

THE BARNABAS GROUP – ORANGE COUNTY MINISTRY PRESENTATION

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A. CONTACT INFO

Ministry Name	Plant With Purpose USA
CEO Name & Title	Scott Sabin, Executive Director
Primary Contact & Title	Scott Sabin, Executive Director
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Phone	858-274-3718
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Email	scott@plantwithpurpose.org
Website	www.plantwithpurpose.org

B. KEY INFO

Year Founded	1984
Total Employees (FT & PT)	15 FT
Total Volunteers	15
Total Board Members	12
Total Donors (last 24 months)	1338
Organizational Memberships	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input checked="" type="checkbox"/> Christian Leadership Alliance (Christian LeadershipAlliance.com) <input checked="" type="checkbox"/> Other: Association of Evangelical Relief and Development Organizations <input checked="" type="checkbox"/> Interaction
Is your IRS 990 form available for public inspection?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?	<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)

	Last Fiscal Year Actual (Numbers are approx, financial statements still unaudited)	Current Fiscal Year Budget	Estimated Budget 2012
INCOME			
Donated Income	3,856,169	3,207,000	3,500,000
All Other Income	14,057	4,000	5,000
Total Income	\$3,870,868	3,211,000	3,505,000
EXPENSE			
Program Services	2,975,180	2,729,000	3,000,000
General & Administrative	209,258	231,000	244,200
Fundraising	222,542	251,000	260,800
Total Expense	3,406,980	3,211,000	3,505,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Healing the Land and its People Environmental Solutions to Humanitarian Problems
What do you do? (50 words or less)	Plant With Purpose, a Christian organization, reverses deforestation and poverty by transforming the lives of the rural poor. We teach, we plant, we create enterprise and we share the gospel
Key Endorsements (names of people or organizations)	Ministry Watch Shining Light in 2006

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Our “BHAG” (Big Holy Audacious Goal) is:	Model the kingdom of God by bringing forth fruitfulness and restoration in at least 15 countries where environmental devastation, extreme poverty and spiritual darkness seem intractable
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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?	Plant With Purpose, a Christian organization, reverses deforestation and poverty by transforming the lives of the rural poor. We teach, we plant, we create enterprise and we share the gospel
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: 800 million subsistence farmers and rural poor of the developing world • Our SUPPORTING customers are: those who want to have an impact on poverty, on deforestation, and share the gospel.
3. What does the (PRIMARY) customer value?	An opportunity to lift their families out of poverty and to follow Christ
4. What have been our results?	<p>We have developed a unique and integrated program which addresses environmental, economic and spiritual needs of the rural poor, creating a virtuous cycle</p> <ul style="list-style-type: none"> • 6.1 million trees planted by poor farmers in 7 countries • Over 8000 small business and farming loans • Over 2000 people have made first time commitments to Christ in just the past three years
5. What is our plan?	To expand our support nationally, capitalizing on new interest in environmental issues, while expanding our program internationally, creating synergy between reforestation, economic development and Christian discipleship.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • 27 years experience • First-rate national partners • A unique and effective program • A talented and eager local team and board 	<ul style="list-style-type: none"> • Our work is extremely effective but is complex, thus communicating our mission can be difficult 	<ul style="list-style-type: none"> • The Haiti earthquake and our response has given us many new partnership opportunities • An excellent mix of people, ideas and program success 	<ul style="list-style-type: none"> • Uncertain economic outlook • Mission creep • Challenges of cross-cultural communications

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Assistance in developing and managing a national growth strategy	ASAP
2	Guidance in developing a self-financing consulting strategy to offer our skills to new partner ministries	June 2011
3	Expanded and improved board leadership and governance	Jul 2012
	<p><u>Major Prayer Request:</u> That the Lord would guide us as we seek to glorify him and make an even bigger impact in 2011 and beyond.</p>	