

THE BARNABAS GROUP – FAITH WORKS TEAM
Ministry Presentation

A. CONTACT INFO

Ministry Name	Corporate Chaplains of America, Inc.
CEO Name & Title	J. Mark Cress, President
Primary Contact & Title	Cindy Rice, Ex. Administrative Assistant to the President
Address, City, State, Zip	2018 S. Main St. Ste 804, Wake Forest, NC 27587
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Website	www.iamchap.org

B. KEY INFO

Year Founded	1996
Total Employees (FT & PT)	90
Total Volunteers	0
Total Board Members	7
Total Donors (last 24 months)	114
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	658,928	127,721	
All Other Income	4,194,783	6,549,304	
Total Income	4,853,711	6,677,025	60,700,000
EXPENSE			
Program Services	3,792,543	4,233,445	
General & Administrative	649,723	1,061,000	
Fundraising	9,905	10,500	
Total Expense	4,452,171	5,304,945	56,000,000

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	Caring in the Workplace
What do you do? (50 words or less)	Begun in 1996, Corporate Chaplains of America employs carefully screened and well trained Christian chaplains to provide a service of care to employees in the workplace across a wide range of industries. Clients range from as few employees as 10 to over 10,000 in both public and private settings. Providing crisis intervention and confidential caregiving, the program focuses on building relationships with employees with the hope of sharing the gospel.
Key Endorsements (people or organizations)	Coca-Cola Bottling Company Consolidated Southeastern Freight Lines, Estes Express Lines HomeBanc Mortgage Corp.

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Our “BHAG” (Big Holy Audacious Goal) is:	1000 Chaplains serving 1,000,000 Employees by 2012
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E. THE FIVE DRUCKER QUESTIONS (internal)

From: *The Peter F. Drucker Foundation Self-Assessment Tool: The Five Most Important Questions Every Nonprofit Organization Must Answer* (leadertoleader.org)

1. What is our mission?	Our mission is to build relationships with employees, with the hope of gaining permission to share the life-changing Good News of Jesus Christ, in a non-threatening manner.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customers are: Evangelical business owners/CEO’s who have employees between 25 and 2500. However we serve companies with employees counts as low as 10 and as high as 10,000. • Our SECONDARY customers are: Non-evangelical business owners/CEO’s who see the economic value of our work, including crisis care.
3. What does the (PRIMARY) customer value?	<ul style="list-style-type: none"> • Economic buyer – CEO -Considers his business a mission field. • User buyer – HR – Wants CCA to deal with employee personal problems they bring to work. • Both – reduce turnover & absenteeism, increase morale (Caring for employees while at the same time adding value to the business.)
4. What have been our results?	<ul style="list-style-type: none"> • Over 10,000 employees or family members have come to Christ as a direct result of God’s hand on our work. • In just over 10 years we have 247 companies and nearly 50,000 employees under chaplaincy.
5. What is our plan?	To establish a scalable formula for sales and marketing in order to achieve our BHAG.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • God’s Anointing • Process Management Systems • Low Employee Turnover (6%) • High Client Retention (95%) 	<ul style="list-style-type: none"> • Lack of scalable sales plan • Difficulty in identifying target customers • Low National Industry Awareness • Tight Margins restrict ability to spend sufficiently for growth. 	<ul style="list-style-type: none"> • Growing evangelical thread in business community • Greater need in market • Growing Brand Awareness • Clear long term succession planning 	<ul style="list-style-type: none"> • Susceptibility to Spiritual Warfare • Potential for Gov/Court interference • M&A activity in the economy. • Potential for recessionary economy to inhibit growth.

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G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Aid in developing successfully scalable sales plan.	ASAP
2	Reliable way to identify Christian business owners across America who are willing to hear our presentation.	Yesterday
3	Guidance on a financial development plan that will facilitate the development of a national sales plan (i.e. Grants, foundations, trust).	ASAP
5	<u>Major Prayer Request:</u>	Continuous

H. FOR TBG INPUT: Give us guidance on solving this problem...overcoming this obstacle...or re-inventing this program (etc.)

Question for TBG:

To find and replicate a formula for sales and marketing in order to achieve our BHAG.

We have developed process formulas in the follow areas that seem to function well and give every indication they are scalable deep into the future:

- Chaplain Recruitment
- Chaplain Training
- Chaplain Retention
- Employee Satisfaction
- Client Retention
- Fiscal Control and Financial Management
- Board Accountability and Leadership
- Web Portal Development for Distributed Management
- Leadership Mentoring Process
- Chaplain Career Path Development
- Visionary approach to growth.
- Nearly 100% of employees are mission and vision focused.
- Strong generational intelligence at Sr. Leadership and Board level.