**SWOT analysis of Starting 5:**

| **Strengths** | **Weaknesses** |
| --- | --- |
| * 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 | * 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** |
| * Many members have numerous connections * Can revolutionise the program * Can innovate incentives to increase donors | * With less donations going around, other charities will be vying for the same corporate donors. * COVID-19 |

**SWOT of Charity Bounce:**

| **Strengths** | **Weaknesses** |
| --- | --- |
| * 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 | * 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** |
| * Can revolutionise the many programs * Can innovate incentives to increase donors * Double vaccination rates in NSW ensuring restrictions are lifted | * With less donations going around, other charities will be vying for the same corporate donors. * COVID-19 |