

### **Timing**

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March – May 2017

### **Name of organisation**

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Andi Down

<http://www.andisabadell.org/>

### **What the organisation does**

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Andi Down is a not-for-profit association whose mission is to help children and young people with Down's syndrome and other similar disabilities enjoy the same activities and live in the same way as other children and young people of the same age.

### **Why help?**

The organisation needs to grow and therefore needs to develop and bolster its communication and marketing. Andi Down is a local entity with a very positive impact on the community in Sabadell but it has limitations as regards its sustainability and membership because not many people have heard of it apart from the relatives of its users.

### **Proposed mission**

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#### **Guidance on how to develop and bolster the organisation's marketing and communication.**

The organisation aims to consolidate its current sources of funding, increase its membership in order to increase its income, and diagnose its communication activities in order to strengthen its image.

### **Profile of the giving-back consultant**

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**Andi Down** seeks alumni willing to help them consolidate their communication and marketing activities by sharing their experience and knowledge, suggesting methods and making recommendations.