



Partnership Organization Analysis Assessment

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History

- Partnership was established in 1877 in the city of Chattanooga and was called the Ladies Aid Society
- In 1973 it merged with a family service agency and a travelers aid society
- In 2003 it took on the name Partnership
- In 2006 Partnership was the Non-Profit Organization of the Year for the Chattanooga region.



Mission and Vision Statement

- Mission Statement: “Empowering people. Building communities”
- Vision Statement: “helping build a stronger, smarter, safer community.”





Values

- Partnership values community and servicing as many people within the community as they can, competently.
- Some of the services that offer include a rape crisis center, a family violence center, youth services, deaf services, counseling services, a thrift store, and elder's services.

Board Of Directors

Positions

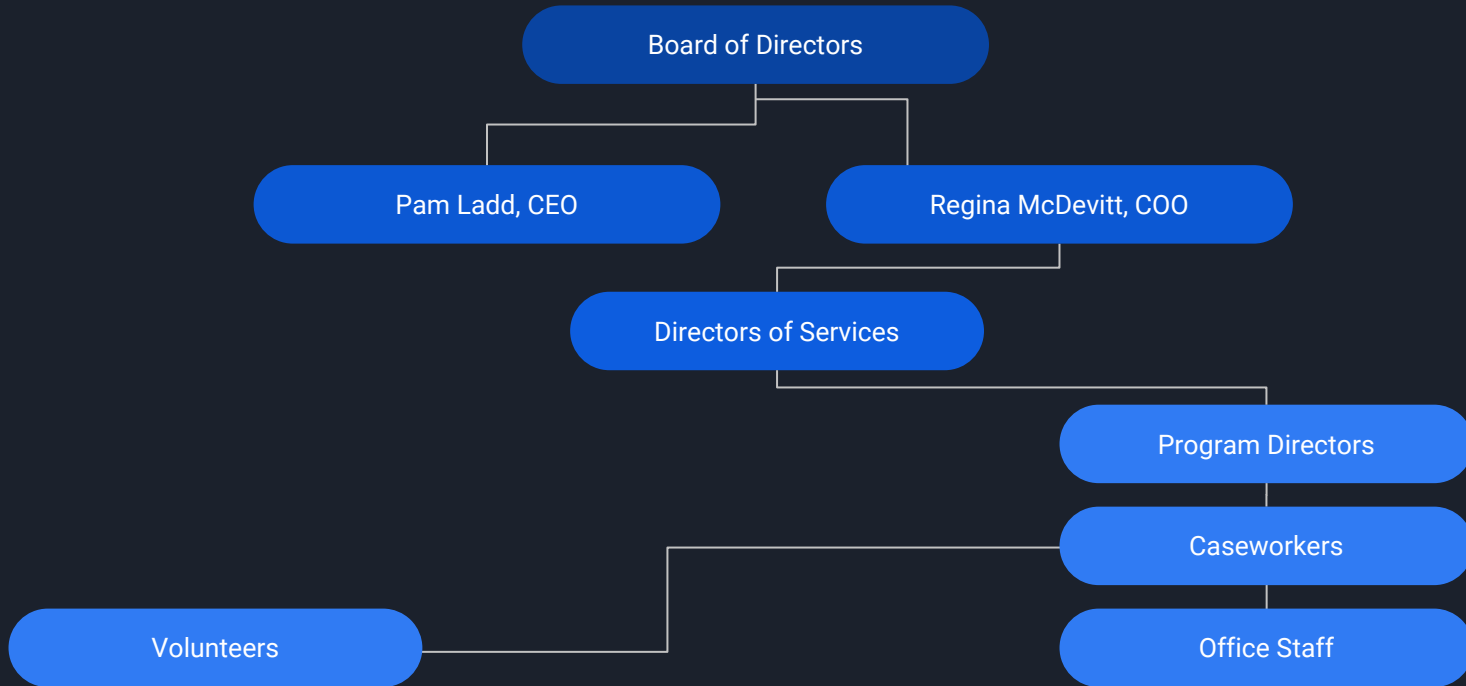
- President, Mr. Todd Fortner
- Vice-President, Mr. Andrew McGill
- Secretary, Mr. Jens Christensen
- Treasurer, Mrs. Teresa Groves
- Past President, Mrs. Carol Mastey

Total Members = 27

- Members may serve 8 years



Management Process/Organizational Structure





Meetings and Teamwork

Monthly Meetings

- Individual branches hold monthly meetings where they review performance and learn about new community resources

Quarterly Meetings

- All branches meet together each quarter to announce changes, successes, evaluate goals, and discuss programs.

