Business case

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Community & UN SDG(s):	Non-Profit Organizations within Saskatchewan. Mainly goals 4.7, 17.17, however all goals will be featured in the project.
Date:	October 20, 2023

Proposed Project	Initiative Insights: SDG Navigator
Date Produced	October 15, 2023
Background	I've been working closely with the South Saskatchewan Community Foundation and the concept of SDGs throughout the summer. During the UN SDG Cross-Sector Event that happened in June, Victor Roman Morrow presented on how charities/other organizations sometimes have problems knowing where to start integrating/recognizing the SDGs within their initiatives and how to measure the results. A lot of the time they want to, they just don't know how or don't have the capacity to sit down and come up with some ideas/solutions. With the notion that charity organizations are usually stretched thin regarding resources (time, money, man power), they need something that is informative, yet doesn't take a lot of resources to obtain the required information. Surveys that take in information like organization missions, the root of their initiatives, and the nature of the communities they are targeting can then present results explaining which goals they are working towards. This would be a fantastic way to help them get started, it won't take a lot of their time, won't add any additional costs, and can get the creative ball rolling.
Business Need/ Opportunity	To create a website that will ask the user questions to help them identify which goals their specific programs/initiatives are targeting. This website would also assist them by providing examples of small ways they can incorporate the new found SDG alignments into their initiatives. It can also provide resources on where they can learn more, and see examples of how other non-profits/organizations have incorporated similar SDG goals into their initiatives.
Options	1. Create a website from scratch that will allow users to take a survey to understand where their programs align with the SDGs. They can also view examples on how other non-profit organizations are incorporating the SDGs in their work. Relevant resources will also be available for users to look into further. 2. Create the website highlighted in option 1, however we would be creating it through WordPress. 3. Do nothing.

Cost-Benefit Analysis

1. Website from Scratch

Cost	Benefit
- Will require more time building since I am not proficient in HTML, CSS, JavaScript, etc. - Could run into an increased amount of problems due to lack of experience - Due to more time required and the potential of issues arising	- There might be cheaper hosting options as a result - The website will be available for all to utilize

that take more time to resolve, the quality may be reduced as a result	

2. Create the Website with WordPress

Costs	Benefits
- $10/month through Elementor - Will still take time to develop, however less than option 1 - Could be tricky to find good form plugins	- More time can be spent on designing properly and completing more MVP's since I'm familiar with the platform - The hosting option comes with Elementor Pro which is a really easy builder to work with - The website will be available for all to utilize

3. Do nothing

Costs	Benefits
- A passing grade	- None

Recommendation

I would recommend option 2 be carried out for this project.