



Connecting the Global and Local Movements

# Local Initiative Packet



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## WHAT ARE LOCAL INITIATIVES?

### *The “Who,” “What,” & “Why”*

At Global Brigades<sup>1</sup>, we believe that service abroad and service locally within our home country are not mutually exclusive endeavors. Over the years, Global Brigades student volunteers have sought avenues by which they can apply skills learned through brigades to serve their own local community needs back in their home country. Local Initiatives are service projects designed to address the needs of local communities in student volunteers’ home countries. Through partnerships with third party organizations such as United Way, local projects allow students to serve the very same communities that have been supportive of their Global Brigades experiences abroad in the past.

For a university Global Brigades chapter, Local Initiatives also serve to boost year-round student engagement and member retention, encourage students to be involved in Global Brigades chapters even if they are unable to travel abroad, and help to convey and promote the Global Brigades mission, vision, and values in communities at home.

### *The Two Types of Local Initiatives*

1. *Affiliated Local Initiatives* are those that work with one of our official domestic partner organizations.
2. *Unaffiliated Local Initiatives* are those that work with organizations other than our official partners and those that are created and managed solely by the university/chapter volunteers.

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<sup>1</sup> "Global Brigades" refers to one or more of the following affiliates of "Global Brigades Association," a Washington-based not-for-profit organization, each of which is a separate and independent legal entity: "Global Brigades USA," "Global Brigades Switzerland," "Global Brigades Germany," "Global Brigades Ireland," "Global Brigades UK," "Asociacion Global Brigades de Honduras," "Fundacion Brigades Globales de Panamá," and "Global Brigades Ghana."



## HOW TO START A LOCAL INITIATIVE

Everything starts with a partnership. Global Brigades would not be successful without our many partners abroad. Similarly, partnerships are often crucial for the success of local initiatives. Partnerships allow us to connect to professionals and those knowledgeable about the local community needs and appropriate methodologies for successful, sustainable projects. Because Global Brigades has limited resources and connections for domestic programs, we encourage chapters to pursue a partnership with a third party organization that operates in their area.

### *Step 1: Research Existing Local Initiatives*

To see what other initiatives other Global Brigades chapters are already conducting, your campus chairperson may access an archive of Local Initiatives through the shared Campus Chairperson Google Drive. Connecting with campuses that have established Local Initiatives is encouraged for chapters/campuses seeking further information and best practices for developing their own local initiatives. If your campus does not have a chairperson, learn how you can establish one with our [Campus Chairperson Guide](#).

### *Step 2: Research Local Community Needs*

Work to emulate the procedures and guidelines used by Global Brigades when establishing new brigade programs or beginning work with a new community abroad:

- Global Brigades only enters a new community if there is a need and we are invited.
- We work with local government or community leaders to ensure project continuity and community receptiveness.
- Research is always conducted on the community to determine if the project is needed and will be welcomed.
- We identify local specialists, contacts, and resources to recruit assistance for project implementation.

After conducting some research, you should have a better idea of how your chapter can make a positive impact through a Local Initiative. For example, if your initial interest was to provide medical care, but you discover there's already an abundance of free clinics in your local community, it might be best to choose a project that is different, yet related to healthcare like planning a health education fair or teaming up with a clinic to encourage qualified patients to sign up for Medicare and Medicaid.



### *Step 3: Brainstorm Potential Local Initiatives for Your Chapter*

Begin with this simple question: What does a Local Initiative mean to you? Define the community you are hoping to serve through a local project.

- Are you simply looking to serve a general geographical location and perform all types of services?
- Do you have a focus on a particular age group? Example: Serving as a source of mentorship specifically to high school students
- Does your target population have unique needs? Example: Medically underserved

Now that you've identified your goals and targets, look at the Global Brigades network on your campus to effectively plan how a new project will complement the already ongoing brigades and chapter activities. Below are some guiding questions:

- Which Global Brigades programs are represented by chapters on your campus?
- Do you have enough interested volunteers to pursue a local initiative? Is this something that you can realistically pursue?
- What are your volunteers' interests?

### *Step 4: Form a Leadership Team*

Establishing a new Local Initiative on your campus can be a daunting task. It is recommended that chapters/campuses interested in creating a new Local Initiative identify a specific individual or group of individuals to lead this endeavor. There are two common ways Local Initiatives are structured on a campus: a.) as an independent "chapter" or b.) as a subset within a chapter.

#### *Local Initiatives as an Independent "Chapter"*

In this circumstance, the Local Initiative would be similar to another chapter in the holistic model. For example, a single campus may have a Business Brigades Chapter, a Medical Brigades chapter, a Water Brigades chapter, and a new Local Initiatives chapter. The Local Initiatives chapter would have its own group of officers/leaders similar to the other existing chapters on campus, and chapter leaders can encourage students to become a member in BOTH a brigade/international chapter and a local initiative chapter.

