

A. CONTACT INFO

Ministry Name	
CEO Name & Title	Terry Gniffke
Primary Contact & Title	Terry Gniffke
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Website	www.websitesforheroes.org

B. KEY INFO

Year Founded	November 2006, Year non-profit completed 2009
Total Employees (FT & PT)	1 Part time
Total Volunteers	5
Total Board Members	Three
Total Donors (last 24 months)	168
Organizational Memberships	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Leadership Alliance (ChristianLeadershipAlliance.com) <input type="checkbox"/> Other: GoodSearch.com <input type="checkbox"/> Other: Accepted By Department of Defense June 2008
Is your IRS 990 form available for public inspection?	<input type="checkbox"/> Yes <input type="checkbox"/> No ... Will be available this year
Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> We will meet this standard by (date):12/31/10

C. FINANCIAL INFO (per ECFA reporting categories – www.ecfa.org)

	Total	Current Fiscal Year Budget	Estimated Budget Next Year
INCOME			
Donated Income	156,164	500,000	Not Available
All Other Income	112,506	25,000	
Total Income	268,670	525,000	
EXPENSE			
Program Services	241,810	472,000	
General & Administrative	18,830	36,000	
Fundraising	8,030	17,000	
Total Expense	268,670	525,000	

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Keeping our Military Families Connected
What do you do? (50 words or less)	Websites for Heroes provides Military Personnel and their families a personalized password protected website at NO COST to the Military Family. A 99.00 donation provides one full year of the secure web site, which assists those protecting our freedoms the ability to stay connected with their loved ones at home in a way that protects operation security issues. This platforms keeps the families connected to ease the hardships of combat and separation.
Key Endorsements	Acceptance by the Department of Defense.

(names of people or organizations)	Gateway Computer, Nvidia , Atena Insurance, We are praying for Key Endorsement Folks
Our “BHAG” (Big Holy Audacious Goal) is:	By this date, __Year end 2013_____, we hope to... Support 1 million Military Families. Each family we support touches 10 more family members.

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)

1. What is our mission?	To provide safe, interactive websites for deployed military heroes to stay connected with their families, funded by the generous sponsorships of the American public.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: All active duty Military Families • Our SUPPORTING customers are: Patriotic Americans, Corp Sponsors, and high profile influencers to endorse Websites for Heroes through their network. Example of influencers, Bill O’Reilly, James Dobson, etc.
3. What does the (PRIMARY) customer value?	
4. What have been our results?	Currently assigned and supporting 2,714 Military Families with their own interactive website
5. What is our plan?	We now have the foundation in place to support all Military Families effected by deployment. Approximately, 800,000 Military Families are currently affected by deployments each and every year. Praying for key influencers, volunteers to rally the cause and connections to Military Chaplain Corps. , VFW and grant writers.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Co- Founder has Experience with the Military _____ • Relevant Technology to impact families lives _____ • Committed to the cause _____ • Cost Effective solution DOD Accepted _____ • Embraced by Military Families 	<ul style="list-style-type: none"> • Lack of Funds for Marketing _____ • Unable to keep up with demand _____ • More dedicated Staff _____ • _____ • _____ 	<ul style="list-style-type: none"> • Impact millions of family members _____ • Saving Families _____ • Sense of Patriotism _____ • More technology options available _____ • _____ • _____ • _____ 	<ul style="list-style-type: none"> • Lack of funding Families waiting to long for a website. _____ • Political environment _____ • Military stops deployments _____ • _____ • _____ • _____

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Introductions to Key Influencers, corporate , entertainment, ministry and political etc.	Today
2	People involved in Grant Writing	Today
3	Volunteers to help with donor relations	Today
	<u>Major Prayer Request:</u> Pray for wisdom as we work to increase awareness to support more families as the need is real and families are waiting	

Thanks for limiting your report to 2 pages!