**Introduction**

The non-profit organization which is selected for the project is “Cancer Council Queensland’s”. The Cancer Council Queensland is the Cancer Research Center (CRC) is a multi-disciplinary research focus devoted to collective work to sharpen the controls for cancers, strengthening the knowledge base that informs specialist expertise in the fields of psycho-oncology, the study of disease transmission and group engagement. Our discoveries have overall effect, exhibiting the significance of group based cancer control in preventing and defeating cancer and diminishing the times of life lost to growth at a populace wide level.

In the course of recent years the organization has gained recognition as a world-class research institute and helping individuals to fight against the cancer. The organization is committed to eliminate cancer and distressing for future generations.

**Literature Support,**

Non-benefit organizations by definition win no benefit where these organizations can operate without paying federal tax to government. They give a support of the group that revenue driven organizations won't give in light of the fact that regularly there is no real way to make a benefit on the sort of services the non-benefit gives. NPO is an association that does not convey its surplus assets to proprietors or shareholders, yet rather utilizes them to help seek after its objectives. The fattest line on most not-for-profits' financial plans is finance and benefits, but then not-for-profit associations stay notorious for coming up short on ability. Consistently individuals come to work in the charitable area since they have chosen to accomplish an option that is bigger than them, to set in movement an unforeseen development that will take care of an issue tormenting society, or to answer a call that they have felt within them for quite a while.

Nowadays, nonprofit organizations are the genuine operators of change. Without these organizations there would be far less research done on life-undermining infections, less dinners given to the individuals who can't manage the cost of them, and a more ailing, less wonderful world to live in. They take every necessary step that others can't or won't do, with more enthusiasm, drive and commitment than any other person could give.

**SWOT analysis**

A SWOT examination is the technique which is utilized for the organization to check the inward and outside elements influencing the environment and social exercises of the chosen association. It is a standout amongst the most generally utilized business examination and used as a tool to decision making. A SWOT investigation for a charitable association is like the examination for revenue driven, business. The organization has no investors to consider for the analysis however it needs to measure components, for example, raising support, volunteer staff and goodwill that a business firm does not.

**Strength**

Cancer Council Queensland is dedicated to serving the community in cancer control. Cancer Council Queensland is dynamic, outcome-focused, and responsive to community needs, committed to voluntarism and the pursuit of excellence in all its activities. All staff and volunteers from Cancer Council Queensland, through their work, are actively involved in cancer control.

**Weakness**

The organization barely covers their expenses with revenue whereas the salaries of the employees are not as much competitive according to the market this creates affected on the involvement of employee towards his/her job. Normally the investor has no opportunity for return on investment and often can expect a minimal salary.

Opportunities

Any grant that an association might be qualified for is an open opportunity. A grant might be from a legislature or private office or gathering. There are many stipends being offered notwithstanding amid a retreat. Discovering them and applying for them is an extensive undertaking. The association appreciates partnerships with different associations and business or different NGOs. Cause advertising, for instance, is a framework in which a bit of the price tag charged by a business is given to a particular philanthropy. In a perfect world, it offers advantages to both associations, and in addition to the purchaser, whose beneficent giving is encouraged.

Threats

Nonprofits are very vulnerable to economic crises. Unfortunately, charitable giving is one of the first cash outflows that consumers cut back on when money is tight. Public charities are held to a higher standard than for-profits. Since they depend on contributions, nonprofits need to avoid the perception of impropriety. Even a small scandal can be damaging