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### Second Chance Non-Profit Organization

My interest in non-profit organizations is rather expansive, as it is something that I have researched quite a bit in the past. I believe that non-profit organizations are able to provide relief and aid to certain groups and minorities in the world today that might not receive it otherwise, as there is only so much that can be done by federal programs. I also feel that this permits the public to feel as though they are giving back in a manner that can be reflected by the changes that they witness in the groups that they are touching with their contributions. Connections are formed, relationships are established, and a sense of unity is held all throughout the world through these organizations, all the while these groups are being aided and helped through whatever social issue they are currently facing. The fact that somebody from across the world can contribute and help and do something about what is going on in another country is something that is complemented by the catalyst that is a non-profit organization, and they are able to make massive strides in repairing damages and helping certain situations progress in today's world.

In my opinion, various things must be taken into consideration when beginning a non-profit organization, and not all of them have to do with the funds that go into it or how they can get money transferred into their cause. To begin with, there has to be a heart to the organization – in other words, something that gives it a necessity to exist, something that gives it something more personal than just being a tunnel for money from donors to those who require it. This can be an issue, social problem, conflict, or problem that is being faced throughout the world by

anybody or anything, whether it be human beings, a nation itself in terms of infrastructure or necessity, an environment, or another species. This particular non-profit organization is named Second Chance, as it is dedicated to battered women who have suffered at the hands of domestic violence and abusive relationships that came to threaten their lives at some point. It extends to include their children as well, but the major focus is being able to get these women back on their feet. As a result, the heart of this organization is to help these women and bring them back to a stable and safe place in today's world, allowing them to experience a healthy relationship and lifestyle the way they deserve to. In addition to this, the publicity and advertising and image that go into creating a non-profit organization must also be taken into consideration, as this is ultimately how the public is going to remember the organization and get involved. Finally, it takes public support to be able to create a non-profit organization and start it from the beginning, as it ultimately has to have somewhere to start – additionally, this is something that goes hand-in-hand with the previous point. If there is no support from the public, there is ultimately very little that can be done to support this organization and keep it going.

What needs to be done in order to make this organization acceptable to the public would begin in demonstrating to them that this is not something that is going to take their money and use it for the personal benefit or interests of those who are running the organization; rather, the public has to be able to witness change and see where their money is going, where their efforts are being placed, and what is occurring at the hands of this organization to really understand that there is a purpose behind this, and that they are doing something to help. They also have to demonstrate that this is not being done with ulterior motives, such as to aid a particular political party without the public knowing, which permits them to know that this is being done to solely help those who are at the heart of the project. In being able to include the general public in the

project and show them that they are a massive part in helping these groups and doing something to change the current social atmosphere and work towards a larger solution, they will feel as though they are doing something positive, and will feel more inclined to get behind the project.

Another topic that must be taken into consideration is how the non-profit organization can be made attractive to donors; however, in going along with what was previously said as well, this is something that occurs naturally. In creating events and publishing public service announcements and engaging with the general public on the topic, this is something that pulls them in and makes them feel included. Human beings have a sociological and psychological necessity to belong and feel included and welcomed in whatever is going on around them in order to achieve a sense of happiness, and this is something that must be achieved by the non-profit organization. In addition, the organization needs to ensure that they are appealing directly to those who feel as though they might be able to relate to those who are at the center of the project; for example, for Second Chance, the organization would need to target women of various ages who might feel more sympathy and empathy for those who find themselves requiring the help of the organization in the first place. In reminding the public that they are fortunate enough to be able to help others but that helping others in this sense would be rewarding to them, this is something that would undoubtedly make the organization appealing and attractive to all kinds of donors.

The legal structure that would be employed for Second Chance would most likely be that required for a public benefit corporation, which is intended to serve the community and keep absolutely none of the financial gain for themselves. As a result, this kind of organization would ensure that there is no liability being placed upon the members and the donors of the organization, and that their help is being taken as generosity and is not obligatory. They protect

themselves in that there are contracts that can be drawn up for long-term commitments between certain donors and organizations, but there is also a Board of Directors placed within the organization to ensure that everything is being done with the best interest of the organization in mind and that everything is being done appropriately. This is also something that allows for the organization to have an internal structure and support, as well as allow others to feel as though they are getting involved in what the organization is doing from the inside out.

An event that can be created to draw support for Second Chance would be to bring out various local artists, and perhaps larger artists if available and willing to work with the organization, to create a concert for which the public can purchase tickets. The organization could reach out to local food trucks and other companies that might be willing to donate their services for the event in exchange for publicity and advertising, with all the funds raised going straight to the organization and what they can do for these women. Within the event itself, there can also be drives created for clothing, shoes, makeup, or other necessities that these women might need, considering that the organization would be targeted to getting them back to where they need to be in order to be stabilized enough in society. This can provide for the organization to create small packages for them to start with, allowing them to feel as though they do not have anything. Some of the women who have received support from organizations like Second Chance could come out to speak to the public about their experiences and tell them what kind of an impact and what kind of a difference these organizations make on their lives, which is also something that could inspire the public to get more involved. Having an event like this would be enjoyable for those who are attending, as there would be music and food, but it would also be informative through allowing them to learn about the organization itself and donate what they can to help it grow from the point that it is at.