#### *Local Initiatives Within an Existing Chapter*

Because Chapters tend to be program-specific (i.e. Business, Environmental, Human Rights, etc.) if the local initiative is closely tied to a particular program, it may make more sense to structure this as a subset within an existing program-specific chapter. For example, a community garden local initiative may be organized as part of an



Environmental Chapter, and a health education fair may be organized as part of a Medical Chapter. The team of officers/leaders of the chapter would organize the local initiative alongside planning for brigades. The leadership team within that chapter may even include a position or committee specifically focusing on the local initiative.

### *Step 5: Establish Domestic Partnerships*

Global Brigades would not be successful without our many partners abroad. Similarly, partnerships are often crucial for the success of local initiatives. Partnerships allow us to connect to professionals and those knowledgeable about the local community needs and appropriate methodologies for successful, sustainable projects. Because Global Brigades has limited resources and experience with domestic programs, we encourage chapters to pursue a partnership with domestic organization that operates in their area.

#### *Official Global Brigades Partner: [United Way](#)*

United Way is an official partner of Global Brigades that works to connect volunteers with local service and community engagement opportunities. Local Initiatives organized through United Way can be affiliated with Global Brigades.

#### *Other Recommended Organizations*

The following are recommended domestic organizations that are NOT official partners of Global Brigades:

- [Junior Achievement](#) – recommended for Business and Microfinance chapters.

If your chapter or campus has secured a domestic partner organization that other chapters could also partner with, let your chapter advisor know so that we can grow this list of recommended unofficial partners.

The following list provides a few tips for forging meaningful and enriching partnerships:

- Engage in face-to-face communication with a partnering organization
- In order to simplify and streamline communication, assign a point-person within your chapter/campus to manage all communications with the partner organization
- Be flexible and actively listen to the needs of your community and the advice of the partner organization

Remember, partnerships are not required for local initiatives. However, we do encourage them because of the benefits partnership provides. You can also choose to partner with other clubs and organizations on your campus. An example of this would be partnering with a Habitat for



Humanity chapter to construct a home in a lower-income neighborhood, where members from both chapters (Habitat for Humanity and Global Brigades) can participate.

### *Step 6: Document Your Work*

Once you have an established Local Initiative running on your campus, share your story via our [Local Initiative Submission Form](#). These submissions will be made viewable to other chapters and universities looking to grow this student movement.





## BEST PRACTICES

The following are some best practices that we've collected from successful Local Initiative programs:

- Have a small group of committed individuals that will be a constant and active presence in the community and on your campuses chapter.
- Some chapters have students have to apply to be a “Local Brigader” with certain responsibilities and requirements to be met, while other chapters simply recruit from other GB chapters on campus, or make local initiatives an added and highly encouraged responsibility before and after attending a brigade abroad.
- Be okay with adjusting your vision so it fully encompasses the voice and needs to your partnering community. Be flexible and actively listen to your community.
- Consider transportation methods to/from community outreach sites and seek out available resources through your university.
- Network with other community outreach organizations on- and off-campus as well as other universities with Global Brigades chapters in your area.
- Network and make connections with community leaders who know the issues in the community. Their knowledge and support is vital to the success of your initiatives.
- Forge university administration support for your local initiatives to be able to access any available funding from your university.
  - If the university won't provide funding, it would help to designate someone to be in charge of finance to planning fundraisers or find other ways to acquire funds.
- Always connect the experiential learning from brigades abroad to the initiatives taken in your local community and bring them up during general and brigade planning meetings.
- Engage students who are not able to go on brigades with local initiatives
- Can use empowered.org with approval from your chapter advisor to raise funds for your initiatives. (Contact your GB advisor about further details.)
- Engage in face-to-face communication with a partnering organization.
- Include local initiatives as part of the internal structure of your GB chapter.
- Make a constant and long-term commitment to the Local Initiative.
- Instill a culture of community outreach prior to and after brigades.





## SUCCESS STORIES

### *HIGH SCHOOL MENTORSHIP (University of California Los Angeles)*

Partnering with social workers at local high schools, Urban Visionaries, and the LA Public Health Alliance, the UCLA chapter supported initiatives meant to create awareness of community pride and culture, clean up the community, putting on service events, and increasing health awareness.

### *COMMUNITY GARDEN DAYS (University of California Los Angeles)*

In partnership with EnrichLA, the UCLA chapter created community garden days at local elementary schools to promote access to healthier food and educate about maintaining a garden.

### *CLINIC SHADOWING (University of California Riverside)*

UCR chapter members gain physician shadowing and volunteer opportunities through their local Health to Hope clinics.



## LEGAL DISCLAIMERS & REGULATIONS

### *1. Description of Global Brigades' Chapter Structure*

1.1 As a student-led organization, Global Brigades' chapters are an essential element of Global Brigades' structure. Global Brigades' chapters can be created as University-based clubs, professional groups, or locally-based alumni groups. A Global Brigades chapter consists of a group of students or professionals gathered together to support sustainable health and development initiatives through 1-2 week volunteer trips ("Brigades"), fundraising activities, or other activities officially sanctioned by Global Brigades. All Global Brigades' chapters are independently organized and run by Chapter Leaders, with the support of Global Brigades staff and management.

