



A. CONTACT INFO

Ministry Name	His Church at Work
CEO Name & Title	Doug Spada, Founder/President
Primary Contact & Title	Duane Moyer, VP Development
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Website	www.hischurchatwork.org

B. KEY INFO

Year Founded	2003
Total Employees (FT & PT)	FT=7 & PT=1 & outsourced labor =3
Total Volunteers	70+
Total Board Members	Legal board : 6 advisory board: 15
Total Donors (last 24 months)	120
Organizational Memberships	<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: International Coalition of Workplace Ministries (www.icwm.net)
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 type="checkbox"/> Yes <input type="checkbox"/> No - review in process <input checked="" type="checkbox"/> We will meet this standard by (date): 4 th Quarter 2008

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

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget 2010
INCOME			
Donated Income	\$ 432,000	\$610,000	\$1,500,000
All Other Income	\$ 170,632	\$340,000	\$ 600,000
Total Income	\$ 602,632	\$950,000	\$2,100,000
EXPENSE			
Program Services	\$422,485	\$492,170	\$1,264,000
General & Administrative	\$60,355	\$62,300	\$160,000
Fundraising	\$65,842	\$68,530	\$176,000
Total Expense	\$548,682	\$623,000	\$1,600,000

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	<i>See the Significance of Your Field™</i>
What do you do? (50 words or less)	We train and equip local churches with a proven process to develop, implement and sustain a WorkLife discipleship and outreach ministry. Our ultimate goal is to be a catalyst that helps change the DNA of churches to see their greatest influence is through the work lives of its people.
Key Endorsements (names of people or organizations)	Chris Duncan , CEO, BBL Forum, HCAW board member Henry Blackaby , President, Blackaby Ministries Leith Anderson , Senior Pastor, Wooddale Church, President, Natl. Assn. of Evangelicals (largest evangelical assoc. of denominations) Kent Humphreys , President, Fellowship of Companies for Christ James Walker , President, Haggai Leadership Institute Worldwide

	<p>Ken Eldred, Partner, Parketos Venture Capital & Living Stones Foundation. Author: God is at Work Os Guinness, Author and Trinity Forum Theologian Many others not listed, but available</p>
Our “BHAG” (Big Holy Audacious Goal) is:	To Influence 50 million work associates every week for Christ through leveraged touch of working believers equipped and deployed for workplace ministry by their church.

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?	To grow the influence of the church through the work lives of its people
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer are: Local Christian Congregations • Our SUPPORTING customers are: Members of the congregations we serve
3. What does the (PRIMARY) customer value?	Innovation, proven results, collaboration, customization, trust
4. What have been our results?	Currently over 3 million work associates are being influenced for Christ each week through the believers HCAW has helped deploy through local congregations. We serve leading churches across America in over 20 states and of over 15 denominational/faith traditions. Impact testimonies are abundant in transforming 4 areas surrounding worklife: Thinking, Attitude, Skill/Ability, Behavior/Action
5. What is our plan?	<ol style="list-style-type: none"> 1. To reach more churches whom God has prepared 2. To refine our training, coaching and content 3. To train more trainers and coaches 4. To develop new processes that serve churches of various levels of engagement beyond the current comprehensive approach

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Innovative Process • Proven Results • Raving Nationally Recognized Clients • Denominationally Neutral • Sustainable vs. Event 	<ul style="list-style-type: none"> • Limited Capital • Small Team • First Round Training system • Limited operational capacity – demand exceeds ability. 	<ul style="list-style-type: none"> • Emerging Market • Channel market impact strategy • Franchise model - Scalable system • Biblical mandate • Huge Leverage 	<ul style="list-style-type: none"> • Church Status quo • Church staff pride • Not acknowledging practical gnosticisim • Long Sales Cycle • Cruise Ship mentality of church leaders

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Become a champion advocate for WorkLife Ministry for churches to their home church or regionally.	Q1 2008
2	Become a kingdom investor fueling the expansion of the WorkLife Ministry in churches through HCAW's efforts.	By YE 2007
3	Volunteer Talent / Executive Skill / Write WorkLife faith integration content for distribution within the HCAW network of churches.	Q2 2008
	<p>Major Prayer Request: God to bring the key staff (volunteer and hired) for expansion opportunity Clarity on the most appropriate marketing strategy to reach more churches Leadership remaining yielded to listen to God's leading and not take control in the flesh Development of an effective training and assessment system The financial capital to fuel the expansion, maturity and growth</p>	