

SWOT Analysis: City Lights March 2021

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none">• Building community connection and stakeholders• Providing holistic wellness approach to children and their families• Providing education and skills to achieve wellness• Identifying new ways to meet the needs of the program (networking, grants, donors)• Giving back to the community through youth services• Strengthens spirituality• Marketing strategies and social media presence• Youth grasping concepts and practicing wellness	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none">• Lack of funding through grants, donors, sponsors• Lack of volunteers
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none">• Building community connections• Building additional resources• Building partnerships with businesses in the community• Building self-sufficient, well individuals• Creating wellness in the community as a whole	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none">• COVID-19• Technology• Outside influences• Losing Volunteers/ Interns