**An Informal Report on Charity Organizations Analysis**

**DATE**: April 19, 2020

**TO**: Paul Osborne,

 Associate Vice-President of Marketing and Community Relations,

 Conestoga College

**FROM**: Sweny

**SUBJECT**: Analysis Report-Donation of $7,500 to a Charity

In the wake of Covid-19 Pandemic, Conestoga College has sought to join the community to fight the pandemic with a donation of $7, 500 to a charity.

**Introduction**

This report will cover the analysis of three charity organizations-Supportive Housing of Waterloo, Nutrition4Kids, and The Food Bank of Waterloo Region and a recommendation on which organization should receive the donation.

**Synopsis of the Recommended Institutions**

**Supportive Housing of Waterloo (SHOW)**

Established in 2007, SHOW has the ultimate mission of developing affordable housing (in partnership with local agencies) and supporting services and assistance services to the homeless of people who find it hard to house in Waterloo. Being a relatively new organization, SHOW has six staff to facilitate its operations. The organization receives operational assistance from the community and co-op student volunteers. The organization, therefore, has the ultimate mission of providing affordable housing and supportive housing services to Waterloo's neediest families. The organization spent $825,000 (staff and office $540,000, tenants support and programs $85,000, and building cost $200,000). The revenue equals expenditure ($825,000). The major sources of revenue are grants from government and agencies ($550,000), rental income ($225,000), and fundraising ($50,000).

**The Food Bank of Waterloo Region**

The organization was established in 18984 with the sole mission of obtaining and distributes emergency foods via community partnerships. The major objective of the organization is to make sure that the majority (if not all) of Waterloo residents do not struggle to get food. The Food Bank can distribute approximately 4.5 million pounds of food annually across 34,552 people. More importantly, the organization helps approximately 100 community services and agency partners in waterloo through the provision of food to distribute. The organization distributes food to all age-groups across Waterloo region including children, youths, and aged as depicted by last year’s food distribution (children up to 11 years (25%), 12-17 year (10%), 18-30 (22%), 31-44 (20%), 45-64 (10%), and over 65 years (4%). The Food Bank of Waterloo Region raised revenue of $15.5 million last year, which majority ($12 million) being food donation value. The income of the organization is further made up of donations ($2.5 million) and funding from agencies and government ($1 million). The major expenses of the organization are staffing costs ($3 million), food purchase fundraising and administration ($200,000), and building cost ($300,000). The operation of the organization is run by its 18 staff members and over 3000 volunteers.

**Nutrition4Kids**

Located in 4 locations in Central Ontario, Nutrition4Kids aims at providing and packaging healthy feeds to less privileged children 14 years and below every weekend. The main aim of this charity is to supplement school feeding programs to these kids. Having been operational for 3years, Nutrition4Kids have been able to serve 511 students across 25 schools in the region with the help of its 3 staff members and volunteers in packaging and delivery. The major sources of revenue for the organization are government funding ($ 170,000), donations ($85,000), and fundraising ($70,000) spend through foods for the kids ($115,000) and staff and administration cost ($135,000). The organization had a surplus of $75,000 carried forward to this year.

**Analysis**

Amidst Covis-19 Pandemic, charities come in handy to help the society in matters such as food, clothing, shelter (housing), etc. The charity organizations; Nutriton4Kids, SHOW, and The Food Bank of Waterloo Region are playing significant roles in helping the society to deal with eventualities and constraints. With the major focus being kids feeding and nutrition (Nutrition4Kids), housing (SHOW), and distribution of emergency food (The Food Bank of Waterloo Region)-all these organizations are of profound importance to the Waterloo Region during the Covid-19 pandemic.

The income statement of The Food Bank of Waterloo Region ($15.5 million) and capacity to reach the society (distributing about 4.5 million meals across 34, 552 beneficiaries, and more than 100 communities) is overwhelming. More importantly, the organization has existed for long and covers all age groups hence has a high reputation in the charity industry. However, despite $12 million of their revenue is in the form of food donation, the majority of other revenue ($3million of $3.5 million) goes to staff costs, administration, and fundraising with only $200,000 being invested in food purchases. With more than 3000 volunteers and only 18 staff members, the budget on staff costs, fundraising, and administration are out of hand, bearing in mind revenue of only about $2.5 million come from donations. More worrying, the communication in the organization is not effective as depicted by the voicemail from Wendy Camp. Lastly, the CEO doesn’t indicate any response and or measures amidst Corona Virus Pandemic, thus not a good choice to fund.

Consequently, Nutrition4Kids has done an excellent job in mobilizing funds through donations, fundraising, and government funding. With total costs of $250,000 last year, more than 40% ($115,000) was spent on kids’ food. This is a clear indication that the organization budget is aligned with the organizational mission (to package and distribute healthy food to needy kids 14 years and below on weekends). The organization is expanding rapidly with 4 locations, which has enabled it to reach more than 500 children across 25 schools in 3 years only. Amidst Covid-19 Pandemic, Nutrition4Kids is taking precautions not to expose the residents where they supply kids with food with the virus. However, the organization is constraint on matters of communication as depicted by the unavailability of Ms. McDonald in the initial call, which might have a detrimental effect on donors and other interested parties. Lastly, the organization had surplus funds amounting to $75,000. This is an indication that the organization cannot reach more children hence surplus funds. With the surplus fund and poor communication, I would not advise Nutirtion4Kids as the best charity to donate to.

**Recommendation**

Despite the impeccable job done by The Food Bank of Waterloo Region and Nutrition4Kids, I am more impressed with SHOW’s initiative and responses amidst Covid-19 Pandemic. First, the organization is very responsive to calls hence has a great communication channel. Besides, despite being in existence for approximately 13 years, the organization has been able to open two buildings (including 30 one-bedroom apartment and rental with nine tenants) in conjunction with the local agencies. The organization has managed this with a budget of $825,000 and only six staff members. Despite food as provided by Nutrition4Kids and The Food Bank of Waterloo Region being essential to the needy in the community, many people have been laid off their jobs hence cannot afford rent payment. Therefore, SHOW comes in handy in the wake of Covid-19 to safeguard community members who are constraint with fundamental rights to affordable and safe housing. More importantly, the organization is working to ensure all essential benefits will be provided to its beneficiaries, including health care, income support, and recreational opportunities. Besides, the organization will help individuals, through the HAWS program, to find and apply for rental with a subsidy. The most proactive and profound measure to fight Covid-19 is, as highlighted by WHO, is to STAY HOME, thus not having an affordable and safe house will be a menace to the society. More importantly, the organization has a co-op student volunteer program that might be essential for our students in the long-run. Lastly, donation is an indirect investment and donating $7,500 to SHOW will not only help curb the Covid-19 pandemic but, through partnership with the institution and HAWS, also provide both local and international students in Conestoga College with affordable and safe housing in the near future thus I recommend SHOW as the ultimate charitable organization for the $7,500 from the College.

I am hopeful that you will find my analysis helpful as you make the final decision on which charity organization to donate to. Kindly schedule a meeting on Tuesday (21st April 2020) so that we can discuss the findings further.