

LIFE QUALITY AND THE WELLNESS OF LOCAL POPULATION AND THE SUSTAINABILITY OF SOCIAL ORGANIZATIONS. STUDY CASE OF A FUNDAÇÃO

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ABSTRACT

This research aims to present an analysis on the absence of innovative social responses related with continuing care, taking into account the need to answer to all kind of social needs. Our main goal is not only a theoretical approach about the social challenges and social policies, but also present a study on the potentialities of the Fundação Elísio Ferreira Afonso, our case study, can apply for funding of an UCC (Continuing Care Unit) in order to meet the needs of the local population on one hand, and on the other, in order to contribute to the self-sustainability of the Foundation.

This paper is divided into three parts: theoretical framework and characterization of our social organization, according to an exploratory research, structuring a strategic plan of the organization, through field research, and as final result, to present a proposal for funding and implementation of an innovative UCC, according to the underlying legislation to Portugal 2020. The sample is focused on the population of Sátão municipality.

To conclude, it is important to make this local approach, because of the increasing demand for this kind of caring services.

KEYWORDS: 3rd Sector, Life quality, strategic management, innovative social responses.