

December 10 PIBV WY2010 Project Evaluation Report

Penn International Business Volunteers

Penn International Business Volunteers (PIBV) is a non-profit, student-run organization that promotes awareness of the need to use business skills to benefit those in need throughout the world. We organize and implement summer student trips to consult nonprofits and NGO's in developing countries, enhancing the infrastructure needed for sustainable growth and long-term development in the area. We believe our approach to fighting poverty will work long after we leave, because instead of going to build houses or irrigate wells, our team travels with the mission of giving the local citizens the tools and advice they need to build it themselves. In this manner, our club takes to heart the advice of the old adage "Give a man a fish, and he eats for a day. Teach a man to fish, and he eats for a lifetime."

Measuring Impact

By focusing on consulting, PIBV hopes to provide lasting impact for our client NGOs. In order to do this, the organization has put in place a Project Evaluation System, consisting of a series of debriefs and exit interviews for project teams, as well as evaluation surveys and conference calls with clients to follow up even after the conclusion of our projects. These activities focus on comparing pre-trip and post-trip data to ascertain the impact made by the team, as well as to identify areas on which to further develop and improve for our subsequent round of consulting projects.

This past summer, PIBV launched a total of 4 projects to 4 countries in 3 continents, taking on industries including microfinance, education, tourism and F&B. This report compiles a summary of our Project Evaluation for the Work Year ending in 2010, and will feature the following projects:

1. Abusua
2. Cidre
3. City of Joy
4. Humanity World International

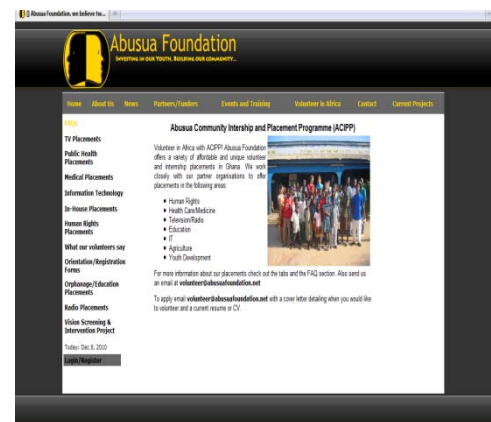
Abusua

Project Specifics

The Abusua foundation is an NGO based in Cape Hope, Ghana with the mission of encouraging youth development in governance and development issues by providing opportunities for them to be involved. The foundation hopes to create these opportunities so that youths can learn, share, and develop skills for personal growth.

Long Term Impact

The update of Abusua's website was one of the central objectives of the team's trip to the Abusua foundation. Noted in the team's final report as the "main tangible impact," the PIBV consulting team helped create a website that the foundation could use to attract more interns, as is its main goal. The NGO has noted that they are happy with the website and continue to update it to this day.



A second, albeit smaller, objective of the consulting team was to rebrand to Abusua foundation. This entailed providing the foundation with a new logo, new name, and new color scheme. Over time this transitioned into a marketing campaign which emphasized the benefits Abusua had in order for it to recruit more interns. Several recommendations note that the NGO should emphasize its local location, non-profit status, low program fees, low overheads, and its flexible work schedule in order to get more people interested in interning with them. This analysis likely proved valuable given that it highlighted characteristics that college students would find interesting.



The final objective for the team to accomplish was the creation of a contact database that Abusua could tap into "in order for them to reach out to a wider and more diverse source of potential interns." With about 209 contacts of university career service centers, high schools, and professional associations, the list was quite extensive and had specific contact information. It generally has been well received by the NGO as they have noted, "The university's contact database has been useful and it is producing interest in our placements; however, the effect will be evidential in or during the summer when the numbers come in." The Abusua foundation has said that due partially to the contact database, "...we are having at least 3 enquiries a day for summer placements."



Project Specifics

In the summer of 2010, three students from the University of Pennsylvania travelled to Cochabamba, Bolivia on behalf of Penn International Business Volunteers. The students worked with a regional microfinance bank - CIDRE (Centro de Investigación y Desarrollo Regional). As an 'upcoming' microfinance institution, CIDRE employed the skills of the volunteers to design an econometric survey that would allow them to assess the impact of their microfinance loans.

