**Building a Positive Team Culture for a New Charity Organization & SWOT Analysis STC**

## **Introduction:**

As a new charity organization setting up operations for a month, establishing a strong team culture is essential for creating a cohesive, motivated, and effective team. Our team culture will define our values, behaviours, and interactions, guiding us as we work together to achieve our mission of positively impacting our community. Following this initial report, guidelines provide:

* insights on the potential team culture,
* recommendations after two weeks of observations and
* an assessment of Save The Children's fundraising success and efforts.

## **Key Components of Our Proposed Team Culture:**

1. Mission-Driven Mindset: Our team culture must be deeply committed to our organization's mission as being the first and only face-to-face agency utilizing the power of extended reality tech development and signature event production. We will foster a shared sense of purpose and passion for the causes we support, aligning our efforts with the greater good we aim to achieve. Hence, it should be emphasized more highly to new fundraisers that we aren't the typical fundraiser company. Still, we are an organization that signs up quality, long-term donors in innovative and ethical ways. Another way for people to have a mission-driven mindset is to give them the idea that by working hard and obtaining donors, they will receive a leadership position to help them in their future careers.

2. Open Communication and Collaboration: We will prioritize open, transparent communication and emphasize the value of collaboration among team members. By freely sharing ideas, feedback, and information, we will cultivate an environment where everyone's voice is heard and respected. There needs to be encouragement for open communication and collaboration throughout the various teams, as observing the two teams over the past two weeks revealed some worrying signs that more feedback, ideas, and information need to be shared among them.

3. Empathy and Compassion: Embracing empathy and compassion in our team culture is essential, as it will guide our interactions with each other, our beneficiaries, and the community at large. We will strive to understand and support each other while extending kindness and empathy to those we serve. Empathy and compassion have been shown somewhat from the two weeks of observation, so there needs to be some improvement. Some people are more focused on the profit side than extending empathy or kindness when talking with a potential donor.

4. Continuous Learning and Adaptability: Our team culture will encourage a commitment to learning, growth, and adaptability. We will embrace change, innovation, and ongoing development to effectively respond to the community's dynamic needs and the evolving landscape of philanthropy. A recommendation for this would be to motivate those who are willing to step into a more significant role and have a motivator in a team to help them to encourage consistently learn to adapt to feel any change in their moods after not getting a donor for the day and possibly implement learning materials like a whiteboard showing the models of when being out on the field (Ken's example of ATTACK(?) can be used to constantly motivate new hires of continuous learning in how to operate in the field).

5. Accountability and Integrity: We will uphold a culture of accountability, where every team member takes ownership of their responsibilities and acts with integrity. Holding ourselves to high ethical standards will inspire trust and confidence in our stakeholders and supporters. Accountability and integrity especially need to be told to all current and new team members after the complaint that occurred on June 23 near Kipling Station.

## **Strategies for Implementing Our Team Culture:**

To foster the desired team culture, we will implement the following strategies:

- Conduct team-building activities and workshops to foster a sense of unity and understanding among team members.

- Create avenues for open feedback and constructive dialogue, allowing every team member to contribute to the culture-building process.

- Lead by example: The leadership and management team in the office and the field will embody the values of the desired team culture and actively promote them in all interactions.

- Establish mentorship programs to support new team members and facilitate knowledge sharing and skill development.

Expected Impact and Outcomes

By actively cultivating the proposed team culture, we anticipate the following positive outcomes:

- Increased team cohesion and motivation, leading to improved collaboration and productivity.

- Enhanced employee satisfaction and retention, as team members feel connected to the organization's values and mission.

- Greater effectiveness in serving our beneficiaries and achieving meaningful impact in the community.

## **Conclusion:**

Building a positive team culture is foundational for the success of our new charity organization. By aligning our values, behaviours, and attitudes with our mission, we will create a supportive, mission-driven environment that empowers our team to make a lasting difference in the community.

# **SWOT Analysis of Street Fundraising for Save the Children**

## **Strengths:**

1. Direct Engagement: Street fundraising allows Save the Children to engage directly with potential donors, effectively conveying the organization's mission and impact. Direct engagement would occur only if the potential donors stop and their attention shifts towards the fundraiser.

2. Brand Visibility: Street fundraising has significantly increased Save the Children's visibility within local communities, fostering greater awareness and support for the organization's initiatives.

