

A. CONTACT INFO

Ministry Name	Action Sports Outreach / Vic Murphy
CEO Name & Title	Vic Murphy President
Primary Contact & Title	Vic Murphy President
Address, City, State, Zip	5520 Wellesley St. Suite 200 La Mesa, CA 91942
Phone	619-985-8824
Fax	
Email	vicmurphy@hotmail.com
Website	http://www.actionsportsoutreach.com

B. KEY INFO

Year Founded	2006 Began Using The Non Profit Corporation In 2009
Total Employees (FT & PT)	0
Total Volunteers	3, not including athletes
Total Board Members	3
Total Donors (last 24 months)	19
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)
Is your IRS 990 form available for public inspection?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No, We file a 990N e-postcard – 990 not required yet
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"/> No, We would apply for the alternate category that requires Compiled Financial Statements until audited financial statements are required.

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

	Last Fiscal Year Actual	Current Fiscal Year Budget	No Budget Set For Calendar Year 2011
INCOME			
Donated Income	\$25,511	\$30,500	
All Other Income	0	0	
Total Income	\$25,511	\$30,500	
EXPENSE			
Program Services	\$22,979	27,500	
General & Administrative	\$286	\$350	
Fundraising	\$886	\$1,200	
Total Expense	\$24,151	\$29,050	

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	ASO uses live action sports demonstrations and media to proclaim the message of forgiveness of sin and eternal life that comes only through faith in Jesus Christ.
What do you do? (50 words or less)	We entertain people with action sports demonstrations and then share the Gospel message giving the hearers a chance to respond to the message. We do this at schools, festivals, mission trips, outreach events, etc., as well as media such as internet, TV and DVD which also allows follow up.
Key Endorsements (names of people or organizations)	Luis Palau Evangelistic Association, Vic Murphy is ordained through Horizon Christian Fellowship San Diego
Our "BHAG" (Big Holy Audacious Goal) is:	To organize, train, send and support 25 to 30 action sports missionaries to reach 500,000 people annually with the Gospel.

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 use action sports demonstrations and media to reach people with the message of forgiveness of sin and eternal life that comes only through faith in Jesus Christ.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Young people, Partners include Churches, Evangelical Associations, Mission organizations, etc. • Our SUPPORTING customers are: Reaching all people, partnering with Individuals that want to be involved in evangelism and missions.
3. What does the (PRIMARY) customer value?	Action Sports is an exiting tool that is culturally relevant to the western world and has a huge draw worldwide. Sports cross over barriers that conventional outreach sometimes cannot. This type of outreach also provides exiting media promotion for organizations.
4. What have been our results?	Over the past 5 years ASO has done over 100 events in 15 countries. By Gods grace Tens of thousands of people have heard the Gospel and thousands have responded to the message.
5. What is our plan?	Develop a strategic plan to best accomplish the opportunities ASO currently has while continuing to accomplish those opportunities in real time and moving toward our BHAG as God leads.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Effective outreach • Outreach experience • Partnerships • Opportunities 	<ul style="list-style-type: none"> • Strategic planning • Administration • Experience • Funding 	<ul style="list-style-type: none"> • Missions • Speaking • Media • NASCAR outreach 	<ul style="list-style-type: none"> • Lack of experience in non profit organization and planning. • Lack of sufficient insurance • Funding

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	We are asking for several BG members willing to volunteer time to mentor and advise in strategic planning, administration and marketing with the initial goal of Vic Murphy being funded beyond ministry needs and overhead.	ASAP
2	Become involved in strategizing, networking and accomplishing outreach and missions such as NASCAR outreach and overseas missions.	ASAP
3	Help to Network with businesses, individuals and ministries to better accomplish the goals and physical needs of the ministry to reach the lost.	ASAP
	Major Prayer Request: That God will provide the personnel, resources, faith and perseverance to accomplish ASO's opportunities for Gods glory!	ASAP

Thanks for limiting your report to 2 pages!