

# NON-PROFIT ORGANISATION



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**NAME OF THE ORGANIZATION: SHARED SPOON-FEEDING SCHEME**

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# Organization overview:



## **SHARED SPOON-FEEDING SCHEME**

*ONE SPOON, MANY HEARTS*

### **History:**

SHARED SPOON-FEEDING SCHEME was founded in 2020 in Soweto with the goal of combating hunger and malnutrition in vulnerable persons and families. The initiative, founded by a group of community volunteers, began by serving hot meals twice a week to a small group of homeless people. Over time, it has evolved into a well-organized operation that serves hundreds of meals every week while collaborating with local farmers, bakers, and schools to ensure that no one goes hungry in the community.

### **Mission and visions statement:**

**Mission:** Shared Spoon's purpose is to prevent hunger and malnutrition by giving nutritious meals to individuals and families in need. We think that food is a basic human right, not a luxury, and that no one should go to bed hungry. Community ties, volunteerism, and sustainable food sources are key.

**Vision:** To build a hunger-free community in which everyone has access to tasty food and the opportunity to thrive, underpinned by a culture of compassion and sharing.

### **Target Audience:**

Low-income households, homeless individuals, children at risk, schools, elderly residents, unemployed and underemployed community members

## GOALS AND OBJECTIVES:

### GOALS:

- ◆ Raise awareness of our goals and initiatives.
- ◆ Boost the number of community members that volunteer or make donations.
- ◆ Inform others about active projects and share success stories.
- ◆ Simplify the volunteer and donor registration processes online.

### KPIs:

- ◆ Within six months, increase monthly website traffic by 40%.
- ◆ Every year, recruit at least fifty new volunteers online.
- ◆ During the first year, boost online donations by 20%.

## CURRENT SITUATION ANALYSIS

As of right now, Shared Spoon only uses Facebook for updates and lacks a dedicated website. Even while social media interaction is positive, it is challenging to efficiently manage volunteer sign-ups and donations in the absence of a centralized website.

### Strengths:

- ◆ strong ties to contributors in the area.
- ◆ established history of distributing food.

### Weaknesses:

- ◆ Restricted cooking and storage facilities.
- ◆ dependence on sporadic charitable contributions.

### Opportunities:

- ◆ requesting grants from NGOs and the government.
- ◆ Partnerships with social services, schools, and churches



# Proposed Features and functionality

- ◆ The homepage features call-to-action buttons (Volunteer/Donate) and a mission spotlight.
- ◆ The mission, vision, and history are presented on the "About Us" page.
- ◆ site under Programs & Services that displays outreach initiatives and feeding schedules.
- ◆ Volunteer and Sponsor forms for simple online registration.
- ◆ Updates, news, and event announcements are posted in the blog area.
- ◆ Contact site with integrated phone, email, form, and map.

## Services:

- ◆ Food Distribution: Hot meals are served every day or every week at specified community locations.
- ◆ Monthly food boxes for families in need are provided by the Food Parcel Program
- ◆ School Feeding Assistance: Students from low-income families receive breakfast and lunch.
- ◆ Nutrition Education: Classes on cooking and eating well



# Design and User experience

- ◆ **Color scheme:** it is warm and inviting, with earthy green, gold, and orange tones.
- ◆ **Typography:** bold headings and a sans-serif typeface are used for legibility.
- ◆ **Layout and design:** the layout and design are simple, mobile-friendly, and clean.
- ◆ **Experience:** simple navigation and noticeable buttons for volunteers and donations provide a good user experience.

# Technical Requirements

- ◆ Domain: sharedspoonfeedingscheme.org
- ◆ Hosting: Shared hosting plan with SSL certificate.
- ◆ Languages: HTML5, CSS3, JavaScript.
- ◆ CMS: WordPress for easy content updates.

# Timeline and Milestones

- ◆ Week 1–2: Content collection and wireframing.
- ◆ Week 3–4: Website design and development.
- ◆ Week 5: Testing and mobile optimization.
- ◆ Week 6: Launch and promotion.

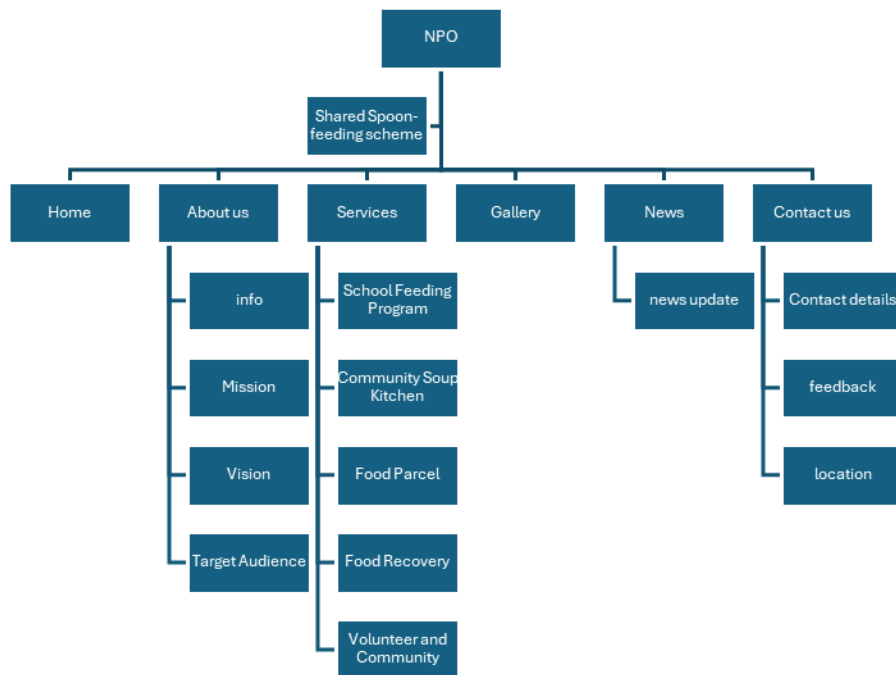
# Budget

- ◆ Annual Domain & Hosting Cost: R2000
- ◆ R25 000 was developed (one-time).
- ◆ Upkeep & Improvements R6000 annually

# Reference

- ◆ NPO websites that already exist as a source of design ideas.
- ◆ Resources for images and icons in the public domain.
- ◆ conversations with recipients and volunteers.

## Website Wireframe



**THANK YOU!!!!!!!!!!!!!!!!!!!!!!!!!!!!**



