



SWOT Analysis

STRENGTHS

Name recognition in the Waco community

Strong fundraising network

Range of services offered

Experienced and involved Board of Directors

Lasting partnerships with compatible agencies in the area

Strong social media presence

WEAKNESSES

Inability to meet demand

Almost too much differentiation of services

Several physical locations, creating logistical challenges

Recent rebranding of thrift store may cause confusion

Difficult to navigate the website

OPPORTUNITIES

Next to Baylor University - opportunities to offer internships

Located near several religious organizations - access to volunteers

Poverty rate of almost 30 percent in Waco

Younger demographic moving to Waco - potential to expand support

Potential outreach to wealthy residents/donors in Hewitt and Woodway

THREATS

Competition from other established firms

Slump in the economy

Crop issues inhibiting provision of produce and groceries to the community

Cold weather increases need for homeless population

Decrease in Baylor volunteers as students graduate