

SWOT
Analysis
Caring Haven
Uganda

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STRENGTHS

- Volunteering it can share resources and communicate about its services
- A good, solid reputation in their communities
- Partnership and donor access
- Supportive and Responsive Board Members and staffs
- Strong leadership
- Sponsorship experience

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WEAKNESSES

- ✓ *No Clear Marketing Strategy/Cohesive Communications Strategy*
- ✓ *Organization Becoming Too "Bureaucratic"*
- ✓ *Donors Restricting Funds*
- ✓ *Dispassionate Board Members*
- ✓ *Employee Turnover*

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OPPORTUNITIES

- *Planned Giving*
- *Staff Development*
- *Partnering with new International funders*
- *Returning Volunteers*
- *Board Networking*
- *Streamlining operations to increase efficiency*
- *Branded efforts could reach more people and share the funding*

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THREATS

- ❖ *Competing Organizations*
- ❖ *Competing Needs*
- ❖ *Political Unrest*
- ❖ *Negative View of Nonprofits*