

# SOCIAL IMPACT INTERNSHIPS

Case Study

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# OVERVIEW



## About the Client: Victor and William Fung Foundation

The Fung Scholars program, funded by the Victor and William Fung Foundation, aims to **nurture future world leaders by supporting university students to experience different cultures and environments early in their careers**. A leading youth talent network internationally, the program comprises more than 6,000 undergraduates and graduates worldwide, established with 31 universities and local chapters in 9 cities who all share a common value for making a difference within and beyond their local communities.

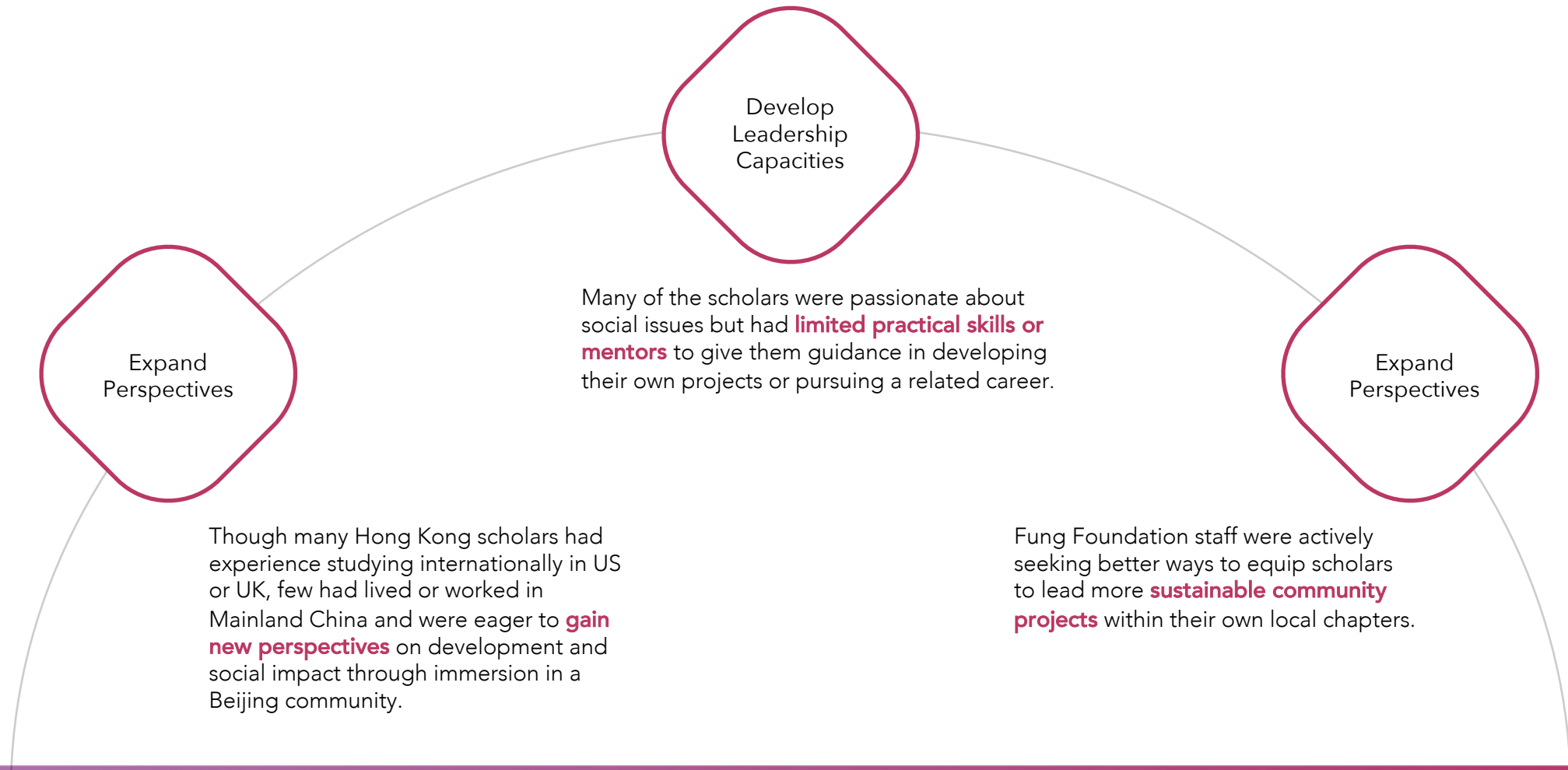
## The Situation

Victor and William Fung Foundation approached PIM in 2018 with the goal of **creating an immersive leadership opportunity for their scholars**. The foundation has traditionally supported and organized conferences, trainings, and study experiences for university students. They are interested creating a new type of experience that would be different from what the students can conventionally obtain in their university setting. They also hoped to expose their scholars to a different environment in mainland China to expand their perspectives. PIM worked with the Foundation to develop the program objectives and designed a program with the scholars' input to address these needs.



