



About the Organization

Who We Are

ASSETS is a non-profit organization focused on transforming communities through business. We are a diverse team of experts with extensive experience in entrepreneurship, social change, and economic development.

We provide training, 1-on-1 coaching, and financing to entrepreneurs and leaders looking to start or grow their business and improve their community. We also facilitate public competitions, such as The Great Social Enterprise Pitch and the Youth Social Innovation Challenge. Finally, through our Measure What Matters program, we seek to help existing businesses measure and improve upon their social and environmental performance.

Mission: ASSETS creates economic opportunity and cultivates entrepreneurial leadership to alleviate poverty and build vibrant, sustainable communities.

Our Story

ASSETS creates economic opportunity and cultivates entrepreneurial leadership to alleviate poverty and build vibrant, sustainable communities. For over 20 years, ASSETS has been committed to transforming our communities through business.

ASSETS was founded in 1993. It was launched as part of a bigger initiative for North American microenterprise development through MEDA (Mennonite Economic Development Associates.)

For the first two decades, ASSETS programs were focused on business training programs and mentoring for low and moderate income persons in Lancaster County. This focus continues to be a core part of the ASSETS mission, and in recent years, programs have expanded to include programming around women's leadership, microlending and social enterprise training and incubator programs.

The ASSETS vision is to see our communities in Lancaster and Central Pennsylvania transformed by business; by increasing business ownership among women and people of color and increasing the number of social enterprises seeking to address social and/or environmental challenges through their business models.

Internship Details

ASSETS has a number of positions that are available. Not all of these positions will be open every year, depending on the organization's current needs.

Development and Marketing Coordinator: an intern in this position would work with our Co-Executive Director of Operations to manage and ensure accuracy in our donor database, help to organize and coordinate fundraising events, write grants, and maintain our client business directory. The position would also assist our marketing department in developing written

communications such as quarterly newsletters and regular eblasts. This position would be directly supervised by the Co-Executive Director of Operations.

Development and Outreach: an intern in this position would work with our Director of Development (a new position) to organize fundraising events, conduct outreach, recruit event volunteers, write grants and assist with donor database development, and design outreach materials. This focus on development and fundraising would be the most robust ASSETS has ever had, and would exponentially build our capacity to sustain our anti-poverty work. As ASSETS continues to grow over the next several years, this will be an ongoing area of need for the organization. Therefore, the work of the first VISTA member will be essential in creating processes, systems, and connections which will then be further developed in subsequent years. The VISTA would be directly supervised by an experienced Director of Development.

Impact Business Network Coordination: an intern in this position would work under the supervision of our Director of Development to coordinate the merger of the Susquehanna Sustainable Business Network with ASSETS as a Network of Businesses and Organizations working to impact poverty and environmental challenges through Business. Specifically, the VISTA would coordinate the network, plan network events, develop procedures and systems for the Impact Network, develop press kits, develop community partnerships, secure project staffing, and create the infrastructure necessary to successfully launch the merged Impact Business Network. The Network will ultimately be self-sustaining through membership fees, and will provide valuable education, capacity building, peer support and marketing influence for businesses and organizations seeking to address poverty and environmental challenges. The first VISTA member would set the stage for further VISTA opportunities by creating a solid base of members, which would then need to be cultivated and grown.

Program Expansion: an intern in this position would work directly with our Program Director to develop community partnerships in other low income communities including Columbia, York and Harrisburg, PA to extend ASSETS time-tested programs to impact poverty and inequality in these new markets that experience similar challenges. The VISTA would recruit volunteers, coordinate the project, speak publicly, write press releases, organize task forces in these new markets, conduct outreach in these new markets, develop procedures and systems develop the leadership structure of the expanded task forces in the new markets, secure media partners and create infrastructure for the expansion. The geographic expansion process will take several years to reach stability and maturity, creating ongoing opportunities for future VISTA members.

South Lancaster Community Development Organizing: an intern in this position would utilize our map of South Lancaster Business Owners and Public Sector Stakeholders to start a community organizing process to discern community-wide priorities affecting this low-income community where poverty rates are 40% (more than double other more resourced areas of our city). This role would recruit volunteers, coordinate the project, speak publicly about community priorities, organize the emerging coalition, conduct outreach to the low-income community, develop relationships with media, develop leadership of the coalition, develop community partnerships and help create the infrastructure for a South Lancaster Community Development Corporation as part of ASSETS or another to-be-determined nonprofit stakeholder partner. The VISTA would be directly supervised by our Executive Director.