelerator program. Additionally, this past year we brought on our first two additional staff members to join Collab's Co-Directors and Co-Founders. With the COVID-19 pandemic disproportionately negatively impacting Black and Latinx businesses, our work to support local businesses has become all the more urgent. As a result, we are excited to develop and implement a growth strategy to ensure we have the resources to meet our vision of supporting more entrepreneurs, more deeply.

We are excited to onboard a Collab Fellow for Summer 2021 to support us in the design and implementation of this strategy and get in-depth experience in a startup nonprofit. We are interested in the Fellow being deeply involved in and gaining an understanding of many aspects of a development strategy including: (1) Program and Culture; (2) Storytelling and Outreach; and (3) Donor Cultivation and Grant Writing. As a result of this summer, we would aim for the Collab Fellow to leave their experience with increased storytelling, graphic design, and development experience to take into their future career.

The duties/outcomes of the Fellow align with the elements of a development strategy:

- **Program and Culture:** We would like the Fellow to gain an understanding of Collab as an organization and our programs. This includes a thorough onboarding process, shadowing Collab staff on calls with entrepreneurs, attending Collab's virtual events, and meeting individuals in the Collab network. As a result of these activities, we would like the Fellow to have an in-depth understanding of Collab and, more broadly, startup nonprofits in general.
 - **Storytelling and Outreach:** We would like the Fellow to explore, design, and improve how we share the stories of Collab graduates. This could include a number of exciting projects including designing a Collab Entrepreneur Stories Booklet, a graduate video series, or more. As a result of these activities, we would like the Fellow to use and hone skills around graphic design, interviewing, and content creation.
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- **Donor Cultivation and Grant Writing:** Fundraising is about relationship-building, compelling storytelling, and attention to detail. We would like the Fellow's support in stewarding donors, cultivating new donors, and writing grants. This could include researching new grant opportunities, joining on donor calls, presentations to new donors, and designing content for stewarding donors. As a result of these activities, we would like the Fellow to develop an increased skill set around relationship building and fundraising.

Overall, we are excited for a Fellow to join our team as we enter into our next phase of growth. Given Collab's staff size, the Fellow will be able to feel intimately connected to many aspects of our programming and activities. We aim for their activities over the summer to have a direct and tangible impact on Collab's growth strategy to increase support for local entrepreneurs during a critical time.

- List specific skills/experience required for this work:

We recognize that experience and expertise come in a variety of forms. Below are the qualifications that we are looking for, but if you have different experiences and passion that you think make you a good fit for the role, please apply.

- **Dedication and enthusiasm** around helping to create an inclusive entrepreneurial ecosystem for the region, commitment to Collab's mission, and a lens for diversity, equity, and inclusion
- **Excellent interpersonal skills**, including ability to communicate effectively and compassionately with entrepreneurs, stakeholders, co-directors, and staff
- **Keen attention to detail, organization, and project management ability**
- **Skilled written and oral communicator** and experiences around storytelling and/or content creation
- Capacity to work both independently and collaboratively
- Proficiency in Microsoft Office Suite and Google Suite
- Optional: Graphic design experience or interest in graphic design
- Equipment/resources you will provide to help Fellow conduct work:

We will be able to provide a business email, Google Suite account, phone number, and Zoom account.

- Briefly describe the work that Yale PPSF Fellows have done with your organization in the past and present. If you have not worked with Yale Fellows, describe any work that Yale students have done with your organization.

We have not worked with a PPSF Fellow (although one of the Co-Director – Caroline — is a former PPSF Fellow!). Two ways we have worked with Yale students:

- Yale School of Management Social Impact Consulting Club: The SIC Club supported us in one project previously and another project in the coming semester.
 - Yale School of Management Serves: The SOM Serves program conducted surveys with local area businesses about their needs.
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