

**Appendix C**  
SWOT Analysis Matrix

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Leadership Team               <ol style="list-style-type: none"> <li>a. Passion and determination for the program</li> <li>b. Varied skillset</li> <li>c. Different connections to the community</li> <li>d. Democratic leadership style</li> <li>e. Strong communication between members</li> </ol> </li> <li>2. Approach addressing social problem               <ol style="list-style-type: none"> <li>a. The program is unique compared to other programs addressing food insecurity</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Hard to reach target population               <ol style="list-style-type: none"> <li>o Lack of access to transportation or resources</li> </ol> </li> <li>2. Clients have active role in program               <ol style="list-style-type: none"> <li>o Indecision</li> <li>o Lack of experience</li> </ol> </li> <li>3. Volunteer run program               <ol style="list-style-type: none"> <li>o No set of permanent employees besides leadership team</li> </ol> </li> <li>4. Dependent on donations/grants for sustainability</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Working with diverse clients</li> <li>2. Lots of potential grants to support the program</li> <li>3. Marketing within the communities</li> <li>4. Potential political involvement with newly elected officials</li> <li>5. Partnerships               <ol style="list-style-type: none"> <li>a. Local religious organization</li> <li>b. Community organizations</li> <li>c. Social service agencies</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Other programs targeting same social problem</li> <li>2. Online               <ol style="list-style-type: none"> <li>a. Disengaged clients</li> <li>b. Technology challenges</li> <li>c. Program software maintenance</li> </ol> </li> <li>3. Sponsor organization could terminate the program</li> <li>4. Clients               <ol style="list-style-type: none"> <li>a. May not complete the full program</li> <li>b. May not be satisfied with the classes</li> </ol> </li> <li>5. Partnerships               <ol style="list-style-type: none"> <li>a. Lack of resources</li> <li>b. Loss of revenue</li> </ol> </li> <li>6. Volunteers               <ol style="list-style-type: none"> <li>a. Lack of availability</li> </ol> </li> </ol>