

Topic – A Study on the Funding and Functioning of a Non-Profit Organization

PRESENTED BY-

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What is an NGO?

- A non-governmental organization operates independent of government control
- They are generally not-for-profit and are focused on a specific area
- NGOs can have missions ranging from education to disaster relief
- These organizations rely on grants, donations, and sponsorships to fund their programs
- Collaboration is key for an NGO to achieve its goal. Collaborations can be with both for profit and non-profit organizations
- Volunteers and interns play a large part in the functioning of an NGO



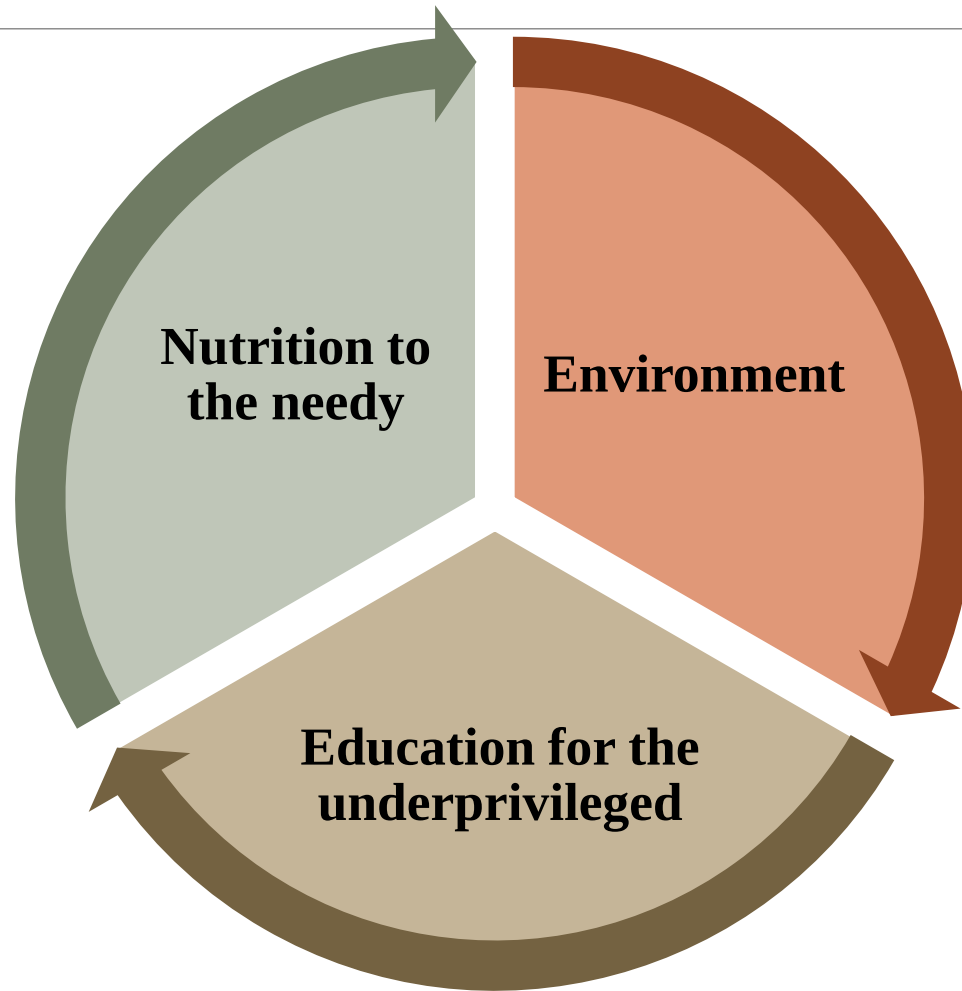


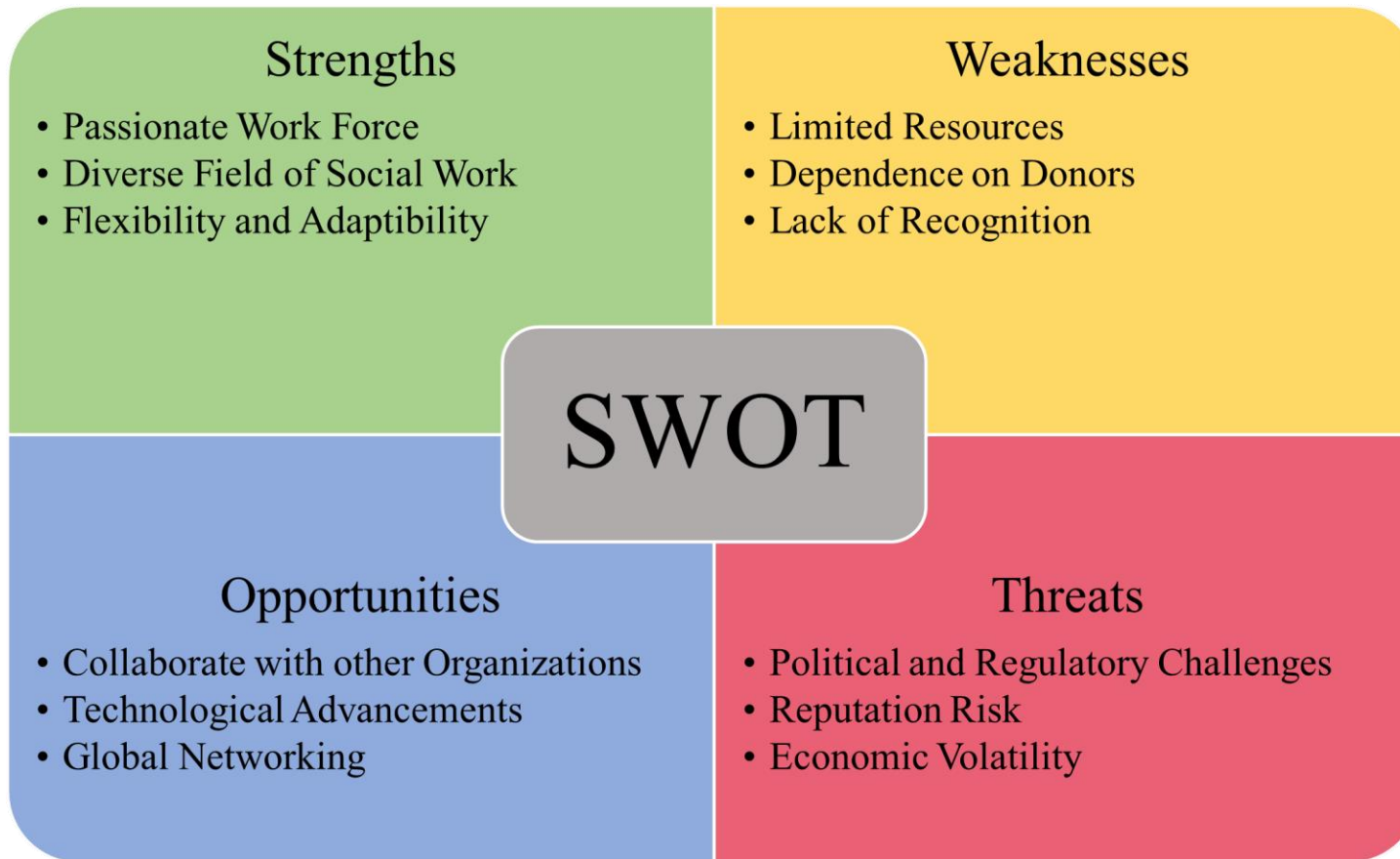
OPEN WINGS FOUNDATION

- Mission: “To make this place a better place, a place worth living in, and a space worth breathing in by creating a sustainable future for the less privileged.”
- Vision: “Every child is unique, and if given the chance, he or she may achieve great things in life. Our objective is that every child has the opportunity, that we protect the environment, and that every person of our country sleeps well fed.”
- Founded in 2019
- Based out of Noida, UP



Objectives of Open Wings Foundation





SWOT Analysis – Open Wings Foundation

PESTEL Analysis – Open Wings Foundation

P

Government policies and regulations: The Open Wings Foundation's operations and activities may be influenced by the political environment, such as regulations on funding, advocacy, or international cooperation. **Political stability:** The stability of the country or region where the NGO operates can affect its ability to carry out its mission effectively.

E

Funding and donor trends: Economic conditions and trends in donor funding can impact the financial resources available to the NGO. **Economic inequality:** The level of poverty and inequality in the area of operation can influence the Open Wings Foundation's target beneficiaries and the scale of its programs.

S

Demographic trends: Population size, age distribution, and social attitudes can affect the NGO's target population and the relevance of its programs. **Cultural factors:** Social and cultural norms may shape the Foundations approach, acceptance, and effectiveness in engaging with communities.

T

Information and communication technology: Technological advancements can enable the Foundation to enhance its efficiency, outreach, and impact through tools like online platforms, data analytics, and remote collaboration. **Digital divide:** Unequal access to technology and internet connectivity may limit the reach and effectiveness of the NGO's programs.

