

Research:

Organizations:

- “Jill Melmed-Buzzeo Award.” *Jill Melmed-Buzzeo Award*, www.jimbaward.com/.
 - This site is on an organization I am currently in it's filed for a nonprofit. This is a great resource because I could observe and ask questions about the difficulties of starting a nonprofit but also knowing that successful nonprofits start small and over time it gets bigger. Fran, the CEO is engaging and open about the process and gives many good ideas for what I might need. Also, very encouraging throughout the process and having people next to me like that is a very important thing to flourish dreams.
- “How to Organize Your Own Food Drive.” *MEND Poverty*, mendpoverty.org/get-involved/volunteer-now/how-to-organize-your-own-food-drive.
 - This website is very helpful to give me the steps to make a food drive at my school. This is an important piece of the overall non-profit because there's needs to be items to send and the best way to get the public involved is by doing these drives. It gives the idea that importantly is to publicize the event so they are able to bring what they are able to. Having a stable locations creates a more efficient drive because the people don't have to worry about where it is but also it's less spending for advertising.
- “Macias International Shipping, Corp.” *Facebook*, www.facebook.com/Macias-International-shipping-corp-615843028845401/.
 - This source gives the prices with the organization we send them to Venezuela. Macias International Shipping Corp the information to have the measurements for the box. This is critical because based on the prices I get to place a budget and a fundraising goal out to the public. This leads me to do the amount of fundraising. Also based on this I can figure out the size of the boxes I want to arrange and send. As the box gets bigger the price increases as well.

Venezuela:

- Thelwell, Kim. “Top 10 Facts About Poverty in Venezuela.” *The Borgen Project*, Kim Thelwell
https://Borgenproject.org/Wp-Content/Uploads/The_Borgen_Project_Logo_small.Jpg, 3 Aug. 2019, borgenproject.org/top-10-facts-about-poverty-in-venezuela/.
 - This website gives a really clear breakdown on the issues in Venezuela. It gives an insight that Venezuela has a humanitarian crisis due to the downfall of the economy and poverty rates rising. This information will give me the information to

give make an infographic to show why I created the non-profit. It's simple to follow and gives a brief explanation.

- Brennan, David. "Venezuela's Capital Is Running out of Water as Hospitals Are Forced to Cancel Operations." *Newsweek*, Newsweek, 15 Aug. 2018, www.newsweek.com/venezuelas-capital-running-out-water-hospitals-forced-cancel-operations-1074253.
 - This source gives a more detailed explanation going on in Venezuela's hospitals. Even though it's from 2018, the backlash and the conditions have worsened since then. But here it mentions that many hospitals don't have medicines. In my presentation I will mention this because a part of my budget to Braskem is to get medicines. This will impact the need and why I need to send medicines to Venezuela.

Non-Profit Development:

- Fidelity Charitable, "What Makes An Effective Nonprofit." <https://www.fidelitycharitable.org/content/dam/fc-public/docs/3rd-party/what-makes-an-effective-nonprofit.pdf>
 - This is a really good resource because it gives tips about how to make an effective non-profit. It mentions that donors depends on my non-profit goals. For my nonprofit is hard to have steady donors because I'm not certified. Donors will come later but right now this talks about how money is important, cash flow. So it gives a lot of information about fundraising. But overall about being clear with the mission for short term and long term, tracking everything involving nonprofit, communication, volunteers. A very interesting approach that it mentions here in this document that evolving programs as it learns about stakeholders. It makes me think of community services and events.
- *Guidestar.org*, www.guidestar.org/.
 - This website gives really good sources of different branches in the nonprofit. This site will come in handy when I have the nonprofit certified. This is because many donors and other nonprofits have an account here. It has information about updated data of nonprofits and a way to connect to other nonprofits. This gives a way to expand the actual nonprofit electronically and be away to have cash flow.
- Guide Star, "Highlighting 990 forms." https://learn.guidestar.org/hubfs/highlights-of-form-990_20160208.pdf
 - This source is very helpful for the actual paperwork to get certified with the IRS as a 501c(3). It gives an explanation to each section so you don't get lost. It breaks it down so it's not complicated, but it's just the highlights. It's to make sure that I'm placing and reviewing what needs to be done. Highlights that it's important to make the missions clear because based on that, the IRS is the one that will give you the money.

- Hutton, Stan, and Frances Phillips. *Nonprofit Kit for Dummies*. John Wiley & Sons, Inc., 2017. (found at the free library of philadelphia)
 - This is a good source because this book goes step by step on what needs to be done if not already for your nonprofit. But also gives background knowledge of what nonprofits ideals. For example having agents, so like a board committee to have a successful. It also mentions how many start up nonprofits could umbrella under another organization so it could be tax dependent, having a fiscal sponsor. Many other things are brought up in this book that is very helpful to navigate my development for La Luz De Aurora. It's also a free resource to use at BRIC at the library.
- Parmelee, Ali. "The Effective Marketing Strategies You Need to Know for 2020." *IMPACT*, IMPACT, 12 Dec. 2019, www.impactbnd.com/blog/the-effective-marketing-strategies-you-need-to-know-for-2018.
 - This source gives an insight on effective marketing strategies. This is important because as a nonprofit I need a cash flow and also to let the public know about what I do and future events. This gives various strategies and their influence. Right now social media and making videos is a big one for 2020. Now when I go to add content to my existing social media page of the nonprofit I will be aware that videos go a long way. But I will maintain the way I'm advertising being more direct with my audience that's school to have bake sales. Food is a way for advertising because people love food and I am also providing a different taste of food.