

This master's thesis is concerned with the theory of setting goals, their implementation, management and assessment within the Czech NGOs both in the organizational theories and in the practice. The theoretical part of the thesis provides a comparative analysis of the organizational goals in the for-profit and the public sector, including the characteristics of the goals of non-profit sphere. Designed as a case study, the practical part of the thesis analysis setting, the application and achievement of the Make a Connection Programme goals, the programme administrated by NROS. It particularly pursues the question whether the programme goals are set according to the non-profit sector organizational theory and how they are applied to the practice.