

## **Bread for the City Washington, DC**

Please describe your organization briefly, including mission statement, activities, size, etc.

Started in 1974, Bread for the City is a front line agency serving Washington's poor. The agency began as two organizations; Zacchaeus Free Clinic began in 1974 as a volunteer-run free medical clinic, and Bread for the City was created in 1976 by a coalition of downtown churches to feed and clothe the poor. The two entities merged in 1995. Today, we operate two Centers in the District of Columbia and provide direct services to more than 10,000 low-income residents of Washington, DC every month. All of our services are free. Our mission is to provide comprehensive services, including food, clothing, medical care, legal and social services to low-income Washington, DC residents in an atmosphere of dignity and respect. Our commitment to dignity, respect and service is evidenced in our highly qualified staff, award winning management practices, and, most importantly, the clients who come to us because they know that Bread for the City provides the best service.

For more information about the history of Bread for the City and the services we provide, please feel free to browse our website at <http://www.breadforthecity.org>.

Describe **in detail** the work or project an intern will do, **please be as specific as possible**.

### **Media and Communications Internship**

Media can play an incredibly vital role in creating social change. Through media, our community, stakeholders, and the public in general can be made aware of Bread for the City's mission and accomplishments. They can also be inspired to action. The Media and Communications Intern will strive to understand how media currently addresses issues that form BFC's core mission, and will help to implement our future media strategy.

This position will work closely with BFC's Communications & Marketing Associate.

Duties will include:

- Monitor print and AV media to keep Bread abreast of the most recent developments around issues that we work on, such as poverty, homelessness and hunger.
- Keep Bread's media clippings file up-to-date.
- Brainstorm ideas to increase Bread for the City's media visibility, including writing press releases, op-ed ideas, and article pitches.
- Other responsibilities as directed by the Communications & Marketing Associate.

At this time Bread for the City is in the process of redefining our marketing strategy. The intern in this position would be invited to think creatively to help design a successful approach to increase Bread for the City's visibility and bolster support of donors and government officials.

Describe any particular skills, background, or qualities you are seeking in an intern

While no particular major is required for this internship, experience in the field of media, marketing and/or communications, either through coursework or extracurricular experience, is desired. The successful candidate will be energetic, creative, flexible, detail-oriented, organized, and efficient. The intern will be working with the Development Department. As such, the successful candidate must be willing to work in a team environment and should expect to assist with other duties from time to time as needed within the department. Above all, the successful candidate must possess a commitment to the mission of Bread for the City and a passion for serving others.

**Start and end dates for the internship are flexible.**

The expected working schedule for this internship:

Begin 9 a.m. End 5 p.m.

Lunch break: Length flexible specific time flexible