

Covenant Community Corporation

SWOT Analysis

Strengths:

- Good access to experienced talent
- Sound philosophical approach (development of social fabric as necessity), which is viewed as necessary alternative

Weaknesses:

- Ability to outreach is limited by human and financial capital resources
- Lack of full-time staffing
- Lack of “marketing” messaging

Opportunities:

- Many neighborhoods and communities are in need of social capital development
- Dysfunctional government and non-profit services open opportunity for alternative approach
- Increasing level of frustration with current social functioning.
- Increasing number of people believe that civic engagement, not government programming, is key to future social viability and problem-solving.

Threats:

- Little to no cooperation from other non-profits that rely on government contracting; bottom up community organizing viewed as a threat to power and control
- Prevailing view of most dysfunctional neighborhood/communities is that government will do what is needed; citizens do not need to participate in civic life
- Current status quo was created over many years, consequently well imbedded