The PIBV team designed the survey to compare two groups of CIDRE clients:

1. A treatment group: clients who have recently completed a loan
2. A control group: clients about to take out a loan



Their approach aimed to eliminate time-related inefficiencies by evaluating clients' pasts as opposed to tracking economic progress over years after receiving the loan (a more lengthy procedure). To ensure that clients being compared had similar backgrounds, the team designed a questionnaire to assess different socio-economic variables (e.g. net worth, total income, region of operation, living characteristics, etc.).

The team also aimed to eliminate a strong data collection bias that would have arisen if the progress of approved borrowers was tracked against that of rejected borrowers. There may have been a pre-existing reason why the latter would not have obtained a loan (e.g. they were high-risk borrowers or lacked the entrepreneurial spirit that makes microfinance clients successful). By comparing clients who have all been approved for loans, the socio-economic background of loan-recipients is more comparable.

In addition to designing the econometric survey, the team created a manual detailing how to administer the survey and explaining in depth how to ensure that the data collected is valid. The results for each

survey will be recorded using Qualtrics software and automatically transmitted to an Excel document to be processed at the University of Pennsylvania.

Long-Term Impact

While trip participants felt CIDRE was greatly pleased with the final econometric survey, the NGO has been unable to provide feedback. Their inability to respond limits our ability to assess the market value of the services delivered by PIBV volunteers as we lack access to local costs for similar services.



CIDRE has yet to follow-up with PIBV with regard to the transmission of results. Thus, the impact of the survey itself cannot be accurately assessed. If implemented, the survey will enable CIDRE to effectively assess the impact of its microfinance loans in terms of quantifiable metrics. This will in turn allow the microfinance organization to institute necessary organizational and structural measures to ensure that their efforts extend as far as possible. CIDRE has been equipped by the PIBV team with all of the necessary tools to begin this assessment in the form of the survey itself, the customized handbook and Qualtrics software (available at the University of Pennsylvania).

City of Joy



Project Specifics:

In May 2010, PIBV sent a team of three consultants to Cancun to work with City of Joy Foundation, a non-profit start-up whose mission is to meet the needs of the community through the development and management of a 12 acre site, the "City of Joy," in which various operating organizations work to provide services to these individuals. City of Joy's main purpose is to help the Homes and Centers of which the site consists to construct spaces, generate synergies with other organizations in the region and assist them in attaining financial support and in-kind donations as well as providing training services. The team was hired to assist City of Joy in measuring its impact on these operating organizations as well as to develop a Best Practices Handbook to use as a tool to improve the Foundation's efficiency and management practices.

Methodology

The team designed the consulting engagement around two major work streams: (a) conduct interviews and surveys of members of the operating organizations so as to receive valuable feedback on impact and (b) meet individually with City of Joy staff, providing an open, candid outlet for employees to critique the management practices in place. Under City of Joy's name, the consultants were able to meet members of the operating organization and through both quantitative and qualitative analysis determined that certain services the Foundation provided were not adding value to the organizations it meant to assist. With this in mind, PIBV consultants developed a comprehensive System of Indicators with which City of Joy could measure improvements in these areas. Additionally, through



City of Joy Foundation

May 10

researching Best Practices other non-profits employ as well as communicating frankly with the staff, the consultants were able to identify weaknesses in its management strategy and provide several recommendations through its creatively designed Best Practices Handbook.

Long-Term Impact

Upon PIBV's suggestions, a few changes have been implemented at the Foundation. Namely, a System of Indicators has been developed so as to measure progress and improvements in the perception of the different services they provide to the operating organizations. Additionally, the staff has spent some time further investigating why the aid they provide in certain sectors is not as beneficial as in others and what they can do to improve upon this. The Best Practices Handbook also proved to be a great tool with which to manage operations of the Foundation in a more efficient manner. There are now weekly meetings in place and efforts are being made to reach out to the local population so as to increase the number of volunteers present at large-scale events the Foundation hosts. All in all, City of Joy was very pleased with the work the team did and PIBV has been invited to return and continue to work towards achieving the Foundation's other goals of improvement.

"...the key to success lies in the planning and expectations – making sure that the project outline is viable, within their capacity, and meets a real, existing need. Language and cultural barriers are hard to overcome in such a short time-span, so projects need to be very self-contained with a specific problem to solve."

- Anita Gallagher
City of Joy

Humanity World International

August

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Project Specifics

In August 2010, member team to Humanity World International (HWI), a humanitarian and volunteer organization that seeks to place volunteers in various nonprofits around Ghana. The team was hired to yield three main deliverables: a marketing plan, a website overhaul and a proposal to develop a children's resource center in the area.



