

A. CONTACT INFO

Ministry Name	Christian Mission for the United Nations Community
CEO Name & Title	Dr. Gary I. Allen, President
Primary Contact & Title	Dr. Gary I. Allen, President
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B. KEY INFO

Year Founded	1983
Total Employees (FT & PT)	2+0
Total Volunteers	4+40
Total Board Members	5
Total Donors (last 24 months)	200
Organizational Memberships	<input checked="" 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: _____
Is your IRS 990 form available for public inspection?	<input checked="" type="checkbox"/> Yes <input 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 <input type="checkbox"/> We will meet this standard by (date): _____

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

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget 2010
INCOME			
Donated Income	235,825	250,000	
All Other Income	201		
Total Income	236,026	250,000	
EXPENSE			
Program Services	182,784	213,000	
General & Administrative	23,582	25,000	
Fundraising	10,148	12,000	
Total Expense	216,514	250,000	

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	
What do you do? (50 words or less)	Minister to Heads of Government, Foreign Ministers, Ambassadors and diplomats of the 192 nations represented at the United Nations in New York through evangelistic outreaches, individual meetings, Bible studies, and correspondence.
Key Endorsements (people or organizations)	Late Dr. Richard Halverson , while Chaplain, U.S. Senate: <i>This is as effective ministry for Christ as any I know; the fact that it is centered in the UN makes it one of the most strategic.</i> Dr. Ravi Zacharias
Our "BHAG" (Big Holy Audacious Goal) is:	That 20 heads of government will have a personal spiritual shepherd by 2012.

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?	Minister to government officials using the United Nations in New York as our base and springboard.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Heads of Government, Foreign Ministers, Ambassadors and diplomats of the 192 nations represented at the United Nations in New York. • Our SUPPORTING customers are: Churches and individuals.
3. What does the (PRIMARY) customer value?	To be a god-fearing person while effectively serving their citizens
4. What have been our results?	We have developed relationships with officials in almost every country of the world.
5. What is our plan?	To mentor and develop next generation leaders in the U.S. and around the world who will maximize this methodology and skill sets for ministering to this unique group of world leaders.

F. S.W.O.T. ANALYSIS (to be presented verbally)

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Join us on ministry trips to the U.N. and get involved in the spiritual lives of government officials.	NOW
2	Minister to local government officials in your city, county and state.	NOW
3	Use your office or volunteer team to mail the book, <i>Leadership for Nation Building</i> , to every head of nation, foreign minister, and several hundred U.N. diplomats	NOW
	<u>Major Prayer Request:</u> (see PowerPoint)	

H. We'd like TBG members to discuss this "BIG QUESTION" on May 24.

<p>Our BIG QUESTION is:</p> <p>Why...if heads of nations are the hungriest to know God of any segment of the population...is government such a godless institution?</p> <p><i>Dialogue with us on this question, over lunch, and we may discern some innovative ways to grow the ministry and engage more people in our work. Thanks!</i></p>