Teamwork

- Each Branch does this differently- Birthday Celebrations, Agency Events, and Lunch parties



Partnership's Goals

Long-Term Goals: to build a stronger, smarter, safer community

- Yearly Strategy meeting with the Board of Directors to review SWOT analysis

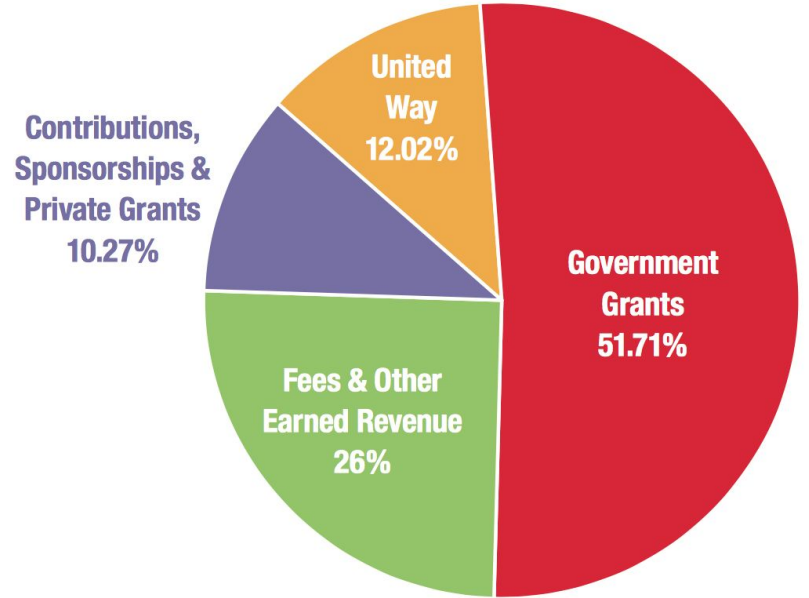
Short-term and Long-term: improve program performance

- Partnerships was not very forthcoming with detailed information and goals.

Relationships

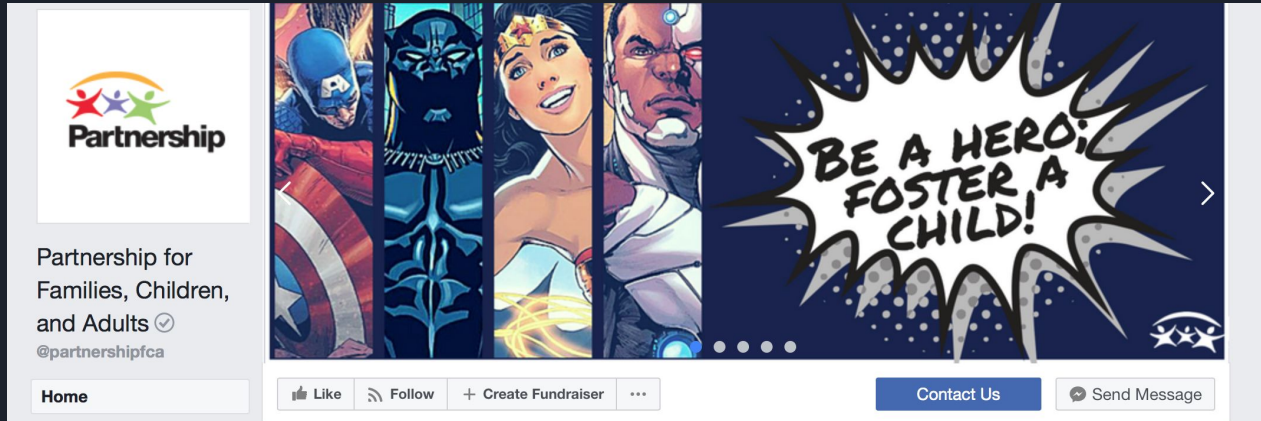
Some of the Largest Donors include

- United Way -12.02%
- Council on Accreditation of Services and Children inc.
- Alliance for Children and Families
- TN Coalition Against Domestic Violence
- Council of Social Welfare



Communication

- Monthly Newsletter sent by email
- Facebook Account
- Featured on local news and in Chattanooga Times Free Press





SWOT Analysis

Strengths

- Provides Quality Care and is dedicated to continually improve
- Very Connected to the Community
- Provides awareness

Weaknesses

- Board officials are not social workers
- Could be more involved in policy changes



SWOT Analysis

Opportunities

- Gain a larger social media presence
- Better Marketing for Community Events
- More Fundraising Events

Threats

- Loss of Grants
- Loss of Major Stakeholders



Recommendations

- Create a policy/lobbyist position
 - Partner is a strong organization
 - Pushing for policies and legal change for the community
- Director of Fundraising to minimize increase in prices of services
- Increase online presence, new marketing strategy