

**A. CONTACT INFO**

<b>Organization Name</b>	Kingdom Assignment Ministries
<b>CEO Name &amp; Title</b>	Leesa Bellesi, President/Creative Director
<b>VP Name and Title</b>	Denny Bellesi, VP/Ministry Director
<b>Primary Contact &amp; Title</b>	Leesa Bellesi, President/Creative Director
<b>Address, City, State, Zip</b>	30802 Coast Hwy, F-1, Laguna Beach, CA 92651
<b>Phone</b>	949-933-3410
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<b>Email</b>	kingdomassignment@cox.net
<b>Website</b>	Kingdomassignment.com

**B. KEY INFO**

<b>Year Founded</b>	2000 – 501(c)(3) formed in 2006
<b>Total Employees (FT &amp; PT)</b>	2
<b>Total Volunteers</b>	7
<b>Total Board Members</b>	In process of creating
<b>Total Donors (last 24 months)</b>	4 individuals + book sales
<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 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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input checked="" type="checkbox"/> We will meet this standard by: <b>2007</b>

**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	\$ 2,500	\$365,000	
All Other Income	\$17,965	\$ 72,000	
<b>Total Income</b>	\$19,465	\$437,000	
<b>EXPENSE</b>			
Program Services	NA	\$143,465	
General & Administrative	NA	\$ 81,680	
Fundraising	NA	\$ 83,730	
<b>Total Expense</b>	0	\$308,875	

**D. OUR “ELEVATOR SPEECH” (external)**

<b>Brand Promise</b> (slogan or tagline)	Turning the heads and hearts of people into the hands and feet of Christ
<b>What do you do?</b> (50 words or less)	We aim to inspire, educate, equip, and resource the local church, individual believers, and Christian business owners to creatively steward their talents, treasure, and time to glorify God and advance his Kingdom agenda through compassionate service to others.
<b>Key Endorsements</b> (people or organizations)	Bill Hybels, Rick Warren, Steve Arterburn, Paul Eschelmann, Bruce Wilkinson, John Ortberg, Lake Avenue Church, Coast Hills Community Church
<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	To inspire, equip, and resource 50,000 churches across every continent in the next 20 years to do kingdom assignments that will touch every person in the world with the tangible love of Christ.

**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>	<p>“To turn the heads and hearts of people into the hands and feet of Christ” through the implementation of four key objectives:</p> <ul style="list-style-type: none"> <li>To <b>INSPIRE</b> the local church to love, obedience, and good deeds done in the name of Jesus Christ (Ephesians 2:10)</li> <li>To <b>EQUIP</b> the congregation to know and understand the principles and practice of Faithful Stewardship and Kingdom Living. (2 Corinthians 4:2)</li> <li>To <b>EMPOWER</b> individual participants to be salt and light in the world with their talents, treasure, and time. (Matthew 5:12-16)</li> <li>To <b>IMPACT</b> the world by first serving others in the name of Jesus Christ, and thus earning the right to be heard. (1 Peter 3:15-16)</li> </ul>
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li><b>Our PRIMARY customer is:</b> The local church</li> <li><b>Our SUPPORTING customers are:</b> Christian business owners/secular companies and their employees</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	<ul style="list-style-type: none"> <li>Practical and creative application of Biblical stewardship principles</li> <li>Ephesians 2:10</li> <li>Advancing God’s Kingdom agenda through loving/serving others</li> <li>Experiencing their faith/answers to prayers</li> <li>Empowerment of people for practical and meaningful ministry</li> </ul>
<b>4. What have been our results?</b>	Hundreds of churches around the country and other countries (Canada, Australia, New Zealand, Holland, Brazil, South Korea) have successfully completed Kingdom Assignments
<b>5. What is our plan?</b>	Faciliate and resource churches and businesses to effectively do kingdom assignments and give accounts of their results

**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>Proven success in hundreds of local churches the past 5 years</li> <li>Simplicity</li> <li>Timeless program</li> <li>Positive public exposure</li> </ul>	<ul style="list-style-type: none"> <li>Effective marketing to the church at large</li> <li>Publishing and distribution of curriculum resources</li> <li>Staffing</li> </ul>	<ul style="list-style-type: none"> <li>GROUP Publishing</li> <li>Barnabas Presentation 3/7/07</li> <li>Fundraising Event 5/30/07</li> <li>Pilot business program</li> </ul>	<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> <li>_____</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>	Task Force—taking KA to the next level/marketing input and influence	
<b>2</b>	Host a Business KA (“On Assignment”) project at your business (pilot)	
<b>3</b>	Take on the message and opportunity of having (and funding) a Kingdom Assignment at your local church	
	Major Prayer Request: Successful Fund Raising Event (May 30) – Goal \$250,000	

**H. We’d like TBG members to discuss this “BIG QUESTION” on March 7.** Describe where you need guidance on solving a problem...overcoming an obstacle...or re-inventing a program, etc.

<p><b>Our BIG QUESTION is:</b></p> <p>How can we effectively market this concept to the local church beyond word of mouth? How should we approach and market the concept of the Kingdom Assignment to the opportunity we see in the business community?</p>
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