

A. CONTACT INFO

Ministry Name	World Impact, Inc.
CEO Name & Title	Dr. Keith Phillips, President
Primary Contact & Title	Dr. Keith Phillips, President
Address, City, State, Zip	2001 S. Vermont Avenue, Los Angeles, CA 90007
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Website	www.worldiimpact.org

B. KEY INFO

Year Founded	1971
Total Employees (FT & PT)	285
Total Volunteers	300+
Total Board Members	14
Total Donors (last 24 months)	11,203
Organizational Memberships	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Management Association (CMAonline.org) <input type="checkbox"/> Christian Stewardship Association (stewardship.org) <input type="checkbox"/> Other: CCI/USA, ACSI, CCDA, Mission America
Is your IRS 990 form available for public inspection?	<input type="checkbox"/> Yes <input checked="" 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

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

	Last Fiscal Year Actual	Current Fiscal Year Budget 200	Estimated Budget
INCOME			
Donated Income	8,360,626	7,779,176	8,186,135
All Other Income	4,398,732	3,730,449	3,906,471
Total Income	12,759,358	11,499,625	12,074,606
EXPENSE			
Program Services	11,169,771	8,566,539	8,994,866
General & Administrative	994,196	2,325,816	2,442,107
Fundraising	364,827	11,320,061	449,091
Total Expense	12,528,794		11,886,064

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	Empowering the Urban Poor
What do you do? (50 words or less)	We empower indigenous leaders to plant churches among the urban poor that plant churches among the urban poor.
Key Endorsements (names of people or organizations)	Billy Graham, Jack Hayford, Pat Boone, Rosey Grier, Paul Cedar, Francis Chan, Nicky Cruz, Bill McCartney, Jesse Miranda, John Perkins, Bob Shank.
Our “BHAG” (Big Holy Audacious Goal) is:	By this date, 2020, we hope to plant thousands of churches among the unchurched urban poor.

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?	World Impact is a Christian missions organization dedicated to facilitating church-planting movements as quickly as possible by evangelizing, equipping and empowering the unchurched urban poor.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: the urban youth, adults and families • Our SUPPORTING customers are: emerging church leaders; local pastors and congregations; suburban donors
3. What does the (PRIMARY) customer value?	The primary customer values commitment, trust and long term relationships; experiencing the Gospel lived out in word and deed; opportunities to grow in the Word, and to lead.
4. What have been our results?	More than 20 new churches planted in the past three years; biblical training offered in Spanish and English through The Urban Ministry Institute (TUMI) in 80 satellite locations; Health Ministry (medical and dental services) established; Changed lives for Jesus!!
5. What is our plan?	We will continue to plant as many churches and quickly as possible, train leaders and turn those churches over to them; strengthen and support these churches through holistic ministry.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Clear mission; compelling vision and values • Staff live incarnationally in the community • Positive reputation • Established training and leadership development • Holistic ministry 	<ul style="list-style-type: none"> • Inconsistent supporting church relations • Underdeveloped internet exposure • Under-supported missionary staff 	<ul style="list-style-type: none"> • Expanding exposure and recognition • The Church's growing interest in serving the urban poor • Resources to teach and equip urban leaders available in English and Spanish • Expanding immigrant population in Los Angeles 	<ul style="list-style-type: none"> • Economic recession • Gentrification in the city • Spiritual strongholds

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Engage your home church and Sr. Pastor with you in cross-cultural missions and holistic ministry in the city (medical, dental, legal services, financial training, job training and consulting, etc.)	ongoing
2	Establish a TUMI satellite program or be a class facilitator	ongoing
3	Expand our dental services at the Los Angeles Watts health ministry site.	ongoing
	Major Prayer Request: World Impact Associates; full-time church planters; inner-city collaboration with Joni and Friends	ongoing