

Synopsis

Professionalization of non-profit organizations means basically hiring of paid staff . Maternity centre is social space especially for mothers and their children, that rely mainly on mothers' voluntary work and is based on non-professional rather than professional principle. This case study reflects situation in which non-professional, amateur work is being replaced by hiring of paid staff and paid attention especially to an impact on internal organization's atmosphere and position of the main participants of maternity centre – mothers. The situational analysis is a partial goal of this thesis, served as a basic step not only for strategic planning but mostly for considering of accessing to professionalized organization.