

**A. CONTACT INFO**

<b>Ministry Name</b>	His Children
<b>CEO Name &amp; Title</b>	Paula Bogenrief, Executive Director
<b>Primary Contact &amp; Title</b>	Paula Bogenrief, Executive Director
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**B. KEY INFO**

<b>Year Founded</b>	2006
<b>Total Employees (FT &amp; PT)</b>	1
<b>Total Volunteers</b>	41
<b>Total Board Members</b>	13
<b>Total Donors (last 24 months)</b>	26
<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, in process of applying for membership in ECFA
<b>Is your IRS 990 form available for public inspection?</b>	<input checked="" type="checkbox"/> Yes, 2007 will be available <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 (financial statements with full note disclosure available) <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	\$70,950	\$90,000	\$180,000
All Other Income	.		
<b>Total Income</b>	\$70,950	\$90,000	\$180,000
<b>EXPENSE</b>			
Program Services	\$52,877	\$59,250	\$135,000
General & Administrative	\$8,687	\$6,000	\$18,000
Fundraising	\$10,980	\$15,000	\$27,000
<b>Total Expense</b>	\$72,544	\$80,250	\$180,000

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

<b>Brand Promise</b> (slogan or tagline)	Every child available for foster care or adoption would be placed in a Christian home.
<b>What do you do?</b> (50 words or less)	His Children equips local churches to develop effective orphan care and adoption ministries. We coach leaders on launching a ministry, direct them to available resources, conduct foster and adoption workshops, link churches to Christian foster and adoption agencies, facilitate networking and collaboration opportunities for ministry leaders.
<b>Key Endorsements</b> (names of people or organizations)	Focus on the Family; Family Life; Fieldstone Foundation; Lois and Donald Verleur (Founders of Olive Crest); Brad Dacus (President, Pacific Justice Institute); Ron Prentice (President, California Family Council); Rock Harbor Church, Mariners Church, Yorba Linda Friends Church, Calvary Church
<b>Our "BHAG" (Big Holy</b>	Empty the foster care system

<b>Audacious Goal) is:</b>	
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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)

<b>1. What is our mission?</b>	Every child available for foster or adoption gets placed in a Christian home
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>• Our PRIMARY customer is: Evangelical Christian churches</li> <li>• Our SUPPORTING customers are: Individuals raised up by the church who are interested in exploring the possibility of becoming foster or adoptive parents</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	Guidance in launching an orphan ministry, learning about available resources they could utilize; assistance in conducting foster and adoption workshops at their church; partnering with well-respected Christian adoption agencies; assistance with both international and domestic adoptions, networking and collaborating with other churches; encouragement and support.
<b>4. What have been our results?</b>	Partnerships with 14 churches. 140 people, from 30 additional churches, in 23 different cities trained on launching an orphan ministry. 400 people have attended foster and adoption workshops. 150 individuals referred into the foster and adoption process. Our first adoption has been finalized, with several more in process.
<b>5. What is our plan?</b>	In 2008...Conduct foster and adoption workshops with 14 churches. Finalize 10 more adoptions, and attract 200 more families into the foster and adoption process. Develop two large scale service projects to offer churches during national foster month and national adoption month. Recruit three new board members.

**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>• strong board</li> <li>• alliances with Christian foster and adoption agencies</li> <li>• relationships with key local churches</li> </ul>	<ul style="list-style-type: none"> <li>• limited financial resources</li> <li>• limited staff size</li> </ul>	<ul style="list-style-type: none"> <li>• Holy Spirit is creating national movement</li> <li>• church has the capacity to empty the foster care system</li> <li>• Focus on the Family &amp; Family Life providing key support resources</li> </ul>	<ul style="list-style-type: none"> <li>• the gay agenda</li> <li>• Satan does not want these children placed in Christian homes</li> <li>• lack of pastors passionate about adoption ministries</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>	Share your expertise on fund development by joining our Advisory Team or Board of Directors.	
<b>2</b>	Set up a meeting to introduce us to a pastor at your church or someone you know who has a passion for starting a foster/adoption ministry at their church	
<b>3</b>	Arrange for His Children to become a designated foundation for your business's charitable giving	
	<u>Major Prayer Request:</u> That God would provide the resources for us to expand and launch ministries at additional churches	