# My Practicum at Canadian Physicians for Aid and Relief (CPAR)

My practicum at CPAR was from July 2021 to September 2021 as part of my BHS Honours Health Management degree at York University. My role was in the Donor Communication and Management department.

## Overview of Projects & Initiatives

<table>
<thead>
<tr>
<th>Main Project/Initiatives</th>
<th>Project Concepts</th>
</tr>
</thead>
</table>
| Donor Recognition Project | Communication Plan:  
- Created a communication plan for monthly donors, using excel, under the supervision of Brittany.  
- Communication Plan included objectives and goals of the plan, the audience to be addressed (donors), and a timetable and tools needed to accomplish objectives.  
Welcome/ Farewell Packet:  
- Designed templates using Canva such as donor anniversary cards, farewell cards and an infographic for new donors.  
- Created social media content for CPAR including a TikTok video for new donors and a cook video of a recipe from CPAR’S cookbook  
- Constructed various scripts to be used to communicate with monthly donors. |
| Gender Equality/ Gender-based Violence Research | Conducted a Literature Review on Gender Equality and Gender-based violence in the Ethiopian and East African context. |

## My Impact on the Organization

- Assisting with the donor recognition project will enable CPAR to build stronger connections with donors, improve donor participation and promote donor appreciation.
- The communication plan template will help save CPAR Staff time and facilitate their work experience when communicating with donors.
- My supervisor appreciated the fact that I brought new ideas and provided creative and insightful input in creating cards and social media content.

## My Personal Reflection

- Seeing firsthand what non-profit organizations like CPAR do and the impact they have in vulnerable communities, and in promoting Women and Infant health, something I am passionate about, has shown me that I made the right decision in my degree and career choice.
- The knowledge and skills that I have gained from my time at CPAR will be beneficial in furthering my career in the health field. I have learned a lot about myself and I am excited for the future.
- I also had the opportunity to meet and form connections with great people and also connect with them through LinkedIn.

## Message to Future Students

- The practicum is a great opportunity to gain hands-on experience in a healthcare organization. Make the most of it and learn as much as you can.
- Be confident in yourself and your ideas and don’t be afraid to ask questions.
- It is essential that you are honest with your supervisor and inform about any concerns you might have.
- Have fun!