

**A. CONTACT INFO**

<b>Ministry Name</b>	KidWorks
<b>CEO Name &amp; Title</b>	Ava Steaffens, President/CEO
<b>Primary Contact &amp; Title</b>	Ava Steaffens, President/CEO
<b>Address, City, State, Zip</b>	1902 W. Chestnut Ave., Santa Ana, CA 92703
<b>Phone</b>	(714) 834-9400
<b>Fax</b>	(714) 834-9494
<b>Email</b>	<a href="mailto:ava@kidworksonline.org">ava@kidworksonline.org</a>
<b>Website</b>	<a href="http://www.kidworksonline.org">www.kidworksonline.org</a>

**B. KEY INFO**

<b>Year Founded</b>	Founded 1994; incorporated 2002
<b>Total Employees (FT &amp; PT)</b>	22
<b>Total Volunteers</b>	115
<b>Total Board Members</b>	12
<b>Total Donors (last 24 months)</b>	537
<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 type="checkbox"/> Other: _____
<b>Is your IRS 990 form available for public inspection?</b>	<input checked="" type="checkbox"/> Yes <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 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](http://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	\$1,743,322	\$963,853	N/A
All Other Income	\$22,006	\$20,667	N/A
<b>Total Income</b>	\$1,765,328	\$984,520	N/A
<b>EXPENSE</b>			
Program Services	\$719,969	\$1,091,205	N/A
General & Administrative	\$176,300	\$69,821	N/A
Fundraising	\$78,256	\$160,285	NA/
<b>Total Expense</b>	\$790,794	\$1,321,312	NA/

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

<b>Brand Promise</b> (slogan or tagline)	Touching Lives with Hope
<b>What do you do?</b> (50 words or less)	<b><i>KidWorks</i></b> is a place where families receive <b><i>support, education</i></b> and a <b><i>road map</i></b> to a future and hope. Families experience <b><i>Christ</i></b> and <b><i>faith</i></b> in a <b><i>holistic</i></b> manner to create true <b><i>transformation</i></b> . Our centers are <b><i>safe havens</i></b> . <b><i>Good role</i></b> models help to change lives. KidWorks promotes <b><i>socio-economic integration in Orange County</i></b> .
<b>Key Endorsements</b> (people or organizations)	Churches incl. Rock Harbor, Grace Fellowship, Newsong, Saddleback; Foundations incl. Fieldstone, Samuelli, SAJE, Sacred Harvest, Mighty Ducks, Building Block, Hoag, Weingart, United Way, OCCF; Corporations incl. Downey Savings, B of A, Donahue Schriber, Wells Fargo, Union Bank; Key Partners: Biola University, Vanguard, Santa Ana College, City of Santa Ana, Children & Families Commission of OC, SAUSD, OC Dept. of Education

<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	<b>To have KidWorks Centers in _____ communities by 2012, as God leads.</b> <i>(Note: We are forming a task force to begin the strategic planning process to determine the BHAG and other outcomes.)</i>
---	--

**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>	Our mission is to restore at-risk neighborhoods one life at a time.
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>• Our PRIMARY customer is: At-risk youth ages 4-18</li> <li>• Our SUPPORTING customers are: Parents of at-risk youth</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	Relationships with people who care and believe in them, positive alternatives to gang/drug lifestyle and hope for a future.
<b>4. What have been our results?</b>	We have seen many changed lives. A group of young adults who were once KidWorks students are now part of El Puente Church which has been birthed in this Santa Ana community. They are now hosting Kids Club bible camps in their neighborhood for the younger students. 87% of students who participate in our Teen Leadership Academy graduate from high school (compared to 40% in the general population in this community).
<b>5. What is our plan?</b>	To track all our students, starting with our preschoolers all the way through High School by building on the strengths and potential they already have and helping them to discover their purpose in life.

**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>• Excellent program</li> <li>• Motivated Staff</li> <li>• Community Trust</li> <li>• Passionate Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to tell story</li> <li>• Overwhelming need</li> <li>• Limited resources</li> <li>• Administrative systems</li> </ul>	<ul style="list-style-type: none"> <li>• El Puente Church</li> <li>• Santa Ana Community</li> <li>• Large youth population</li> <li>• Replicable model</li> </ul>	<ul style="list-style-type: none"> <li>• Real Estate Market</li> <li>• Complacency</li> <li>• Immigration issue</li> <li>• Lure of negative influences</li> </ul>

**G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED**

<b>No.</b>	<b>Opportunity/Task/Volunteer Role</b>	<b>Target Date</b>
<b>1</b>	Career Workshops – Come share your story with our teens.	Summer 2007
<b>2</b>	Become a KidWorks ambassador by joining our advisory council.	Ongoing
<b>3</b>	Talk to your church about partnering with KidWorks’ summer bible camp.	Spring – Summer 2007
	<u>Major Prayer Request:</u> Over 200 kids & youth will participate in our Summer Bible Camp. Please pray for their spiritual transformation and development.	

**H. We’d like TBG members to discuss this “BIG QUESTION” on May 24.**

<b>Our BIG QUESTION is:</b>  <b>In the strategic planning process, how do we discern God’s plan for us regarding the launch of KidWorks in other communities? How many? Which ones? When? How? etc.!</b>
--