Non-Profit Organization Analysis

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**Introduction of the non-profit organization (NGO)**

The non-profit organization (NGO) selected for this study analysis is TGTHR which was formerly known as Attention Homes. The organization was started and run in the United States of America by well-wishers to restore hope to selected members of the society. The organization has been committed to offering residential support to those who are unable to afford regular residence payments for either rentals or private homes. At the same time, the provision and restoration of hope to the members of the community particularly the youth have been the central point of the organization. Founded in 1966, the organization prides itself on the over twelve thousand youths in the locality who have benefited from the initiative.

The management has recently worked on changing the mission and vision of the organization to fully focusing on providing attention to the young people who lack homes and who are likely to be detained. This, therefore, means that instead of being detained for criminal reasons, TGTHR would be offering attention to the youths, offering them shelter, providing hope, and helping them get back on track. TGTHR is committed to serving the young people who are homeless. These youths could be jobless, orphans, former criminals, and other extensions of street urchins. Besides the home care provided, the youths are entitled to short course training that would empower them to independence. The housing procedure also encourages them to focus on being independent to meet life's dictates.

The organization, which has recently taken a new rebranding of its logo to what the administration considers to have a more youthful identity, is mainly funded by well-wishers and volunteers. Partner organizations and companies support the initiative through finances and collateral depending on the varied agreements. This to a greater extent has contributed to life-changing processes of the youths which escalate to the whole society. What is more, the vision of the organization in its updated form entails their commitment to being the institution that offers home care to the homeless and restoring their abilities to continue with life. This agrees with what they have been doing for the young needy people, and what they are still anticipating to do to other generations in the future.

**Categorization of TGTHR**

NGOs are categorized based on the kind of service they offer to the community. In TGTHR, there are several services offered to young people. The housing plan is primary in rehabilitating and housing the homeless. It is inevitable that food comes with shelter and therefore it is the sole responsibility of the organization to house and feed these young people. It does not end there, the restoration of hope and giving the youths attention is implemented by the organization through training. Training the young people aims at restoring their initial potential to live and compete in society and the job market effectively. Again, empowerment involves the connection of these people to potential employers or jobs which would later liberate them fully economically.

According to Frumkin (2009), NGOs can be classified using a variety of roles they play in the society they are established in. In the case of TGTHR, serving the clients is their primary role. The organization collates and solicits resources to be able to cater to the varying needs that the homeless youths in Colorado may be having. The resources could be in the form of products and services depending on the particular needs of the clients who in this case are youths who are homeless.

It is worth noting that the categorization of NGOs is in four different scopes depending on the geographical area over which the services can be received. This translates into a community-based organization (CBO), city-wide NGO, national, and even international NGO. Based on this categorization opined by Frumkin (2009), TGTHR is considered a national NGO since it covers most counties in the state of Colorado. It is however worth noting that in the county of Boulder, more activities concerning the mission of the NGO are taking place there. This does not however limit it to be a CBO or a city-based organization. Its national presence is felt in the whole state and it has a recognition felt up to the federal union.

**Impulses and their implication in shaping the survival of TGTHR**

The future and survival as well as the consistency of the provision of the designated services of TGTHR are influenced by four impulses. These impulses refer to the parameters which affect the operations of any non-governmental organization in the United States of America. In one way or the other, they may make an NGO survive or not to depending on its nature and how the impulse varied with time. They include volunteerism, professionalism, civic activism, and commercialism (Salamon, 2003).

From the name, TGTHR is a non-profit entity operating in an economically active and competitive American market to offer competitive services. It is worth noting that the survival and the future of this entity depend on how it makes financial profits to sustain all the obligations. This is particularly a challenge of significance as it does not practice any activity that would directly generate profit. It is however reliant on volunteers through volunteerism and well-wishers. To meet the obligatory requirements of the highly increasing number of young people, the organization may suffer big time since well-wishers and volunteers may be reducing or growing incapacitated. At the same time, financiers of NGOs are concerned about the performance and ethical reputation of such organizations. Failure to remain consistent and operate within the dictates of the regulators may render an organization unattractive to financiers. In the case of TGTHR, a good rapport still exists between it and the financiers making the implication of this impulse better for it.

Professionalism at the TGTHR may soon begin to face a challenge since those employed to offer various services may not be competitively qualified since they work as volunteers. Most people would require competitive rewards for their competency which is slowly missing in the organization. This may, to a greater extent, have a negative implication on TGTHR and affect its survival and existence in the future. As an NGO, TGTHR is classified as a private entity yet, with its designated role, it is expected to deliver and handle pubic activities like housing and taking care of the homeless. Commercialization, therefore, becomes challenging to the management to a greater level. This is unlikely to change shortly and would most likely affect it negatively.

In terms of civic activism, an NGO takes part in enlightening its clients on political and social aspects that directly or indirectly affect their lives. Involvement in such activities may, however, have significant consequences to the organization depending on its relates with different factions of people including the clients themselves, the public, government, agencies, and financiers. To a greater extent, TGTHR has been a crusader and forerunner in matters of civic and political oriented affairs which would have a negative implication on it. Such an effect would have a long-lasting consequence leading to the development of a poor rapport with different people.

