

SWOT analysis of Starting 5:

Strengths	Weaknesses
<ul style="list-style-type: none">• Strong Sports focused image• Healthy kids and community image• Flexible program that can continue online• Great spokespeople• Known track record for aiding many in need• Strong website/platform	<ul style="list-style-type: none">• Reduced effectiveness of the program as a result of COVID-19• Less donors are available or many are less willing to donate• Limited reach to those who need this program
Opportunities	Threats
<ul style="list-style-type: none">• Many members have numerous connections• Can revolutionise the program• Can innovate incentives to increase donors	<ul style="list-style-type: none">• With less donations going around, other charities will be vying for the same corporate donors.• COVID-19

SWOT of Charity Bounce:

Strengths	Weaknesses
<ul style="list-style-type: none">• Strong Sports focused image• Healthy kids and community image• Flexible programs that can continue online• Great spokespeople• Great community relationships• Many members have numerous connections	<ul style="list-style-type: none">• Lost many programs to COVID-19• Reduced effectiveness as a result of COVID-19• Less donors are available or many are less willing to donate• Lost Government grants• Current operations unsuitable
Opportunities	Threats
<ul style="list-style-type: none">• Can revolutionise the many programs• Can innovate incentives to increase donors	<ul style="list-style-type: none">• With less donations going around, other charities will be vying for the same corporate donors.

<ul style="list-style-type: none">• Double vaccination rates in NSW ensuring restrictions are lifted	<ul style="list-style-type: none">• COVID-19
--	--