

A. CONTACT INFO

Ministry Name	Abortion Recovery InterNational, Inc. (ARIN)
CEO Name & Title	Stacy Massey, President / Co-Founder
Primary Contact & Title	Stacy Massey, President
Address, City, State, Zip	5319 University Drive #252, Irvine, CA 92612
Phone	949-679-9276 or 1-866-4-MyRecovery
Fax	949-551-9771
Email	stacy@abortionrecovery.org
Website	www.abortionrecovery.org & www.abortionrecoveryinternational.org

B. KEY INFO

Year Founded	2003
Total Employees (FT & PT)	all volunteer
Total Volunteers	7
Total Board Members	5
Total Donors (last 24 months)	150
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 checked="" type="checkbox"/> Other: American Assoc. of Christian Counselors
Is your IRS 990 form available for public inspection?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No - have not had enough income to file
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 checked="" 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 - 2007	Current Fiscal Year Budget - 2008	Estimated Budget - 2010 <i>used an estimated 4% incr. per year</i>
INCOME			
Donated Income	1,543.30	115,000.00	124,200.00
All Other Income	1,850.00	28,750.00	31,050.00
Total Income	3,393.30	143,750.00	155,250.00
EXPENSE			
Program Services	2,478.78	82,362.00	88,950.96
General & Administrative	1,163.02	58,118.20	62,767.65
Fundraising	0	2,000.00	2,160.00
Total Expense	3,641.80	142,480.20	153,878.61

***Budget increase in 2008 includes two proposed paid staff members, health benefits and ministry goal of being self-supporting.*

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	ARIN is a professional Christian association uniting abortion recovery efforts.
What do you do? (50 words or less)	ARIN is a Christian non-profit, affiliate association dedicated to connecting and assisting like-minded abortion recovery centers, programs and services. ARIN affiliates may provide one of the following: abortion recovery counseling, awareness opportunities, post-abortion products, after abortion trauma research, legal or medical assistance. Affiliates may also include the general public, churches, etc.
Key Endorsements	The Alliance for Post Abortion Research and Training, Saddleback Church, 40 Days for Life Campaign, Heartbeat International....See websites for many letters of reference and statements of endorsement.
Our "BHAG" (Big Holy Audacious Goal) is:	By 2018: (1) Train and establish 1000 abortion recovery centers/programs across the United States (in collaboration with churches, pregnancy resource centers, Christian therapists, health clinics, grief counselors, etc). (2) Assist 500,000 people negatively affected by abortion find help and healing.

E. THE FIVE DRUCKER QUESTIONS (internal)

1. What is our mission?	OUR MISSION: ARIN will encourage healing opportunities to those wounded by abortion and will enlighten society to the affect of abortion on individuals and families.
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<p>2. Who is our customer?</p>	<p>Our PRIMARY client is: -We encourage and provide healing opportunities to those people negatively affected by an abortion: mothers, fathers, grandparents, siblings, extended family members, inmates, previous abortion providers (medical personnel).</p> <p>Our SUPPORTING clients are: -We also enlighten society on the affects of abortion to individuals and families. -Educate ourselves/affiliates and the community through awareness opportunities, extended education, conferences and specialized training.</p>
<p>3. What does the (PRIMARY) customer value?</p>	<p>The Abortion Recovery Centers/Programs and affiliates of ARIN have committed to adhering to the following principles. Those affected by abortion appreciate that:</p> <ul style="list-style-type: none"> -Our affiliates hold client information in strict and absolute confidence. Client information is only disclosed as required by law and when necessary to protect the client and others against imminent harm. -Our affiliates always treat clients with kindness and compassion, always providing honest and open communication. -Our affiliates do not present their staff and/or its volunteers as professional counselors. (Unless they are a licensed professional. Licensing credentials must be listed.) -Our affiliates will not discriminate in their services on the basis of race, gender, creed, color, national origin, age, disability, marital or financial status. -Our affiliates will not advise or refer for abortion or abortifacients. -Our affiliates believe that forgiveness is God's gift of grace and that all unborn children return to heaven. <p>The services of our affiliates are personal, confidential, non-judgmental and open to all.</p>
<p>4. What have been our results?</p>	<p>We receive over 100 contacts (calls, emails and web hits) per day requesting help for after abortion trauma issues. Of the 17,965 contacts in the last 6 months (Nov-Apr):</p> <ul style="list-style-type: none"> -13,968 requests have been from the USA - from 52 regions; - 2,291 from California - from 295 cities; -Over 825 contacts from Orange County.
<p>5. What is our plan?</p>	<p>To have TBG help us with strategic planning, donor development and 501c3 completion. Move forward in reaching out to those hurting after abortion. Continue to witness the Lord improve lives and relationships. Expand our training and help to establish more Abortion Recovery Centers/Programs around the globe....All of which will expand the Kingdom!</p>

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • 5 years of providing help to those hurting after abortion • Have already established a name and presence in the Christian community • Staff and board are passionate for the mission and vision 	<ul style="list-style-type: none"> • Lack of funding (most donors want to "save babies" rather than assist those that may be hurting). • Our marketing strategy needs improvement • Need non-profit assistance with legal and accounting issues. 	<ul style="list-style-type: none"> • 1 in 3 women will have an abortion by the time she reaches 45 years of age. • 79% report a religious affiliation • Each abortion, through a ripple effect, may impact 40-50 people in a lifetime. • Families are being affected by abortion (divorce, abuse, infidelity, addictions). • A great opportunity to bring non-believers to Christ. 	<ul style="list-style-type: none"> • The Enemy • Lack of financial support • Christians / churches are afraid to approach the topic, for a multitude of reasons. • Christians don't know how and/or are afraid to reach out to those hurting after abortion.

G. STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	-Legal & Accounting assistance with the remaining portion of our 501c3 filing (1023 form).	Summer 2008
2	-Strategic planning and marketing plan development for a 1, 3, 5 and 10 year plan.	Sooner the better, and thn ongoing
3	-Developing a process to recruit donors to establish ongoing financial support	As soon as possible.
4	-Increase networking opportunities with local churches.	
5	-Locate out of home office space in order to provide a safe place for those negatively affected by abortion to find help and for volunteers to work together collaboratively.	
Please Add...	<u>Major Prayer Request:</u> A Godly hedge of protection around our staff, board and affiliates sharing the word of grace, mercy and forgiveness. This field of healing is a prime target!	Immediately