

A. CONTACT INFO

Ministry Name	Leadership Catalyst
CEO Name & Title	Dr. Bruce McNicol, Co-Founder and President
Primary Contact & Title	Kayla Proaño, Executive Assistant
Address, City, State, Zip	1600 E. Northern Ave., Suite 280, Phoenix, AZ 85210
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Website	www.leadershipcatalyst.org

B. KEY INFO

Year Founded	1995
Total Employees (FT & PT)	11
Total Volunteers	3
Total Board Members	7
Total Donors (last 24 months)	95
Organizational Memberships	EFCA, CMA,
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	436,400	754,000	2,100,000
All Other Income	251, 430	401,000	900,000
Total Income	687,830	1,155,000	3,000,000
EXPENSE			
Program Services	713,254	978,897	2,400,000
General & Administrative	69,513	86,805	300,000
Fundraising	64,055	89,298	300,000
Total Expense	846,822	1,155,000	3,000,000

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	We reverse the toxic effects of destructive hiddenness by building truefaced communities around the world.
What do you do? (50 words or less)	<i>We multiply people who can build truefaced communities around the world.</i> Catalyst accomplishes this mission through the 3 essential components required to break old cultures and create a movement. 1) A “sticky” new language. 2) A process to experience this new life. 3) A network of models that prove truefaced communities are God’s only answer to sin, shame, and toxic relationships.
Key Endorsements (people or organizations)	The presidents of major associations, universities, denominations, organizations, missions, seminaries, and businesses. Request list.
Our “BHAG” (Big Holy Audacious Goal) is:	In the next 20 years, our vision is to build tens of thousands of truefaced communities around the world. (<i>Habitat builds physical homes, we build truefaced communities.</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)

1. What is our mission?	Our mission is to multiply people who can build truefaced communities through our resources, experiences, and networks.
2. Who is our customer?	Our PRIMARY customer is: <u>The Emerging Generation</u> —The “Future” Our SUPPORTING customers are: <u>The Established Generation</u> —The “Gatekeepers” who will experience, then help fund and carry this effort to their sons and daughters, the emerging generation around the world.
3. What does the (PRIMARY) customer value?	The <i>TrueFaced Community</i> meets their longing for a way of living, that heals their wounds, forms their souls, restores their relationships, reaches their friends, and frees their dreams. It is a way of life that affects <i>all</i> of life.
4. What have been our results?	Thousands of budding <i>TrueFaced Communities</i> in many countries, effectively transforming marriages, families, outreach, church planting, church health, leadership development, and missions.
5. What is our plan?	We plan to keep turning the flywheel of our three competencies— See “What do you do?”

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Pervasive Need • Proven Process • Unique Delivery • Global Influence • Exec Team 	<ul style="list-style-type: none"> • New Paradigm • Lack of Working Capital • Development Officer Needed 	<ul style="list-style-type: none"> • Converging Brand, Media and Audience, Concise DNA Delivery • Culture Shift 	<ul style="list-style-type: none"> • Lack of Working Capital • Excess Influence Relative to Capacity

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	<u>Attend</u> a <i>Getaway at Bo's Café</i> , at Four Seasons, Carlsbad. Assess your personal passion and priority for reversing toxic religion in the church and the emerging generation. Or TBG couples could host their own <i>Getaway at Bo's Café</i> and bring in the Catalyst team couples.	Nov. 8-11, 2007
2	<u>Build</u> a worldwide media center, featuring the virtual <i>TrueFaced Community</i> that will be accessible to thousands in various countries. We're ready. The users are ready. We need expertise and resources.	Fall 2007
3	<u>Join</u> the Catalyst team. These Team Members are needed at Half Time or Discounted Rates: 1) Lead Administrator for the Operations Team, 2) Development Director for our Getaway retreats, convening and ministering to couples, 3) Website Specialist, 4) Media studio usage	Summer 2007
	<u>Major Prayer Request</u> : #1, #2, and #3	

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

<p>Our BIG QUESTION is:</p> <p>What are the strategic next steps (over the next 12 months) for building a worldwide media center that will feature the virtual TrueFaced Community? (We want to make this accessible to thousands in strategic countries.)</p>
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