

A. CONTACT INFO

Ministry Name	FREE WHEELCHAIR MISSION
CEO Name & Title	Brett Trowbridge, CEO
Primary Contact & Title	Kathleen Spalione, Office Administrator
Address, City, State, Zip	9341 Irvine Blvd, Irvine, CA 92618
Phone	(949)273-8470
Fax	(949)273-8471
Email	involve@freewheelchairmission.org
Website	www.freewheelchairmission.org

B. KEY INFO

Year Founded	2002
Total Employees (FT & PT)	12 FT & 2 PT
Total Volunteers	2000+
Total Board Members	10
Total Donors (last 24 months)	22,000
Organizational Memberships	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input checked="" 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	\$ 5,814,369	\$ 6,959,092	\$ 8,441,560
All Other Income	\$ 34,363	\$ 40,908	\$ 58,440
Total Income	\$ 5,848,732	\$ 7,000,000	\$8,500,000
EXPENSE			
Program Services	\$ 4,507,324	\$ 5,217,700	\$ 6,053,857
General & Administrative	\$ 231,938	\$ 216,845	\$ 309,779
Fundraising	\$ 1,266,710	\$ 1,478,569	\$ 2,112,241
Total Expense	\$ 6,005,973	\$ 6,913,114	\$ 7,875,877

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	"Transforming Lives through the gift of Mobility"
What do you do? (50 words or less)	In wealthy countries, a disabled person can get a wheelchair; however, there are over 100,000,000 disabled poor adults and children in developing countries for whom the dream of a wheelchair is beyond their expectations. For \$48.35 you can give the Gift of Mobility to one of these people through us.
Key Endorsements (names of people or organizations)	Rich Stearns, President of World Vision USA

Our “BHAG” (Big Holy Audacious Goal) is:	Deliver 20 million wheelchairs
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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 Ask* (leadertoleader.org)

1. What is our mission?	
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: The Donor: We offer the donor the opportunity to transform a life for \$48.35 through the delivery wheelchair. • Our SECONDARY customer is: The wheelchair recipient, whose life is transformed by the gift of mobility.
3. What does the (PRIMARY) customer value?	<ul style="list-style-type: none"> • The deliver of the gospel message with the wheelchair. • The sustainability of the wheelchair: A gift that transforms their lives every day they awake to the chair. • The delivery of humanitarian relief to the poorest of the poor
4. What have been our results?	<ul style="list-style-type: none"> • Delivered 320,000 wheelchairs since 2002 to 70+ developing countries around the world.
5. What is our plan?	<ul style="list-style-type: none"> • Our vision is to deliver 20,000,000 wheelchairs • In 2008, we plan to deliver 120,000 wheelchairs • Expand the ministry nationwide

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Staff & Board • Volunteer Fund Raisers • Wheelchair Design • Wheelchair Costs 	<ul style="list-style-type: none"> • Young Organization • Growing Rapidly • OC Based 	<ul style="list-style-type: none"> • Need • Nationwide Support • Church Mission Trips 	<ul style="list-style-type: none"> • The recession • Corruption in Developing Countries

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

No.	Opportunity/Task/Volunteer Role	Target Date
1	Expand Support Base to San Diego Region / Develop a San Diego Region Advisory Board / Recruit Advisory Board Members	On-Going
2	Church, School, Business & Community Group Involvement / Raise Funds; Take Mission Trips to deliver Wheelchairs / Coordinate Local Activities	Go-Going
3	Looking for a Keynote Speaker for our First Annual Major Donor Weekend Event at the Four Seasons, Aviara Resort in Carlsbad in October 2008.	May
	<u>Major Prayer Request:</u> Mobility in Motion Nationwide campaign from April – July. We are pulling a container full of wheelchairs around the country to 9 major US cities to promote awareness for the need for wheelchairs in developing countries.	Now - July