E

Climate change and natural disasters: NGOs working in environmental conservation or disaster relief, such as Open Wings Foundation, need to consider the impact of climate change and the increasing frequency of extreme weather events. **Environmental regulations:** The NGO's activities may be subject to environmental regulations and sustainability requirements.

L

Regulatory compliance: NGOs must navigate legal frameworks and compliance requirements, including registration, reporting, and accountability standards. **Human rights:** Open Wings Foundation must consider the legal implications of its actions and ensure compliance with human rights standards.

Task performed in Open Wings Foundation

Task 1

- Generating Funds

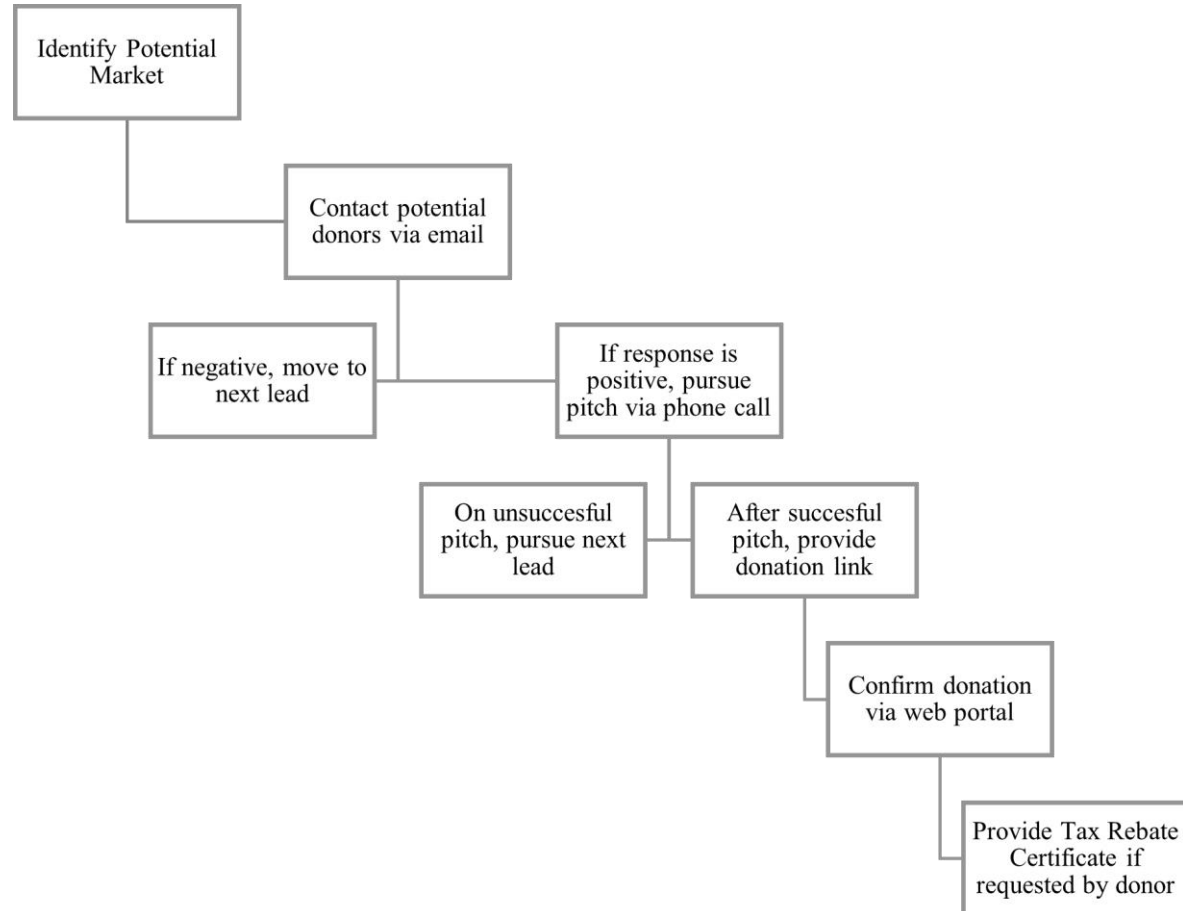
Task 2

- Market Research

Task 3

- Questionnaire

Methodology



Conclusion

- Business-to-Customer model was not effective enough to raise donations due to
 - lack of tangible results on programs run by the organization
 - Potential donors unwilling to donate to multiple organizations and charities
- Business-to-Business opportunities must be explored to increase generation of funds
- Website and social media handles must be kept up-to-date with evidence of programs conducted

thank you