

CASE STUDY: The National Centre for helping Children in War-Torn Countries

Non-profit description: The Center was established to protect the rights of child that suffer in war-torn countries around the world. The goal is preparing the best condition of life without stress for who victims the Barbary Wars. We work to organize different programs to carry children, such as education, health, financial and immigration.

Primary Target Market: The struggle for the rights of the child across the globe.

Secondary Target Markets for the right of the child:

1. Identifying and communicating with distressed children.
2. Emergency help for children live in war-torn countries, such as Syria, Iraq, Afghanistan, Palestine, Yemen and Myanmar.
3. Orphan children
4. Under 18 years of age
5. Someone has lost both parents to any cause of death.

Geographic area: 2000 Lake Street, office 06, H1S 3B3, Montreal (QC);

Gender and age: Male & Female, under 18 years old.

Occupation and income level: They don't have any financial support, and are poor and orphan.

What do they need? They need financial and emotional help to develop yourself in the society, and they want to start their life in peace.

Why would they care about us? We can help them to start their life without stress. They are victimized in the war-torn countries, and see bad experience in their life. Moreover, they don't have any support in their country and situation is very terrible there. They are under 18 years old, and should go to school.

How are we currently reaching them? We invite the volunteer for participate in the SOCIAL activity; however, we do different workshops with the end-of-study internship programme.

What else can we do to reach more? We can find several spencer to massive the international expansion; moreover, we can do cooperatively with different organisms, such as UNICEF, UN and Red Cross. We also can present the target market plan in the social media to encourage people to donate to the foundation.