**TGTHR and competitive imperatives**

As outlined by (Salamon, 2003), running an NGO is not an easy task within the United States of America. There are a lot of shortcomings that it faces and is expected to compete against other public organizations whose main role is to make a profit and thrive. As a non-profit company, the regulators still require them to maintain high levels of standards in terms of performance and efficiency just like other public counterparts which are having a formalized mode of funding as opposed to them. The right personnel for certain responsibilities at TGTHR may not be hired since they would be entitled to the terms of volunteering which may not be rewarding significantly as expected. Again, those offering to volunteer may not volunteer for a long time since they would be looking for better opportunities that are rewarding.

The regulators may also be at logger heads with the organization due to compliance and ethical issues. As other public and for-profit organizations focus on making profit while at the same time getting funding, TGTHR would be focusing on offering reputable services to its clients and making no profit. At the same time, the clients, who are in dire need of basic services would not be paying and so TGTHR must work with other organizations to generate money. Such processes may not be accommodated by regulators.

**TGTHR and how it responds to challenges and opportunities**

Despite the challenges outlined by Salamon (2003), TGTHR still finds a way to keep going and key in this is how they invest in keeping a reputable relationship with the financers. Well-wishers and volunteers are the sole sponsors of an NGO like TGTHR. With a better reputation and ethical conduct, most processes and activities would easily and willingly be supported by the financiers to keep the organization moving in the competitive market. The housing program gives returns to the organization since young people who have completed their training and already on placement pay rents which are classified as revenue generated by the organization.

It is worth noting that TGTHR has its structures to house the ever-growing population of youths it catering for. With their own houses, they are minimizing the overall expenditure they are required to meet like paying for housing and other responsibilities. On a similar note, other opportunities like partnering with institutions of training help them have the youths trained at subsidized costs reducing expenditure. Potential employers are also their major partners who help in the quick absorption of their trained young men.

**Information from those involved in TGTHR**

Chris Nelson is the chief executive officer of the organization and in the latest output on restructuring TGTHR; he said that the new concern is the making of young people experiencing homelessness have a company. This means that according to the management and the entire organization, their clients, the homeless youths are in the center of all the decisions made and which he dispensed to the public via zoom considering the escalated levels of covid-19 worldwide (Daily Camera, 2021).

Besides rebranding to offer a new identity to the organization, the non-profit organization changed its identity and tagline to TGTHR which represented being together or providing company to the homeless young people. At the same time, he provided the added plans that they have for their clients including a better housing program, education, and consequential empowerment of the people (Daily Camera, 2021). The main reason they did this was to restore hope in the young people who had already lost it and empower them to financial independence.

**A relevant chapter from Understanding Nonprofit Work book (ch. 2-6)**

TGTHR greatly borrows from Understanding Nonprofit Work since it does not only provide home care and concern but also provides short time education that is aimed at making young people competent and take up jobs in various sectors in the country. Chapter 5 of Understanding Nonprofit Work outlines the learning and creativity methods that the NGO could commercialize in imparting the necessary knowledge to the young people in their facility before being allowed to join the workforce. Creativity particularly is important in commercializing the latest methods and technology required in the job market that would make their students more competitive (Koschmann & Sanders, 2020).

Certain acceptable behaviors can be encouraged and be instilled in the young children as not only a way of educating them, but also counseling them before joining society. Ethical concerns are primary areas of focus where with time, the learners could be encouraged to either learn on their own or learn from what others are already doing. The chapter helps the organization in designing its work particularly in designing the short training courses that the learners are subjected to get empowered.

**Modest assessment of TGTHR**

The strengths of the TGTHR include the resourceful leadership that it has like Chris Nelson is striving to make the organization more clients oriented to better their services. This is by the fourth theses in the book Advancing Nonprofit Organizational Effectiveness Research and Theory. In the fourth theses, it is clear that with effective NPOs, efficient management skills would be employed. This is an overall advantage to the organization and exhibits its effectiveness in discharging the designated duties. One weakness that is experienced by TGTHR is the fact that it is a private entity that is delivering, ostensibly, public services while not having other means of generating profit to run itself. Key successes are however spectacular especially in organizing and delivering training to their clients to finally become financially independent easing their return home for their dependence (Herman & Renz, 2008). Based on these justifications, TGTHR as an NGO is effective in designing and achieving its goals. By admitting homeless youths to the organization, they are provided with shelter, food, education, counseling, and employment opportunities to permanently change their living standards.

**The future of TGTHR**

TGTHR would likely survive to the future of non-profit America since it has commercialized in a sustainable approach to empowering homeless young people. With such an approach, it would easily fit in the dynamic future where only the already empowered would be absorbed in employment avenues. Most importantly, the adoption acceptable and approved curriculum would offer such clients a competitive advantage in the job market. As well, the psychological counseling provided to most victims here would continually change as dictated by the underlying changes.

References

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