

SWOT Analysis

Helpful

Harmful

Internal

Strengths

- Strong relationship with Service System Manager
- Non-profit status
- Experienced and highly trained staff
- Excellent reputation
- Strong leadership
- Generous staff compensation package
- Available funding in reserves
- Available building for expansion with long lease
- Clear vision

Weaknesses

- Currently operating a single program
- Small parent board with high turnover
- Requires \$1 million in funding
- May not be able to attract target populations due to demand
- Some competition

External

Opportunities

- Service System Manager seeking expansion of non-profit child care spaces
- Start up funding available
- Need in underserved communities
- Large waiting lists
- Start up funding available
- Over 50% funding from government - growing to 90%

Threats

- No available capital funding
- RECE workforce shortage
- Potential change in Federal Government - potential policy change
- Increased cost in building supplies
- Unexpected delays to meet SSM time targets
- No provincial Early Learning and Child Care funding formula