

**A. CONTACT INFO**

<b>Ministry Name</b>	College Area Pregnancy Services ( CAPS )
<b>CEO Name &amp; Title</b>	Julie Niven, Executive Director
<b>Primary Contact &amp; Title</b>	Same
<b>Address, City, State, Zip</b>	6663 El Cajon Blvd. San Diego, CA 92115
<b>Phone</b>	619-337-8080
<b>Fax</b>	619-463-2977
<b>Email</b>	jniven@CAPSonline.org
<b>Website</b>	www.FriendsofCAPS.org www.CAPSONline.org

**B. KEY INFO**

<b>Year Founded</b>	2000
<b>Total Employees (FT &amp; PT)</b>	2 FT and 3 PT
<b>Total Volunteers</b>	60 in office and Helpline, 320 Email Prayer Team
<b>Total Board Members</b>	7
<b>Total Donors (last 24 months)</b>	581
<b>Organizational Memberships</b>	<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: NIFLA, Care-Net, Focus on the Family
<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 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)

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget 2010</b>
<b>INCOME</b>			
Donated Income	192,200	309,670	341,430
All Other Income	2,760	2,760	3,000
<b>Total Income</b>	<b>193,740</b>	<b>312,430</b>	<b>344,430</b>
<b>EXPENSE</b>			
Program Services	124,144	153,386	181,023
General & Administrative	62,294	79,197	85,000
Fundraising	27,380	58,440	59,000
<b>Total Expense</b>	<b>224,819</b>	<b>291,023</b>	<b>325,023</b>

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

<b>Brand Promise</b> (slogan or tagline)	Real Help, Real Answers When pregnancy was not the plan.
<b>What do you do?</b> (50 words or less)	CAPS provides necessary medical and resource services for women and men facing unintended pregnancies that present an opportunity to speak the truth in love, meeting physical and spiritual needs, saving and transforming lives. Our work is to serve and love women and men for Jesus Christ; our joy is that babies are saved.
<b>Key Endorsements</b> (names of people or organizations)	Focus on the Family Certified, Care-net and NIFLA Affiliation and certification,
<b>Our "BHAG" (Big Holy Audacious Goal) is:</b>	See San Diego County college areas served by accessible pregnancy clinic ministry locations that have strong marketing and stable support base within 10 years.

**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>	CAPS exists to meet the needs of women and men facing unintended pregnancies through education, prevention, emotional support, spiritual encouragement, physical assistance and healing.
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>• Our PRIMARY customer is: Women and men facing unintended pregnancy</li> <li>• Our SUPPORTING customers are: Christian organizations, churches, individuals</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	Professionalism, medical services, community resources, warmth, caring, straightforward answers and practical help.
<b>4. What have been our results?</b>	Speaking the truth in love and providing needed services results in saved babies and transformed lives.
<b>5. What is our plan?</b>	To keep in step with God as He leads and directs us to strengthen our services and support base in the College Area and expand out to Satellites beginning with Pacific Beach.

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

<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>• <u>Vision</u></li> <li>• <u>Faith</u></li> <li>• <u>Respect in Community</u></li> <li>• <u>Strong Volunteer Base</u></li> <li>• <u>Faithful Donors</u></li> <li>• <u>Strong Staff, Medical and Board Team</u></li> </ul>	<ul style="list-style-type: none"> <li>• <u>Liberal views of community and university health services</u></li> <li>• <u>Funding less than optimal during director transition years '07-08</u></li> <li>• _____</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Expansion of services</u></li> <li>• <u>Satellite Office</u></li> <li>• <u>On-campus student run organizations</u></li> <li>• <u>Business and Home Group Presentations</u></li> <li>• <u>New PT Development Director</u></li> </ul>	<ul style="list-style-type: none"> <li>• <u>Freedom of Choice Act</u></li> <li>• <u>Legal attack threats to centers in general by activist pro-abortion groups</u></li> <li>• _____</li> <li>• _____</li> </ul>

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

<b>No.</b>	<b>Opportunity/Task/Volunteer Role</b>	<b>Target Date</b>
<b>1</b>	Introduce CAPS to Pastors and other church and community leaders	2009
<b>2</b>	Introduce CAPS to elected officials	2009
<b>3</b>	Host Group Gatherings for CAPS Presentations	2009
	<u>Major Prayer Request:</u> Protection over all aspects of ministry: legal, political, expansion, families of all involved and especially babies who are facing the possibility of abortion.	

*Thanks for limiting your report to 2 pages!*