In the summer of 2018, I went to Athens, Greece to volunteer at an NGO called Look to the Stars. They are a small family-run NGO that collects bottlecaps from individuals, companies and organisations for recycling. The money they generate are used to sponsor wheelchairs to people in need. I was in charge of managing their social media, mainly on Instagram. Their social media initially lacked a brand, so I utilised a free graphic design software to create content for their page (while learning Greek myself!). All the while teaching the owner, Maria, what I know about digital marketing and branding. I also sometimes went on field trips with the owner and her family to collect bags of bottlecaps from campsites away from the city. During my experience in Greece, I also met a lot of young people from other countries such as the US, Italy, India and Ukraine, as I lived in a hostel with other interns from AIESEC. They all were in Athens carrying out different volunteering or intern projects, so it was interesting to also speak to them about their work and learn about where they came from in general. At the end of my experience, Maria had learnt the basics of the graphic software and started to manage her own Instagram account. Posting infographics about being environmentally aware in Greece, as well as thanking companies and organisations that donated their bottlecaps. Spending 6 weeks with Maria was also very eye-opening for me. As a woman in her 50-something with yet so much passion to make an impact on her local community, is an inspiration for me. My volunteering experience with her was only a glimpse of what individual and collective effort can do for a community. Since 2017, Look to the Stars has partially and fully sponsored 2 wheelchairs respectively, and is in progress to sponsor a third very shortly.
Student Volunteering Stories

Chester Shum with AIESEC