# OBJECTIVES

Working closely with the foundation staff, the PIM team identified the following three key program objectives. We designed a Social Impact Internship program, which aimed to bring the Fung Scholar's shared passion for social impact to life by **fully funding a summer of immersive service in Beijing**, and in the process creating a transformative learning experience for scholars, strengthening their leadership within the Fung network, and providing meaningful support to organizations serving marginalized communities in China.



# APPROACH

At a starting point, PIM surveyed social impact organizations in Beijing to understand their needs and current projects. Collaborating with the Foundation and Fung Scholars, PIM helped Fung Scholars identify their strengths, skillsets, and goals in order to match them with organizations and projects best suited to each. Finally, PIM also created a social impact bootcamp and a mentor community to provide practical skillsets and career mentorship to improve students' capabilities.

## Social Impact Training

PIM identified the leadership capabilities and mindsets that were most important for Scholars to develop to grow as impact leaders and contribute effectively to their host organization, gathering input from our partners.

In a 3-day bootcamp, Fung Scholars receive **tailored training on critical social innovation skills:**

- impact measurement
- storytelling
- lean start-up
- social enterprise business models
- empathetic leadership

## Internship Project Placements

Working closely with select partner organizations, PIM **scoped out projects** for the Fung Scholars that are within their capabilities so that they can contribute meaningfully to the organization, yet challenging enough to stretch them beyond their comfort zone. Sample projects have included:

- Drafting a business plan and financial model for a social enterprises' new product partnership with Starbucks China
- Developing data tracking tools to help an organization better monitor and evaluate their services to migrant worker families in Beijing's outskirts
- Creating a podcast featuring job skills training content for persons with disabilities

## Mentor Community

Scholars convene every other week for a sharing or discussion facilitated by a PIM mentor. **Structured mentorship** opportunities offer Fung Scholars new perspectives on cross-sector career paths, while building space for reflection to derive meaning and solidify learnings from their internship. Mentors are selected based on their professional achievements in the social impact space, aligned with the cohorts' interests, such as:

- Strategy and Business Development at Microsoft
- Nonprofit Co-Founder, Education in Sight & Mantra
- Consultant at World Bank and Bill & Melinda Gates Foundation
- Special Counsel at Covington & Burling Law Firm



# RESULTS

Evaluation surveys and post-interviews reinforced that this program provided Fung scholars with a **high impact, active learning experience**, integrating community service with skills training and personal reflection while advancing the Victor and William Fung Foundation's mission of nurturing socially **responsible young leaders**.

## 100%

reported a future commitment to engaging in social impact leadership opportunities. **More than half** participants expressed a desire to launch or support an organization tackling social or environmental issue in their communities.

## 100%

agreed the program helped them to **develop meaningful new skills**, including problem-solving, impact evaluation, workplace communication, digital marketing and more;

## 100%

would recommend the program to a friend, most citing their reason being that the program helped them to consider **new perspectives** on their career path



"Our Fung Scholars have gained insight into systems thinking, effective philanthropy and social innovation. The program provided them a new type of experience, creating an opportunity for them to apply their skillset to benefit innovative social organizations, learning from their mentors as well as making impacts in local communities. This is in line with our aim to nurture future world leaders to give back to communities. We are pleased with the **outstanding management and executive teams of PIM.**"

- Jenny Ann Chan, Program Director, Victor and William Fung Foundation

# ABOUT PIM

PIM empowers young people with the education, resources, and networks to become mission-driven leaders and effective changemakers. We partner closely with stakeholders (including universities, foundations, social organizations) to provide education and leadership programs and capacity building initiatives founded on a **“learning by doing”** model for investigating and solving social problems.

Interested in creating an experiential leadership development program for your community? PIM can help. With experience leading transformative education programs for over **2,900** young leaders since 2014, and a network of over **160** innovative social innovation partners in **China, Rwanda, India, San Francisco, and more**, PIM can help you tailor impactful professional development experiences for your community of young leaders that transfer back to positive community impact.



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