1.2 Global Brigades chapters can be started in any country that has a registered Global Brigades entity (presently USA, Canada, the United Kingdom, Germany, Ireland, and Switzerland). All Global Brigades entities belong to Global Brigades Association, a tax-exempt not-for-profit entity incorporated in the state of Washington. Global Brigades Association serves as the underlying secretariat for all Global Brigades entities and provides oversight and resources to ensure that the overall mission and vision of the organization is upheld.

1.3 All Global Brigades' intellectual property, including but not limited to, its trademark, trade name, logo, designs and texts, are exclusively owned and held by Global Brigades Association.

### *2. Global Brigades Trademark, Brand Use Agreement, & Terms of Use*

2.1 All Global Brigades chapters agree to the Website terms of use (<https://www.globalbrigades.org/terms-and-conditions-of-use>) and the terms and conditions contained in this section. By doing so, you agree to comply with Global Brigades' Branding Guidelines and Terms of Use. As long as you continue to comply, Global Brigades grants you a non-transferable, non-exclusive, royalty-free limited license to use the Global Brigades' trademark, logos, designs and text (hereinafter collectively referred to as the "Global Brigades Brand") as set forth in Global Brigades' Branding Guidelines, for the sole purpose of organizing, fundraising for, planning, and/or perpetuating Global Brigades' programming.

2.2 Global Brigades reserves the right in its sole discretion to terminate or modify your permission to use the Global Brigades Brand and to take any action against any use that does not conform to these terms and conditions, infringes upon any Global Brigades' trademark, copyright or intellectual property right, makes false statements or misrepresentations about Global Brigades, and/or violates any other applicable law.



2.3 Except as set forth above, nothing herein grants or should be deemed to grant to you any right, title or interest in or to the Global Brigades Brand. Your use of the Global Brigades Brand will inure to the benefit of Global Brigades. You agree not to challenge or assist others to challenge the Global Brigades Brand, and you agree not to register or attempt to register any domain names, trademarks, trade names, or other distinctive features that are confusingly similar to that of Global Brigades.

2.4 All elements of the Global Brigades Brand are provided “as is” and Global Brigades disclaims any warranties either expressed or implied by law, including warranties of non-infringement. Furthermore, because you are not being charged for use of the Global Brigades Brand, in no event shall Global Brigades be liable to you for the subject matter of this Agreement under any theory of liability including for any direct, indirect, incidental, special, consequential, punitive, exemplary or other damages arising out of this Agreement or the use of the Global Brigades Brand.

2.5 You may not assign our rights or delegate your obligations under this Agreement without Global Brigades’ prior written consent. This Agreement is not intended to benefit, nor shall it be deemed to give rise to, any rights in any third party. This Agreement will be governed by and construed in accordance with the laws of the State of Washington, without regard to conflict of law principles. The venue for any dispute or claim arising out of or in connection with this Agreement shall be in Seattle, Washington. Neither party shall be deemed to be an employee, agent, partner or legal representative of the other for any purpose and neither shall have any right, power or authority to create any obligation or responsibility on behalf of the other. This Agreement, Website Terms of Use, and Branding Guidelines, constitute the entire agreement between the parties with respect to the subject matter hereof.

### *3. Disclaimers*

3.1 Both you and your chapter agree you are not a partner, employee, agent of, or joint venture of Global Brigades for any purpose. The materials contained in this packet and on the Global Brigades’ website shall not be construed to be a partnership, joint venture or agency relationship, and Global Brigades shall not be liable for any obligation incurred by you or your chapter, unless specifically authorized in writing.

3.2 You, your chapter and all members of the chapter shall not acts as agents of Global Brigades, ostensibly or otherwise, nor bind Global Brigades, its officers, directors, partners, employees, volunteers, and affiliates in any manner, unless specifically authorized to do so in writing.



By participating in a local initiative, you and your chapter agree to assume full responsibility for any and all injuries, damages or losses you may sustain or cause others to sustain in connection with any event, program or initiative and to indemnify, defend and hold harmless Global Brigades and its officers, directors, partners, employees, volunteers, and affiliates from and against any and all liability arising from such injuries and/or damages.

Furthermore, you and your chapter agree that Global Brigades will not be responsible or liable for providing you or your chapter with any resources, personnel, or materials in conjunction with any local initiative, event, or program, which you decide to participate in.

3.3 Consistent with the Trademark and Brand Terms of Use contained in Section 2 above, you agree and acknowledge that Global Brigades reserves the right, at its sole discretion, to terminate your permission to use Global Brigades' brand, trademark, logo, and designs for any unauthorized use that does not conform to Global Brigades' policies.





## CONTACT

Have more questions about local initiatives that were not answered through this packet?

Contact your [Chapter Advisor](#)!

