Organization:  ‘r kids, Inc. (aka ‘r kids Family Center)

Address:  45 Dixwell Avenue, New Haven, Connecticut 06511
Website:  www.rkidsct.org
Direct Supervisor:  Randi Rubin Rodriguez, Co-Founder and Executive Director
Phone Number:  203-865-5437
Email Address:  Randi@rkidsct.org
Placement Dates:  May 29, 2018 through August 10, 2018
‘r kids is willing to be flexible within these parameters.
Hours of Program:  9:00 a.m. to 5:00 p.m.  M-F

Organization Description and Mission:
‘r kids Family Center (‘r kids) contends that every child is entitled to a nurturing and permanent family as a right, not a privilege. Now in its 20th year, ‘r kids is committed to promoting permanency, safety and stability for children removed from their home because of protective service concerns. Its mission is to provide highly specialized, high quality, culturally competent services to children and families in transition. ‘r kids’ objective is to promote permanency, safety and stability for children by providing strength based, nurturing services to biological, kinship, foster and adoptive families in the greater New Haven region.

The ‘r kids’ tag line embodies its mission.  With each child, the world begins anew (Midrash).

PROJECT SUMMARY: A marketing/ design intern is needed for design of a brand-marketing campaign for ‘r kids which will include social media and branding to develop a professional presence for ‘r kids to communicate its’ value to the local community as well as its’ national role as a model in community-based child-centered reunification programming. Communication tools for the ‘r kids “brand” will need to be developed through discussion with ‘r kids stakeholders and designed for both printed media and on-line platforms.

Description of Project: The Community Foundation of Greater New Haven just awarded ‘r kids a multiyear general operating support grant. This major support adds to the vital role ‘r kids plays in the New Haven community. However, to continue to receive funding, ‘r kids needs to be able to visually communicate its goals as well as have a sustained presence on social media to compete with the ever competitive private and public funding environment.

The Work: Funders today require proof that their money is making a difference. A major aspect of the fellow’s work will be evaluation of current development/marketing materials and designing a brand campaign with templates for use of ‘r kids to maintain a consistent visual image. Social media platforms will all need to be developed with input from ‘r kids staff professionals. The Fellow will also work with the Executive Director and Development
Consultant for design of newsletters, promotional, event and outreach materials. The Fellow will contribute to the ‘r kids website with a thoughtful eye to highlighting this nonprofit that serves a unique population, serving very special children and families.

**Specific Skills/Experience Required for Project:**
This position will require effective interaction with a wide range of internal staff and outside entities – board members, press and community collaborators. Computer design, brand marketing and social media knowledge are necessary for this position. Exceptional written and verbal communication and presentation skills are also integral to the success of this project.

**Prior Yale PPSF Fellows at ‘r kids:**
In 2012, a Yale Summer Fellow painstakingly coded randomly selected family case files to begin the process of identifying the key factors that contribute to our demonstrably higher reunification rates. In 2014, a Yale undergraduate fellow organized our library, worked with case managers on our annual summer outing and updated research for a proprietary work on reconnecting families subjected to domestic violence.