

SWOT Analysis

Strengths

- A strong team of leaders who can emotional bond with children
- Strong volunteer network especially with mentors
- School and community partnerships
- Impactful child education programs

Weaknesses

- Funding various programs
- Small amount of experience with leading a non-profit
- No marketing team
- Small amount of paid staff

Opportunities

- Emerging need for these services in this community
- Social media posts marketing non-profit agency
- School participation in programs

Threats

- Nonprofit competition
- Policy change impacting grants
- Building trust with children, mentors, and staff