

**A. CONTACT INFO**

<b>Ministry Name</b>	Open Doors USA
<b>CEO Name &amp; Title</b>	Carl Moeller, President/CEO
<b>Primary Contact &amp; Title</b>	Carl Moeller, President/CEO
<b>Address, City, State, Zip</b>	P.O. Box 27001, Santa Ana, CA 92799
<b>Phone</b>	(949) 752-6600
<b>Fax</b>	(949) 752-6442
<b>Email</b>	carlm@odusa.org
<b>Website</b>	<a href="http://www.opendoorsusa.org">www.opendoorsusa.org</a>

**B. KEY INFO**

<b>Year Founded</b>	Jan 11, 1973
<b>Total Employees (FT &amp; PT)</b>	43
<b>Total Volunteers</b>	50
<b>Total Board Members</b>	9
<b>Total Donors (last 24 months)</b>	43,726
<b>Organizational Memberships</b>	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input checked="" type="checkbox"/> Christian Management Association (CMAonline.org) <input type="checkbox"/> Christian Stewardship Association (stewardship.org) <input checked="" type="checkbox"/> Other: National Religious Broadcasters, Evangelical Press Association, National Association of Evangelicals
<b>Is your IRS 990 form available for public inspection?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> We will meet this standard by (date): _____

**C. FINANCIAL INFO** (per ECFA reporting categories – [www.ecfa.org](http://www.ecfa.org))

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget 2011</b>
<b>INCOME</b>			
Donated Income	\$24,999,802	\$16,107,566	\$16,600,000
All Other Income	208,873	92,509	100,000
<b>Total Income</b>	\$25,208,675	\$16,200,075	\$16,700,000
<b>EXPENSE</b>			
Program Services	\$21,447,288	\$12,663,608	\$12,850,000
General & Administrative	1,556,485	1,680,528	1,800,000
Fundraising	1,752,188	2,002,582	2,200,000
<b>Total Expense</b>	\$24,755,961	\$16,346,718	\$16,850,000

**D. OUR "ELEVATOR SPEECH" (external)**

<b>Brand Promise</b> (slogan or tagline)	Serving persecuted Christians worldwide
<b>What do you do?</b> (50 words or less)	Open Doors strengthens the body of Christ living under restriction or persecution, by providing and delivering Bibles, materials, training and other helps, and encouraging it to become involved in world evangelism.
<b>Key Endorsements</b> (names of people or organizations)	<ul style="list-style-type: none"> <li>• Charter member of the Evangelical Council for Financial Accountability</li> <li>• Christian Motorcyclists, Transworld Radio, Far East Broadcasting Corporation, Global Commission, Campus Crusade for Christ, Joni &amp; Friend's - Joni Eareckson Tada, SAT 7 Pars, EPIC Ministries, Contexture International, Tony Amaradio (SPM), Combined Federal Campaign</li> </ul>
<b>Our "BHAG" (Big Holy Audacious Goal) is:</b>	100 Million North Americans speaking for the 100 million persecuted Christians. Bringing awareness and creating a groundswell of action to help them and force the persecutors actions into the light of truth

**E. THE FIVE DRUCKER QUESTIONS (internal)**

From: *The Peter F. Drucker Foundation Self-Assessment Tool: The Five Most Important Questions Every Nonprofit Organization Must Ask* ([leadertoleader.org](http://leadertoleader.org))

<b>1. What is our mission?</b>	<p>We believe that all doors are open and that God enables His Body "to go into all the world and preach the gospel." We, therefore, define our Ministry to include:</p> <ol style="list-style-type: none"> <li>1. To strengthen the body of Christ living under restriction or persecution, by providing and delivering Bibles, materials, training and other helps, and encouraging it to become involved in world evangelism.</li> </ol>
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	<p>2. To train and encourage the body of Christ in threatened or unstable areas, to prepare believers to face persecution and suffering, and to equip them to maintain a witness to the Gospel of Christ.</p> <p>3. To motivate, mobilize and educate the church in the free world to identify with and become involved in assisting the Suffering Church, believing that “when one member suffers, all members suffer with it.” (<i>I Cor. 12:26</i>)</p>
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>• Our PRIMARY customer is: Persecuted Christians Worldwide</li> <li>• Our SUPPORTING customers are: Christian individuals, church denominations, foundations , advocacy partners,</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	They value prayer and encouragement to understand what they are going through and be empowered to stand strong through the storm of persecution. This means they need resources, Bibles, training and advocates who will speak on their behalf since their voices are silenced in their countries and communities.
<b>4. What have been our results?</b>	Open Doors operates in 60 countries worldwide, In 2009, Open Doors delivered 3.5 million Bibles, study Bibles, children’s Bibles, Sunday school materials, adult training materials and other scriptural books and literature to persecuted Christians worldwide. Also, Open Doors trained 170,000 Christian leaders and pastors in the Word and supported 226,000 with skill and vocational training along with emergency relief.
<b>5. What is our plan?</b>	Our plans are “field driven” so we come alongside persecuted Christians and help them develop achievable plans. We pray with and for them, then seek identified resources, funding, Bibles, training and advocacy.

### S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Strong networks and credibility in all countries where we operate</li> <li>• Very cost effective and strategically placed ministry</li> <li>• Well placed in both 1<sup>st</sup> World countries as well as in countries that do not value religious freedom.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication from field countries is often slow and difficult due to the danger involved</li> <li>• We often can’t mention the country or names of individuals or we would put lives at risk.</li> <li>• Can’t always explain what we are doing since this compromises security.</li> </ul>	<ul style="list-style-type: none"> <li>• New TV programs and appearances</li> <li>• Expanding ministry partners</li> <li>• Mobile technology</li> <li>• Expanding into additional countries</li> <li>• Latin American expansion for fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Islamic, Buddhist, Hindu and communist extremists.</li> <li>• US Economy</li> <li>• Non-profit status regulations and restrictions are increasing</li> </ul>

### F. THREE STRATEGIC (and specific) WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Assist Open Doors to develop a national marketing campaign and help develop ideas on how such a campaign can be funded.	July 2010
2	We need volunteers who will assist in: Marketing, Social Media, Analytics	2010 immediate
3	Develop an online and printed journal starting bi-annual and then quarterly	2011
	<u>Major Prayer Request:</u> Pray for the safety of our teams and partners ministries that they will be bold in the face of adversity and death. Particular prayer is needed for North Korean believers and Christians in Muslim countries.	Ongoing

*Thanks for limiting your report to 2 pages!*