**Stakeholder Map**

| **Stakeholder** | **Stakeholder interest in firm** | **Firm interest in stakeholder** | **Stakeholder power** | **Stakeholder strength/s** | **Stakeholder weaknesses** |
| --- | --- | --- | --- | --- | --- |
| Donors (Corporations and individuals) | Interested in incentives and charitable contributions. | Donations vital for operations. | High. | Financial impact, marketability, persuasive | Not the primary focus of their own operations,  Expecting incentives,  Can withdraw quickly. |
| Those Charity Bounce aids (youth) | Takes inspiration, aid from Charity Bounce. | Those who Charity Bounce aims to aid. | Low. | Receives the end service, Can spread word of mouth on Charity bounce benefits. | Unable to affect the operations of Charity Bounce. |
| Employees | Those who wish to help others, Those who need a career step, Those with spare time, incentives on offer. | Necessary to facilitate Charity Bounce operations. Can donate. | Medium-High. | Volunteering. Can donate further. | Expecting incentives. |
| Government | Charitable organisation. | Can claim support from the Government. | Medium. | Very large and consistent financial impact. | Can withdraw funding quickly. |
| Suppliers | Purchasing suppliers and/or renting. | Require certain items/spaces. | Medium | Certain items and spaces are necessary for operations. | Requires payment consistently. |