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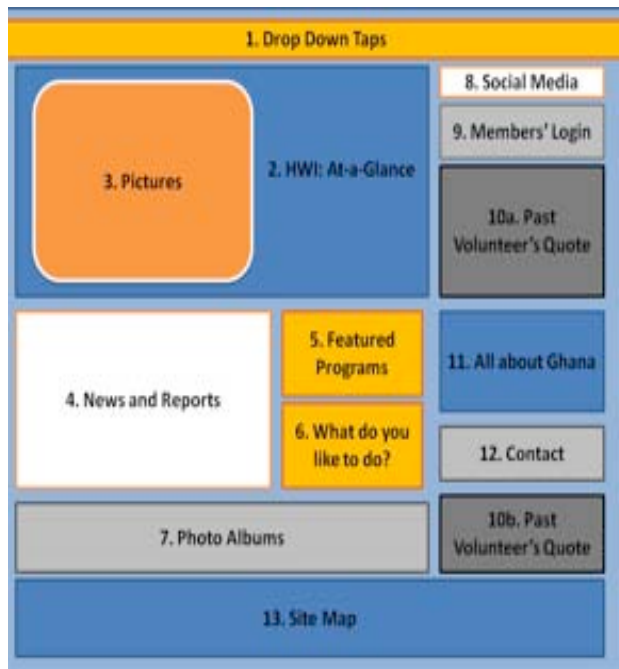


To increase the scope of HWI's impact abroad, PIBV developed a three-point marketing plan that focused on using different aspects of the Web to increase HWI's capacity to reach potential volunteers: (1) Clear Impact; (2) Commitment to Safety and Health and (3) Control and Customize the volunteer experience.

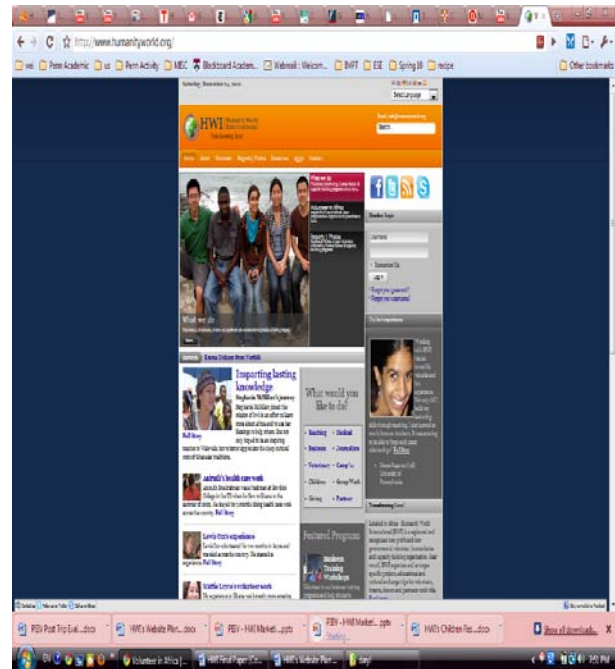
The team used techniques of search engine optimization to make it appear prominently on Google searches and created a Facebook, Twitter, RSS feed and Reddit to extend HWI's reach. PIBV heavily revamped the organization's website, making it more organized, accessible and user-friendly.

In addition to the marketing and website effort, PIBV created a plan for a children's resource center that would have, among other things, a library and computer lab to facilitate the learning of local children. The team did the ground research by interviewing head teachers from local schools, and then produced a blueprint detailing how such a children's resource center could be started,

maintained and become financially self-sustaining. Website Before



Website Analysis and Proposed Revamp



Final Product

Long-Term Impact

An assessment of local firms that specialize in search engine optimization estimated that PIBV's services in this area were valued at approximately \$4000. The website's layout has been heavily revamped in both function and form, which strengthens the organization's legitimacy to potential volunteers. The comprehensive marketing plan has both active and passive components to increase HWI's international presence; however, statistics involving volunteer yields will not be available until the summer of 2011. PIBV also provided the skills and manpower needed to effectively carry out the research for the development of the children's resource center. PIBV's skillset, as described by the executive director, was "perfect," and were "highly professional and appreciated." HWI has since expressed interest in continuing with future partnerships with PIBV.