**Group 12 Analytical Report**

Divyam Wadhawan (200564384)

Mahi Dharmeshkumar Patel (200564900)

Zeel Ashokkumar Patel (200550546)

Georgian@ilac College

COMM2017: WORK ENVIRONMENT

Vahideh Rahnama

March 30, 2024

**Date:** March 30, 2024

**To:** Vahideh Rahnama, President of Oasis Ltd.

**From:** Group 12

**Subject:** Recommendation for Allocation of Charitable Donation

Dear Rahnama,

We are writing to provide our analysis and recommendation regarding the allocation of a $1 million donation from Oasis Ltd. amongst three charities –

* Canadian Red Cross (assigned to Divyam Wadhawan)
* Food Banks Canada (assigned to Mahi Dharmeshkumar Patel)
* The Salvation Army (assigned to Zeel Ashokkumar Patel)

1. **The Canadian Red Cross: -** The Canadian Red Cross has been around for a long time already, serving as an effective humanitarian agency that assists people affected by emergencies, disasters, and diseases by delivering emergency relief, first aid, and disaster management at home and abroad. They have been capable of using donations to their full potential and deliver critically needed aid efficiently, in case of disasters. Although their mission is limited to the residents of a certain district, their area of focus is multifaceted, covering more than local activities only.

* **Pros:** Proven track record of offering services for disaster management and emergency relief. Judicious use of funds to provide aid that is both timely and efficient.
* **Cons:** Limitations in scope could result in the exclusion of certain underprivileged communities. Prioritizing emergency response over community development and long-term sustainability could have unintended consequences.

1. **Food Banks Canada: -** Food Banks Canada is a food bank and food program across Canada that aims to wipe off hunger and provide people with lots of nutritious food. They aim to mitigate hunger in Canadian society which is clear and focused. Moreover, Food Bank Canada has shown excellent redistribution of donated money to local food banks covering not only urban but also rural areas.

* **Pros:** A national network aimed at reducing food insecurity and hunger in Canada. Donations to local food banks that serve both rural and urban communities are redirected.
* **Cons:** The availability of wholesome meals may fluctuate if one is dependent on food donations. Restricted ability to address factors like unemployment and poverty that contribute to food insecurity.

1. **The Salvation Army: -** The Salvation Army is an organization of Christians that provides many services such as assistance with food, housing, overcoming addiction, and relief services in the case of natural disasters. Which they have a very localized but broad community presence across Canadian borders, these organizations are known for their efficiency in donation use that eventually provides immediate aid to those who need it. Through their diverse programs targeting the most plighted inhabitants, the Human Lunch Fund’s endowment of one million corresponded with the defined impact.

* **Pros:** A wide range of social services are available to meet different needs, such as recovery from addiction, housing support, and food aid. Targeted support for disadvantaged people is ensured through localized programs and a strong community presence.
* **Cons:** Not all contributors or recipients may find religious affiliation to be in line with their preferences. Programs with limited scalability may not be able to provide services to greater populations that require them.

After careful consideration of the strengths and weaknesses of each organization**, we unanimously recommend directing the donation to The Salvation Army.**

Our decision is informed by several key factors: -

* **Evidence-Based Community Programs**: Donations to The Salvation Army are directed toward programs and projects that have demonstrated efficacy in addressing societal needs thanks to the organization's evidence-based approach to community development. The Salvation Army maximizes the impact of donations by concentrating on evidence-based interventions, which transform people's and families' lives in palpable ways.
* **History of Allocation of Resources:** The Salvation Army has a proven track record of effectively distributing resources to support a variety of social services. Through open and honest financial management procedures and a dedication to accountability, the Salvation Army guarantees that contributions are efficiently allocated to address the most critical needs in local communities. Donors are reassured by this record of accountable management, which also makes long-term collaborations for enduring effects easier.
* **Alignment with Desired Outcomes:** Oasis Ltd.'s charitable objectives and values are in harmony with The Salvation Army's purpose. Through its support of The Salvation Army, Oasis Ltd. can make a positive impact on programs that tackle important societal challenges including homelessness, hunger, and addiction. Donations are put directly to the benefit of underprivileged communities by The Salvation Army thanks to their tailored approach to service delivery, which produces significant and long-lasting impact.

Since I have understood the advantages and shortcomings available for each charity, The Salvation Army is an organization worth supporting with a million-dollar donation. They ensure their Evidence-Based community-based programs, demonstrated History of appropriation of resources, and Compliance with the desired outcomes of the Donation as the optimum fit. The One Million Pound grant given to the Salvation Army will be able to alleviate many problems facing people in society with hunger and homelessness being uppermost among them, leading to a maximized impact of the funding.

Thank you for considering our recommendation.

Sincerely,

Group 12

**References**

1. Canadian Red Cross: - <https://www.redcross.ca/about-us/about-the-canadian-red-cross>
2. Canadian Red Cross. (n.d.). What We Do: - <https://www.redcross.ca/how-we-help>
3. Food Banks Canada. (n.d.). About Us: - <https://www.foodbankscanada.ca/About-Us.aspx>
4. Food Banks Canada. (n.d.). Our Work; - <https://www.foodbankscanada.ca/Our-Work.aspx>
5. The Salvation Army. (n.d.). About Us: - <https://www.salvationarmy.ca/about-us/>
6. The Salvation Army. (n.d.). Our Programs: - <https://www.salvationarmy.ca/our-programs/>