

## Section 2.1 Activity

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### Activity 2.1.1 At First Glance

How long has your organisation been in existence?

What are your organisation's values?

What community does your organisation serve? What are its geographical boundaries? Who are your targeted consumers?

What services or programs does your organisation provide?

What are your service's operating requirements (e.g., hours of operation, clients, fees charged, inclusion/exclusion criteria)?

Describe what your organisation does in 100 words. Think about how you would explain who your organisation is and what it does in everyday language to an interested passer-by. Share your response with others involved in your organisation and see if they agree.