

Business Strategy Improvement

1 About the Organisation

Brave Education is a charity dedicated to preventing human trafficking through targeted education. Formed in 2018 to address a gap identified in human trafficking prevention for young people, Brave has since focused on delivering age-appropriate programs to children aged 8 to 18, with ongoing research to expand their reach to even younger audiences.

2 Project Context

In this project, the Imperial GRC branch will support Brave Education across various strategic areas. You'll contribute to marketing efforts, financial analysis, policy research, and help design advocacy and fundraising strategies. You'll also work on sustainability initiatives, data analytics, and volunteer management, providing valuable, real-world experience for students looking to make a meaningful impact.

3 Project Objectives

Financial and policy research

- Engage in initial brainstorming meetings with the client to understand current work on fundraising initiatives
- Use secondary research of similar organisations to evaluate whether new initiatives such as sustainability and volunteer management are feasible for the organisation

Fundraising Strategy Review

- Identify key fundraising channels and which ones are underused or underperforming
- Utilise primary and secondary research to gain insights into fundraising strategy to similar successful NGOs
- Compare strategies and curate a list of the underperformance reasons
- Evaluate potential solutions, quantifying their impact versus feasibility

Recommendation Delivery

- Develop a series of recommendations for their fundraising channels demonstrating a roadmap to achieve their fundraising potential

4 Learning Outcomes

- Experience the environment of an international organisation, as well as the direct impact of your work
- Learn and apply business analytical skills and big data
- Gain insights into a variety of consulting techniques used to tackle each of the project objectives
- Hands-on experience in an interesting and niche, but growing industry

5 Application Process

The project is expected to commence in the fourth week of October 2024 and last for 6-7 weeks. To apply, please submit your CV stating your reasons for applying and the qualities you would bring to ICG. Shortlisted candidates will be interviewed by the Project & Engagement Manager before commencement of the project.