

Business outreach program - analytical report

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Business Outreach Program al affiliation Over years, organizations have been experiencing the challenge of growth both economically and socially. For an organization to prosper in any of these two, a lot of financial resources and knowledge have to be used by the organization. There are various ways which trigger an organizations' growth and have a great positive impact to the organization over years. The use of Outreach Programs is a strategy where an organization engages into community service projects like Street Outreach Programs, Donating Services to the Community and others. This strategy of giving back to the community has brought about success to companies who engage in such activities.

The American Housing Family is an organization that deals with equipping homeless and low-income individuals and families, providing permanent affordable housing, and improving their lives to become self-supporting members of the society. Even though this project is of great help to the homeless and the less fortunate, the issue of ventilation standards is a major matter to the peoples' health. Poor ventilation standards result in the risk of easily conducting dangerous diseases like asthma. A research that was done in 2009 showed that above 50% of homeless people had at least one respiratory manifestation. Another publication on Building and Environment in 2012 showed that improvement in air conditioning reduces the risk of asthma symptoms to the residents. Companies who engage in such projects not only stand a chance to fame but also grow economically and socially. Deploying the HVAC by Solaris to the American Housing Family will boost Solaris growth and also Products' recognition globally. Solaris will also gain the merit of quality product trust at little or no cost which is the main weapon to success. Many companies strive and use a lot of their resources <https://assignbuster.com/business-outreach-program-analytical-report/>

while trying to gain customers trust with their products. “ Joining the society contributes to an atmosphere of integrity, social awareness, and excellence” (Tichy, McGill, & St. Clair, 1997, p. 173).

Our group chose The American Housing Family for the Outreach Program due to the fact that they have local shelters in OC County and have different types of housing. They have wide recognitions globally and reputations for awards. Solaris deploying community services to the American Housing Family will improve on global recognitions, social and economic growth.

References

Tichy, N. M., McGill, A. R, & St. Clair, L. (1997). Corporate Global Citizenship: Donating Business in the Public Eye. San Francisco, CA: The New Lexington Press.