

**A. CONTACT INFO**

<b>Ministry Name</b>	Apartment Life, Inc.
<b>CEO Name &amp; Title</b>	Stan Dobbs, Founder & CEO
<b>Primary Contact &amp; Title</b>	same
<b>Address, City, State, Zip</b>	610 S. Industrial Blvd. Suite 170 Euless, TX 76040 (Corporate)
<b>Phone</b>	817-685-2963 (Corporate)
<b>Fax</b>	817-685-2908 (Corporate)
<b>Email</b>	sdobbs@apartmentlife.org
<b>Website</b>	www.caresteam.org (spir), <a href="http://www.apartmentlife.org">www.apartmentlife.org</a> (biz)

**B. KEY INFO**

<b>Year Founded</b>	2000
<b>Total Employees (FT &amp; PT)</b>	610
<b>Total Volunteers</b>	
<b>Total Board Members</b>	8
<b>Total Donors (last 24 months)</b>	75
<b>Organizational Memberships</b>	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input checked="" type="checkbox"/> Christian Management Association (CMAOnline.org) <input type="checkbox"/> Other: _____
<b>Is your IRS 990 form available for public inspection?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?</b>	<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](http://www.ecfa.org))

	<b>Last Fiscal Year Actual (Year Ended 12/31/08)</b>	<b>Current Fiscal Year Budget (note: used unaudited Actual for year ended 12/31/09)</b>	<b>Estimated Budget Year ended 12/31/10</b>
<b>INCOME</b>			
Donated Income	684,522	577,798	557,810
All Other Income	5,448,481	5,509,454	7,562,173
<b>Total Income</b>	<b>6,133,003</b>	<b>6,087,252</b>	<b>8,119,983</b>
<b>EXPENSE</b>			
Program Services	5,358,052	5,081,161	6,945,071
General & Administrative	848,557	1,022,677	1,010,057
Fundraising	3453	45,133	2,500
<b>Total Expense</b>	<b>6,210,062</b>	<b>6,148,971</b>	<b>7,957,628</b>

**D. OUR "ELEVATOR SPEECH" (external)**

<b>Brand Promise</b> (slogan or tagline)	Transforming apartment living through Christian ministry.
<b>What do you do?</b> (50 words or less)	Apartment Life partners with local churches and apartment owners to place Christian teams (married couple/family or two single adults) into apartments to create a sense of community and care for residents. These CARES Teams are provided a free apartment and build relationships by welcoming new residents, planning social events, and caring for residents and staff. These relationships form the foundation for sharing the gospel and connecting residents to church.
<b>Key Endorsements</b> (people or organizations)	Perimeter Church (Atlanta), Prestonwood Baptist Church (DFW), Hill Country Bible Church (Austin), Church at Charlotte (Charlotte), Scottsdale Bible Church (Phoenix), Lincoln Property Company, JPI,

	Post Properties, Trammell Crow Residential, Gables Residential
<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	CARES in every apartment community.

**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)

<b>1. What is our mission?</b>	To reach apartment residents for Christ and integrate them into His Church
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>Our PRIMARY customer is: Jesus and His Church</li> <li>Our SUPPORTING customers are: Apartment Owners</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	Primary: increased gospel penetration/ministry into apartment communities and church assimilation Secondary: lower resident and staff turnover, increased leasing
<b>4. What have been our results?</b>	Primary: 290 CARES Teams serving, 62K spiritual relationships, 9354 gospel presentations, 9,289 church connections, 1,766 professions of faith to date Secondary: 7 of the top ten apartment owners in US are clients. Approximately \$138,000 per year in financial benefit per community through 8% decrease in resident turnover, 14% decrease in staff turnover, and 3% increase in lease activity.
<b>5. What is our plan?</b>	Increase Kingdom impact by increasing number of CARES teams (existing and new markets) and increasing the spiritual impact per team. Evaluating launch of S. CA region in 2010

**F. S.W.O.T. ANALYSIS**

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>Clear Value Proposition</li> <li>Proven Effective</li> <li>Integrated Revenue/Biz Model</li> <li>Leadership</li> </ul>	<ul style="list-style-type: none"> <li>Need model for smaller markets</li> <li>Not serving lower income effectively</li> </ul>	<ul style="list-style-type: none"> <li>50 target US markets</li> <li>Lower income communities</li> <li>Student housing</li> <li>Seniors housing</li> <li>Single family</li> </ul>	<ul style="list-style-type: none"> <li>Secular or cult competitor</li> </ul>

**G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED**

No.	Opportunity/Task/Volunteer Role	Target Date
1	Connection with outreach-oriented evangelical churches (likely medium to large churches) that grasp vision and will engage as launch partner church. Need 2 church partners in each market to launch	June 30, 2010
2	Help identify Vice President to lead Southern CA launch	June 30, 2010
3	Connection with apartment owners/management companies	June 30, 2010

**H. We’d like TBG members to discuss this “BIG QUESTION” . Describe where you need guidance on solving a problem...overcoming an obstacle...or re-inventing a program, etc.**

<b>Our BIG QUESTION is: Who are our best potential church partners in S CA that have a heart and vision for outreach?</b>
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