

Green America

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Green America, formerly known as Co-op America came together in 1982 with the help of founder, Paul Freundlich and cofounder Denise Hamler. Green America is rapidly expanding around the world in hopes of making a difference in the lives of millions by using economic resources to find ways to build an eco-friendly society. You will find that the organization not only supports those in North America, but the foundation has expanded their services abroad, in hopes of creating a global impact. While some green living focus is on one specific area and catered to a specific region, this is not the case with Green America. The foundation shows a lot of diversity. Although the foundation focus was on impacting America, their broader view is to make sure that all cultures know about using economic resources to create a brighter tomorrow.

The non-profit organization was created in hopes of helping business, people, communities and the marketplace to make better social and environmental choices that would have positive effects in the present and in the future. Organizations intentions are to design a structure where everyone has a different part to play, but sometimes you can see overlapping within the company. Overlapping happens when the company has many different areas they want to focus on, but sometimes without them realizing it they find their selves doing similar functions, but, they are the same item grouped separately. Overlapping can cause a company to misuse their resources by not combining certain roles that could be handled by one specific area, especially when that part is functioning to do the same thing. This isn't the case with Green America. Their structure is built on one principle, and that's making the consumer's money work to force business and society to make better choices to help promote eco products that will help

preserve our future. There is no overlapping in their idea because they have one focus and nothing more.

How the foundation picks its leadership is something that is not usually done in most cases. The company has a board who are picked by its consumers, staff stakeholders, and business. Their system of government is reached from outside of the organization instead of within. Their focus is to have a collective demographic with their decision making. The company feels as if by making decisions this way it allows the ruling to not be based on specific demographics, but a collection of them. It allows them to see things from different angles based on each individual location. It helps to see what the need is and come up with a collective decision that isn't based on one side but in all areas. It raises the question if this is the best way to govern their business or could it be an opportunity to improve their system.

It is good to have a system in place that governs everything else. With this organization, the head of that governing system is the board and the way that they make their decisions seems to be a great option based on their needs. One thing that I would suggest is that, if their reasoning behind this is based upon demographics, I think that they need to also have a system at hand that they also include others that are within the organization as well. My reasoning for this is that often boards are the majority rule and sometimes they are looking from the perspective of what's best for the board and not what's best for everyone. Green America does their decisions by demographic location. Each board member has an outlook of what they think is best based on their analysis and this is individual perspectives from the outside, but there are people that are on

the inside of the company that must do the work and speaks to people daily who have ideas as well. Most of the decisions shouldn't be based on a group of people that only have a limited amount of information according to their view. Involving others would have a better effect. I believe not allowing all parties to have a collective say in a matter, stumps the company's growth, by overlooking players that could be key to helping their company grow.

The foundation is funded like most non-profit organizations. They have individuals, business and other foundations, who generously donate to the cause. Since most of Green America work is done within a community basis, it would be understandable that its funding would come within the perimeters of its influence. Since their mission is to help socially and environmentally, receiving funding from the very people that their business benefits would be the wisest choice. This is only a list of the few policies and procedures in place. The organization involuntarily and voluntarily does an audit of their finances. Management is responsible for presenting finance accounts to the proper institution.

Pledges payable- are the finances policy that is in place allows people to pledge a donation to the organization. This is an ongoing pledge and it can be canceled at any time.

Notes payable- where individuals are made from members. The note is for one month to five years at a rate of 1.5%. Notes can be renewed in installments of 1,903 including interest at an annual rate of 5%.

A line of credit- has a line of credit with Beneficial State Bank for 200,000 at a rate of 2%.

Donated services- receives donations from various businesses.

Accounts receivable- management evaluates the collections of its accounts based on certain factors. Examples: historical collection and aging categories.

Revenue recognition-amount collected under terms of varies contracts.

Promise to Give- contributions that donors promise to contribute to the organization

Short-term investments- maturity of an account that is greater than three months, but less than twelve months are considered as short-term. Investments that are less than three months with the intent of renewal are short-term.

Property and Equipment-the organization capitalize expenditures on property and equipment of \$500.

Membership Dues- all membership dues are considered as unrestricted revenue.

Donated material- recorded as contributions and estimated at face value.

Unrestricted net assets-assets that are not subject to donor-imposed stipulations.

Temporary restricted net assets- assets that will be met by the Organization or/ passage of time.

The concentration of credit risk- the organization places its cash equivalent with other institutions, limits the exposure to one institution.

Functional allocation of expenses- the cost that is directly tied to support functions or programs.

Income taxes- the company receives a tax form for taxing from the IRS. It is subject to taxes on a corporate tax rate.

Staff is evaluated towards the company needs

- Able to be a problem solver
- Eye for detail and creative design

- Self-starter and willingness to have an opinion on helping the company to progress.
- Multi-tasker who can prioritize but upholding deadlines
- Able to use a computer with basic functions in different programs
- Experience with content management systems
- Experienced with HTML/CSS

Positions that are available for the Fall Intern and Food campaign Director.