3. Real-Time Impact: Save the Children fundraisers showcase real-time examples of the organization's work, such as sharing success stories of how donations have made a difference and making the cause tangible and relatable to potential donors.

## **Weaknesses:**

1. Negative Perceptions: Some individuals may perceive street fundraising as intrusive or aggressive, potentially harming Save the Children's reputation or causing adverse public reactions. Negative perceptions have been given by many in public given past scandals that are still fresh in their memories (Guatemalan children treatment in Texas), the contentious issues stated in the rap that do turn people off, and personal beliefs made by some in the public of some local issues like homelessness should be resolved first, or the funding to charities are not to be trusted as they prefer to donate directly to someone that they know instead of a public organization.

2. Limited Geographic Reach: Street fundraising efforts may need more reach. They primarily engage with individuals in specific geographic locations, potentially missing out on potential donors from other areas. The limited geographic reach is evident because, during the two weeks in busy transit locations, most potential donors were in a rush or were not interested in donating before or after their work shifts.

3. Weather Dependency: Inclement weather can significantly impact the effectiveness of street fundraising activities, leading to inconsistent results. The weather's dependency was evident by the occasional heavy rain forecast that occurred last week on some fundraising days.

## **Opportunities:**

1. Mall Kiosks: Given that Save the Children is looking for long-term donors over 35 years old during the summer period, it may be best to consider the possibility of doing the fundraising at a kiosk in a mall as the target demographics of donors who are either Gen X, Boomers or Silent are more likely to be in the mall, especially during humid periods of any summer days.

2. Collaborative Events: Partnering with local events or community gatherings like farmer's markets can allow Save the Children to reach a wider audience and engage potential donors in a more receptive environment.

3. Personalized Storytelling: Implementing personalized storytelling and tailored interactions can create deeper connections with potential donors, increasing the likelihood of successful fundraising for Save the Children.

## **Threats:**

1. Regulatory Challenges: Save the Children's street fundraising activities may face regulatory challenges and restrictions in specific locations, requiring careful compliance and legal considerations. This threat has given a limitation on which places to do the street fundraising and has to accommodate the consideration of finding donors over the age of 35.

2. Competition for Attention: With various charitable causes vying for public support, Save the Children may face stiff competition for attention and donations from potential donors. Competition for attention is evident by what happened at Kipling station and other areas in downtown Toronto, as multiple organizations tried to flag down potential donors. Hence, it led to a saturation of areas swarming with various charities and increased fatigue for the general public, who see them daily in one location.

3. Economy-dependent: A majority of potential donors state that pay or monetary issues keep them back due to the Canadian and worldwide economies hitting the wallets of Canadian consumers. Thus, STC may factor in the number of donors donating weekly by determining whether the public's wages can catch up with the high cost of living that potential donors are dealing with today.

# **SWOT Analysis of Mall Kiosk Fundraising for Save the Children**

## **Strengths:**

1. Ideal location: Mall kiosks benefit from high foot traffic, maximizing the visibility of fundraising efforts.

2. Convenient donations: The kiosks allow mall visitors to make immediate donations without hassle.

3. Potential partnerships: Mall kiosks may attract interest from local businesses seeking to support charitable causes.

## **Weaknesses:**

1. Limited appeal: Not all mall visitors may be interested in or able to contribute to the cause, potentially limiting fundraising potential.

2. Cost challenges: Renting kiosk space in a mall can be expensive, reducing the funds available for the charity.

3. Competition: Other mall vendors may divert attention and resources from the fundraising effort.

## **Opportunities:**

1. Event leverage: Utilizing mall events, holidays, or promotions can generate more attention and support for the fundraising efforts.

2. Community engagement: Mall kiosk fundraising offers an opportunity to connect with the local community and raise awareness about the cause.

3. Volunteer involvement: Encouraging volunteer staffing can lower operational costs and promote community participation.

## **Threats:**

1. Economic impact: Economic downturns could affect visitors' ability and willingness to donate to the cause.

2. Regulatory hurdles: Complying with local mall regulations and policies may present operational challenges for fundraising kiosks.

3. Negative perception: Poorly executed fundraising kiosks could be seen as intrusive or pushy, potentially damaging the charity's reputation.