Brooks Walsh

Due: 9/11/2023

BUS-003: Nonprofit Immersion Practicum Assignment 1 (Page 1: Email)

TO: [kaz409@lehigh.edu](mailto:kaz409@lehigh.edu)

SUBJECT: Report on Nonprofit Volunteering Opportunities

ATTACHED: “Nonprofit-Report.docx”

Professor Zalatan,

In today’s email I am sharing the report you requested (attached) that includes an overview of three non-profit volunteering opportunities in the Bethlehem area. The attached report includes details and reasoning for choosing the three nonprofit organizations, in addition to a brief justification for our engagement in the first place.

In this report, I hope to shed light on why these opportunities are beneficial for both PRL, as well as to the volunteering individuals. The three organizations are:

* Coalition for Appropriate Transportation (CAT)
* Lehigh College of Business’s Investment Management Group
* Trinity United Church of Christ (Food Pantry)

Please contact me with any questions or concerns related to these organizations or the subsequent partnership/volunteering.

Thanks,

Brooks Walsh

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Liam Brooks Walsh

Outreach/Communications Intern

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Nonprofit Partnership Research & Outreach Report

Brooks Walsh | PRL Outreach/Communications Intern

9/11/2023

With the opening of our new local office in Lehigh Valley, it is important to explore and appreciate the deep history of this town while assisting its residents. Considering this, I have chosen the following three organizations with a somewhat broad range of goals:

**Coalition for Appropriate Transportation (CAT)**

CAT’s vision is quite simple really, “a world where bicycling, walking/ADA accessibility and public transportation prevail”. This hits on two important goals that align nicely with PRL’s. First is the simple fact that, as a healthcare practice, we are invested in the communities continued health and well-being, and transportation alternatives to cars is a great way to improve personal and community health. Second is that having a partnership with a nonprofit dedicated to “appropriate transportation” will reduce the communities carbon footprint, as well as provide a connection to research/outreach done by CAT that can assist us in finding more places in which we can contribute.

**Lehigh College of Business’ Investment Management Group**

While the connection may not be as obvious, a partnership to this group would be a fantastic way to provide education on relevant topics to the community. The Investment Management Group “provides students the opportunity to understand, evaluate, and invest in active financial markets”; while there may not be an Alumni fund to pull from in our case, supplying a simulated investment account activity that community members could participate in would improve the financial education in the area. With improved financial education, we could improve the community around us in tangible ways while furthering our goals of maintaining the health of everyone involved. In the short term, attending meetings and participating in the various activities the University club provides can help us build a framework for a partnership that could hugely benefit everyone.

**Trinity UCC Food Pantry**

A partnership with the food pantry of Trinity United Church of Christ (or any other local pantry) is perhaps the most grass-roots way to spread our message and further our vision. We can help with supply-chain, volunteering/recruiting, administration, and several other tasks that are often understaffed in pantry operations. In the short term, we can send our own volunteers to bolster the pantry’s operating capacity; this will strengthen our partnership and help us understand the workings of the organization in preparation for up-scaling.

**Summary**

The organizations mentioned above are great opportunities for engagement in the short-term and partnerships in the long-term. All these organizations have a connection to the community that we can join and improve.

**References**

*Business clubs*. Business Clubs | College of Business Undergraduate Programs Office. (n.d.). <https://businessundergrad.lehigh.edu/BusinessClubs>

*Food Pantry: Trinity United Church of christ*. Trinity United Churc. (n.d.). <https://www.trinityuccbethlehem.com/food-pantry>

*Vision/Mission Statements: Cat-Coalition for Appropriate Transportation*. CAT. (n.d.). <https://www.lvcat.org/lvcat/our-mission/>