



Princeton
Internships in
Civic
Service

PICS 2010 Internship Description

Organization Name: St. Andrew's Resources for Seniors System Hospice

Internship Location: 6633 Delmar Blvd, St Louis, MO 63130

Required Dates: Yes No If yes, internship must start on: _____ and end on _____ or
must include the period:

Housing Will Be Available to Intern: Yes No If yes, housing will be free: or
housing will cost the student:

Expected working schedule for this internship:

Start Time: 8:30 am End Time: 5:00pm
Lunch break: 30 minutes (duration) (specific time, if applicable)

(Please indicate if any of the preparation work will take place outside of the regular work schedule)

Organization Description

Please describe your organization briefly, including mission statement, activities, size etc. Please also explain the benefit that will be derived by your organization by sponsoring a Princeton intern.

St. Andrew's Resources for Seniors System (STARSS) is a leading provider of services, support and programs for seniors and their caregivers throughout the St. Louis metropolitan area. Founded in 1961, St. Andrew's mission is to **empower elders and their caregivers through choices and options that foster a vital life** with a vision of **a society where all elders are respected, productive, secure and fulfilled**. Each year, St. Andrew's serves over 5,000 older adults in the St. Louis region.

We empower seniors and caregivers by providing choices and options that foster a vital life.

- **Home and Community Based Services:** Through its comprehensive in-home care services, St. Andrew's helps seniors stay safe and independent.
- **Residential Communities:** We operate 22 communities throughout the area. These include independent living, assisted living and skilled care facilities. Financial arrangements range from full cost/private pay, to quality, subsidized low-income housing.

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- **Spiritual Outreach Ministry:** St. Andrew's enriches the lives of the homebound and those within St. Andrew's senior communities through spiritual connection and support.
- **Support for Families:** St. Andrew's provides support and guidance for families often overwhelmed by the challenge of caring for an older person.
- **Management and Consulting:** St. Andrew's assists other organization to accomplish their mission to elders by assisting them with management services and consulting on projects or development of new communities or services

An intern will provide us the capacity to spend time on needed planning and projects that our lean staff is unable to fit into their daily activities. Use of an intern will bring a fresh, objective viewpoint by a highly educated future executive.

Internship Description

Describe in detail the work or project will do; please be as specific as possible. Please also explain the benefit that a student will obtain by interning with your organization.

Our Mission states that we can 'empower elders ...through choices and options...'. One potential option that we are currently seeing as a need for our elders, but not without our present scope of services, is Hospice.

Hospice:

1. A program or facility that provides palliative care (care and comfort measures) and attends to the emotional, spiritual, social, and financial needs of terminally ill patients at a patient's home. or
2. A health-care facility for the terminally ill that emphasizes pain control and emotional support for the patient and family, typically refraining from taking extraordinary measures to prolong life.

We would like a student to spend the summer developing a business plan for initiating a Hospice service. At the end of the summer we would like to be able to assess our ability to add this needed service to our organization. Included, but not limited, in this business plan we would like:

1. *Business concept description.* Describes the potential business, the industry background, the product and the market it will serve. It should point out just exactly what will be sold, to whom and why the business will hold a competitive advantage.
2. *Marketing segment:* Research and analysis – what is the target market, market size and trends, who are the competitors now and who might be in the near future, and estimated market share. Marketing plan – strategy, pricing, advertising and promotions.
3. *Compliance review and risk analysis:* Describe all regulations that must be met and how business will comply.
4. *Business feasibility:* Highlights the important financial points of the business including sales, profits, cash flows and return on investment. Financial forecast should include profit and loss, cash flow, breakeven analysis and cost controls.

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5. *Financial requirements.* Clearly states the capital needed to start the business and to expand. It should detail how the capital will be used, and the equity, if any, that will be provided for funding. If the loan for initial capital will be based on security instead of equity, you should also specify the source of collateral.
6. *Current business culture.* Review how will this new venture fit into the present book of services and culture.
7. *Critical Risks:* Potential problems, obstacles and risks, and alternative courses of action.
8. *Exit strategy:* Develop strategies for how will we end the business if goals are not met.
9. *Implementation plan.* Finally, the business case which is developed should incorporate a work plan for implementation as well as buy in by the corporate leadership that this plan will accomplish the desired end objectives.

We believe one of the trends in elder care services is in provision of services for the end of life. The intern will have an entrepreneurial opportunity to develop a cutting edge service while learning how to develop and present a business plan that is not a class assignment but a venture that could have real impact on our organization and the elders we serve. The intern will have access to an innovative group of leaders which will assist him/her in learning how to work with a dynamic team.

Intern Qualifications

Describe any particular skills, background, or qualities you are seeking in an intern.

The Internship would be appropriate for a student interested in pursuing a career in non-profit management, sales or marketing. Ideally, the Intern who would fill this position would be resourceful and creative...a strategic thinker with an ability to think "outside of the box". While the skills to be gained are clearly transferrable to the corporate world, he/she would be committed to service in a non-profit environment, have a passion for helping others and understand the limitations of working within a modest budget. We desire an intern who has basic knowledge of research, business planning, financial forecasting, market analysis, and financing. Someone who is personable, poised, well-spoken and a good writer is preferred. Tolerance for detail and attention to deadlines is a must. A key ingredient to success will be the applicant's ability to wade through complex regulations to evaluate the regulatory requirements against their corresponding Revenue Streams and put us on a path to implementation. Must be able to work independently while knowing when to ask for assistance.

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