

A. CONTACT INFO

Ministry Name	Invisible Children Inc
CEO Name & Title	Ben Keeseey, CEO
Primary Contact & Title	Ben Keeseey (CEO) & Chris Sarette (Development Director)
Address, City, State, Zip	2705 Via Orange Way. Suite B. Spring Valley, CA 91978
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Email	Ben@invisiblechildren.com & Chris@invisiblechildren.com
Website	InvisibleChildren.com

B. KEY INFO

Year Founded	2004
Total Employees (FT & PT)	USA: 34 FT, 4 PT Uganda: 55 FT
Total Volunteers	Thousands
Total Board Members	9
Total Donors (last 24 months)	50,000
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 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	3,154,707	5,800,000	20,000,000
All Other Income	0	0	0
Total Income	3,154,707	5,800,000	20,000,000
EXPENSE			
Program Services	2,173,973	4,600,000	16,000,000
General & Administrative	331,546	750,000	2,500,000
Fundraising	32,866	150,000	500,000
Total Expense	2,538,385	5,500,000	19,000,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	Discover the Unseen.
What do you do? (50 words or less)	Invisible Children uses media to inspire true compassion and practical love towards the children in Northern Uganda who are affected by a 20 year long civil war.
Key Endorsements (people or organizations)	Oprah's Angel Network, Geneva Global, Omidyar Network, Willow Creek, Rock Harbor.
Our "BHAG" (Big Holy Audacious Goal) is:	To mobilize a movement of one million millennials (age 15-25) across the world that are willing to sacrifice their time, talent and money to help the children in Northern Uganda and end the longest running war in Africa.

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 provide resources to invisible children in the world by documenting their true and untold stories in a relevant way, resulting in positive change.
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: The youth of America (age 15-25) • Our SUPPORTING customers are: International Youth.
3. What does the (PRIMARY) customer value?	Honesty, approachability, transparency, personal investment, individuality and relationships.
4. What have been our results?	Extremely positive. We have seen lives of kids in America literally changed by their knowledge of the kids in Uganda. Similarly, we have seen kids in Uganda lives completely changed through the Invisible Children programs (which are funded by the kids in America).
5. What is our plan?	To use media to spread knowledge and awareness sparking a movement resulting in effective help for the kids in Uganda.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Youthful idealism • Video/ Design • Approachability • Storytelling 	<ul style="list-style-type: none"> • Experience • NGO relations • Connections • Strong Board 	<ul style="list-style-type: none"> • Growth Internationally • Growth to other demographics • Government/ Policy influence • Feature Film 	<ul style="list-style-type: none"> • Staff exhaustion • Financial inconsistency/ budgeting

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Apply to join our Board of Directors	7/1/2007
2	Apply to join our Board of Advisors	7/1/2007
3	Bring an Invisible Children screening to your office, church or home.	anytime
	<u>Major Prayer Request:</u> For the young, over-worked staff, to remain diligent and seeking true wisdom. And a peaceful end to the war in Northern Uganda.	

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

<p>Our BIG QUESTION is:</p> <p>How do we remain a youth focused organization, while still encouraging the involvement of all generations?</p>