Fall Intern position

- Duties include
- Researching and writing a blog post about green business
- Assist with production and print for the online department
- Updating inventory and membership in the database
- Reach out to members

Food campaign director

- Duties included
- Take on food issues working with green members
- Speak at events about food issues
- Work with marketing team for the fundraiser

Just to name a few, but there are about six more functions of a director. I don't recommend anything else to this program seems that they have all the necessary positions filled. This is a non-profit so monies for employment seem to be considerably low, so the payment amounts seem appropriate for the job. The only thing that I could say that they could improve on is, that they need to narrow the list of duties down for the Director. Although the post gives full details of the position, I think that they could have condensed it more without taking away from the full description of the position. How they have it written out it seems like it's a very stressful

position, requiring a lot of time. If they had condensed it more it wouldn't seem so overwhelming.

The mission statement is to harness economic power – the strength of consumers, investors, businesses, and the marketplace to create a socially just and environmentally sustainable society. (2009) The mission statement is clear, and it goes directly to the point. It tells what the company desires to do with the consumer's dollars. It also tells the reader where their dollars are going towards. It tells you that it is directed towards using the economic dollars that business, investors, and the marketplace will provide for them to create the kind of environment, that would benefit everyone in the future to come. The mission statement doesn't contradict itself from what it states in its profile, but the vision statement is a little different.

Their vision is we work for a world where all people have enough, where all communities are healthy and safe, and where the abundance of the Earth is preserved for all the generations to come. (2009) I believe the vision statement could have included the word globally in its statement. Although it does mention the Earth, I believe that by adding in that one word would have made it clear that it wasn't just for a certain geography, but all nations were included in the statement. When you read their description of the organization you can see that they are committed to not only the U. S., but they are also committed to spreading their message of clean living abroad. I think my issue is that if this is the case why is it not mention in the vision statement clearly, that that is their intentions. The organization model reflects that of the vision. Both work hand in hand. Both are stating that their concerns are about the environment and

about the people. The vision statement shows what their focus is on and the mission shows their plan of action with the resources that will be needed to obtain the desired end.

The post doesn't seem to speak about what their goals are for the next five or ten years, but I could only think that the foundation focus would be to expand the vision into other nations. Their explanation of their plans talks about how they go abroad with their mission. I would think that their plans would include making this a reality. Although it is not said I would think that the goal also would involve their overall message of making all people have enough to eat, which would be great by showing people how to plant their own gardens and cultivate their own land. They also said that they wanted to make a healthy and safe environment. This would seem to be a long-term goal and not a short-term goal.

All their points are great, and I would make that suggestion to them about their plan, but also, I would tell them to include what they plan on doing for the long term in their profile. I believe that sharing this information would help investors with making decisions on if the foundation is a worthy enough cause to invest in. Telling about your mission and vision is great, but when it comes to making people believe in your cause some like to know in deep what where do you see the company in the future. Questions will arise when there are no long-term goals, like what if they decide to invest in your company what would be the benefits in the long run? Will the company still be headed in this direction or are there plans to shift in another direction but still stay in the light of the clean living? I think that having a clear wrote out statement that breaks down those plans would help in the process of creating more investors, when they can see

where you are, and the direction in which you see the company going later down the road, but when you don't have anything for potential investors or members to see, then you leave them wondering about the company's future.

I think the company's greatest strengths are that they're trying to create an environment that benefits everyone in the present and in the future. This is something most would like to partake of. I think that their focus on trying to preserve what we have now affected all generations and speaks to everyone. Who doesn't want a safe and environmentally healthy place to live? Talking to the very people in the same place that you are trying to convince them to join in with creating this healthy world, where everyone gets a chance to enjoy this Earth, would make anyone that cares want to invest in the movement. Pushing clean living for society and the environment would seem to be the strength of the company.

I think the weakness of the company as I said before that it has great qualities, but it not stating what the plans of the company are for the next 5-10 years can be a downfall. Yes, you can ask these questions in person, but if you are going to make a profile of your company, I would think that you would include in that profile what you believe will happen with that company in the next several of years. For a person that runs across the website looking for information and only getting a limited amount of answers, for me this would be a downfall.

The company in all seems to be a foundation that has a goal and has set a rhythm to get to that desired destination. The company clearly knew what it wanted to do and is seeing some results, but I can see the flaws as well as the strengths of the organization. I believe that overall

the company could make better progress if they would work on some areas, but for the most part, the company seems to care about people and the environment and you can never go wrong with this idea.

Our Mission. (n.d.). Retrieved from <https://www.greenamerica.org/our-mission>

Gangel, K. O. (n.d.). *Team leadership in Christian ministry*.

